

RADIO — STAGE — NIGHT SPOTS — MUSIC — OUTDOOR

AUGUST 20, 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly



JOAN FONTAINE

*NOW IS THE TIME
for all orchestras and artists
to take advantage of
The Billboard's*

*COMPLETE
CIRCULATION-*

*the only newspaper
circulation that can carry
your message to ALL
important talent buyers*

*Advertise in The Billboard
and sell yourself to the
entire amusement business.*

"I depend upon the pages of The Billboard for first-hand and ever-accurate figures of grosses compiled in American ballrooms like the one I operated in the fall and winter months. The public's preferences for band and orchestral attractions are mirrored by the concise and newsy reports found each week in the music section of The Billboard. Rarely is my office without one or more copies." — WILL H. WITTIG, Manager, The Pla-Mor Ballroom, Kansas City, Mo.

"I, as night club manager and proprietor, use The Billboard for advance information that is nowhere else obtainable and I can really say that it has been a great help to me in the following of acts, the various revues on night clubs, theaters, etc. It is my opinion that any night club man should be very grateful for the many services rendered by The Billboard." — JIMMY BRINK, New Lookout House, Covington, Ky.

"The Billboard keeps us posted on what's going on in the radio field and it keeps us in close contact with all other amusements, and all in all, it is the best magazine we know of for the radio stations." — HAL NICHOLS, KFOX Radio Station, Long Beach, Calif.

"Your highly classified ads showing your publicized bands has been very helpful to us for selection of bands for desirable entertainment in our Amusement Park Center." — LEON BROTHERS, Miles City, Mont.

"We are producers of radio productions and station representatives, therefore we read The Billboard to get the most complete outline of the radio field." — GORDON H. BRYANT, Managing Director, Bryant Publicity Service.

"The Billboard keeps us in touch with the outside world. A successful night club operator must keep up with his music both in orchestra and mechanical music, and take it from me you can not successfully run your business without an encyclopaedia, and we find The Billboard the best." — D. O. KIRKLAND, Sweet Home Pike, Little Rock, Ark.

"... no man, however original he may be, can spin everything out of himself like a spider. He has to know what the other fellow is doing sometimes if he wants a creative springboard from which to dive into his own activities. Any magazine that offers concrete help to station executives, program men, writers, executives and other personnel is well worth the time and money spent on it. The Billboard is a good investment." — DAVID NOWINSON, Iowa Broadcasting Co., Des Moines, Ia.

"My Billboard costs me 23 or 24 cents each week by sending it on to Australia.

"They can not purchase The Billboard there, so I send it for the friends of ours and others who read it as it gradually is looked to pieces with 60 or more trying to see something about home." — ORVILLE D. DEARTH, Dayton, O.

"Naturally, being a ballroom operator makes me most interested in items dealing with ballroom operation, review of bands, air briefs and band routings. It has proved very helpful to me in buying and promoting name bands." — R. H. PAULEY, Manager Turnpike Casino, Lincoln, Neb.

"For many musicians the weekly reading of The Billboard is profitable in keeping them informed on standing of popular instrumental and vocal music; reports on bands and their whereabouts." — FRED ASHBY, Secy., Musicians' Pro. Assn., Kankakee, Ill.

The Billboard

Vol. L
No. 34

The World's Foremost Amusement Weekly

August 20,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
84 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

RADIO BOOMS RURAL VAUDE

Great Falls Fair Again Tops Gate Records, This Time With 234,435

GREAT FALLS, Mont., Aug. 13.—For the eighth successive year attendance records were shattered at North Montana State Fair here on August 1-6 with 234,435 admissions as compared with 211,112 in 1937. Closing day broke all records with 50,441, more than for any previous day in the fair's eight-year history. Aiding in making the record was a bumper wheat crop, larger than in any year since the annual first opened. Weather was ideal.

Keeping pace with the record of the fair was that of Hennies Bros.' Shows, which played to increasing crowds, climaxing on Saturday when total receipts were greater than reported by any midway show here in past years. Exhibits were topped by the National Hereford Show, with herds from all over the nation competing for \$10,000 in cash awards. R. J. Kinzer, secretary of American Hereford Association, announced that the fair would again be host to the show in 1939, marking the fifth successive year the event has been held here. As in past years, a major factor in keeping up attendance was a pari-mutuels track program with 46 races and entertainment probably surpassing that of any outdoor show in the Northwest this year.

A majority of acts on afternoon programs and specialty acts at night were booked by Barnes-Carruthers, which also supplied the night show, *Star Parade*. Fred H. Kressman, of Barnes-Carruthers, was program director. Acts included the Cimse Troupe, the Paroffs, Evers and Dolores, Valentine Vox and Co., Carl Freed's Band, Monroe and Adams Sisters, Shanghai Wing Troupe, Shorty Flemm, the Juvellys, the Redingtons, the Romeros, Albert Powell, Les Safyrs, Max and His Gang, Fortunello and Cirillino; Daisy, the Horse; Ed and

Tillie Bowman, Bell's high-jumping horses and Lethbridge Pipers' Band.

Art Briese, of Thearle-Duffield Co., was in charge of nightly fireworks. Added entertainment on three of the six nights included championship wrestling. Before the record Saturday crowd was a series of Thrill Day features, including double parachute jump from an airplane by Birdie and John Drapes and a brick wall crash by Miss Drapes in which she was slightly injured.

A scheduled head-on airplane crash, to have been performed for the first (See GREAT FALLS FAIR on page 53)

Legit Gets Break In New Tax Rule; Sale Price Basis

WASHINGTON, Aug. 13.—The much-contested admissions tax, which during the last session of Congress stirred so much opposition from theater people, has been revised according to new schedules ordered by Internal Revenue Commissioner Guy T. Helvering.

The legitimate stage appears to be the chief beneficiary, but there is some indication that interpretations may be carried over to other types of entertainment. Mainly, the new rulings permit the federal tax to be based on the actual selling price of tickets and not upon the printed price, as has been held heretofore. This is believed to be the first time that this interpretation has been placed upon the revenue tax.

Taking up another contested section of the admission tax, the Bureau of In- (See LEGIT GETS on page 19)

P.-A. Dates for Small-Town Air Acts Bringing Plenty Potatoes

By JERRY FRANKEN

NEW YORK, Aug. 13. — Sustaining radio acts, working for nothing outside of the major-program-originating cities such as Chicago, Los Angeles and New York, are making up for the gratis radio work by all sorts of personal-appearance bookings brought about by the radio time. It's an ironic twist that while the acts broadcast for nothing in many cases, this same free work is responsible for bringing them a lot of potatoes. The dates can't be called vaudeville or small-time vaudeville, altho to a considerable extent the dates are vaude with variations. Extent of these personal appearances, of which New York never hears, is really amazing, with some performers grabbing off \$500 a week. This is not oats.

Bookings are secured by announcements at the start, during and at the end of these acts' broadcasts. Of course, not all of the turns work sustaining, since a goodly number have commercial sponsors. Bookings may call for theater appearances, fairs, high schools, kaffee klatches and auditoriums. Acts have been known also to play in barns such as dairy-farm barns. These are cleaner than just plain barns.

Even tho the stations may not pay the act for its sustaining stint, broadcasters take commission. Basis for this is twofold. First, its time built the act and, second, announcement on the station brought the booking. Among the larger centers of such dates are stations in Des Moines, Schenectady, Nashville, Cincinnati, St. Louis, Hartford and many smaller cities or towns. Radius in which the acts can play is largely dominated, of course, by the station's coverage area.

Most of the dates are booked on percentage. Acts are now wised up to taking guarantees whenever they can get them. Weather may ruin a straight-percentage date. Also, when an organization guarantees an act money it usually makes sure enough tickets are sold to cover not only the guarantee but to bring in a profit.

than a steady spot on a Squeedunk outlet.

According to acts doing this kind of work, a vaudeville background helps, with only radio experience making it tough to handle or get the crowds right. It's always better to work a school date than a small-town theater date, the acts

(See RADIO BOOMS on page 8)

Sanford Showboat In Quick Fold-Up; N. Y. Clubs Quiet

NEW YORK, Aug. 13.—Bobby Sanford's Showboat did a quick fold-up after only one week Thursday. From the start Sanford had tough luck. The opening was postponed a few times and when he finally opened he was picketed by the AFA.

Sanford's idea was to attract stay-out-late crowds that wanted something to do after midnight. Boat was docked from midnight until 4 a.m., and then took a two-hour sail. Liquor was sold all night and there was a dance band and a floor show. When this failed to draw Sanford changed to two short sailings a night, with the show going on each time. Even this didn't help.

The Sanford fold-up follows the recent brodie of the Rheingold-Irwin show on the Sanders showboat. Kay Parsons' showboat continues to do the top local showboat business.

Recent closings for the summer are the Village Nut Club and Cerutti's Le Mirage. Several new clubs are slated for fall openings. Meanwhile most night clubs are just holding on. The Surfside, Long Beach, which is running a Cotton Club show, recently cut chorus girl salaries.

The International Casino is considering a tie-up with a sports store to enable patrons to skate on the stage ice during intermissions between shows and dance sets.

AFA Readies Wage Scale as Part of Agency License System

To license agencies only in strong AFA centers—agents become responsible for observing AFA rules—must use standard contract—may revoke without explanation

NEW YORK, Aug. 13.—The agency licensing system that the American Federation of Actors is working out will probably become operative January 1, but will be applied only to those key cities where the AFA feels it is strong enough to police. Locally, the AFA is calling a membership meeting next month to ratify a wage scale for local night clubs, theaters, private entertainments, circus and other outdoor shows. When the minimum scale is okehed by the membership it will be sent out to all agents applying for AFA licenses, as the minimum scale will become

the AFA as proof that the union minimum salary for that particular club has been observed.

The AFA license is subject to the following conditions:

"First: The licensee shall comply with all of the laws, ordinances and requirements of the different localities applying to such agencies.

"Second: Within the limitations above mentioned, this license shall cover every phase of entertainment employment, permanent or otherwise in the jurisdiction of the Federation.

"Third: The licensee shall not act for any artist, including or involving any performance, who is not a member in good standing of the Federation.

"Fourth: This license (which is not (See AFA READIES on page 8)

Hoke

Acts which are homey and hokey, such as two-acts with plenty of chatter and business, in addition to singing and dancing, are the favorite type. A straight singing act often dies. Customers want mugging and hoke and plenty of it. Acts working out of New York on the networks seldom do forte unless they have previously worked on a smaller station. Network sustaining time out of New York is so irregular that for this kind of booking it is less advantageous

Country-Wide Pact Between IABBD and AFA Is Aim

PITTSBURGH, Aug. 13. — Current dickering between the American Federation of Actors and International Alliance of Billposters, Billers and Distributors may soon wind up a country-wide pact between the two AFL unions, IABBD President Leo Abernathy informed today.

Lauding the co-operative spirit shown his organization by Cole Bros.' Circus, Abernathy also stated that despite various show closings business for his 16,000 members is not far under last year due to work for industrial firms.

Abernathy, who is also president of the Pittsburgh Central Labor Union, will be chairman of a nationally broadcast radio program here Labor Day featuring Frank Morrison, secretary-treasurer of AFL.

In This Issue

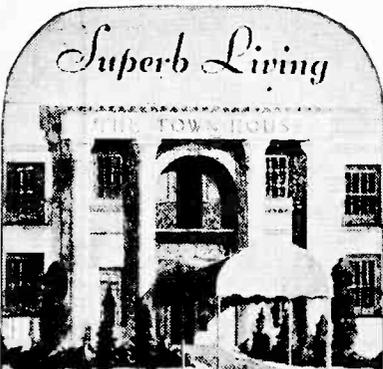
	Pages
Air Briefs.....	8
Broadway Beat, The.....	5
Burlesque Notes.....	22
Carnivals.....	38-48
Circus and Corral.....	28-31
Classified Advertisements.....	50-52
Coin Machines.....	64-84
Endurance Shows.....	22
Fairs-Expositions.....	35-36
Final Curtain.....	25
General News.....	3-5
General Outdoor.....	60-63
Hartmann's Broadcast.....	27
Legitimate.....	14-15
Letter List.....	26 and 52-53
Magic.....	22
Minstrelsy.....	22
Music.....	10-13
Night Clubs-Vaudeville.....	16-21
Notes From the Crossroads.....	27
Orchestra Notes.....	12
Out in the Open.....	27
Parks-Pools.....	32-34
Pipes.....	57-58
Possibilities.....	4
Radio.....	6-9
Repertoire-Tent Shows.....	23
Rinks-Skaters.....	37
ROUTES: Orchestra, page 10. Acts, Units and Attractions, 24 and 60. Dramatic and Musical, 60. Repertoire, 60. Carnival, 60. Circus and Wild West, 61. Miscellaneous, 61.	
Show Family Album.....	51
Sponsored Events.....	49
Thru Sugar's Domino.....	4
Wholesale Merchandise-Pipes.....	54-58

JOAN FONTAINE
(This Week's Cover Subject)

JOAN FONTAINE, fast-rising RKO player, was born in the International Settlement of Tokyo, Japan, and spent part of her childhood there and in San Francisco. She was educated in the latter city and in Saratoga, and the American School of Tokyo served as her finishing school. Technically a British subject, she has never been in England.

Amateur theatricals occupied much of Miss Fontaine's time in Japan, and her training in many Shakespearean roles there prepared her for her first acting part in San Francisco, in the Henry Duffy production of "Call It a Day." She wasn't in the play for more than two weeks when Jesse Lasky saw her and placed her under a personal long-term contract. Another week found her cast with Katharine Hepburn in "Quality Street," and since then it has been a steady succession of RKO pictures, among them "The Man Who Found Himself," "You Can't Beat Love," "Music for Madame," "A Damsel in Distress," "Maid's Night Out," "Blond Cheat," the recently released "Sky Giant" and the large scale picturization of "Gunga Din."

Miss Fontaine's artistic talents lie not only in the direction of acting but of painting as well. She is quite adept at water color work, and is studying art as a pupil of Frank Ingerson and George Dennis. Altho she is a sister of Olivia de Havilland, she prefers to play down the relationship, relying upon her own ability to get to the top.



Superb Living

An address of prestige where the discriminating traveler may relax in an atmosphere of refinement. Under the same management as The Drake and The Blackstone in Chicago.

A. S. Kirkeby, Managing Director

The Town House
On Wilshire in Los Angeles

THEATRE, AIR CONDITIONED

In heart of San Antonio, Texas. Three hundred thousand population, plus twenty-five thousand soldiers and forty thousand winter tourists from September to April. Will put in Business Stock, and share with a good producer. Only flesh show in town. Arthur Laning, Jean Bedini and Tommy Levine wire or write. Can go fifty-two weeks. Possibilities unlimited. Write or wire **EMMETT SHERBONDY**, 117 Soledad St., San Antonio, Tex.

WANTED QUICK

People in all lines. Specialty People, Teams and Dancers. State all. Good Black who knows Acts and can cut it. No booze. Make salaries within the times. You get it. Wire, post yours, I'll do the same. **J. H. WARD**, 714 Flynn Ave., Alva, Okla.

THOMAS J. COOPER

Formerly of Washington, D. C. WANT his present location. Suitable reward for correct information. Wire collect. **O. J. CURTIS**, 801 Tenth St., N. W., Washington, D. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

<p>SPECIAL PRINTED ROLL or MACHINE 100,000 FOR \$20.00</p>	<p>TICKETS</p>	<p>STOCK ROLL TICKETS 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>ELLIOTT TICKET CO. (400 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 615 CHESTNUT ST., Phila.)</p>		

Pittsburgh Acts May Join AFA, Forced by Other AFL Outfits; Philly Given Autonomy by AFA

PITTSBURGH, Aug. 13.—Aiming to bolster the AFA drive for members that he hopes will culminate September 11 with a mass meeting where officers will be elected under the new semi-autonomous union set-up, AFA Organizer Dan Hurley today appealed to Director Cliff Ryan of the Allegheny County Sesquicentennial Fair to sign professional talent, protesting that since paid stagehands, musicians and electricians were being hired for the pageant, play and water ballet that will use 1,000 performers the talent should not be completely amateur, as called for by present plans. Ryan promised to "co-operate."

In district night clubs entertainers today were crystallizing into the opinion that they must eventually join AFA or be blacklisted from jobs, because of pressure being exerted by the American Federation of Musicians, the bartenders' union and other AFL sympathizers. Altho only 30 of 300 members of the Entertainers' Federation of America attended a meeting this week with AFA Secretary Ralph Whitehead and Hurley to discuss possibilities of amalgamation and then left the sessions without arriving at a decision, 30 other entertainers who belong to AFA attended another meeting, formed a volunteer membership committee and named 10 deputy organizers.

After the September 11 elections Hurley and local AFA representative George LaRay expect to start a drive for closed shop in the more important niteries around town. They will reportedly be aided by AFM Local 60 and the office of the Central Labor Union that is headed by Leo Abernathy, president of the International Alliance of Billposters, Billers and Distributors.

Differences between EFA members and the AFA still hinge on the financial autonomy, with EFA, thru President James Loster, asking that part of the dues be kept in Pittsburgh, and Whitehead insisting that all go to New York. Peppered by threats brought up again that EFA might affiliate with the Committee for Industrial Organization, the AFA heads wanted to know whether local acts were more interested in keeping dues in Pittsburgh or getting higher wages for themselves. Asked then by EFA about what the AFA could do for the locals that was not already being done, Hurley referred to wage increases and legal guardianship secured in other cities. One entertainer replied they didn't want higher wages because they feared nitery proprietors would prefer out-of-town talent if they had to pay top prices.

Noncommittal were members of the Entertainment Managers' Association, who said they have not been approached in the past 10 days by either entertainers or AFA representatives. Last week a scheduled meeting of the EMA and Whitehead failed to jell.

Accused of chiseling by some of the performers, the EMA and eight other unorganized bookers were sought for a tie-up by Hurley when he came to Pittsburgh two weeks ago. Nettled by their failure to hold an official meeting as promised, he commented, "We'll take care of them later."

In Pittsburgh today was Guy Magley, last here on the circus tussles with Hagenbeck and Ringling, on his way to Chicago, finally set to resume management of the Windy City AFA office.

PHILADELPHIA, Aug. 13.—Negotiations have been virtually completed for the affiliation of the United Entertainers' Association with the AFA. Tom Kelly, UEA business agent, announced this week.

The only hitch is the fact that many of the UEA members are out of town and are unable to ratify this move, Kelly said. All of the difficulties be-

tween the two groups have been ironed out, and the UEA has been granted local autonomy by Ralph Whitehead.

Kelly yesterday took action against the Vincent & Fields agency for alleged breaking of contract with Betsy Bain, dancer, booked into the 15 Club here.

Kelly accused the 10-percenters of signing up the hooper without an order from the management of the night club, which he charged was a violation of the new State Booking Law. The hearing was scheduled before Magistrate Elias Myers.

NEW YORK, Aug. 13.—Ralph Whitehead is back after a tour of Pittsburgh, Philadelphia and Atlantic City. He says prospects for a branch in Pittsburgh are good and that Philly will probably come in next month. An A. C. branch is in the works also, he claims.

The AFA has okeed another organizer for Los Angeles, where the branch is arranging to license MCA, the only big L. A. agency that had not yet taken out a license.

The AFA plans to send organizers to the Boston branch.

As each branch intrenches itself the AFA's new licensing system will go into effect for that territory until the entire nation is covered.

Chicago Club Bookers Elect

CHICAGO, Aug. 13.—Entertainment Managers' Association, recently formed indie club date bookers' org, elected the following officers at its regular Wednesday meeting: David P. O'Malley, president; George W. Konchar, vice-pres; Lyman E. Goss Jr., secretary-treasurer; George M. Hillman and James K. Thompson, trustees.

Bookers have organized to eliminate chiseling, non-licensed competitors and other chiseling practices prevalent. Membership, held exclusively to club date bookers, now totals 20 of the craft.

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 VAUDE

WOODY HERMAN—and his band not only appeal strongly for dancing but give evidence of capabilities for those who would sit-relax-listen to be entertained. Band has never had a big play at air time to carry its name, but once inside the house the stub-holders will spread the word around. Forte is the Deep South blues, with Herman strong on their singing. Apart from jitterbug fodder for matinee moppets, the band has plenty of musical novelties to round out a presentation. It's a clean-cut good-looking ensemble that knows its showmanship.

For FILMS

HAROLD WILLARD—baritone soloist at Bill's Gay Nineties Club, New York City. He's a tall and good-looking fellow with a smooth, modulated and trained baritone with a tenor range. Delivers operetta, popular and semi-classic stuff with great persuasion. Looks like a real comer and rates a screen test and a crack at radio.



While the conductor of this column is on his vacation the pillar will be devoted to chit chat and general impressions gleaned in Hollywood by Sam Honigberg, of The Billboard's Chicago staff. Honigberg has been with The Billboard more than five years. He started as correspondent in Pittsburgh, was promoted to an executive post on the Chicago office editorial staff and is now on a special mission to the Coast. The regular column resumes with the August 27 issue.

HOLLYWOOD, Aug. 13.—Don't believe most Easterners who tell you that they don't miss the Great White Way or Michigan Boulevard. They are plenty homesick, but the fields for those holding the right positions are too lucrative to be deserted. A good many of them hang out in eateries operated by popular New Yorkers who retain as homelike an atmosphere as possible. Among the more prosperous food dispensers here is Bob Murphy, whose House of Murphy in Beverly Hills is crowded with notables almost any night you drop in. Bob is still proud to double as table singer and to personally greet all his customers at the door.

A Hollywood preview is a major event here both for the movie lights and house operators who, respectively, engage in the much-liked diversion of autographing and tilting of box-office prices. The usual crowds lined Hollywood boulevard this week when Warners "secretly" previewed *Four Daughters* at their Hollywood Theater. The Lane Sisters, who are three of the daughters in Fannie Hurst's tale, came in in slacks, while Gale Page, the fourth daughter, who not so long ago was just another NBC sustaining artist in Chicago, appeared "dressed to kill." Many Broadwayites turned out, among them Hugh Herbert, Jack Benny and Mary, Ed Sullivan, Joy Hodges, Phil Regan, Hedda Hopper, Lee Patrick (whose father once was on the advertising staff of *The Billboard*), Lucille Ball and Maureen O'Sullivan. A preview invariably packs the house.

Plenty of typewritten matter on flickerdom leaves these shores daily when you consider there are over 150 Hays-accredited correspondents and some 300 free-lancers living in and around Hollywood. They feed hundreds of American and foreign publications.

The other day such veterans as John Halliday, Irene Rich and Melvyn Douglas worked all afternoon on one scene in Universal's *That Certain Age* when the star, Deanna Durbin, continually muffed the same line. It was a breakfast table set and the players were required to eat a meal lustily at every take. While not so in this case, philanthropic-hearted stars are known to stall on sets purposely in order to make more work for all others connected with the picture. They will suddenly become tired or continue to have trouble with the dialog and the company will be required to work overtime.

Sally Rand is a business woman first and always. While aware that she was wanted to do a quickie she readily affixed her John Hancock to a picture contract that called for a salary of \$10,000 under a six-day shooting schedule. The result is a thriller labeled *Murder on Sunset Boulevard*, produced by George Hirliman. They will screen it any day now and if it's any good at all Sally will make personal appearances wherever the picture is shown.

The most short-lived ventures in Hollywood are night clubs. The few that remain open longer than a year are the exceptions. Most of them come and go, for the after-dark patrons here tire of a spot after a visit or two and are out to explore new hideouts. Consequently, operators open clubs with the plan to close them just as soon as those streamlined limousines start whizzing by them. As one leading night club impresario expressed himself the other night, "I plan to open my new cafe on the Sunset boulevard strip for a limited engagement of four weeks."

The three-dot dash department: Oswald, who split with Ken Murray, is operating a beauty shop on Wilshire boulevard. Murray will have a prominent role in Laurence Schwab's *Once Upon a Night* on Broadway this fall. . . . Sunnie O'Dea will be in the opening show at the Drake Hotel, Chicago, October 8. . . . George White, Bing Crosby, Pat O'Brien, Oliver Hardy, Fred McMurray, Elizabeth Patterson, Claire Dodd, Robert Cummings, John Hamilton, Frank Lloyd, the producer, (See SUGAR'S DOMINO opposite page)

Broadway Beat

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

By DANIEL RICHMAN

AS A RESULT of Ethel Merman's signaling the New York Central's crack 20th Century Limited in New York a week or so ago the lady has been admitted to the BRT, which is not a merger of the Brooklyn and Interboro Transit lines but an organization known as the Brotherhood of Railroad Trainmen. Seems that Alexander Whitney, president, and 100 representatives attending a wage conference in Chicago at time, heard about La Merman's railroad-proclivities and immediately wired her an offer of an "honorarium" but nonetheless bona fide membership. Publicity being what it is, chanteuse accepted with alacrity and now enjoys the distinction of being the first female railroad brakeman in the world and a member in good standing of the trainmen's organization. . . . There appeared to be a bit of uncertainty in several of the printed reports last week anent the exact proportions of the Morton Downey family. Barbara Bennett Downey presented the tenor with another child, and the recapitulation of the total progeny in a couple of metropolitan dailies must have left readers a little bewildered. *Mirror* subscribers in particular were subjected to some confusion when Winchell reported that the new arrival was the sixth addition to the family, and a news story in the same edition labeled it No. 5. The *News* complicated things further by crediting the Downeys with only four. The *Billboard* refuses to go on record with any guess of its own but refers its readers to the Bureau of Vital Statistics.

Of All Things Dept.: 'Tis bruited about that District Attorney Thomas E. Dewey is taking singing lessons from Alfredo Salmaggl. . . . Speaking of singers, Ruth Altman, hitherto associated with the operetta stage, is having a fling at straight dramatics this week at the Rockridge Theater in Carmel, N. Y., altho she'll warble an aria or two during the proceedings. Play is a new one, *Milan in May*. . . . Dick Rodgers and Larry Hart, who write a pretty fair musical themselves, were profuse in their congratulations to Florence Wickham, former Metropolitan Opera star, upon the Rockridge premiere of her opera, *Rosalind*, last week. . . . The Palace Theater Building stone steps are being replaced—worn thin after 25 years of service carrying actors to and from bookers' and agents' offices. . . . Several of the 15-cent movie emporiums lining 42d street are under the same management, but to audiences ignorant of this fact a trailer shown in one of them recently proved unintentionally uproarious. The hodgepodge of scenes and supercloussal wordage was exhibited on behalf of *The Toy Wife*, which was being shown in one of the management's other houses, and the trailer was so much worse than trailers usually are

that the patrons greeted with a howl the announcement that the picture was now playing at the theater across the street. They evidently figured, that the blurb was dirty work on the part of the house they were in to keep them out of a rival establishment.

For what seems to be the first time within memory, a band leader used the classified ad columns of a newspaper to get recruits for a singing ensemble. The maestro was Fred Waring, the paper was *The New York Times* of Sunday a week ago, and the call was for male chorus singers, young, for Waring's A Cappella Choir. . . . Bert Adler, erstwhile theatrical press agent, is now deputy commissioner of the Department of Public Works of New York. And he gets mail addressed to the Hon. Adler. . . . Observed in front of the Palace Theater box office: a small, breathless woman rushing excitedly up to the cashier's cage, inquiring, "Have you a floor show?" and dashing away just as excitedly when answered with a withering "No." . . . Perfect example of simplicity and directness, despite the size of the letters, is the sign on the Astor Theater for its forthcoming attraction. Three-line wording reads simply: "Norma Shearer, Tyrone Power, Marie Antoinette." . . . Judy Starr, petite vocalist with Hal Kemp's Band, turned down an offer from Max Gordon for a part in his new musical, *Sing Out the News*. . . . Harry Quinn, expert dispenser of the various joy waters in Gus and Andy's, comes

forth with the observation that when Lincoln freed the black slaves he forgot all about the white ones. . . . And Mrs. Jimmy Dorsey quips, "I made Jimmy a good wife while making him a good husband."

Amazing is the only word to describe the complete lack of a foreign accent in the speech of Mrs. Harold Warner, wife of the Buffalo correspondent of *The Billboard*, considering that she was born in Germany, lived there all her life and came to this country only four years ago. In that short time she has lost all trace of a German accent, and her speech is as American as Bob Burns'. . . . Idle reflection while gazing at the Times Building's electric sign with its condensation of the day's news: Why the different color bulbs, white on the north side and yellow the rest of the way around? . . . A headline reader at the Edison Green Room notes that "Dodgers Draw Record Crowds at Night Games" and soliloquizes that maybe slapstick is still the U. S. A.'s most beloved style—or possibly the Dodger fans like the night games because they can fade out of the park unnoticed. . . . An imposing-looking envelope, all of a dozen inches long, with corresponding grandeur in height, addressed expansively and emblazoned with heavy lettering declaring that it bore "News from the New York World's Fair, Administration Building, World's Fair, New York" arrived at *The Billboard* office one morning last week and contained—nothing.

Morris' \$5,000,000 Gross Billings Leads Radio Agent Field in 1937

NEW YORK, Aug. 13.—William Morris Agency topped all radio agents in gross billings for 1937 by a wide margin, according to reliable info. Morris office had radio talent deals totaling \$5,000,000, exclusive of sales in other fields. No data is available as to radio sales of network artists' bureaus, but neither NBC nor Columbia, or for that matter any other talent peddler in the business, approached the Morris total. Lyons & Lyons claim a gross radio total of about \$3,000,000 for the year. Music Corp. of America, with bands as its principal radio booking angle, is figured for a similar amount and possibly a bit more.

Rockwell-O'Keefe's radio sales for 1937 just topped the million mark, scoring \$1,000,503. Understood that for 1938 Rockwell-O'Keefe is considerably ahead of last year's biz all around.

A comparatively new agency, Wilson, Powell & Hayward, is figured for almost as much as Rockwell-O'Keefe, with Nelson Hesse and Bill McCaffrey fairly close, too. James L. Saphier had about \$500,000 for 1937 and is due to nearly double that amount in 1938. Wolf Associates is calculated to have handled a fairly similar amount, with Doug Storer having his really big year in 1938.

Sam Lyons, of Lyons & Lyons, points to \$800,000, \$600,000, \$400,000 and two \$80,000 deals with Jack Benny, Phil Baker, Jack Haley and Johnny Green and Kitt Carlisle.

It is reported very possible that for

1938 the Hollywood Myron Selznick agency may set a new record in radio billings. Selznick's flesh mart has been doing a land-office business on guest star appearances for pix names. Agency manages the majority of Hollywood's film nabobs.

Only two vaude biggies have carried over from the lush variety days, these being the Morris and Lyons outfits. About 10 or a dozen radio agents handle the bulk of all chain placements. Networks themselves do not figure very importantly in this branch of the business.

A POPULAR HOME FOR PROFESSIONAL PEOPLE

A Stone's Throw From Times Square.

Modern homelike apartments from 1 to 4 rooms, with kitchenettes and kitchens furnished or unfurnished.

• One of the few apartment hotels in the neighborhood offering so comprehensive a service in housekeeping apartments.

Equipped for housekeeping, with free gas and automatic refrigeration. Maid attendance, linen, valet and laundry service optional. 24-hour switchboard and elevator service.

On Lease or Transient at Moderate Rentals.

Phone for Information: Circle 6-0430

THE WHITBY
325 WEST 45TH STREET
NEW YORK CITY

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOPTICONS, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING AND LAMP, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOG "B"
MOVIE SUPPLY CO., Ltd.
1318 S. WABASH AVE. CHICAGO, ILL.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
848 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in hotel.



HOTEL FOUNTAIN SQUARE

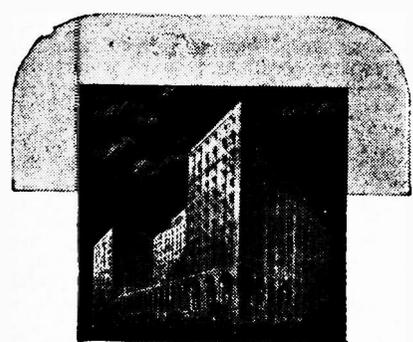
250 MODERN OUTSIDE ROOMS WITH BATH FROM \$2.50

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

M. J. DEINGER, Manager

CINCINNATI

<p>STOCK TICKETS</p> <p>ONE ROLL... \$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1 1/2"</p>	<p>TICKETS</p> <p>Correct In Every Detail From THE TOLEDO TICKET COMPANY (Specialists for nearly one-half century) TOLEDO, OHIO.</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine.</p> <p>10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.90 1,000,000... 150.50</p> <p>Double Coupons, Double Price.</p>
---	--	---



Distinguished

The Drake offers every luxury and convenience of fine living on Chicago's Gold Coast, overlooking Lake Michigan.

A. S. Kirkeby, Managing Director



SUGAR'S DOMINO

(Continued from opposite page)

and W. C. Fields among those glimpsed at the Del Mar race track the other day. . . . Eddie Conrad, the vaude actor, must be in big time again judging by the expensive car he is driving around these days. Has a number of assignments on the Fox lot after an impressive bit in *I'll Give a Million*. . . . Ann Harding coming into the Biltmore in *Candida*. . . . Lew Wasserman, of MCA, flew in from Fort Worth, Tex., and reports that the Casa Manana show is enjoying the best business in its history. Will be held an extra two weeks, continuing until the middle of September. House for Edgar Bergen's performance August 24 was sold out in two hours. . . . Nice to see Maurice Cass, the little bushy-haired character actor, doing so well out here. He is in great demand by all majors. . . . Another oldtimer getting along is Walter Brennan, who was glimpsed on the Fox lot the other p.m. explaining to Director Henry King and player Tyrone Power that the character he will portray in *Jesse James* does not require a wig, as he is one of those nervous persons, and he demonstrated by almost tearing his hair out.

Identifying the Sponsors

PORTSMOUTH, N. H., SURVEY REVEALS MANY BIG SHOWS WEAK ON SPONSOR IDENTIFICATION --- SPLIT IDENTIFICATION ALSO A FACTOR --- SHOWS MAY DRAW LARGE AUDIENCES BUT SALES TALKS DON'T HOLD

By PAUL ACKERMAN

Third section of The Billboard's radio survey of Portsmouth, N. H., indicates strongly that some expensive nighttime programs are lacking in putting across their commercial announcements. This is indicated by answers to the new question used in the survey, namely, What product is advertised by your favorite program? In order that respondents may in no way be conditioned, this question is asked only of those who stated they did NOT listen to the radio on the day or night in question, but who nevertheless had a favorite program. Facts and indications presented herewith, dealing with nighttime programs, represent the answers of 796 people, 760 of whom said they listened to the radio evenings.

Survey shows that some programs with large listening audiences may be very weak in their sales appeal. In other words, programs which are strong from the entertainment angle are often weak from the standpoint of servicing the sponsor in the way he wants to be serviced—sales. The apparent low sales value of some of these expensive shows also contrasts markedly with their high listening ratings.

Insofar as results from advertising are often intangible and cannot be traced directly to any particular advertising medium used by the sponsor, such statistics are of concrete significance. They may be interpreted as indicating the desirability of the commercial sales talk.

One example will suffice to show what kind of run for their money some sponsors are getting in Portsmouth, N. H. Of the people queried, 27 said "Hollywood Hotel" was their favorite program. But in answer to the question, "What product is advertised?" the 27 were buffaloed. Sixteen answered "Luckies," one answered "Cigaretts," two answered "Soap" and eight said they did not know. Luckies sponsored "Your Hollywood Parade." "Hotel" is off the air for revisions.

Not one correctly identified the sponsor.

Contrast

Contrasting with the poor sponsor identification on "Hollywood Hotel," Benny Goodman's "Camel Caravan" and Ford's "Watch the Fun Go By" came thru the survey with 100 per cent sponsor identification. "Fun" is also off the air now. "Caravan" was named 30 times as a favorite and the entire 30 correctly identified the sponsor. It is interesting to note that in this case the name of the product is a part of the show's title.

In the case of "Watch the Fun Go By," 29 named it as favorite and 29 correctly identified the sponsor. It may be noted as a conditioning factor that the program's title is very similar to the catch phrase used in other advertising media, namely, "Watch the Fords Go By."

Ford Sunday night program, with three mentions as a favorite show, scores 100 per cent in sponsor identification.

"Chesterfield Presents Andre Kostelanetz" scores exactly as Ford's Sunday night show, and it is again interesting to note that the name of the sponsor is used in the immediate program announcement.

Philip Morris program, "Johnny Presents," with Russ Morgan's Orchestra, also scored three favorite mentions and 100 per cent in identification.

"Hit Parade" did very well, gathering 39 favorite mentions and 36 identifications. Two gave "Don't Know" answers and one said "Cigaretts."

"Lux Radio Theater" is evidently doing an ace job for its sponsor, gathering 23 favorite mentions and 22 identifications. Here again name of sponsor is written into the program title.

Al Jolson, for Lifebuoy, scored 18 favorite mentions and 16 identifications. Jello show came in handily with 22 mentions, 19 identifications and three "Don't Knows."

Many Weak

Great amount of non-identification in some of the better-known evening programs is worth special consideration.

Statistics on the Eddie Cantor show suggest a new twist for the "We Want Cantor" theme. Comic was mentioned five times as a favorite, but his sponsor might just as well be Aristotle. There were no sponsor identifications for Cantor.

"Town Hall Tonight," "Vox Pop," Ben Bernie, "Professor Quiz," Lowell Thomas, Jimmy Fidler, "We the People," "True and False," "First Nighter" received between one and three favorite mentions. Not one was credited with a single sponsor identification.

"Easy Aces" comes thru as a curio. Program received 18 favorite mentions. In answer to sponsor identification, 17 said "Don't Know." One said Anacin. Kay Kayser received four favorite mentions, but had only one correct identification.

"Amos 'n' Andy" joins the exhibit A class. Program took 10 favorite mentions. Three of the people queried named the old sponsor, Pepsodent, and seven said "Don't Know." Guy Lombardo, with six mentions, was credited with only two correct identifications and four "Don't Knows." "March of Time" had four "Don't Knows" out of six mentions.

Split Identification

According to the Portsmouth survey, some of the large variety shows are getting good identification, some fair and others are laying eggs all over the landscape. One of the commonest manifestations, however, is split—or partial—identification. Chase & Sanborn, for instance, received 63 mentions, 28 complete identifications, 28 partial identifications and four "Don't Knows." The answers listed as partial identification (See IDENTIFYING on page 9)

Sponsor Identification Table

Table below lists those evening programs heard in Portsmouth, N. H., and identified by listeners as their favorite programs. Not all the programs named are broadcast during the summer; others, such as "Watch the Fun Go By" (Ford Autos), are now off the air for the particular sponsor last bank-rolling the show.

Telephone calls in The Billboard surveys are made with respect to evening and daytime programs. This table is compiled by asking only those who had "not" listened the evening before what their favorites are. In this way these listeners are not conditioned in favor of any particular program.

The table lists the program titles and immediately on the same line the number of listeners stating this to be their favorite program. In parenthesis under the show's title is the sponsored product. Below this the various identifications made by listeners are recorded, together with the percentage of the favorite mention total these various answers represent. Programs with less than 10 favorite mentions do not show the percentage breakdowns.

No Particular Favorite....	185	—	Amos 'n' Andy	10	—
Chase & Sanborn Program	63	—	(Campbell's Soups)	3	30
(Chase & Sanborn Coffee)			Pepsodent	7	70
Chase & Sanborn	26	41	Don't Know	6	
Coffee	33	53	Guy Lombardo	6	
Don't Know	4	6	(Bond Bread)		
Kraft Music Hall	63	—	Bond Bread	2	
(Kraft Cheese)			Don't Know	4	
Kraft Cheese	28	44	March of Time	6	
Cheese	28	44	(Time, Life)		
Don't Know	7	12	Time and Life Magazines	1	
Major Bowes	59	—	Time Magazine	1	
(Chrysler-Plymouth Autos)			Don't Know	4	
Chryslers	44	74	Eddie Cantor	5	
Cars	11	19	(Camel Cigaretts)		
Don't Know	4	4	Don't Know	5	
Rudy Vallee Variety Hour.	46	—	Kay Kyser	4	
(Royal Gelatin)			(Lucky Strike Cigaretts)		
Gelatin	17	37	Luckies	1	
Royal Gelatin	3	7	Don't Know	3	
Yeast	3	7	Ford Sunday Night Pro-	3	
Jelly	1	2	gram		
Don't Know	22	47	(Ford and Lincoln Autos)		
Your Hit Parade	39	—	Ford	3	
(Lucky Strike Cigaretts)			Jimmie Fidler	3	
Luckies	36	92	(Drone)		
Cigaretts	1	3	Don't Know	3	
Don't Know	2	5	Andre Kostelanetz	3	
One Man's Family	37	—	(Chesterfield Cigaretts)		
(Tenderleaf Tea)			Chesterfields	3	
Tenderleaf Tea	24	65	Johnny Presents	3	
Tea	10	27	(Philip Morris Cigaretts)		
Don't Know	3	8	Phillip Morris	3	
Boake Carter	33	—	(Huskies)		
(Huskies)			Huskies	20	61
Huskies	20	61	Post Toasties	1	3
Post Toasties	1	3	Philco	5	15
Philco	5	15	Don't Know	7	21
Don't Know	7	21	Camel Caravan — Benny		
Camel Caravan — Benny			Goodman	30	—
Goodman	30	—	(Camel Cigaretts)		
(Camel Cigaretts)			Camels	30	100
Camels	30	100	Watch the Fun Go By....	29	—
Watch the Fun Go By....	29	—	(Ford Autos)		
(Ford Autos)			Fords	29	100
Fords	29	100	Hollywood Hotel	27	—
Hollywood Hotel	27	—	(Campbell's Soup, Tomato		
(Campbell's Soup, Tomato			Juice)		
Juice)			Luckies	16	59
Luckies	16	59	Cigaretts	1	4
Cigaretts	1	4	Lux Soap	2	7
Lux Soap	2	7	Don't Know	8	30
Don't Know	8	30	Uncle Ezra	25	—
Uncle Ezra	25	—	(Alka-Seltzer)		
(Alka-Seltzer)			Alka-Seltzer	19	76
Alka-Seltzer	19	76	Tenderleaf Tea	1	4
Tenderleaf Tea	1	4	Don't Know	5	20
Don't Know	5	20	Lux Radio Theater	23	—
Lux Radio Theater	23	—	(Lux Soap)		
(Lux Soap)			Lux	22	96
Lux	22	96	Soap	1	4
Soap	1	4	Jello Program	22	—
Jello Program	22	—	(Jello)		
(Jello)			Jello	19	86
Jello	19	86	Don't Know	3	14
Don't Know	3	14	Al Jolson Show	18	—
Al Jolson Show	18	—	(Lifebuoy Soap)		
(Lifebuoy Soap)			Lifebuoy	16	89
Lifebuoy	16	89	Don't Know	2	11
Don't Know	2	11	Easy Aces	18	—
Easy Aces	18	—	(Anacin)		
(Anacin)			Anacin	1	6
Anacin	1	6	Don't Know	17	94
Don't Know	17	94	Kate Smith Hour	13	—
Kate Smith Hour	13	—	(Calumet Baking Powder)		
(Calumet Baking Powder)			Calumet Baking Powder	7	54
Calumet Baking Powder	7	54	Baking Powder	3	23
Baking Powder	3	23	Don't Know	3	23
Don't Know	3	23			

Look for

This Feature:

**Analyzing
Radio's
Program Trends**

By AL SIMON
(Station WHN)

**How Much Does
Radio Cost?**

By WALTER J. NEFF

in the
**Fall Special of
The Billboard**

Dated August 27

Title Tiff Over "For Men Only"

CINCINNATI, Aug. 13.—Problem of whether station or sponsor owns a program is likely to be aired in court, following tiff between WLW here and WIP, Philadelphia, over *For Men Only* programs on each station. Programs are alike only in title, but WLW sent letter to Ben Gimbel, of WIP, asking that the Philly station change the moniker.

Situation at this point became involved when P. B. White firm, which sponsors the Philly program, ordered WIP to lay off any contemplated change on the ground that it owned the show. In the event WLW obtains an injunction against performance of WIP's *For Men Only*, P. B. White will attempt to get a restraining order against WLW.

Social Security Bureau has ruled that, as far as collection of SS tax is concerned, the sponsor is the employer. Problem may have further clarification during negotiations between American Federation of Radio Artists and networks preparatory to contract agreement on commercial shows.

Talking Shop

By JERRY FRANKEN

Butting In

Lately I have become considerably irritated by the buttinsky proclivities of a radio columnist who, it appears, has adopted a steady policy of telling people how to run their businesses.

Now this is more or less accepted as one of the liberties of the newspaper business. In many cases it is quite fitting, especially when the writer is more or less a veteran, but it certainly can be overdone. It is overdone, too, when it is done officiously; it is overdone when the writer speaks with a lack of knowledge; it is certainly overdone when it is done habitually. It is not only overdone but it is done in poor taste when such trivia is written with the idea not of constructive criticism, but with the idea of "Look at me and see how smart I am."

So I am going to do it.

But, of course, I'm going to do it differently. I'm going to write along the lines, "If I were a columnist."

If I Were a Columnist

I would try and try awfully hard to mind my own business.

I would try to write straight news or straight criticism, and, if I were a radio columnist, I'd write about radio and radio's people.

I wouldn't write about songs, their authors or their pluggers, nor would I plug songs, one way or another.

I'd try to realize that a newspaper man, with truly rare exceptions, is just a newspaper man, not an actor, commentator of public figure. And that those exceptions are exceptions, but I'm not—at least not yet.

I'd would try and try awfully hard to mind my own business.

I'd try not to write about the same people every day, or nearly every day, or what seems to be every day.

I'd try not to swoon in print when a big shot, alleged actual or otherwise, recognized me in one way or another.

I'd try to realize that being funny is a tough job and that if I couldn't be funny I'd remember it and not try to be.

I would try to remember that the exclamation point was created for a specific purpose and that it should be used not in lieu of a comma, question mark or, most of all, a period. I'd try also to remember that constant use of the exclamation point is like crying wolf.

And before I forget, I'd try harder than that to mind my own business.

Arthur R. Mooge, Inc., Chicago, has been elected to membership in the American Association of Advertising Agencies.

No Free Dishes?

PITTSBURGH, Aug. 13.—And now it's double features on the air. Evidently cued by twin bills in cinema palaces, KDKA will co-feature Maurice Spitalny's studio band and Jan Savitt's Top-Hatters, currently on Stanley stage, in 55-minute show to be fed Monday night to NBC-Blue.

Man Bites Mike

DETROIT, Aug. 13.—When an interviewer bites the Inquiring Reporter—it's news. A Detroit station, anonymous by request, got a surprise kickback the other day when its sidewalk announcer asked an apparently Innocent Bystander, "Young man, tell us your name and your occupation and the outstanding feature about your business."

Back came the answer, "My name is Bob Longwell, and I'm an announcer at WJBK; we specialize in 14 newscasts a day." The boys are trying to figure out if it was a plant.

NBC Competing Against Toscy

NEW YORK, Aug. 13.—National Broadcasting Co. has decided to sell time against its greatest attraction, the Arturo Toscanini symphony program. Maestro will go on the air over a curtailed hook-up. On the Red, for instance, broadcast will go over the supplementary outlets, leaving available for commercial time the basic, mountain and Coast loops.

Move is in line with sharp pick-up in sale of Saturday night commercial time. Last year the Saturday night NBC-Red had only one hour sold—the Ripley and Jack Haley programs for General Foods. This year there are three and one-half hours in the works, amounting to an increase of 250 per cent.

Saturday night NBC-Red commercial line-up includes Chesterfield, at 6:30-6:45 p.m.; Quaker Oats, starting October 1, 8-8:30 p.m., with Tommy Riggs and Betty Lou; Bromo Quinine (Grove Laboratories), starting October 8, 8:30-9 p.m., with Fred Waring's Pennsylvanians; Penn Tobacco, with Vox Pop, goes on October 1, 9-9:30 p.m.

Time from 9:30-10 p.m. and 10-10:30 p.m. is definitely in the bag and 7-7:30 will be sold shortly. Probably to Pall Mall and Noxema.

CBS line-up for Saturday night commercials includes Russ Morgen for Philip Morris, 8:30-9 p.m.; Professor Quiz for Nash Kelvinator, 9-9:30 p.m., and *Your Hit Parade* for American Tobacco, 10-10:45 p.m.

Wells to Western Post

CINCINNATI, Aug. 13.—Bill Wells, widely known in radio circles here, left for North Platte, Neb., this week to become program director and chief announcer of Station KGNF. Wells, a member of the announcing staff at WCPO here for nine months until last June, was program director and chief announcer for WJNO, West Palm Beach, Fla., before coming to the Queen City.

Pittsburgh Acts Get Break

PITTSBURGH, Aug. 13.—After years of drought, local entertainers are enjoying a gold strike. Glenn Riggs, of KDKA, was this week moved to New York as a senior announcer with NBC; Nancy Martin resigned from WCAE's staff to go with NBC's Artists' Bureau in Chicago as singer-pianist slated for a debut spot with Roy Shields, and the Sophisticated Ladies, WCAE, vocal trio, were invited recently to Manhattan for an MBS look-over, as well as auditions with a recording company.

Hock Shop Now N. Y.'s Largest Radio Advertiser; 18 Hrs. Weekly

NEW YORK, Aug. 13.—Madison Personal Loan Co. is now the largest radio advertiser in New York City with more than 18 hours per week on three independent stations. Firm would appear to be almost a radio-built company. First radio was used a little over a year ago and consisted of a small spot-announcement campaign on a limited budget. Since then, however, its hock-shop plugs have become among the most insistent sales talks heard on local radio.

While the firm sponsors a varied type of program schedule, swing shows seem to dominate. Best known along these lines was its sponsorship of the WNEW Sunday morning swing embroglio. Part of the firm's selling is done on a per-

CBS Move To Lighten 1940 Jam Thru New ASCAP Deal Is Denied

NEW YORK, Aug. 13.—Tho denied by Columbia Broadcasting System, reports persist that the chain is now dickering with American Society of Composers, Authors and Publishers for a renewal of its contract with the music society. Point stressed is that the ASCAP-CBS agreement would be extended thru 1940, the year ASCAP contracts with broadcasters expire.

If true, CBS move has vast implications. It would immediately lift the network out of the embarrassing spot of having to negotiate new contracts with three organizations at once. These are ASCAP, American Federation of Musicians and American Federation of Radio Artists. It would also give CBS a jump on the entire broadcasting industry. ASCAP, in turn, would be placed in a very advantageous position in that NBC, if it wished to bargain over rates, would have to do so without the aid of CBS.

ASCAP has been outspoken in its belief that radio should be made to pay for copyrighted music more money than it does now. Successive attempts to harass the society thru the medium of anti-trust suits, allegedly inspired by the broadcasters, have all been chalked up by the Society for final reckoning. John G. Paine and E. C. Mills, ASCAP execs, recently stated that radio and other

sources should turn over an annual \$12,000,000 to the music industry, as against the approximate current take of \$6,000,000.

Chief instigator of the reported CBS strategy is said to be Ike Levy, WCAU (Philadelphia) mogul who is regarded as ASCAP's greatest friend in radio.

In the event broadcasters were considering a united front to tackle the ASCAP problem when it came due, any defection on the part of CBS might hamper them. Such a move, too, while being possibly favorable to the Society, would weaken any united front the AFM and AFRA might have had in mind. To the unions, tho, ASCAP's okeh on the CBS matter could be unfavorably looked upon only in an unofficial way—because the much-talked-of AFM-ASCAP entente never reached the John Hancock stage.

Anonymous Chain Letter Asks CBC End Receiver Fee

NEW YORK, Aug. 13.—There is plenty of talk as to the originating point of the chain letter being circulated in favor of reducing the Canadian Broadcasting Corp.'s radio set license. New York radio editors received yesterday a card in the form of a "pledge" on which it was stated the subscriber would boycott CBC advertisers and functions using CBS CBC talent until the license fee was reduced to \$1 if not completely abolished.

Focal point of the attack seems to be Canada's Prime Minister. Bottom of the card states "Note—To make this chain letter effective—copy seven times and mail one to the Prime Minister * * * * and six to other radio owners."

Text of the card reads "Until Canadian Radio Licenses are reduced to \$1, or abolished altogether, I will not patronize any function using talent, nor purchase any product featured over CBS CBC stations, nor buy from any merchant advertising in any newspaper printing Canadian Broadcasting Corp. programs. On my honor I promise this."

Printed in Manitoba, there is no indication as to the source of the card, other than a hotel address on the envelope, hotel being in Brandon, Manitoba.

NBC Signs With AFRA For N. Y. Announcers

NEW YORK, Aug. 13.—American Federation of Radio Artists and National Broadcasting Co. signed a contract affecting announcers on sustaining shows yesterday.

Agreement is for two years, retroactive to July 1, 1938. Scale calls for 10 per cent wage increases, this bringing the figure to \$250 and up to \$396 for senior announcers, and \$110-\$175 for juniors per month. Juniors serve a 30-month apprenticeship, and limitations provision calls for ratio of one junior to four seniors.

Contract includes provisions for sick leave, vacation and arbitration. NBC claims it reserves right to hire and fire, and interprets this as meaning no closed shop, but AFRA points out contract has a four-week dismissal notice provision.

NBC has also agreed not to furnish clients with free staff announcers for commercials, this stipulation going into effect as soon as present contracts between NBC and clients expire.

Contract affects 31 announcers, six of whom are juniors.

Kate Smith's Two Sponsors

NEW YORK, Aug. 13.—Kate Smith will do a comment program for Diamond Crystal Salt, beginning September 29. Schedule calls for three 15-minute periods a week over Columbia Broadcasting System. Benton & Bowles is the agency.

Program does not affect Miss Smith's variety show for Calumet Baking Powder.

Slater Spiels Yale Games

NEW HAVEN, Aug. 13.—Eleven Yankee network stations will carry Bill Slater's descriptions of the entire 1938 Yale home game schedule. Slater will also cover the out-of-town Penn-Yale, Cornell-Dartmouth and Duke-Pitt games. Sponsor is Atlantic Refining.

Baldwin Heads WFIL Program Divvy

PHILADELPHIA, Aug. 13.—E. Palmer Baldwin, former Buffalo advertising executive, has been appointed program coordinator at WFIL by station manager Don Withycomb.

Baldwin was associated with the firm of Baldwin, Urquhart Co., of Niagara Falls, and the Addison Vars Advertising Co., Buffalo. In his new post he will work closely with the sales and program departments in an effort to interweave the functions of the two.

Mono Renews Nasologists

DES MOINES, Aug. 13.—Monogram Pictures have signed the Iowa network's hillbilly unit, the Northwesterners, for another film chore following their work in *Starlight Over Texas*. Now in Hollywood with Ranny Daly, program director for KSO-KRNT, the Northwesterners will delay their return a few weeks, meanwhile broadcasting their Mutual network show, *Tall Corn Time*, from KHJ, Los Angeles.

Another for P. & G.

NEW YORK, Aug. 13.—*Life Can Be Beautiful*, new serial for Ivory Soap, debuts as a five-day-a-week 15-minute program September 5. Will be heard over the NBC Basic Red network. Program produced by Transamerican, scripted by Carl Bixby and Don Beckman and set by Compton Advertising Agency.

Wheatie's Cowboy

LINCOLN, Neb., Aug. 13.—Buck Owens, movie cowboy playing personal appearance dates in the Midwest, said he was headed eastward. Will broadcast this year under Wheaties sponsorship, he added.

WNYC Hops From 8th to 4th Spot in N. Y. Publicity Breaks

NEW YORK, Aug. 13.—In the latest compilation of publicity breaks for New York City's radio stations, WNYC, municipally operated non-commercial outlet, hops to the fore with a startling jump to fourth place. City's station takes this position, displacing WOR, and is topped only by WABC, WJZ and WEA, network broadcasters ranking in that order. Since the start of these compilations no other station has so suddenly highlighted itself. Nearest to come to any gain of this nature is WQXR, high-fidelity station, which improved its publicity standing considerably in the past year.

Last year WNYC, which underwent a change of management a few months ago with Morris Novik now manager, was in eighth position, trailed only by WQXR, WEVD, KBNX and WINS. Position in this publicity breakdown was gained to a great extent by best bet box mentions in the dailies, with the station getting a total of 337 highlight mentions. In column breaks station did not, comparatively speaking, do as well.

While WNYC, WQXR, WNEW, WEVD and WMCA all show improvement over last year's totals in the face of fewer dailies published in New York, WMCA has made the most noticeable pick-up. Total column and highlight mentions for WMCA is 345 against 248 for last year. Since the last compilation was published WHN and WNEW have swapped positions.

This analysis covers the period starting July 10 and ending August 6. Eight New York dailies and one Brooklyn daily constitute the sources of the breaks; no news desk or picture breaks are tabulated.

Stations	1938			1937		
	F.	C.	GT.	F.	C.	GT.
WABC	724	176	900	815	250	1,065
WJZ	590	123	713	799	246	1,045
WEAF	539	93	632	650	217	867
WNYC	337	49	386	65	33	98
WOR	287	84	371	294	142	436
WMCA	261	84	345	150	98	248
WQXR	239	10	249	55	28	83
WHN	115	18	133	127	38	165
WNEW	103	15	118	87	25	112
WEVD	93	7	100	50	10	60
WINS	65	17	82	33	64	87
WBNX	6	—	6	—	4	4
Totals	3,359	676	4,035	3,125	1,145	4,270

Air Briefs

New York By PAUL ACKERMAN

WHEN President Roosevelt barges into Hyde Park August 27 Carson Robinson and his Buckaroos will provide the chief entertainment, including, of course, *Home on the Range*. Schedule is being engineered by FDR's neighbors. Robinson, incidentally, goes over NBC in October for Musterole. . . . Richard Brooks, of WNEW, will cover the Jimmy Hines trial. . . . George Fisher publishes a small four-page gossip tab which he mails cuffed to "club members" of his Mutual broadcasts. . . . Bill Jones and Ernie Hare, erstwhile "Happiness Boys," back on the air via WMCA, beginning Wednesday (17). . . . Grace and Scotty, NBC artists, picked seven losers out of eight races at Saratoga last week. . . . Marshall Montgomery, ventriloquist, will appear over television in about nine weeks. Claims to have been first vent act on radio, too, with a 1923 performance over WOR.

Feverish vacation-going continues. Jim Dillingham, of Benton & Bowles, on a busman's holiday up-State. Writing for mags. Dillingham goes into B&B research department on his return. . . . Arthur Sinshelmer, of Peck Advertising, cleared out on his first vacation in three years. Fishing and motoring around Canada. . . . Reuben Peterson, Erwin Wasey, now off on the second leg of a tripartite vacash. . . . Chester Lauck, of Lum and Abner, arrived

on the New Amsterdam Friday (12). . . . Fred Gropper, of Compton, off to Lake George. . . . B., B., D. & O. has a lot of new radio biz in the works. . . . When rain caused cancellation of Radio Night at the Lewisohn Stadium last week stadium reportedly lost \$8,000. About 15,000 people were expected for the show, featuring Mark Warnow, Frank Black, Raymond Patge, Jessica Dragonette, Morton Gould and the Revellers. Understood that Black balked at conducting Miss Dragonette, with Warnow asked to step in instead.

TITO and his Swingtet, new sustainer over WEA, landed the job as a result of his recent guest appearance on the Vallee show. . . . Marjorie Norton-Lillian Okun Associates are preparing a fall campaign for Miss Dean's Health and Reducing Studio. . . . Nan Wynn is recording for Vocalion with her own band. Also making disks with Teddy Wilson's music men. . . . Lennen & Mitchell renewed their Sensation Cigaret account on the Don Lee net. . . . Same agency recently bought spot announcements for Ruppert Brewing Co. on WSAI, Cincinnati, and KCMO, Kansas City. . . . Jane Froman will give concert of pop and standard tunes in Grant Park, Chicago, September 26. . . . Jimmy Brerly started last week with George Olsen's Orchestra on the Tim and Irene show.

Chicago By HAROLD HUMPHREY

Chi ABT Members Meet With CIO; Hold Affiliation Vote This Week

CHICAGO, Aug. 13.—Meetings between the CIO's American Communications Association and the Associate Broadcast Technicians, independent radio engineers' union in CBS, were held here Friday after being postponed from Tuesday. Powwows were called by Louis E. Goyette, head of ACA's radio division, prior to ABT's affiliation election which is being conducted Monday on a national basis. All local engineers regardless of where employed were invited by Goyette to attend, but special stress was laid on the ABT boys and their Monday polling date.

In his talk Goyette pointed out that ACA had made more rapid strides in the field than IBEW (AFL electrical union), which is also making a play for the ABT membership, but whose name will not appear on the present ballot. Election is to determine if ABT joins CIO or remains independent.

Goyette also said that investigations had proved to ACA that the ABT union

did not have sufficient funds to further itself toward a strong national position, but with the help of ACA this could be accomplished.

Remainder of the morning meeting was taken up with an outline of what ACA hoped to do in the radio technician field. A closed shop will be insisted upon in all future contracts, he stated, and uniform wage scales would be the rule regardless of the size of the station. Goyette said this latter stipulation was to prevent engineers from flocking to big outlets and also to nip any attempts by the chains at wage cuts.

ACA claims the ABT election will be an overwhelming victory for the former and expects to go right ahead with the other chains as soon as the CBS-ABT org is absorbed. Returns on the vote casting will not be made public until September 6, Goyette announced, since it would take that time to get returns from the various locals and engineers on vacation.

Radio Politics Blasted After FCC Ruling Against Tulsa Trib

WASHINGTON, Aug. 13.—Politically sensitive Washington this week was aroused over charges that Senator Elmer Thomas, of Oklahoma, had been instrumental in causing an adverse Federal Communications Commission decision on *The Tulsa Tribune's* radio application.

Editor and Publisher, newspaper trade magazine, took up the incident editorially in today's issue, which blasted politics in radio and urging a Congressional investigation to air the "smell of unwholesomeness in the radio atmosphere." *The Tulsa Tribune*, however, was said to be satisfied, because its ideas had been changed about the advisability of entering radio. *The Tribune* was reported as convinced that the "whole radio setup needs a thoro going-over and revision, and we are of the opinion that anyone who invests much money in starting a new station is in for trouble."

Bitterly contested primary elections are producing many stories of political reprisals and have made the New Deal a battle ground for conservatives and liberals of both parties. *The Tulsa Tribune's* application had been pending

for more than a year, and it was said to have the support of Senator Thomas. During this year's primary in Oklahoma *The Tribune* did not support Thomas and statements credited to the senator are to the effect that he secured disapproval of the station.

Most of the F. C. Commissioners were out of the city obtaining a few days' rest, and comment from them was impossible to get. However, other officials adopted the attitude of "sticks and stones may break my bones," with the new accusations rolling off the FCC like water on a duck's back.

Observers believe that this is one of the strongest charges to be made against the FCC and they are confident that the Tulsa incident will be one important factor in gathering Congressional sentiment for investigation.

RADIO BOOMS

(Continued from page 3) say, for several reasons. School groups can get a higher admish than a theater, and this counts when it's a percentage date. Furthermore the schools have, invariably, better stage equipment. Many

MAREK WEBER is forming his own band now and may go into a local hostelry in the fall. . . . Truman Bradley, ex-Chi announcer, has been cast for his first Hollywood pic. . . . Radio head Frank Ferrin, of Herni, Hurst & McDonald, and Smilin' Ed McConnell left for Cincy to preview the new Ballard & Ballard show set for September. . . . Actor Harold Peary is back at NBC after a month's Coast holiday. . . . Jay Franklin, the newspaper pillarist, airs his stint from here Tuesday before continuing across the country. . . . It's rumored that Loop hotel managers are again in secret huddles to determine what to do about remote wires when the fall shows are lined up. The nets are still pat on the \$100-a-week service charge.

Both Franklyn MacCormick and Don Hancock are being considered by Henry Ford to announce his Ford Sunday Hour coming back to the air next month. . . . The Bob Crosby ork has had two sponsor offers for its "Candid Camera" sus-

tainer aired from the Blackhawk but can't accept because a clause in its MBS contract prevents the show from being broadcast over any but the Mutual wires. . . . Alec Templeton, the blind ivory pounder, will be featured in the Chicagoland Music Festival Saturday. . . . Les Paul, WJJD guitarist, is another local off for Hollywood to appear in a Republic film. . . . Most of the WBBM execs left this week with Manager Leslie Atlas for some heavy fishing on the latter's yacht.

LOU COWAN, local p. a., is grooming a crime quiz show for a sponsored fall shot. . . . Henry Klein, producer of the *It Can Be Done* show, is kept busy lining up interview subjects for Eddie Guest. He's on the trail of Mabel Stark, the lion tamer, now. . . . Actor Phil Lord is chairman on the Chi New Century's committee which is handling the radio "regatta" set for this month. . . . Hal Burnett, of WBBM, left Sunday for a 10-day pack trip in the wilds of Wyoming.

small-town theaters are creep joints. If they have played vaude it's been so long ago that dressing rooms are now used as mop closets.

Season runs all year round actually, but from March to October is best for outside functions since the weather hazard is removed. School dates come mostly around graduation times when the senior class wants to raise enough scratch to take a trip to Washington. Summer also is good for dates in which the function is held in dance halls or ballrooms taken over for the occasion. Many of these dates were noticeable on a recent trip thru New England.

Among acts playing such dates are Grace and Scotty, Ann Mix and her Cow-boys, Hank Keen, Bradley Kincaid, Hi Boys, Polly Jenkins and others. Billing, especially advance billing, always mentions the radio angle.

Acts say it's tough work. Jumps have to be made in automobiles and are often plenty long. Worse than that, tho, is that a straight 10 or 15 minutes is never enough; acts may work from an hour to a full evening.

AFA READIES

(Continued from page 3) exclusive) is personal to the licensee, shall not be transferable, and no person, firm or corporation other than the one named therein shall be entitled to any advantage therefrom.

"Fifth: All contracts between the licensee and members must, at all times,

be in writing and on the standard form of contract approved by the Federation and shall be subject to, and bound by, the present and future provisions of the constitution, by-laws, rules, regulations and resolutions of the Federation and of all branches thereof, affected thereby.

"Sixth: The obligations of members to the Federation and to its branches are in no wise to be changed or affected by this license or by any contract or engagement, and such members shall, at all times, remain subject and be amenable to such Federation and its branches, the constitution, by-laws, rules, orders, resolutions and regulations thereof.

"Seventh: The licensee will not solicit or permit any engagement or employment of members, except strictly in conformity with the rules and wage scales of the Federation and its branches.

"Eighth: The license is not to receive, or be entitled to, any commission or compensation, in any form, in advance and no commission or compensation is to become due or be paid, in any form, at any time before the members concerned receive in full, payment for their services.

"Ninth: The Federation will not countenance any breach by the licensee or members of any contract conforming to the Federation and local laws and rules; and will use its best efforts to enforce valid claims by licensees against members.

"Tenth: The licensee will keep the (See AFA READIES on page 19)

Program Reviews

EDST Unless Otherwise Indicated

"Home Folks"

Reviewed Wednesday, 11:30-11:45 a.m. Style—Dramatic, musical. Sustaining on WHO (NBC red), Des Moines.

Perhaps it's because Tom Lewis was born and reared in Iowa that he makes his Lemuel Q. Turner a typical Iowan without too much effort. With his wife, Martha, these two zany comedians seem actually to live the lives they portray as Lem, a lazy rascal, and his slave-driving spouse.

On this particular program Lem had received \$500 as second prize in a soap contest. Rural acclaim to Lem's friendship and the endeavors of local commercial interests to get a divvy of Lem's prize money made for a smooth easy-going 15 minutes that would be bound to get the attention of farm listeners.

Both Lem and Martha have a bit of nasal twang coupled with a "homey" nonchalance that puts the characters over well without too much of the hill-billy flavor. Only weak spot was the introduction of Louisiana Lou, who sang *When the Moon Shines on the Mississippi Valley*.

Introduction of the singing number was clumsy, but since Lem and Martha are both musicians it is probable that their own numbers work out much better with the script. *Moorhead.*

"Radio Tattler"

Reviewed Tuesday, 10:30-10:45 a.m. CDST. Style—Commentary. Sponsor—Evars Fur Co. Agency—Auspitz & Lee. Station—WMAQ (Chicago).

Cashing in more or less on the dearth of daily radio columns around this sector, Hal Tate, an ex-trade-paper reporter, has cooked up a radio-gossip stint which has its points but is badly snowed under with an avalanche of sponsor plugs. Tate dishes out little blurbs on radio names, mostly around here; tells what programs to tune in for that evening, interviews an actor (Jim Ameche in this case) and conducts a question box.

Tate's commentary work is a little rough yet and more expressive inflections in his voice would add considerably. Otherwise he handles himself in an okeh straightforward manner. Will probably have a little trouble digging up enough stuff for five shots a week, but the sponsor will no doubt take care of any little exigency of this nature with a few more plugs. There were three long ones in the 15 minutes caught. *Humphrey.*

"Ambassador Quartet"

Reviewed Sunday, 3:30-3:45 p.m. CST. Style—Religious songs. Sustaining over Station KWOS (Jefferson City, Mo.)

Individually the four members of the Ambassador Quartet undoubtedly are talented vocalists, but as a group they don't have the necessary verve and lift to impart anything impressive to this offering.

Singing religious songs that have general appeal, the four do well enough as far as time and harmony are concerned. But in some fashion the program fails to catch. It doesn't run smoothly enough, the mellow old songs seem to lose their vitality and wholesomeness, and tho there's no denying the rhythm and inspiration in these old religious tunes, the two qualities simply are not transferred to the program itself.

Rehearsals certainly would help this program—its potentialities as a strictly Sabbath offering are inescapable. *Jackson.*

"Ozark Mountaineers"

Reviewed Saturday, 11:30-12 noon CST. Style—Novelty. Sustaining over Station KWOS (Jefferson City, Mo.)

The Mountaineers' variety half hour starts out great and there's a kick in the opening 15 minutes. But it gets ho-hum-ish very quickly, with the hill-billy lingo flying so thick and fast that the poor English-speaking American is lost in a fog. *Fiddin' Slim Apperson, Oklahoma*

Jack, Smilin' Ed and Shirty Apperson are the genuine article as far as hill-billy music is concerned and their offering is as palatable as any rube program.

As an added attraction, the Mountaineers bring in the Vernon sisters, Madeline and Nina. Gals give in fair fashion on the weird hill-William lyrics and it's a shame they're not performing for television. Both are lookers from th' hills, pardner.

After about a quarter of an hour, tho, any program of saw-and-scrape music begins to grate on the nerves. This one is no exception. *Jackson.*

"Marie and Ted"

Reviewed Sunday, 6:45-7 p.m. DST. Style—Songs. Station—WELI, New Haven, Conn.

At last we have a program of entertaining songs with nary a touch of that debbil called swing. Show is a session of sweet harmony and so-o singing of ballads. Starting with their theme song, *When My Dream Boat Comes Home*, this mixed team ought to prove a winner. Style is most pleasing, and the piano accompaniment by Helen Meyers is adequate. Miss Meyers also offers a solo on the keyboard. *Lefkowitz.*

"Song Pictures"

Reviewed Thursday, 7:45-9 p.m. Style—Variety. Sustaining over KDKA (Pittsburgh).

KDKA's newest contribution to NBC-Blue is an atmospheric period of verse read by John Johns to the background of Bernie Armstrong's organ music, both serving as a scene setting for chorals by the Pioneers quartet. Evidently designed for an aesthetic audience that might want to sit in easy chairs and relax, *Song Pictures* is on the order of *Poet's Gold*, only possibly more appealing to a wider audience because of the inclusion of vocal numbers.

Johns, a graduate of neighborhood lit-

tle theaters, who has become one of Pittsburgh's best pro actors, is of the David Ross delivery but more dramatic. Armstrong's organ swings into the program's mood with plenty of feeling, while the songsters sound like a post-collegiate glee club. Original verse for each program is written by Dare Fleck; show is co-ordinated by musician Aneurin Bodycombe. *Frank.*

"Pierre, the Trapper"

Reviewed Thursday, 7:45-8 p.m. Style—Drama. Sponsor—Jerome Wolf Furs. Station—WCAE (Pittsburgh).

After a slow start and an excessively long commercial, announcer Bob McKee's first crack at scripting developed into interesting sketch of adventure in Russia as recalled by Pierre serving as commentator-actor. Program's chief distinction is that it serves as return of Pittsburgher Polly Rowles into radio after year with Universal pix.

Show seems bit too melodramatic and stirs too much blood and thunder at beginning to attract femme audience desired by fur merchant. Sounds like idea of tie-up between trapper and sponsor intrigued more than stanza's actual utility as a salesman. Pierre's dialect, altho fairly consistent, made period tough to listen to. Show could be improved if plugs would be shortened at opening and close and if gal spieler at curtain rise would return for last commercial. Final blurbs by male were dynamic enough to be a munition maker's. *Frank.*

"Your KCMO Concert"

Reviewed Sunday, 2-2:30 p.m. CST. Style—Music. Sponsor—The Crown Drug Co. Station—KCMO (Kansas City, Mo.)

Most pretentious undertaking Kansas City's smallest and youngest station has put on the air. Show is introduced by Tom Kelly, staff announcer, who turns it over to an all-femme unit directed by Bert Buhrman, station's talented music director. Norma Troje Miller, Barbara Smith and Hazel Pearson form a talented string ensemble with Marie Roselli, Virginia Jones, Dorothy Lanham and Lillian Faust. Light, classic and an occasional pop number comprise the

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

As a business builder *Top Time* evidently is hitting the gong. Reported sponsoring Fort Pitt Beer is only Pittsburgh brewery to show increases this year. Program began in early spring. As entertainment the show gets an "A" for pleasing variety and neat timing and short plugs. Misses being a top-notch bill because of bellowing commercials somewhat out of tune with Maurice Spitalny's sweetish music. Soloists are crooner Billy Sherman; cooer Faye Parker, who also whistles, and 14-year-old Georgia Morgan, who sounds a bit like Bobby Breen. Best of the singing are the Sherman-Parker duets, which show undeveloped potentialities, and Morgan singles when he's permitted to carol in slow tempo. Program's produced by B., B., D. & O. Bill Hinds announces.

Kraft Music Hall, struggling along without Bing Crosby, sadly needs a top-notch vocalist. Personalities, tho, were plentiful Thursday night, with Lou Holtz making his seventh guest appearance on the program. Holtz hyped the show plenty and was given a lot of time. This was fortunate, for somehow the remaining crew did not seem able to get going. Even Jose Iturbi, guesting, did not use his time to the best advantage, but saw fit to indulge in a piano duet with Bob Burns. Idea sounds funny on paper but was not so hot over the ether. Olivia de Havilland, also guesting, dished out the usual line of inconsequential talk peculiar to picture guest stars. Rest of the line-up, including John Scott Trotter's Troubadours, Paul Taylor Choristers and Ken Carpenter, filled the hour.

Bob Howard, on WEAH Thursday at 11 p.m., thrumps his piano with amazing enthusiasm and skill. His sponsor, Glider (shaving product), is undoubtedly getting a lot of value out of How-

ard's 15 minutes, for Howard makes up the entire cast and packs enough entertainment to draw sizable audiences. With fingerwork as his mainstay, Howard sings and laughs and gags thruout his period, putting on a swell one-man show.

Frank Luther, in his morning show on NBC, is doing a variation of his rather ill-fated affair of some years back called *Your Lover*. In the last named Luther dripped sentiment all over the joint, addressing each song to the countless objects of his affection.

Sustainer has most of this goo out, but he still addresses his lady listeners directly and tells them this, that and the other thing. Program idea is set in the opening with a telephone operator intoning "Frank Luther, calling person to person." Tenor voice is okeh.

Martha Deane (Mary Margaret McBride) is a good story teller and radio columnist for women. Her being on WOR for four years attests to that.

She's just returned to her spot after a Maine vacation, still the master of small talk. Has an ingratiating delivery and for about 20 minutes hauls in swell copy. Narration of her Cape Cod adventures and folklore was certainly a superior attraction for women's programs.

Length of show, however, is a glaring weakness. The last 15 minutes of this three-quarter-hour show dragged because her advertising copy needs tightening up if it's to run favorably alongside her human-interest text. Her introductory babbling about the heat and her attempt to bring in her ice-cream sponsor tactfully didn't give the program a good start either.

If she would skip the "too, too divine" approach for snappy commercials her bosses would fare much better.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protector, Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

musical offerings and each is performed in a manner which makes for swell listening. Commercials are delivered only twice on the 30-minute program, a feature in itself.

Ruth Younge, one of Kaycee's vet radio gals, teams with Buhrman to form a piano duo, results pleasing. General tone of the entire half hour is excellent. *Dexter.*

"The Sunny Smile Club"

Reviewed Wednesday, 9-9:15 p.m. Style—Fan participation. Sponsored by the Dr. Algase Dental Offices. Station—WIP (Philadelphia).

A variation of the old newspaper stunt of giving prizes to readers sending in funny incidents and baby's smart cracks. In this program \$1 is offered to listeners telling true incidents with the view of bringing a laugh.

On program caught the stories were unfunny, but announcers Jimmy Allan and Howard Brown seemed to be getting a kick out of them. Only new angle is the sound effect of a cash register opening as Allan announces, "Here's a brand-new dollar bill for Mrs. Zilch for the following letter." And then comes the reading of an old chestnut. Program has possibilities if letters had more humor. *Skaltz.*

IDENTIFYING

(Continued from page 6)

cations were simply "Coffee." Kraft Music Hall, with 63 mentions, received 28 complete identifications, 28 partial identifications and seven "Don't Knows."

Major Bowes, scoring 59 mentions, is credited with 44 complete, 11 partials and four "Don't Knows."

Rudy Vallee variety hour had 46 mentions, 17 naming gelatin, three Royal Gelatin, three yeast, one "jelly" and 22 "Don't Knows."

"One Man's Family," with 33, had 24 complete, 10 partial and three "Don't Knows."

Boake Carter, with 33, was listed by 20 people as on the air for Huskies, one for Post Toasties, five for Phileo (his previous sponsor) and seven "Don't Knows."

Uncle Ezra, with 25 mentions, had 19 naming Alka-Seltzer, one for Tender Leaf Tea and one "Don't Know."

Kate Smith, 13 mentions, had seven naming Calumet Baking Powder, three mentioning baking powder and three "Don't Knows."

Of the persons queried, 27 gave two programs as favorites, five named three and four named four. Remainder all picked one.

ORCHESTRA ROUTES

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.

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

A
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
Alberto, Don: (El Chico) NYC, nc.
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
Andrews, Jimmie: (River Tavern) Lonsdale, R. I., cb.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayres, Mitchell: (Village Barn) NYC, nc.

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain Park, N. Y., nc.
Baker, Fred: (Kaiser's) Buffalo, re.
Bardo, Bill: (Caino Park) Ft. Worth, b.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Barry, Al: (Club Mayfair) Yatesville, Pa., nc.
Barth, Harry King: (Greater Windmill) Natchez, Miss., nc.
Basie, Count: (Famous Door) NYC, nc.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (Ross Fenton Farm) Asbury Park, N. Y., re.
Bauman, Charles: (Wivel) NYC, nc.
Becker, Howard: (Lakeview Park) Manitou, Mich., b.

Bernie, Ben: (Beverly Hills) Newport, Ky., cc.
Biltmore Boys: (La Salle) Chi., h.
Bono, Americo: (Chez Ami) Buffalo, nc.
Bowen, Al: (Vesper) Lowell, Mass., cc.
Boyce, Rym: (International Casino) NYC, nc.
Breese, Lou: (New Penn) Pittsburgh, nc.
Brigode, Ace: (Waco Pavilion) Lake Wawasee, Ind., July 30-Aug. 19.
Bunchuk, Yasha: (International Casino) NYC, nc.
Burk, Billy: (Terrace Gardens) Springfield, O., b.
Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., h.
Busse, Henry: (New Yorker) NYC, h.

C
Campbells Trio: (McGuire's) Champaign, Ill., c.
Camden, Eddie: (Pines) Pittsburgh, nc.
Carlyn, Tommy: (Peyton's) Steubenville, O., nc.
Carr, Jerry: (Arcola Inn) Arcola, N. J., ro.
Carroll, Jimmy: (Danceland) Rockport, Tex., nc.
Chester, Bob: (The Den, Hotel Texas) Fort Worth, h.
Childs, Reggie: (Colonial Inn) Rochester, Ind., ro.
Clark, Lowry: (Mansion) Youngstown, O., nc.
Clifford, Tommy: (Vogt's Tavern) Mountainhome, Pa., ro.
Conrad, Barry: (Brady Lake) Cleveland, p.
Contreras, Manuel: (Lawrence) Erie, Pa., h.
Costa, Joe: (Woodlawn) Delavan Lake, Wis., nc.
Costello, Charles: (Commodore) Detroit, nc.
Crawford, Dick: (Club La Guyal) Brainerd, Minn., nc.
Crocker, Mel: (Moose Club) Erie, Pa., nc.
Crosby, Bob: (Blackhawk) Chi., h.
Cullen, Tommy: (Glenwood) Delaware Water Gap, Pa., h.

D
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Eddie: (Larue's) NYC, re.
Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
Daziel, Jack: (Cabera Club) Lake City, S. C., nc.
Dennis, Mort: (Statler) Cleveland, h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Diamond, Lew: (New Eden) La Grange, Ill., b.
Donahue, Al: (Rainbow Room) NYC, nc.
Dorsey, Jimmy: (Bon Air) Chi., cc.
Driscoll, Murray: (St. George) Brooklyn, h.
Drummond, Jack: (Meeker's) Albany, N. Y., h.
Duchin, Eddy: (Eastwood Park) Detroit, p.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Bismarck) Chi., h.

E
Eichler, Fran: (Westview Park) Pittsburgh, b.
Eldridge, Roy: (Savoy) NYC, b.
Elrod, Reid: (Dempsey) Macon, Ga., h.
Engel, Freddy: (Lakeview) Tenderhook Lake, N. Y., ro.
Erante, Chapple: (Cavalier) NYC, nc.

F
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.
Feldkamp, Walter: (Monmouth) Spring Lake, N. J., h.
Flo-Rito, Ted: (Lyric) Indianapolis, t.
Fisher, Buddy: (400 Club) Wichita, Kan., nc.
Foley, Frank: (Rendezvous) New London, Conn., re.
Franks, Willie: (Butler's Tap Room) NYC, nc.
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.
Frederick, Marvin: (Stevens) Chi., h.
Freeman, Dave: (Herb's 1412 Club) Philadelphia, nc.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Funk, Larry: (New Casino) Walled Lake, Mich., nc.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., b.

G
Garvin, Val: (Half Moon Club) Steubenville, O., nc.
Gendron, Henri: (Colosimo's) Chi., nc.
Gentry, Tom: (Buckeye Lake Park) Buckeye Lake, O., b.
Georgia Trio: (Fort Hayes) Columbus, h.
Gilbert, Jerry: (Edgewater Gulf Hotel) Edgewater, Miss.
Gilbert, Jerry: (Edgewater Gulf) Edgewater Park, Miss., h.

Goho, Billy: (Bedell House) Grand Island, N. Y., h.
Golly, Cecil: (Euclid Beach Park) Cleveland, b.
Goodman, Benny: (Steel Pier) Atlantic City 19-25, b.
Gordon, Gray: (Waco) Syracuse, N. Y., b.
Gorrell, Ray: (Greystone) Detroit, h.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Gray, Glen: (Palomar) Los Angeles, b.
Grayson, Bob: (Riviera) Lake Geneva, Wis., b.
Grey, Tony: (Bal Tabarin) Paris, nc.
Gunter, Johnny: (Perkins Club) Kansas City, Mo., nc.

Hicks, Earl: (Elmwood Park) Oklahoma City, b.
Himber, Richard: (Essex House) NYC, h.
Hines, Earl: (Grand Terrace) Chi., nc.
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
Holland, Peanuts: (Grandview) Angola, N. Y., b.
Hollander Will: (Lincoln) NYC, h.
Holmes, Herby: (Cabannas Club) Urbana, O., nc.
Holst, Ernie: (Belmont Plaza) NYC, h.
Horton Girls: (Sky Harbor Tavern) Lake George, N. Y., nc.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.

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

H
Hall, Jay: (Montclair) Montclair, N. J., h.
Hall, George: (Tybee Beach) Savannah, Ga.
Helstead, Henry: (Oh Henry Park) Chi., b.
Hamilton, George: (Iroquois Gardens) Louisville, b.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
Heller, Jackie: (Washington-Youree) Shreveport, La., h.
Herbert, Arthur: (Ambassador) NYC, h.

Hudson, Dean: (The Wiers) Lake Winnepeaukee, N. H., h.
Hummel, Ray: (Mile-Away) Grand Junction, Colo., b.

I
Irish, Mace: (Chanticleer) Millburn, N. J., nc.

J
Jones, Isham: (Claridge) Memphis, Tenn., h.
Joy, Jimmy: (Bill Green's Casino) Pittsburgh, nc.

Songs With Most Radio Plugs

"A Tisket, A Tasket" Still On Top; "Head" Is Second

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, August 11. 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. A Tisket, A Tasket.....	Robbins	39	26
3	2. You Go to My Head.....	Remick	37	26
2	3. Now It Can Be Told (F).....	Berlin	32	24
7	4. Where in the World? (F).....	Feist	28	23
5	5. I'm Gonna Lock My Heart.....	Shapiro, Bernstein	26	13
6	6. I Hadn't Anyone Till You.....	ABC	25	23
7	7. I Let a Song Go Out of My Heart.....	Mills	24	16
8	8. Music, Maestro, Please.....	Berlin	23	29
11	8. Flat Foot Floogee.....	Green Bros.	23	14
9	9. When They Played the Polka.....	Robbins	20	1
16	10. Lullaby in Rhythm.....	Robbins	19	22
4	10. There's Honey on the Moon Tonight.....	Miller	19	15
9	11. Says My Heart.....	Famous	18	19
4	11. I Married an Angel (M).....	Robbins	18	15
2	11. When Mother Nature Sings Her Lullaby.....	Santly-Joy	18	11
—	11. I'll Dream Tonight (F).....	Remick	18	8
7	12. I've Got a Pocketful of Dreams (F).....	Santly-Joy	17	19
—	12. Don't Cross Your Fingers.....	Ager-Yellen	17	13
13	12. Stop Beating Round the Mulberry Bush.....	Bregman, Vocco, Conn	17	8
14	13. Alexander's Ragtime Band (F).....	ABC	16	15
5	13. Beside a Moonlit Stream (F).....	Famous	16	6
8	13. Bambina.....	Spier	16	5
10	14. Naturally.....	Lincoln	15	7
13	14. Little Lady Make Believe.....	Olman	15	6
17	14. Toytown Jamboree.....	Red Star	15	6
9	14. Will You Remember Tonight Tomorrow?.....	Bregman	15	3
13	14. Toy Trumpet.....	Circle	15	2
17	15. So Help Me.....	Remick	14	16
11	15. My Walking Stick (F).....	Berlin	13	20
15	16. Meet the Beat of My Heart (F).....	Feist	13	13
14	16. What Goes on Here? (F).....	Paramount	13	8
14	16. Garden of the Moon (F).....	Remick	13	6
—	16. When Twilight Comes.....	Shapiro, Bernstein	13	2
—	16. When the Circus Came to Town.....	13	1
11	17. Saving Myself for You.....	Harms	12	16
11	17. Spring Is Here (M).....	Robbins	12	14
—	17. I've Got a Date With a Dream (F).....	Feist	12	12
12	17. In a Little Dutch Kindergarten.....	Fox	12	8
—	17. If I Loved You More.....	Words & Music	12	5
—	17. Tu-Li Tulip Time.....	Chappell	12	5
—	17. My Best Wishes.....	Bregman	12	3
8	18. There's a Far-Away Look in Your Eyes.....	Tenney	11	12
12	18. Colorado Sunset.....	Gilbert	11	2
—	19. You Leave Me Breathless (F).....	Famous	10	13
—	19. Teacher's Pet.....	Marks	10	11
—	19. Isn't It Wonderful?.....	Miller	10	8
14	19. On the Bumpy Road to Love.....	Feist	10	8
—	19. Eight Little Notes.....	Crawford	10	7
—	19. Love Is Where You Find It (F).....	Harms	10	6
15	19. This Time It's Real.....	Spier	10	6

K
Katz, Al: (Ocean View) Ocean View, Va., nc.
Keib, Bill: (Navy Pier) Chi., b.
Komp, Hal: (Astor) NYC, h.
Kendis, Sonny: (Stork Club) NYC, nc.
King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
King, Hal: (LaBelle) Gull Lake, Mich.
King, Henry: (Fairmount) San Francisco, h.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Onyx Club) NYC, nc.
Kurtze, Jack: (Granview Lodge) Dakota, Minn., nc.
Kysar, Kay: (Pennsylvania) NYC, h.

L
La Combe, Buddy: (Meadowbrook) Saratoga, N. Y., nc.
Lamb, Drexel: (Wonder Bar) Grand Rapids, Mich., nc.
Lazaro, Leo: (Continental) Birmingham, nc.
LeCroy, Trent: (Amber Lake) Alton, Ala., p.
LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.
Light, Enoch: (Taft) NYC, h.
Lucas, Clyde: (Claremont) NYC, re.
Lyman, Abe: (Chez Patee) NYC, nc.

M
McCune, Will: (Bossert) Brooklyn, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McGrew, Bob: (Muehlebach) Kansas City, h.
McIntyre, Lani: (Roosevelt) New Orleans, h.
McKinney's Cotton Pickers: (Clark Lake) Mich., nc.
McShann, Jay: (Continental) Kansas City, nc.
Madriguera, Enric: (Riviera) Fort Lee, N. J., nc.
Malone, Don: (Turks Club) Shelby, Mont., nc.
Malones, Jay: (Shamrock Club) Redding, Calif., ro.
Marlowe, Tone: (Mountain View House) Port Kent, N. Y., till Sept. 5.
Marsala, Joe: (Hickory House) NYC, nc.
Martell, Paul: (Arcadia) NYC, b.
Martin, Freddie: (St. Francis) San Francisco, h.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Matuso, Henry: (Three Door Inn) Bridgeport, Conn., nc.
Maya: (Monte Carlo) NYC, nc.
Mellan, Earle: (Gray Wolf Tavern) Sharon, Pa., nc.
Melvin, Jack: (Half Moon) Brooklyn, N. Y., h.
Meroff, Benny: (Topsy's) Los Angeles, nc.
Messner, Johnny: (McAlpin) NYC, h.
Mchr, Bob: (Old Country Club) Phoenix, Ariz., nc.
Morris, Griff: (Washington Lounge) Washington, Pa., nc.
Moten, Buster: (White Horse) Kansas City, nc.
Musso, Vita: (Villa Venice) Los Angeles, nc.
Myles, Lee: (Park Central) NYC, h.

N
Nagel, Harold: (Pierre) NYC, nc.
Naylor, Oliver: (Club Rex) Birmingham, nc.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.
Nelson, Ozzie: (Earle) Phila., t.
Newman, Ab: (Club Rustique) Prestonburg, Ky., nc.
Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.

O
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
Pablo, Don: (Reid's Casino) Niles, Mich., nc.
Palmer, William: (Place Elegante) NYC, nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pearl, Ray: (Lake Breeze) Buckeye Lake, O., h.; (State Fair) Springfield, Ill., 13-21.
Pearson, Fran: (Desert Roundup) Spokane, Wash., nc.
Pedro, Don: (Graemere) Chi., h.
Pendarvis, Paul: (Palace) San Francisco, b.
Petti, Emilie: (Savoy-Plaza) NYC, h.
Peyton, Jimmy: (Plaza) Pittsburgh, re.
Phillips, Carl: (St. Nicholas) Decatur, Ill., h.
Piemonte, Vic: (Warwick) NYC, h.
Pirro, Vincent: (Riviera) Fort Lee, N. J., nc.
Pooley, Bob: (Hampton Beach Casino) Hampton Beach, N. H., b.
Press, Jack Arnold: (Berkeley Carteret) Asbury Park, N. J., h.
Pritchard, David: (Katsinas) Champaign, Ill., re.

R
Raiser, Freddy: (Danstetter's) Buffalo, nc.
Rapp, Barney: (Enna Jettick) Auburn, N. Y., p.
Raschel, Jimmy: (Pleasant Lake) Jackson, Mich., ro.
Ravazza, Carl: (Junction Inn) Santa Cruz, Calif., nc.
Redman, Don: (Surfside) Long Beach, L. I., nc.
Renard, Jacques: (Westminster) Boston, h.
Reyes, Chica: (Continental) Detroit, nc.
Reynolds, Tommy: (Reader's Casino) Asbury Park, N. J., nc.
Riley, Luke: (The Crest) Greensburg, Pa., ro.
Rines, Joe: (St. Regis) NYC, h.
Ritz, Red: (Blue Lantern) Island Lake, Mich., nc.
Rohde, Karl: (Frolics) Salisbury Beach, Mass., nc.
Rollickers, Three: (Grand View Lodge) Dakota, Minn., ro.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Russell, Buddy: (Fontenelle) Omaha, h.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Sallie, Lou: (Beverly Wilshire) Beverly Hills, Calif., h.
Sapienza, George: (Silver Grill) Buffalo, nc.
Schell, Sandy: (Steeplechase Park) Coney Island, N. Y., b.
(See ROUTES on page 13)

FAIR FIELD FOR BANDS

CRA Flirts With Colored Band Biz

NEW YORK, Aug. 13.—Enthused by its success in booking Billy Hicks into the snooty St. Regis Hotel here and the continued lack of sales resistance in routing the other colored bands on its roster for the one-night gallops, Consolidated Radio Artists is mulling the possibilities of setting up a colored dance department. Deal is on fire to make a tie with Joe Glaser, bringing into the office a string of sepias capped by Louie Armstrong. In fact, Armstrong has already been offered by CRA to dance promoters, leading to the belief that pact is at the signature-signing stage.

CRA has seven colored bands on the roster, but only Hicks is under its direct management, others solely for booking purposes. Chick Webb and Erskine Hawkins bookings are in arrangement with Moe Gale; Stuff Smith has Johnny Gluskin for personal rep; Earl Hines and Fletcher Henderson belong to Ed Fox of Chicago, and Roy Eldridge bookings are in arrangement with Mike Falk, Detroit booker. Agency claims there's a possibility of getting Duke Ellington on the books, but Irving Mills poo-poos the thought as being fantastic.

Music Corp. of America has been mulling in mind the plan for a colored band division for some time. Unattended by bally, MCA has signed quite a number of colored bands and entertainers, and it is expected that V-P. Willard Alexander will shortly leave on a talent quest thruout the country's Harlem quarters.

Bernie Holds High At Detroit Gardens

DETROIT, Aug. 13.—The business this summer is reported as 75 per cent off from last season, Eastwood Gardens amusement park has still been able to keep out of the red ledger in spotting name bands for weekly stands in the ballroom. Gate is only 50 cents per head, and the best attendance mark to date was chalked up by Ben Bernie with 4,000 dancers to make it the biggest night of the season. However, much of the revenue to meet the band nut is coming from the bar, which has developed into an important adjunct, considerably so since the Eastwood Coconut Palms shuttered this week.

Manager Max Kerner has Artie Shaw this week as a follow for Eddy Duchin and sees the season thru with week stands for Tommy Dorsey, Will Osborne and Bunny Berigan, latter closing the season September 10. Berigan is expected to provide a sock finish following his top box-office rating at the Fox Theater here.

Paine Plugs Modern Music

SEATTLE, Wash., Aug. 13.—John G. Paine, ASCAP general manager, making his first visit to the Pacific Northwest region, took time out to point out that there is a big demand for novelty musical compositions and that this country has a new music that is well worth the playing and listening. He hailed the late George Gershwin as a great master of the new music, writing in the American manner. Feels convinced that the symphony orchestras will soon take to American music on a larger scale. Holding great encouragement for American composers, Paine revealed that Concert Manager Arthur Judson came to him recently and asked that ASCAP evolve a licensing plan to enable concert and symphony groups to play such American compos.

Henderson Fetches \$750

LINCOLN, Neb., Aug. 13.—Fletcher Henderson made his stand last Saturday at Turnpike Casino a profitable one in drawing 1,000 dancers for a \$750 gate. There was no advance sale, ducats going at a straight \$1.50 per couple. Dick Jurgens and Noble Sissle in line for August dates and Shep Fields comes in around September 1 to get some of the State fair trade.

Look for

These Features:

This Ballroom Business

By WILL H. WITTIG

Hitch Your Wagon to A--Style

By SHEP FIELDS

On Publicizing the Dance Band

By IRVING LEHRER

Going Great Guns

By PAUL WHITEMAN

in the

Fall Special of The Billboard

Dated August 27

Union Sets Aside Duerr's Pay Claim Against Mario

NEW YORK, Aug. 13.—Claim of \$942.66 granted Dolph Duerr, Cleveland band leader, against maestro Don Mario was set aside by the AFM exec board this week. Damages on salary sought was outgrowth of a July, 1937, booking at Pittsburgh's Show Boat when Mario refused to front Duerr's Band. Mario faded out of the band picture since that time, going in hiding at the Wurlitzer plant to work on an invention. Has now signed with Lou Irwin, of CRA, and plans to build a band again this fall.

Kaycee Kids Give Swingsters a Go-by for the Saccharine Side

KANSAS CITY, Mo., Aug. 13.—The season in its last sprint, check on takes at John Tumino's Fairyland Park Ballroom, only one in Kaycee using name bands consistently, finds two "sweet" bands with most profitable grosses. Orrin Tucker hit a fat \$1,175 early in June, that mark standing until late July when Tony Martin jammed 'em in to the tune of \$1,400.

Fairyland figures are puzzling here inasmuch as swing bands proved by far the most successful during the winter and spring months at Will H. Wittig's Pla-Mor Ballroom, shuttering for the summer. Casa Loma did \$3,000 in March at Pla-Mor to hang up a season record. Nobody here has the answer to the sudden reversal of popularity of the two dance styles, unless it is that 100-degree weather slows down the moppets and therefore augurs well for "sweet" rather than the strictly jive tempos.

Ayars LaMarr took in \$900 on his best solo this summer at Fairyland, good for a band without a national rep, Tumino said. Other attractions so far have been Andy Kirk, registering a strong \$1,050 in the home town; Red Nichols, with \$1,700 for four nights, best of the four

MCA Pioneers With Top Names At Outdoor Fairs-Expositions

Farmer frolics loom as important employment outlet for dance bands—Goodman, Dorsey, Lombardo, Kyser, Whiteman and Casa Loma set for stands

NEW YORK, Aug. 13.—Bumper crop of band bookings engineered by Sonny Werblin, Music Corp. of America exec, is seen as an opening wedge for dance bands at the annual State and county fairs and expositions thruout this country and Canada. True, the season is short. But the number of affairs are many and the money is quite tall. Further, possibility of orkdom cashing in on a September-October fair season would tie together the summer and fall seasons in a most profitable fashion. Success of name bands as outdoor attractions this season will undoubtedly give impetus to a rush next year, with the possibility of territorial names finding an in at the county fairs.

National Rule Lifts Chi Ban on Waxings

CHICAGO, Aug. 13.—American Federation of Musicians' recording rulings and licenses went into effect nationally Wednesday, thus canceling the musicians' employment ban placed on recording companies in this local by James C. Petrillo as of March, 1937. After the setting up of these rulings on recorded music in his local here Petrillo was largely instrumental in starting the ball rolling for the AFM's adoption of national jurisdiction over recording firms at the 1937 convention.

National AFM licensing of recorders, however, supersedes any rules of AFM locals, so Chi disc makers are again at liberty to wax musical platters if they sign the license. RCA and World Broadcasting have both signed after completing a rush of script shows before deadline time. Up to now they were able to dub in musical finales, but under the existing license live tootlers will have to be employed for these waxes, too.

Foster Books Casino Park

DALLAS, Aug. 13.—Frank Foster has taken over the Casino Park account, Fort Worth dancant operated by George Smith and formerly serviced by Music Corp. of America. Has Lucky Millinder taking over the band stand this week, with Bill Bardo following on August 18, lingering until the September 5 closing.

WELLS COLONIAL HALL, Milwaukee ballroom operated by Eddie Worth, was destroyed by fire last week with a loss estimated at \$30,000. Dance hall was erected in 1884 as a roller-skating rink and used during the past 50 years for dancing.

Tucker Aims at Own Mark

PITTSBURGH, Aug. 13.—When Tommy Tucker takes to the stand on Monday (15) for a two-week stretch at Kenywood Park Ballroom, the maestro will aim to crack the all-time high set by himself earlier in the summer when 3,014 dancers made for a record night. Closest mark was made by Ben Bernie in 1929 with 2,900 in attendance and 2,800 admissions for Kay Kyser. A. Brady McSwigan, Kenywood operator, brings in Benny Goodman for a solo on the 22d and Smith Ballew the 28th.

Ozzie Nelson hit \$18,000 for his week just closed at the Stanley Theater. It's several thousand under his last year's gross but above the house average for this season.

Fireworks and Rogers Boom Gate to \$2,600

SPOKANE, Wash., Aug. 13.—Buddy Rogers and his red-jacketed bandmen drew big at Natatorium Park dance pavilion last Thursday. Band and fireworks display featured the 49th anniversary celebration of the historic fire which wiped out Spokane Falls and Manager Louis Vogel crowded some 7,000 people into his amusement park. About half as many crowded into the ballroom to hit a gate of about \$2,600. Ducats peddled at \$1.10 for gents and 55 cents for the gals. Holiday cut in on Anson Weeks' stand five days later, drawing only a fair crowd and the take below expectations.

Blake Heads Negro SPA

NEW YORK, Aug. 13.—New organization to protect the work of Negro composers has arisen under the leadership of Eubie Blake. Movement, under the name of Negro Song Writers' Protective Association, has invited every colored composer to join and expects to operate branches thruout the country. Group holds meetings each week and at present is setting up by-laws.

The **BILTMORE BOYS** and their **ORCHESTRA**
 Currently 18th Week
 LA SALLE HOTEL, Chicago.
 Mgt. CONSOLIDATED RADIO ARTISTS, INC.

EDDY ROGERS
 AND HIS ORCHESTRA
 ON TOUR.
 Direction:
 CONSOLIDATED RADIO ARTISTS.

LIONEL RAND ★★★★★
 and his **ORCHESTRA** ★★★★★
 ★
 Permanent Address
 300 W. 49th St.,
 New York City. ★★★★★

Frederick Bros. Get O'Henry Park in Chi

CLEVELAND, Aug. 13.—After using Emil Flindt for the past four years, management of O'Henry Park Ballroom, Chicago, has decided to buy its bands from Frederick Bros. Music Corp., local agency. Office set Henry Halstead to open Wednesday (17), with Ray Herbeck to follow on August 31. Office also set a deal with Vocalion records for Lawrence Welk, calling for 10 sides per month for the coming year. Welk opens Friday (19) at Club Greyhound, Louisville, and is already set by Frederick Bros. to return to Hotel William Penn, Pittsburgh, on October 3. Cecil Golly bowed out of the Greystone stand and jumped to Euclid Beach Park Ballroom here.

Other FB placements have openings this week for Ralph Webster at Forest Park Highlands, St. Louis, and Herbie Holmes at the Cabannas Club, Urbana, O. Runovers to Labor Day go to Larry Funk at Walled Lake Park Ballroom, Walled Lake, Mich.; Tom Gentry, at Buckeye Lake Park Ballroom, Buckeye, O., and Howard Becker at Lakeview Park Ballroom, Manitow Beach, Mich.

Hall Gives Crockett First Profit of Season With 11C

CHARLOTTE, N. C., Aug. 13.—George Hall, featuring Dolly Dawn, was the first band to make money for its promoter here for some time when it drew 1,100 persons at the Charlotte Armory last Friday night. Promoter Jim Crockett counted 872 dancers at \$1.10 a head for a total of \$959.20, and 250 spectators at 50 cents per for a total of \$125, totaling \$1,084.20. He brought the Hall Band here on a guarantee of \$500 against 50 per cent of the gate.

Jive Jams 'Em In

KANSAS CITY, Mo., Aug. 13.—Dan Blackburn wasn't satisfied with the audiences his 35-piece municipal colored band was drawing to the weekly Sunday afternoon concerts on the Parade way. So he formed a seven-piece jam combo, billed them as the "Master Minds" and sat back to watch the reaction on the part of Kaycee's Harlem population.

Results were frightful, according to the longhairs. First "Master Minds" date found 6,500 jive-conscious swing addicts crowding the band stand and demanding a 100 per cent jam program, an increase of at least 4,000 concertgoers.

Orchestra Notes

By M. H. ORODENKER

Thinking Out Loud

MUCH betwixt and between in the fact that they've done right by TOMMY DORSEY and his swell sweet-swingsters take over the Hotel New Yorker band stand for a 13-weeker on October 12. . . . MCA would hear nothing of it at first since R-O-K services that account and MCA hardly ever has to resort to commission splits to provide for a band of Dorsey's degree . . . and adding to the embarrassment is the fact that MCA and the New Yorker's master, Ralph Hitz, aren't exactly a Damon-Pythias combination. . . . Dorsey hits these parts September 3 when he plays his first date at Sunnyside Ballroom, Pottstown, Pa., and the following day in Johnson City, Pa., for Ralph Hackett's annual midnight labor frolic . . . also does a stint on the Magic Key show that afternoon and splits Labor Day week at the Syracuse and Toronto fair grounds that DON BESTOR and CRA are in the throes of a kiss-and-make-up routine . . . that CHARLIE BARNETT and CRA have come to the parting of the ways and Barnett is making his way to MCA . . . that CBS will take up its option on American Records Corp. if a RCA-Victor biggie yields to the offer and comes in with the new combine to head the Brunswick waxworks.

Battle of Bands

In an effort to hype the low ballroom grosses, the twos for one are in order and battles of music again fashionable. . . . BILLY (CRA) SHAW set Rita Rio and Lou Breeze to cross their batons September 3 at Celeron Park, Celeron, N. Y., and a double-header the 24th at Sunset Park, Williamsport, Pa., with Barney Rapp and Freddy Goodman. . . . HARRY (MCA) MOSS setting a string of Southern battlefields for Edgar Hayes and Teddy Hill, starting September 10 in Washington, D. C., at the Suburban Gardens. . . . Harley Toots and Don Albert are currently matching their tootles on the same stand at Dixie race dances, winding up their bouts the 18th in Knoxville, Tenn., for dance promoter James Derrick . . . topping 'em all will be the battle of bands staged by the Friars Club in Boston on October 11 at the Boston Gardens. . . . Friars are shopping around for six bands to enter the ring.

Culled From the Coast

As forecast several issues ago on the news pages, MIKE NIDORF is taking over the West Coast branch for Rockwell-O'Keefe and ED FISHERMAN is Broadway bound to put WILLIAM MORRIS agency in the band-booking biz. . . . VIDO MUSSO, former tenor sax star featured by both Benny Goodman and Gene Krupa, is another bitten by the baton bug . . . back home in Los Angeles, he organized the Make Believe Ballroom Orchestra, under the management of Al Jarvis, and debuts next week at the Villa Venice Ballroom here, replacing Joe Venuti. . . . BARON LONG will buy his bands from MCA this fall for the Biltmore Hotel in Los Angeles, bringing in the top names for the first time. . . . R-O-K ends its service to the hospice when Frank Trombar bows out on September 15 to make way for SHEP FIELDS. . . . CARMINE CALHOUN replaced Maxine Grey for the chanting with Skinnay Ennis at Victor Hugo's, Beverly Hills. . . . HENRY KING set for a sequence in Grand National's *Murder on Sunset Boulevard* flicker. . . . MGM is giving *The Great Waltz* a 500-piece symphony ork for the fade-out scenes . . . actually, they're screening only 100 side-line musikers, the cameraman using different shots fitted together to create the effect.

Broadway Band Briefs

RED NORVO takes over the Hotel Pennsylvania roof-stand the 22d until KAY KYSER returns on October 4 to reopen the basement Madhattan Room. . . . LOUIS SILVERS, 20th-Century-Fox musical director, stopping at the Ambassador Hotel for his Main Stem vacationing. . . . GENE KARDOS opens at Zimmerman's Hungarian Restaurant on October 1. . . . DON REDMAN hits Loew's State Theater for the August 25 week. . . . LOU DIAMOND, who produces musical shorts for Paramount as

well as presiding over the film companies music publishing interests, is readying to screen Henry Busse, Larry Clinton, Hal Kemp, Richard Himber and Orrin Tucker. . . . Tucker will have his screening outdoors at the lakeside of Chicago's Edgewater Beach Hotel. . . . MILT BRITTON, patron saint of the fiddle manufacturers, splintered his 76,000th screech-box this week at the Casa Manana . . . following his 18th date at the tobacco festival in Wilson, N. C., PAUL WHITEMAN plays Westwood Supper Club, Richmond, Va., the following day and the Potomac River moonlight ride the day after in Washington . . . takes in the Labor Day week-end at Hamid's Pier, Atlantic City; September 8 at the New York State Fair at Syracuse and the September 11 week at the Brockton (Mass.) Fair. . . . PW is going to give the ballrooms the go-by this winter, concentrating on the college campus for his one-night gallops.

Westward Fling

GRAY GORDON one-niting en route to open August 22 at Waco Pavilion, Syracuse, Ind. . . . The COSMOPOLITANS start strolling this week at Cavalier Inn, La Crosse, Wis., and JACK KURTZE'S Three Rollickers close August 26 at Grandview Lodge, Dakota, Minn. . . . FLETCHER HENDERSON takes to touring in Ohio, starting the 21st at Lake Park, Coshocton, the following day at Findlay's Green Mill Gardens and Detroit's Graystone Ballroom for September 4-5. . . . BUS WIDMER departs from Mileaway Ballroom, Grand Junction, Colo., to locate at Arcadia Ballroom in Montrose, Colo. . . . Mileway brings in RAY HUMMEL for a four-weeker . . . Hummel has purchased a new bus and plans on the Southwest territory for the new dance season . . . out of the dozen tootlers, band numbers his four sons, Bill, Jack, Russell and Jerry, and the Mrs., Marie Antoinette . . . and before wedding bells were tuned, his daughter, Ruth, was featured vocalist and saxer.

Eastern Stands

DESPITE the fact that the Pittsburgh ban on remotes was removed without explanation by the musicians' union, pick-up in biz has been too slow for the spots and Hotel William Penn threw up the sponge . . . called short, GEORGE HAMILTON departed for Iroquois Gardens, Louisville, Ky., but not before he added to the band Eddy Jones, pianist with Jimmy Peyton's combo at the Plaza. . . . Hamilton Septembers in Chicago at the Trianon and Aragon and opens October 2 at Detroit's Statler Hotel. . . . VINCENT LOPEZ starts a two-weeker August 29 at Boston's Ritz-Carlton Hotel, following EDDY DUCHIN'S two-week stretch. . . . BOB CLAYMAN opens this week at Lincoln Terrace, Pittsburgh, and LUKE RILEY winds up his stay at smokeytown's Crest to return as house band for WJAS. . . . TONE MARLOWE moves to Mountain View House, Port Kent, N. Y., to finish out the summer season. . . . JAN SAVITT plays the Charlie Shribman ballrooms in New England August 30 to September 4 and then wends his way back to the KYW studios in Philadelphia.

Notes Off the Cuff

HAROLD OXLEY dittos Moe Gale's move in personal managing a white band by signing PAUL MARTELL, who lingers at New York's Arcadia Ballroom till Labor Day . . . first sale will be to the Shribman ballroom circuit in New England. . . . JERRY BLAINE set to return to the Park Central Hotel, New York, on September 6, following his summer run at the Colony Turf Club in West End, N. J. . . . CHUBBY CANELLA rounds out a second year on the platform at the Smoke Shop Tavern, Shrewsbury, N. J. . . . and so we send our cuffs to the cleaners.

ARTIE SHAW takes in a solid week of one-night stands starting August 19 at Sandy Beach Park, Russells Point, O.; then to Dunbar Cave, Clarkesville, Tenn.; Cone Island, Cincinnati; Joyland Park, Lexington, Ky.; Stonebrook Park, Stoneboro, Ky.; Hecla Park, Bellefonte, Pa., and Summit Beach Park, Akron, O.

"The Smiling Maestro Is on the Air."
REGGIE CHILDS

AND HIS ORCHESTRA
 Now Playing
COLONIAL HOTEL & TERRACE GARDENS, Manitow, Ind.
 Broadcasting NBC Network three times weekly.
 Direction:
CONSOLIDATED RADIO ARTISTS, INC.,
 30 Rockefeller Plaza, New York, N. Y.



BILLY SWANSON
 and his MUSIC
 Now At
CATARACT HOUSE
 NIAGARA FALLS, N. Y.
 Broadcasting Over
NBC NETWORKS.
 Mgt. CONSOLIDATED RADIO ARTISTS.

Rosenberg Declines Labor Congress Call

NEW YORK, Aug. 13.—Pressure apparently brought to bear on Jack Rosenberg, Local 802 prexy, has resulted in his declining the nomination offered him by the American Labor Party for Congress. Currently on a vacation trip, Rosenberg sent a wire to William Feinberg, 802 secretary, explaining that he had notified the Labor Party of his intention not to accept the candidacy since the union's executive board had adopted a motion requesting him to withdraw. Executive board held that Rosenberg's first duty is to the local membership.

Underlying real reason for the turn-down is apparently the tie-up between the American Labor Party and the CIO. With the AFM, and therefore Local 802, under the wing of the AFL, sponsorship of an AFM official by a CIO affiliate might prove embarrassing to the musicians' union.

Robbins Goes Fifth Avenue

NEW YORK, Aug. 13.—Altho Jack Robbins at one time went on record as declaring that a music publisher doesn't need an office since most of his business is transacted in radio studios, he plans a move shortly which will bring his three firms—Robbins, Feist and Miller—all under one roof, and on Fifth Avenue, no less. Quarters have not been selected as yet, but will be located at a "strategic" point between NBC and CBS. Project, to be called the Music Mart and will have a street-level window display.

Batoneers Woo Badges

MILWAUKEE, Aug. 13.—If music really hath charms to soothe the savage breast, a couple of Wisconsin counties ought to be singularly free of crime—if a couple of elections go the right way. Two local band leaders are running for sheriff in their respective territories, Alton F. Gritzner, of Watertown, and Arthur Truttschel, of Manitowoc.

Former, a magician and ex-alderman as well as a batoneer, was a candidate for mayor at the last city election and is now angling for the sheriff's office of Jefferson County. Truttschel, his partner against crime, is a member of the Manitowoc Marine Band and the organizer and director of the Aluminum Specialty Band.

The Reviewing Stand

Tony Martin

(Reviewed at Fairyland Park, Kansas City)

KNOWN chiefly for his voice and looks on the movie screen, Tony Martin last month took over Everett Hoagland's Band to embark on a tour which eventually, he hopes, will take him to New York. The date here was one of his first.

Instrumentation is standard (five brass, four reeds and four rhythm). An electric guitar is used for the many Hawaiian novelties. From the danceability standpoint the band is average. Novelties are good, the boys in the band helping out neatly. But from the showmanship angle Martin has much to learn.

First faux pas to be chalked up by the handsome maestro was his appearance. Wearing a dark winter suit, with the temperature standing well above 95 degrees, he topped off his sartorial attire with a white shirt which looked as if it had been beaten and its long-tabbed collar wilted. Sloppiness of Martin's attire was a letdown to the gals and boys who stood open-mouthed watching a "real movie star" on a much-publicized personal appearance.

Nevertheless, Martin's pleasing personality and his voice combine to sell him well. He acts as if he enjoys his work, and so do his boys. And the Martin waves his arms generously, obviously unacquainted with some of the band's arrangements, he does so in a manner which bespeaks a lack of know-it-all attitude and a real desire to please the pay customers.

Dexter.

Ben Cutler

(Reviewed at Rainbow Grill, New York)

A SOCIETY scion by birthright, Ben Cutler strikes a tangent different than that once associated with Roger Wolfe Kahn's adventure in orkdom. His follows strictly to the orthodox society dance-tooting pattern. Outfit is a slap-together affair of two tenor saxes, single trumpet and fiddle, accordion, drums and bass, making music that is ostentatious. And Cutler, as front man, is most gracious in the non-playing role.

With no sections in toto, Cutler follows the tried and tested formula of medleying the choruses. Tempos are nicely varied and wide repertory dips into Viennese waltzers, rumbas and show tunes as well as the standard and current pops. Sticks tight to the straight dance music which is dished out satisfactorily enough without causing undue excitement. Nothing distinctive in style nor any element of smartness in the syncos.

Lads play in a quiet, restful manner without making any attempt to push themselves forward. Which is just as well here since we suspect that it's the Cutler moniker and deportment this skytop salon seeks most.

Cutler exemplifies collegianna untarnished by big applemania. Boasts a full-voiced bary and has an authentic pair of pipes. Projects dramaturgy into his song-selling, a throwback to his footlight career. There's enough story body in the stand-bys for the overacting, but for the more recent tin-pan triteness it borders a bit on the redic. However, he knows the finesse of showmanship and proves adequate for this calling.

Orodenker.

Vincent Pirro

(Reviewed at Ben Marden's Riviera, Fort Lee, N. J.)

PIRRO, in the technically subordinate position of relief band at this spot, actually does a better all-round job than housemaster Enric Madriguera. Viewed from the standpoint of showmanship, appearance and enthusiasm, this band far outdistances its name colleague, the only department in which it cannot quite measure up being music. This, however, is not entirely due to a lack of instrumental or orchestral ability on the part of Pirro or his men, altho a poor rhythm section is a handicap. It is rather that the basic structure of the band is only that of a relief crew, which at its best can hardly produce the musical quality of a large full-bodied aggregation.

Outfit is comprised of Pirro, accordion, and seven men—two violins, tenor sax, piano, bass, drums and guitar. Due to the weak rhythm group, incentive for dancing is not all it should be, and the

arranging in scattered spots is a little too corny for a class nitery like the Riviera. Band plays almost continuously, grouping together a half dozen or more numbers before a break and goes in heavily for old musical comedy and pop hits. Rumbas and tangos, of course, are a large part of the band's repertoire. Altho Pirro falls far short of producing foot-tapping rhythms, he manages at least to keep them on the floor once they get there.

Reason for this is the maestro's genial personality and the whole ork's apparent relish for the job at hand, which infectious enthusiasm carries over to the dancers. Liberal supply of vocals is offered by a trio and by Una Wyte, attractive brunet. Trio does a bit of clowning when the lyrics call for it, which all adds up on the credit side of the showmanship ledger.

Men make a nice appearance in white jackets, and taken by and large, contribute one of the best relief band performances current around town.

Richman.

Bob Crosby

(Reviewed at Blackhawk Cafe, Chicago)

IN THREE years the Bob Crosby (Bing's kid brother) aggregation has lifted itself by the boot straps to one of the top niches in the swing field. Band has been here since March, remaining until November 10, when it leaves for 12 weeks of theater and one-nighters, then back to the Blackhawk for another indef run. Popularity has been enhanced by a Monday night audience participation show over WGN-Mutual and fact that it is about the only true swing outfit around here.

Band is better balanced than most swing outfits with the five brass, four rhythm and four sax giving even accounts of themselves on cutting figures. Their work has settled down considerably, too, which has made the stuff produced of real dance value. On the showmanship side ork also bats 100 per cent. Every member has an infectious enthusiasm about his task which even converts old guard anti-swingsters when they lay it on. Ray Bauduc, skin hepster and pivot man for the gang, excels in particular on this score.

Combo also uses a generous sprinkling of real blues numbers in its library, playing them in the orthodox versions originated below the Mason and Dixon line. Marion Mann, fem singing member, fits perfectly into the org with a pair of throaty pipes and fetching manner of delivery which always nets an encore. Bob himself works the baton with less oomph than the rest, but then he has a lot of competition. If swing is here to stay, then so is the Crosby band.

Humphrey.

Louie Kuhn

(Reviewed at Municipal Auditorium, Kansas City, Mo.)

ORGANIZED at the University of Kansas three years ago, it was not until the last six months that this band attracted attention thruout the Middle West. Instrumentation is orthodox, using four saxes, three trumpets, two trombones, piano, bass and drums. Altho Kuhn is the head man, he has given up the wand to play trumpet in that section, while Dale (Brodie) Shroff, also a trumpeter, is featured as the front man. Shroff is a handsome youngster and his horn-blowing is superb. He fits the director's role ideally with his gracious manners in meeting dancers and complying with request numbers.

Band is plenty danceable. While the unit's style leans to hot swing and original arrangements, at least three of every four tunes played are strictly pop numbers. Kuhn should play more rhythm ditties as well as work up novelties. Band is weak in the latter department. Showmanship is a notch lower than their danceability rating. Experience alone will correct that deficiency. But so inspired and enthusiastic is the band as it goes to work that it can't miss as a musical attraction in sections where the name is known.

Vocals are by Dorothy Jean Russell, brunet; tenor sax-player Irving Johnson and trombonist Ray Buckley. Johnson only recently undertook vocal assignments and needs brushing up on his manner of presentation. Otherwise, as a crooner of pop songs, he sings 'em as capably as the others.

Dexter.

Sheet-Music Leaders

(For Week Ending August 13)

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

Position	Last Wk.	This Wk.
1	1.	Music, Maestro, Please
7	2.	A Tisket, A Tasket
2	3.	I Let a Song Go Out of My Heart
4	4.	Cathedral in the Pines
8	5.	When They Played the Polka
3	6.	Says My Heart
5	7.	When Mother Nature Sings Her Lullaby
13	8.	Now It Can Be Told
9	9.	I'm Gonna Lock My Heart
6	10.	Little Lady Make Believe
10	11.	I Hadn't Anyone Till You
11	12.	I Married an Angel
..	13.	I've Got a Pocketful of Dreams
14	14.	Flat Foot Floogie
..	15.	Lovelight in the Starlight

Off the Record

By M. H. ORODENKER

The Stylists

THE MAJORITY of releases in this needle-load are cut by the maestri using musical trade-marks for the identity. To each the following is undoubtedly legion. And each remains faithful to his fans, aided and abetted by the security that the waxworks assign the better tunes to the styled tootlers. For the most part it's lush with richness in their rhythmpations. In that mood is the music on Brunswick labels by HORACE HEIDT for *There's a Brand New Picture in My Picture Frame* and *Little Drummer Boy*, and by KAY KYSER, a couplet from the *Sing, You Sinners* screenshow, *I've Got a Pocketful of Dreams* and *Don't Let That Moon Get Away*.

RUSS MORGAN, making his debut on the Decca label, has an auspicious starter in *There's a Brand New Picture in My Picture Frame* and *So Help Me*. HENRY BUSSE is again waxing at the same works, dividing his doubles between the standard shuffle rhythms and toe-tapping foxrotology. First four sides are *Will You Remember Tonight Tomorrow?*, *My Best Wishes*, *I'm Gonna Lock My Heart*, *Figaro*. WILL OSBORNE, who rates a deepening wave of enthusiasm for his smart syncos, gives the same label four sides in *Isn't It Wonderful*, *That Night in Avalon* (waltz), *Little Drummer Boy*, *I'll Still Be Loving You*.

(See OFF THE RECORD on page 67)

ROUTES

(Continued from page 10)

Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.
 Schnickelfritz: (Earle) Washington, D. C., t.
 Schrader, Danny: (Lockout Mt.) Chattanooga, Tenn., h.
 Siegel, Irving: (Pine Inn) Hollywood, Fla., nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Buster: (Antlers) Kansas City, nc.
 Smith, Lew: (Club Chez Ernest) Three Rivers, Que., Can., nc.
 Smith, Jimmy: (Royal Pines) Lake George, N. Y., to.
 Smith, Stuff: (Merry-Go-Round) Newark, N. J., nc.
 Snyder, Billy: (Lookout House) Covington, Ky., nc.
 Southern Gentlemen Orch.: (Roof Garden) Arnolds Park, Ia.
 Sparr, Paul: (Versailles) NYC, nc.
 Steel, Leonard: (St. Shelby) Detroit, h.
 Stipes, Eddie: (Frankie's) Toledo, nc.
 Studs, Joseph: (Rio Del Mar) Del Monte, Calif., cc.

Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Thies, Henry: (Webster Hall) Detroit, h.
 Three Commanders: (Catsina) Champaign, Ill., c.
 Tofts, Norman: (El Chico) Binghamton, N. Y., nc.
 Tucker, Tommy: (Kennywood) Pittsburgh, p.

Versatilians, The: (Abraham Lincoln) Springfield, Ill., h.
 Voorheis, Byron: (Belvedere) Saginaw, Mich., h.
 Vorden, Vivian: (Twin Mountain Inn) San Antonio, to.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.

So You Won't Talk

PHILADELPHIA, Aug. 13.—Irving Berlin proved as adept at repartee as he is at turning out hits at a cocktail party given by the Warners in connection with the local opening of *Alexander's Ragtime Band*. Asked by a reporter whether he had ever written any flop songs, Berlin countered with a question of his own.

"How many of my songs can you remember offhand," he asked.

The reporter rattled off about a dozen.

"Well," retorted Berlin, "I've written 600 songs and all but those you named must have been flops."

Music Items

Stept and Mitchell New Pub Combo

FRANK KELTON is back in New York

after a year out on the Coast. He returned because of his mother's illness, but now that he's here he intends to remain and get back into the music business. Remembering the great job he did when he was with Shapirc, Bernstein, Tin Pan Alley expects him to click again shortly. . . . Jack Robbins arrived in Hollywood last week, his first trip out there since moving to New York two years ago. Purpose of the visit is to arrange for bringing his music firms closer to the movie factories. . . . Sammy Stept and Sidney Mitchell, tune-smiths, going into the publishing business. Ed Kelley will be general manager for the new firm, and offices will be opened here and in Chicago in October. First two songs are *Rosa-Rosa*, by Leon Belasco and Jack Meskill, and *Yours, All Yours*, by the songwriting-publishers. . . . Johnny Mercer and Harry Warren have two numbers in Warners' *Hot Heiress*, *You Must Have Been a Wonderful Baby* and *There's a Sunny Side to Every Situation*. . . . Sam Messenheimer is scoring the Yip Harburg-Harold Arlen songs for MGM's *The Wizard of Oz*.

Bregman, Vocco and Conn are moving their offices to larger quarters in the same building. They go from the 6th to the 10th floor in September. . . . Latest issue of *Music World Almanak*, E. B. Mark's house organ, is out. Firm, incidentally, has a couple of new ones it feels are going to do things, *Teacher's Pet* and *The Girl on the Isle of Man*. Latter was turned out by a father-son duo, Archie Gottler penning the words and his offspring, Jerome, attending to the music. . . . Jack Robbins has Bobby Hackett arranging a series of trumpet choruses of standard swingeroos. . . . Irving Berlin has been approached by Vinton Freedley to do the score for one of the productions he plans for the coming season. Chances are Berlin's preparations for the new *Muscle Box Revue* will keep him too busy to accept.

Wardlaw, Jack: (Pier) Folly Beach, Charleston, S. C.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Webster, Ralph: (Forest Park Highlands) St. Louis, b.
 Weems, Ted: (Catalina Island) Catalina Island, Calif., nc.
 Welk, Lawrence: (Club Greyhound) Louisville, nc.
 Widmer, Bus: (Arcadia) Montrose, Colo., b.
 Wiegand, Ted: (Green Park) Blowing Rock, N. C., h.
 Williams, Lee: (Faust) Rockford, Ill., h.
 Williams, Sandy: (International Casino) NYC, nc.
 Wilson, Arden: (Oglebay Park) Wheeling, W. Va., p.
 Wine-Gar, Frank: (Hulett's) Lake George, N. Y., h.
 Wolfe, Paul: (Lookout Mt.) Chattanooga, Tenn., h.
 Worth, Roy: (Lincoln Terrace) Pittsburgh, ro.
 Wright, Phil: (Newton Inn) Elmira, N. Y., nc.

Yates, Billy: (The Pines) Pittsburgh, ro.
 Young, William: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.

4th Consecutive Season
WALTER C. SIMON
 Pianist
 LANE'S IRISH HOUSE, Coney Island, N. Y.
 Repertoire of 10,000 Numbers Played on at All From Memory.

Managers Protest License Rule and FTP Competition

Project again hires house in Times Square area—resentment against Shuberts—Labor Stage exempt from license fee, but must live up to all fire regulations

NEW YORK, Aug. 13.—With peace reigning blissfully in the League of New York Theaters after the signing of the League-Equity agreement, managers found two things to squawk over this week. Most important was a renewed threat of competition in the Broadway area by the local Federal Theater Project. The other was the fact that Mayor La Guardia finally oked Labor Stage's plea for license exemption, classifying it as an auditorium used for educational and cultural purposes. Managers claim with justice that Labor Stage—which produced *Pins and Needles*, one of the season's two most successful musicals—is also competition and should not get special privileges denied to regular commercial managers.

The FTP competition threat came up again when the project announced that it had hired the Ritz Theater on 48th street for a year. Last spring, when the project hired the St. James, the managers howled, claiming unfair competition and reminding the FTP that, at its inception, it had promised to stay out of the Times Square area. No official League action was taken, because Lee Shubert objected, the Shubert interests running more to theatrical real estate transactions than to theatrical productions. A group of producers, led by Brock Pemberton, independently protested, however, and sent their squawk both to Washington and to the local FTP. After several weeks the lease on the St. James was dropped.

The whole thing is to be done over again now, with the FTP again invading the commercial area. FTP, of course, claims that its low admission scale gets new converts for legit. But producers point to the fact that customers trained to see shows at a 40-cent top aren't precisely fish for a \$3.30 scale. In addition, the FTP has started to acquire and produce, instead of its original experimental productions, a series of plays of definite commercial value, including E. P. Conkle's *Prolog to Glory* and G. B. Shaw's *On the Rocks*. *Rocks*, as a matter of fact, is the first Shaw American premiere in many years not presented by the Theater Guild. Also managers point to the fact that the FTP has been making raids on regular commercial players for its productions, in particular for *On the Rocks*. Altho it competes with producers in the acquisition of commercial scripts and for the services of first-line players, the managers point out, the FTP presents its shows, thanks to its government subsidy, at a 40-cent top. That's plenty of competition, they say, without adding insult to injury by putting such 40-cent shows next door to the wares that commercial managers are trying to sell.

Despite the justice of their arguments, the producers feel that there is little hope in approaching either the project or Washington. Most of the current resentment is lavished on the Shuberts, who consummated the deals. Talk of a boycott of Shubert houses is considered merely that—talk—in view of the number of productions announced for the coming season.

As for the Labor Stage kick, the theat-

rical subsidiary of the International Ladies' Garment Workers' Union, which entered the commercial field with *Pins and Needles* (sending out road companies to commercial houses, with its amateur cast forced to join Equity), is still claiming exemption on the license fee. La Guardia, after much consideration granted it, but stated that Labor Stage's home house would have to live up to all fire regulations. There have been various violations charged to it.

SAN FRANCISCO, Aug. 13.—For the first time in a long while three legitimate openings were seen here same night when *Susan and God*, starring Gertrude Lawrence, opened at the Curran; *Pins and Needles* put in at the Geary, and *Milky Way*, FTP comedy, played the Alcazar. All made local debuts Monday.

Susan, as was expected, got the nod. *Pins and Needles*, with its International Ladies' Garment Workers' Union backing, drew a good labor hand, while *Milky Way* pulled the usual WPA crowd.

Stage Whispers

The Mercury Theater, which habitually announces like mad and then stops to count up all the announcements that it can't do, scores another one—this time on *Close Quarters*, the two-character play that Gilbert Lennox adapted from the French of W. O. Somin. The Mercury, early in the summer, placed it confidently on the schedule—but it now appears that the option is held by Lee Shubert. And Mr. Shubert isn't inclined to let it go; at the moment he's energetically engaged in trying to hire Luise Rainer as half the cast. Whether the Mercury just fell victim again to its passion for announcements, or whether it relinquished the script to Mr. Shubert, isn't known at the moment in this corner. . . . Proceeding with announcements, however (and these seem definite enough just now), the Mercury says it will open its repertory season with William Gillette's *Too Much Johnson* and Georg Buchner's *Danton's Death*. Insisting on offering a "Mercury production" of even so successful a farce as *Johnson*, the insistent young artists of 41st street will equip it with a motion picture prolog, to let the audience in on what's happened before the start of the play. That means either that Orson Welles has succumbed again to his passion for chopping scripts to pieces, or else that the Mercury has a pretty mean idea of the intelligence of modern playgoers. The play got along well enough without a motion-picture prolog when it was first presented. . . . The Five Producing Playwrights, who this week won Bill Fields away from a profitable press job with Gilbert Miller, have begun making definite announcements. The first item on the schedule, the Maxwell Anderson-Kurt Weill operetta, *Knickbocker Holiday*, will try out in Boston starting September 26 and will open at the Ethel Barrymore in New York October 10. Joshua Logan will direct. Next item, Robert E. Sherwood's *Abe Lincoln in Illinois* (not to be confused with the FTP's *Prolog to Glory*), will try out in Washington the week of October 3 and in Baltimore the week of October 10, opening on Broadway at the Plymouth October 17. Erin O'Brien-Moore will be Ann Rutledge, Muriel Kirkland will be Mary Todd, and there will be 40 other players, including an as-yet-undecided-upon Lincoln. Eimer

"Music at Evening"

(Ridgeway Theater)
WHITE PLAINS, N. Y.

A comedy by Robert Nathan. Cast: Katharine Alexander, Richard Hale, Edgar Stehli, Ralph MacBane, Alan D. McLean, Ross Matthew and William Watkins. Staged by Edward Massey. Settings by Eleanor Farrington.

In *Music at Evening*, Robert Nathan, novelist and poet, has something. It needs work, of course, but for a first play it is remarkably expert. Nathan's philosophy comes thru in two or three places, and while his views are interesting they are not particularly dramatic. This, however, is quibbling and should not be set down as a serious objection.

Music at Evening tells the story of Nikisch, a concert pianist who presumably is meant to be a sort of young Paderewski. The country is modern Bohemia instead of Poland. Nikisch is approached by the chancellor with a plea that he become prime minister, thereby averting a crisis with Germany over some disputed territory. Altho a political career is distasteful, Nikisch agrees to make the sacrifice after considerable urging by Paula, his wife. She believes that Nikisch can save the country, but she also believes that as the wife of the prime minister she will have a great deal more social life than she has had with her piano-playing husband in the past. Nikisch does save Bohemia by playing for rather than listening to the German ambassador, but he almost loses his wife to the ex-prime minister. A streamlined version of an old Al Woods bedroom farce brings the play to a conclusion in a compartment of a train. This set and Nikisch's living room were tastefully designed by Eleanor Farrington, an excellent scenic artist who has

done all the Ridgeway settings this summer.

The acting at the first performance was a trifle spotty, with Katharine Alexander and Richard Hale scoring as Paula and Nikisch. Miss Alexander, recently returned from the Hollywood film factories, looks younger than she did when last caught on Broadway five years ago, and turns in a glowing performance. Hale, who has the longer part, looks and acts like a temperamental musician.

Edgar Stehli is his usual reliable self as Bednikoff, the pianist's friend who becomes minister of education and arts in the new regime, while Alan D. McLean is properly frightening as the German ambassador. Ross Matthew is excellent in the role of Nikisch's servant and philosopher, while Ralph MacBane does a good piece of work in the first act.

Massey's direction kept the play moving nicely, and he rightfully accented the comedy values in the script. More comedy and less talk would make *Music at Evening* a definite Broadway possibility.

C. L. Baker.

"Let's Never Change"

(Lakewood Players)
LAKEWOOD, ME.

A drama by Owen Davis. Staged by Melville Burke. Settings by Charles Perkins. Cast: Arthur Byron, George MacReady, Owen Davis Jr., Grant Mills, John Drew Devereaux, Doris Dalton, Susan Fox, Kathryn Givney, Jessamine Newcombe, Dorothy Bernard, Rose Winter, Jane Jonson.

Let's Never Change premiered as the 501st performance at this topnotch cow-barn house. While the production went off in unusually good shape for a first-nighter, smacked up by the summer trade, Broadway would have it for about 10 weeks—after a bit of tightening up (See SUMMER THEATER opposite page)

Week's Announcements

Gallivanting Lady, a play by Tom Prideaux. Described as a sophisticated comedy. Was tried out during the summer at Rye Beach, N. H. To be done in the fall, date unannounced. Producer, Ned Wayburn, 625 Madison avenue, Wickersham 2-4300.

The Best Dressed Woman in the World, a play by Jock Munro. Was tried out during the summer at Stockbridge, Mass. Producer, Forrest C. Haring, 137 West 48th street, BRyant 9-4046.

Close Quarters, a two-character play formerly announced by the Mercury Theater. Was tried out on tour by Philip Merivale and Gladys Cooper. Luise Rainer may be in it. Producer, Lee Shubert, 225 West 44th street, Circle 6-9500.

Easy Lies the Head, a musical with book by Aubrey Wisburg and Robert Carlisle, based on an unproduced play by Carlisle. Songs by Eddie Sella and Sol Marcus. Concerns the title-hunt of a wealthy family with an available debutante daughter. Producer, Dr. Saul C. Colin, 30 Rockefeller Plaza, Circle 7-0650.

Pillow Puncher, a musical, as yet unfinished, with book and some songs by Harold Orlob. College youngsters working in Yellowstone Park present a show within a show. Cobina Wright and her daughter may be in it. Cast of 60. Producer, Harold Orlob, 630 Fifth avenue, Circle 5-7236.

The Unusual Three, a comedy-drama by J. H. Morris. Deals with cafe society on the West Coast. For early fall production. Producer, A. H. Woods, 1270 Sixth avenue, Columbus 5-4161.

Stop Press, a play by John D. Stradley. About a newspaper publisher and his son. Formerly held by Irving Cooper. Producer, Anton Bundsmann, 49 Greenwich avenue, CHelsea 3-5810.

Fledgling, a play by Eleanor Carroll Chilton and Philip Lewis. Based on the Chilton novel, *Follow the Furies*. Formerly held by Norman and Irving Pincus. For production next season. Producer, Robert F. Cutler, care of Pinker & Morrison, 9 East 46th street, Wickersham 2-0270.

Armistice, a play by Fred Norman. The author will also be producer, director and actor.

Look for

This Feature:

The One Unorganized Branch of the Theater

By JAMES F. REILLY

(Executive Secretary, League of New York Theaters)

in the

Fall Special of The Billboard

Dated August 27

From Out Front

By EUGENE BURR

Recently this column served as an arena for a modified tong war between the militantly humanitarian Paul Denis and your reporter concerning the merits or demerits of the Federal Theater Project as a relief institution, a theatrical producer and, for the matter of that, as a way of life. It was my nasty contention that the FTP, judged specifically on the basis of the work done by its Gilbert and Sullivan troupe (1) was shamefully wasting tax money squeezed from the bloodstream of business; (2) was adding insult to injury by charging, in addition, an admission price to see a show as fantastically bad as the one I saw; (3) that it was offering devastating proof of its incompetence; (4) that theatrical incompetents were being kept in a business in which they don't belong anyhow, at the expense of innocent taxpayers; (5) that such incompetents would be far better off if they were instead taught some trade that might conceivably and eventually fit them to become useful citizens, and (6) that the FTP, if there must be one, should be confined to competent and bona fide performers.



EUGENE BURR

This week George Kondolf, director of the New York project, was moved to gentle remonstrance. Since his remonstrance isn't quite so brief as it is gentle, it will be impossible to print it in full; but I'll do my best to extract Mr. Kondolf's salient points. If I do him an injustice the column is open for further rebuttal at any time.

Chief of the faults Mr. Kondolf finds in my strafing of the Relief-Project Savoyards is a statement that the admission price charged for FTP performances is only a tiny fraction of what we are all paying (thru taxes) for the production; plus the fact that I forgot to mention that other reviewers had found the Gilbert and Sullivan presentation commendable.

In regard to the first, he says: "You say 'There is no such thing as a free FTP performance; we are all paying for FTP shows. . . . For the admission price is only a tiny fraction of what we are paying for the production.' Now, writers are notoriously bad mathematicians, but even a columnist should not need a slide rule to sight the error in that statement. The average price of a paid WPA performance is 40 cents. The Federal Theater's annual allowance is, I believe, \$10,000,000. If only the income-tax payers (4,500,000) provided this money the monthly cost to each individual still would be less than 19 cents. But as we are all taxpayers the burden is shared by 130,000,000 persons, which would about equal the amount we spend in tips to our favorite bootblacks."

When I wrote my column I, of course, was figuring the comparative size of the FTP appropriation and the FTP income from admissions on a total basis, and I think that even Mr. Kondolf will agree that the total income from admissions is only a fraction of \$10,000,000. But, even spreading the appropriation on a pro rata basis, I fail to see why Mr. Kondolf chooses a monthly rate. Why not a yearly rate? On that basis income-tax payers who see only one FTP production a year (and I doubt if the average would be even one a year) would be paying much less for the admission than for their portion of the appropriation. As for including 130,000,000 on the pro rata scheme I can't quite see it. That would distribute the cost of the FTP among children and even among the performers who are the recipients of its benefits—and among government employees who, tax exempt themselves, blithely pile more and more taxes on the rest of the nation.

Even admitting both Mr. Kondolf's pro rata basis and his division by 130,000,000, the original objection remains the same. Even if the pro rata appropriation merely equals, as Mr. Kondolf suggests, our tips to our favorite bootblacks, we at least have in the case of the bootblacks the knowledge that our gratuity is being given in exchange for useful and efficient service.

Mr. Kondolf also points out that the admission charge is imposed in an effort to cover costs of production and so "assuage the financial pain suffered by those who must pay taxes but want no part of the Federal Theater." Four of the FTP major productions this season, he points out, have achieved this purpose—. . . one third of a nation, Haiti, Prolog to Glory and On the Rocks—and, he says, "Only one major show failed us and that by a very small margin."

It is encouraging to hear of this financial success. But it does seem that in at least two of the cases the directors had to go outside of the project in order to get talent able to interpret the shows. That really was my point in the original article; there aren't enough competent people on the FTP to put on successful or even adequate productions; there aren't, therefore, enough competent people on the FTP to justify the FTP's existence in its present form.

Also, altho the success of the FTP productions is both commendable and heartwarming, it brings up the unfortunate question of unfair competition with the struggling commercial managers, any of whom would be glad (to say the least) to engineer an arrangement that would enable him, thru subsidies and wage scales, to present a competent first-line offering at a 40-cent admission charge.

As for my failure to mention commendable reviews of the production in question, Mr. Kondolf overkindly remarks: "Familiar with your reputation for fairness, I was both surprised and confused by your failure to mention somewhere in your column the high regard which practically every other critic holds for our operetta company. Up to the last line of your column I fully expected to see at least a passing acknowledgment of this almost universal verdict, not to temper your own personal judgment, but to challenge the critical gallery you believed to be wrong." And Mr. Kondolf proceeds to quote excerpts from the reviews of Brooks Atkinson and Burns Mantle, ending with a sentence in praise of the operetta's orchestra from the column of *The Billboard's* own George Spelvin.

As a matter of fact I knew nothing about either Mr. Atkinson's or Mr. Mantle's enthusiastic reactions to the troupe, because (after a season spent in uncomfortable proximity to apoplexy because of "critical" opinions) I had failed to read their reviews. But the excerpts quoted by Mr. Kondolf frankly amaze me. They are monuments to the kind-heartedness of Messrs. Atkinson and Mantle, who seem to be pressing Mr. Denis pretty closely in that respect—and perhaps it would be best to leave it at that. But even if I had known of the reviews I wouldn't have mentioned them, I'm afraid. With a pitiful attempt at kind-heartedness on my own hook I had carefully refrained from reviewing the production, and the column in question, written long after my visit to the scene of the crime, simply sought to use the Savoyards' to-me-painfully-obvious ineptitude as a case example in a general discussion.

As for the quotation from Mr. Spelvin, I did know about that. As a matter of fact I had helped Mr. Spelvin (whose unaided efforts can't press typewriter keys) to write it. The orchestra was undoubtedly excellent; but that failed to excuse the horrific goings-on upon the stage, and it failed to salvage the evening. Despite the excellence of the orchestra it was hard to avoid watching the actors and it was absolutely impossible to avoid hearing them.

In closing, Mr. Kondolf says: "My only disappointment in your criticisms of our work is not that you disagree with us, but that you have attacked our theatrical structure without leaving us a framework on which to repair and rebuild." I disagree—and if Mr. Kondolf is really sincere in another portion of his letter, I can point out that the FTP is even now using the very framework I suggested. For, says Kondolf, agreeing that the FTP has made boners in the past, "You need only to peruse our records, compiled since I took over the project, to

discover how swiftly we have been eliminating this inept material. We are still sending people to other projects, where they may serve other masters better, perhaps, than they served the theater."

If so, bravo! It was precisely for that that I argued thruout the original column. It may well be that, if the process is carried out honestly and energetically and efficiently, there will be on the local project only enough capable performers to present a showing of *Close Quarters*, which is a two-character play. But at least then the FTP, no matter how curtailed, will be of a quality to justify its existence.

SUMMER THEATER

(Continued from opposite page)

and strengthening of about two roles and the deletion of two others (superfluous).

The theme of a 16-year-old girl (Doris Dalton) madly in love with a rich namby-pamby boy (Grant Mills) whose only excuse for the arrival of an illegitimate daughter (Susan Fox) was deep pure love, only to have her man snatched away from her by his mother, is the hinge for a novel twist of the familiar plot. Love affair occurred 18 years before and would have caused intense pain and shame to those concerned if known. Dalton keeps the secret from all except a domestic, Jessamine Newcombe, and her sea-captain grandfather, Arthur Byron. In order to keep the wags from spreading ugly rumors the trio at the time concocted a yarn—Dalton went to Boston, married a Mr. Hamlin, became widowed, and later the baby daughter, all to cover up the illegitimacy angle. When Dalton found that she was to become a mother she went to Mills' mater, who in the meantime had sent her son to Europe, the kid's arrival being unknown to him. Mills, now married to a rich dame, comes home and, assuming that his former flame has remarried, forgets her.

Eighteen years later Mills and Dalton are invited to his homestead by his wife. Here the two former lovers meet again, she branding him a coward. Thruout the plot leads up to the revelation of the illegitimacy angle, with daughter Susan Fox and her fiance, Owen Davis Jr., terming the illegitimacy stuff simply "horsefeathers."

Byron personifies the sea-captain role to a T and gives the play hub strength. *Sidney J. Paine.*

"Work for the Giants"

(Nabnasset Summer Theater)

LAKE NABNASSETT, WESTFORD, MASS.

A biographical drama by Elizabeth McCormick. Directed by Donald Wetmore. Cast: Elizabeth McCormick, William Christopher, Betty Waterman, Paul Bernard, Harold Newton, John Bernhardt, Fritz Behr, Lynn Merrill, Margaret Schramm, Ernestine Coulon, Ab-Lott Sydney, Leon Anderson, Ralph Eberley.

Undoubtedly the fact that the authoress, Elizabeth McCormick, somewhat resembles Greta Garbo facially and physically led her to scribble this far-fetched "biography" of the Silent Swede's entree into this country and Hollywood. *Giants* (133 minutes) should have had its final way before then. Scenes had very little dramatic continuity, further hindered by the feeble company.

The play is notable for its unfaithfulness to the true story of Garbo and Stiller. Too many unhinged tangents and incidents create a no-purpose no-conclusion story.

McCormick, as Garbo, and Christopher, as Stiller, find themselves transported from Europe to the U. S. Here they feel they can continue their work in Hollywood in true Stiller fashion. But the ethics of Hollywood producers, always thinking about the morose flicker public, create tortured unhappiness for them. Harold Newton, flicker mogul, cares not for the artistic ingenuity and purpose of Garbo and Stiller, and wants a clinch in Garbo's initial flicker, *Hedda Gabler*, to wind up the pic. Trouble starts and she falls in love with Fritz Behr (supposedly Jack Gilbert). Stiller finally goes back home a broken man, and Garbo can't follow him.

The author attempted to crowd too much into a single performance, forgetting about the playwrighting aspect. *Sidney J. Paine.*

God Save Paris!

PARIS, Aug. 6.—A newcomer will have the leading role in a new revue by Rip and Willemetz which goes into rehearsal August 16. Josselyne Gael, just graduated from the Paris Conservatoire, where she was awarded second prize for comedy, has been selected for the lead, with Dorville, an oldtimer, as her partner. Names for other roles have not yet been announced.

The piece will open September 15 at the Bouffes-Parisiennes. The title is *God Save Paris*.

"Suzanna and the Elders"

(Westchester Playhouse)

MT. KISCO, N. Y.

An "American folk comedy" by Lawrence Langner and Armina Marshall. Staged by Worthington Miner, in settings by Norris Houghton. Cast includes Onslow Stevens, Edmond O'Brien, Uta Hagen, Hugh Marlowe, Theodore Newton and Theresa Helburn.

Whimsical handling of a theme of "Bible Communism" in the late '70s makes *Suzanna and the Elders* an entertaining bit of theater.

It is the story of a group of enthusiasts for plural marriage and a theory of selective breeding who get along very nicely until a Methodist minister, bent upon breaking up the collective that has been so carefully established, comes to live there with his idealistic son, who has invented a machine to make mouse-traps and thus substitutes mechanical efficiency for hand labor in the community.

As wealth comes in, ideals fly out the window, with even Suzanna Leeds, the most enthusiastic of the "Bible Communists," deciding to denounce the faith rather than mate with one of the elders in the interests of the community. She is in love with the minister's son and admits it.

The Broadway possibilities of the play are more doubtful than good, but it has absolutely nothing for Hollywood. A costume piece, it requires a large cast to create the proper atmosphere. Uta Hagen is captivating in the title role, and Theresa Helburn is amusing as the mother of Harmony Heights Community, of which Onslow Stevens, in a red wig, portrays the father. *Julian B. Tutwill.*

BROADWAY RUNS

Performances to August 13, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	233
On Borrowed Time (Longacre)	Feb. 3	223
Our Town (Morosco)	Feb. 4	221
Shadow and Substance (Golden)	Jan. 26	215
Tobacco Road (Forsyth)	Dec. 4	1906
What a Life (Biltmore)	Apr. 13	143
You Can't Take It With You (Booth)	Dec. 14	710
Musical Comedy		
I Married an Angel (Shubert)	May 11	110

Alviene SCHOOL OF THE Theatre

(44th Year) 3-in-1 Course—Stage, Screen, Radio. Choice—Drama, Dance, Opera, Each Department a School in Itself. GRADUATES—Una Merkel, Leo Tracy, Fred Astaire, Peggy Shannon, Etc. Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent. ALVIENE THEATRE & STUDENT STOOK CO., assuring New York appearances while learning, plus moving picture filming, voice recording and radio. (Separate Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. BELL, 66 W. 85th Street, New York.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26.

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

Hold on to Customers

NEW YORK, Aug. 13.—Village Nut Club has closed for the summer, but the spot's front is lighted up each night just as the business was going on as usual.

Patrons calling are met at the door and driven to the near-by Village Barn, which is under the same management.

Saratoga Lid Off, On; Cafe Season Is Shot

SARATOGA SPRINGS, N. Y., Aug. 13.—A one-day lifting of the gambling ban gave heart to the local night clubs, but the ban went back Thursday and now it appears that the season is definitely shot. After cries of "politics," the police department looked the other way Wednesday and the many night clubs and roadhouses with gambling adjuncts rushed to cover the loss of the dead season. However, news of the gambling reached the Albany newspapers and the following night the lid was on again.

The local night spots can't afford to book name acts and bands when gambling is banned and, apparently, only the smaller clubs will manage to get by now. The big spots depend on the big spenders and they are the ones that have left for Newport or Narragansett.

Shows at the several casinos and dining places are no incentive to prosperous playboys or gamblers. Name attractions are practically missing since what few big entertainers were contracted to play here either refused to come here at all or if they did they terminated their engagements just as fast as they could.

Jimmy Durante had a contract at \$4,000 a week for Riley's Lakehouse, but Jimmy tore up his contract rather than go snow-blind from empty tables. Sophie Tucker, too, made a graceful bow-out from her contractual obligations to appear at Piping Rock when the lid seemed doomed to stay on clamped, and both Emil Coleman and Vincent Lopez made fast get-aways, but quickly, from their respective casinos, Arrowhead and Piping Rock.

With the season as far gone as it is, certainly the operators of the gayer spots would be foolish to shell out the kind of dough that would be necessary to recall attractions of the above caliber.

Currently carrying on the semblance of big time at the fashionable resort are found at the Arrowhead Inn (Val Ernie's Band, Harrison and Fisher and Gloria Grafton); at the Meadowbrook (Lulu Bates, Helen Shaw, Barbara Deane and Bennet Green); at Riley's Lakehouse (Ann Greenway, the Vernons, Jean Landes, Paul Gordon and the orchestra of Teddy Lang); at the Villanova (Neil Golden's Band, Ruth Petty, the Heat Waves, Ann Bronte and Jeri Withee); at Spencer's Wheel (Chester Moore's swing band). That's Saratoga today.

Bryden-Sun Office Split

DETROIT, Aug. 13.—Betty Bryden Entertainment Bureau, merged a few months ago with the Gus Sun Office, has been re-established as an independent office. Miss Bryden will continue her own list of spots, now giving about 10 weeks' work. She will act as broker for acts for Finzel Orchestras office and will specialize in night club and private club bookings.

Canton Clubs Resume

CANTON, O., Aug. 13.—Torch Club reopened with a consistent entertainment policy, featuring the Hershel Johnson Variety show as a starter.

The Hofbrau has reverted to its former night club policy for Saturdays and Sundays with a band replacing canned music.

Meller a Hit in Nitery

DETROIT, Aug. 13.—The 100th performance of *The Drunkard* was given August 1 at Corktown Tavern. The play was originally booked for two weeks. Produced by Edward A. Ferguson and booked by Empire Theatrical Booking Service.

Kansas City Cafe Business Holds Own

KANSAS CITY, Mo., Aug. 13.—Nitery business here is holding its own. Considerable press and political comment centered about the night clubs here and their gambling rooms, but it appears that normalcy has returned since Governor Lloyd Crow Stark's victory.

Walter Rainey's swank Sni-a-Bar Gardens, few miles east of the city, is using a class floor show and Ken Moyer's CRA band. Spot had been operating only with name bands.

Regular shows also are in effect at the Perkins Club, State Line Tavern, Bowery, Club Continental, Chesterfield, Irish Tavern, Tootie's, Mary's Place, Three Bachelors, Oriental and Milton's Club, with acts of the \$25 to \$50 a week caliber accounting for slightly better business.

Hotel Muehlebach, not using acts in summer months, has Bob McGrew's Band. Spot is playing second to Sni-a-Bar, however, altho it is Kaycee's best in the fall and winter. Prospects for a prosperous fall season appear good, everyone agrees.

New Long Branch Club

LONG BRANCH, N. J., Aug. 13.—Club San Remo reopened last Saturday under direction of Gene Folci, proprietor of Maison Folci, near Eatontown, three miles from here.

The same policy which prevailed at San Remo a few years ago again will be in force.

Earl Van Pelt, whose musicians have been entertaining at Maison Folci the past several months, are in charge of music at San Remo.

K. C., Mo., Helps K. C., Kan.!

KANSAS CITY, Kan., Aug. 13.—New early-closing laws and other factors making it tough for nitery operators in Kansas City, Mo., across the river, have resulted in increased activity in the night club and tavern field here. Several spots are using entertainment, and absence of early-closing hours is drawing patronage from the Missouri side.

Sally Clark With MCA

BOSTON, Aug. 13.—Sally Clark, sister of Anne Clark, frau of John Roosevelt, who shucked society to go into show biz, has had her engagement at the Carlton Roof Garden extended to August 15.

Clark has signed with Music Corp. of America. First New York date is to warble with Eddy Duchin at the Hotel Plaza, beginning September 26.

Night Club Management

By GEORGE COLSON

Patrons Go Fishing

UNIQUE in that it features the only trout stream to be found in Manhattan, Leone's, an Italian rendezvous, gets a lot of publicity and return customers from its novel attraction. Not only does it add a decorative touch to the place, but the patron may also fish for his own brook trout meal. Capturing of certain elusive beauties also means a free dinner for the fortunate or expert caster. For the instruction of neophyte Izaak Waltons, Leone's always has on hand some professional guide or flycaster who gives pointers on the rudiments of trout fishing.

Some Like Mellers

FAD for old-time movie revivals, altho not a new idea, has taken hold in several well-known spots in New York, and managers and proprietors acclaim the "mellers" as pretty good inducers and grand gayety providers. For many years now, Coney Island beer gardens and night clubs have shown these revivals and other films to the patrons. Tho the Hotel New Yorker has but recently laid aside the practice for a short while, Jack Dempsey's Broadway Bar is showing movies on a large screen, and the Park Central Hotel has been showing pictures between floor shows off and on. Latest Broadway spot to adopt idea is the Green Room of the Hotel

"Drunkard" Clicks Again

SPOKANE, Wash., Aug. 13.—P. T. Barnum's 1840 drawing card, *The Drunkard*, was successfully revived here this week.

It featured the reopening of the Donkey Room, night spot in the Coeur d'Alene Hotel here, and resulted in capacity crowds and the consumption of a small lake of beer.

Naturally pleased were Mrs. Harry Goetz, hotel and night club manager, and husband, Harry Goetz, who operates Goetz Brewery.

Show producer is Lyle Clark, late of the Texas Centennial company that gave *The Drunkard*. He says he has much of original scenery. Anyway the main drop, with two little piping angels on it, hardly could be improved.

Dramatis personae: Clark, Joanne Dessert, Leonard Beardsley, Myrl Sickle, Earl Sickle, Dorothy Serley and Lucile Curtis, of Spokane, and Bill Schultz, of Los Angeles.

An olio after-show is conducted by Bill Golden. Leona Sullivan, who has a sweet voice, was featured. Cover charge is 42 cents.

To Route Gay '90s Shows to Hotels; Sues on Club Name

NEW YORK, Aug. 13.—Bill Hardey, owner of Bill's Gay Nineties Club here, says he has a dozen out-of-town hotels lined up to buy his Gay Nineties production service beginning next month.

Hardey will decorate cocktail lounges and bars with authentic Gay '90s fixtures and posters and will also supply special talent. With the show will go permission to use the term Gay Nineties.

Hardey won an injunction last week against the Post Lodge, Larchmont, N. Y., restraining the spot from using the name Gay Nineties and compelling it to tear down electric signs and posters with the Gay Nineties name. Hardey is threatening to sue other clubs using the name, figuring the name has box-office value, especially now that Warner will make a film by that name. Louis Sobol wrote the story and Hardey's club will be worked into the story.

New Catalina Isle Spot

CATALINA ISLAND, Calif., Aug. 13.—Latest spot to join the season swim here is the Whitecap Cafe, under the supervision of Jack Moore. Opening show had the Four Comiques, the Three Ryans, Lorelei, Winnie Goss and the music by Paul Way.

Club Talent

New York:

MARJORIE GAINSWORTH opened four weeks at the Versailles Friday, set thru Paul Small, of William Morris Agency. . . . Also set by Small are Titan Trio into the new Paradise Restaurant show opening next month; Wini Shaw into the Bath and Turf, Atlantic City, last week-end, and Helen Morgan next week-end; Dwight Fiske into the new Colony Club, Chicago, September 7 for two weeks; Gil Lamb and Crawford and Caskey into the Walton Hotel, Philadelphia, Thursday; Joe Lewis and Terry Lawlor into the HI Hat, Chicago, August 23 for four weeks, and Sophie Tucker into the Lookout House, Cincinnati, Friday for two weeks. . . . RAYE AND NALDI, Cherry and June Preisser, Belle Baker, Sid Gary and Madrigrera's Band compose the new show opening next week at Marden's Riviera, Fort Lee, N. J.

RUTH BRENT went into the Club Mayfair, Boston, last week for two weeks. . . . ZEB CARVER follows Obdiah and Royal Rangers into the Village Barn in a couple of weeks. . . . ESTRELLITA, singer-dancer, is back in New York. . . . PATSY KING is a holdover at the Boulevard Tavern, Elmhurst, L. I.

GIL LAMB, in vaudeville and musical comedies for many years, has now entered the nitery field as well. Opened at the Walton Roof, Philadelphia, August 11. Assisted by Tommy Sanford. . . . JOHN HOYSRADT returned on the Champlain August 10 after a very successful stay in London. He returns to the Rainbow Room on the 17th. . . . RONNIE ROBERTS, ice skater at the Hotel New Yorker, can do 12 Axel-Paulsons, the trick being a one and a half turn in mid-air taken from a running start. . . . DOROTHY BURKE is the latest addition to the ice show there.

Chicago:

JOE LEWIS is tentatively set for the HI Hat Club, Chicago, August 23. . . . THE CANSINOS have opened for two weeks at the Club Miami, Milwaukee. . . . GARRON AND BENNETT closed at the Nicollet Hotel, Minneapolis, and open Friday at Meadowbrook Country Club, St. Louis.

Here and There:

HARRY RICHMAN is set to open at the Clover Club, Hollywood, August 24, and Bert Frohman has started a two-weeker at the Trocadero there. . . . BENNY FIELDS sails for the Grosvenor House, London, first of next month. . . . MARGIE KNAPP, now working at the Terrace Beach Club, Virginia Beach, remains until September 5, then moves into the Bon Air C. C., Chicago, September 30. . . . JERRY BENT has just closed 14 weeks at Rex's Fireplace, White Lake, N. Y., and is now at Turin's Inn, Hazleton, Pa. . . . IRVING SPECTOR followed a run of 37 weeks at Andy's Inn, Syracuse, with an engagement at the Aylmer Aquatic Club, Quebec, after which he will probably leave for England and Australia. . . . PRINCESS ORELIA-PETE and company, including Engagi, pet movie gorilla, have been held over until Labor Day at the Paradise, Atlantic City. . . . BUSTER HEWITT new emceeing at the Progress Club there. . . . COLLETTE, now in her 10th week at the 606 Club, Chicago, was a guest at the farewell party given to GEORGE RAFT and his manager at the Drake Hotel recently.

Look for

This Feature:
A Million Dollars for Entertainment

An Interview with RALPH HITZ

in the
Fall Special of The Billboard

Dated August 27

Leon & Eddie's, New York

Fifty-second street's best floor show is here. Leon Enken and Eddie Davis have brought in a mixture of novelty, circus, comedy, musical and singing turns that combine into a thoroly entertaining and often hilarious entertainment.

While other spots are cutting this club splurges. And it seems to be the wise policy, judging from the good business.

Davis, of course, dominates the show with his smirks and leers, his deep blue material and his great versatility. Among his new material is a modern version of the Schnitzelbank, Beauty for Madame and You Can't Fool a Clerk in a Swell Hotel.

Miss Adrian, a redhead tornado, is a hit in her own right, sing-shouting saucy ditties about her frustrations and conquests. Glove-fit for this audience. Woody and Betty, young boy-girl team on roller skates, sock their stuff across, especially the lighting a cigaret while being whirled stunt.

Texas Tommy presents his beautiful brown pony, which wears rubber shoes so as not to scratch the floor, and the customers gasped with delight every time the pony successfully carried out orders. It's a swell novelty for an intimate night club.

Wally Wanger's six girls—a refreshing, young and handsome bunch wearing that new upswept haircomb—pleased the customers with their simple but eye-filling parade rumba. Vernon Rathburn, whose trick saxophone is a standard vaude feature, did his stuff here and is assisted by Pete King and the Lovejoy Sisters.

Carmen, a luscious brunet, undulates in Hawaiian manner—cooch to you—and had no trouble keeping eyes glued on her you-know-what. Joe Kirk is a holdover and emcees nicely, doing mostly the same material as before. He is a likable fellow and a good performer. A surprise item is Ann O'Connor, who offers a comedy strip tease that is really funny.

Another holdover is Helen Wainright and her four swimming champs. The girls, in swim suits, perform stunts in a water tank while the emcee describes their feats. A novelty, and a good one.

Lou Martin (sax) leads a five-piece band, playing the show well and also providing good dance music. Haines, Tate and Simpson, colored trio, provide relief music (two singers and a pianist).

Harry Davies still the p. a. Paul Dents.

Lookout House, Covington, Kentucky

Few if any finer attractions have been presented at this spacious and pretentious Northern Kentucky class spot than the new show which Manager Jimmy Brink shoed in here Friday (12). Prevalent unseasonable weather has made the attractive and well-groomed outdoor Terrace Gardens of little use. Despite this and the numerous night-time coun-

BACK IN BUSINESS FOR MYSELF Entertainment for All Occasions BETTY BRYDEN 302 Fox Bldg., Detroit, Mich.

THIDA LOY Chinese Princess of the Dance Character & Interpretive Dance Creations. GLADSTONE HOTEL, Casper, Wyoming. BERT PITTMAN AGENCY, Denver, Colo.

COMEDY — DANCING — SINGING dick & evelyn barclay Wk. Aug. 15 - PALOMAR THEATER, Seattle, Wash. GUY PERKINS - - - - - Chicago.

Night Club Reviews

ter-attractions, however, the room and bar continue to click to satisfactory business. At this look-in Bingo, a Tuesday, Friday and Sunday feature and huge business stimulator, in which some \$600 is tossed into the laps of the players, was dispensed with.

Heading this week's fare, which is bell-ringer stuff from beginning to end, is the inimitable and dynamic chanteuse, Sophie Tucker. Long a favorite here, the mere mention of her name brought a long and tremendous ovation from the comfortably filled room. Miss Tucker hit the groove with a batch of her favorite tunes, including No One Man Ever Worries Me, Swinging Annie Laurie, Thru the Rhine, The Week-End of a Private Secretary, Life Begins at 40 and You've Gotta Be Loved To Be Healthy. These numbers, however, proved to be only warm-ups for her immortal Some of These Days, which she has been singing for, lo, these past 26 years.

First on are the Donn Arden Girls, 10 honeys gorgeously costumed, in an Artists' Models number, with Ork Leader Billy Snyder, who in the absence of Jack Herbert, visiting emcee, handed those reins in capable manner, offering a swell vocal rendition of Temptation. Loyanne and Renard, well-dressed and graceful ballroom dance team and now in the third week of their second return engagement here, corralled an abundance of neat mittings for their waltz and dashing rumba offerings and novelty encore to the tune of Alexander's Rag-time Band.

Jerry and Turk, comedy dance stylists, grabbed off a huge number of laughs, their trucking and Susie-Q offerings being a decided click. The pair are hard workers and the turn is a pleasant relief from the numerous other hoke dances of its kind. A local news scribe and a young lass added flavor to the pair's offering by responding to instructions in the Susie-Q. They begged off to a sound mitting.

The finale featured Donn Arden's girls in a swell military tap number. Billy Snyder's Ork did a highly competent job of providing the show and dance music. Sally Ann Davis, ork's singer, handled her warblings in her usual pleasing manner. A \$1.50 minimum prevails. Food and drinks are reasonably priced and good. The affable George Rahe is handling the spot's publicity and advertising. Bob Doepker.

The Victor Hugo, Beverly Hills, Calif.

One of movieland's classier night spots patronized mostly by the movie crowd between picture assignments or on week-ends. Business on week days, as in most Los Angeles niteries, however, is decidedly off and doesn't pick up before Friday. This room is huge (seating over 800) and is strikingly impressive in its take-off of a beautiful, elaborate garden.

Skinny Ennis and orchestra furnish the only entertainment during the week, and on Sunday the spot follows the Hollywood custom of presenting an impromptu bill of notables who pitch in gratis. It would have to be on the cuff, for no room here or anywhere could afford to pay off such an assemblage of stars.

Ennis is a popular personality in these woods and since parting company with Hal Kemp has gained a reputation as a band leader himself. He leads a versatile aggregation, playing entertainingly, altho somewhat loud in some of the swiny selections. New femme vocalist is Carmine, a tall and luscious blonde who is an appealing decoration on the stand.

Ed Sullivan, the columnist, who can stand the competition of professional emcees when demanded for a straight-forward job, was the pilot Sunday and the star-dotted affair was staged in honor of Manager John Steinberg's 35th anniversary as a night club operator.

Specialties were contributed by Bill Robinson; Tamara, of Roberta fame; Dixie Dunbar and Tommy Wonder, Fuzzy Knight, Ramon and Renita, Ella Logan, Groucho Marx and Jack Durant. Time-

consuming bows during the show were taken by Chico Marx, Adolphe Menjou, Fannie Brice, Clarence Stroud, George Raft, Benny Fields and Blossom Seeley.

A real hit on the show was Ella Logan, who not only scored with her familiar and contagious delivery of swing tunes, but also revealed herself as an emotional artist with Little Lady Make Believe.

Dinner is \$2 and the cover is \$1 after 10 p.m. Sam Honigberg.

Savoy Hotel, London

Three new entries at this pop nitery. Bela Krem, Continental comedy juggler, combines smart comedy with slick and unusual juggling skill. Has some dandy tricks, expertly sold.

Karin Zoska, Russian hockstep and trick dancer, presents her intricate dancing with showmanship and compelling personality.

The Rosanoffs (five) have a colorful act, altho there is nothing outstanding in their dancing. Karin Zoska helps plenty when she returns for a peppy solo in this offering. Bert Ross.

El Morocco, Hartford

Jack Choolgian has opened his club a month earlier than planned, with Fran Conway producing girl shows that packed 'em in the opening night.

Vince Manney is back for second season as No. 1 crooner and Johnny Nesco and his Connecticut Troubadors are on the stand in place of Duke Martin's men, who are continuing at Choolgian's summer spot, Club El Morocco, Sound View.

With Al Harold, formerly of Bridgeport Coconut Grove, as partner, the local nitery has been brightened and re-decorated. Managerial disputes caused temporary cancellation of the show, but the girls, all uncommonly pretty and with plenty talent, are expected back.

Vince Manney is still a feminine rave and is credited with bringing in many steady customers. His A-Tisket A-Tasket with the band is really something. There was also cheering for House on Lovers' Lane, a new ballad.

Don Roberts, natty swing vocalist, has guest starred at El Morocco, selling numbers different from Manney's. However, he needs a good band behind him. Julian B. Tutthill.

S. S. Roosevelt, Chicago

Making eight trips (two on Saturdays) every week thruout the summer for a two-and-a-half-hour shore line cruise on Lake Michigan at 75 cents per head, is the set-up on the excursioner Theodore Roosevelt.

Cruises lure lower-wage-earning classes mostly, but do a biz on special parties and a small percentage of upper-crust stuff on the slum. Patronage was decidedly off up to first of August, but has assumed capacity proportions during past two weeks, partially explainable by the recent wave of humidity.

Bounding over the main for his fifth consecutive season is Bill Kaage and his Musical Marines, five-piece combo composed of Kaage on sax; Bob LaCarr, trumpet and guitar; Harold D'Agostina, clarinet; Jimmy Campbell, drums, and Leonard Rein on the piano. For a small outfit this band does marvels, and for good straight dance music can stand up with many of its larger brethren. Tip-Top Strollers, Henry and Walter, complete the musical ranks aboard.

Curley Slade, musical mimic, and Ravaye and Margo, dance team, take care of the entertainment bill, doing their turns on a roped-off section of the dance floor. Slade opens with his mouth and voice imitations of a trumpet, slip-horn, etc. Ravaye and Margo each do a single followed by a nautical novelty together. Performances are capable and more than suffice for this type crowd.

Amusement machines are generously sprinkled around the deck and get a steady play from the customers until attendants lock 'em up again just before docking. Two bars and a soda fountain afford relief for parched tonsils. Harold Humphrey.

Bal Tabarin, New York

A West 46th street basement club selling French atmosphere and food and French-American entertainment. Handicapped by a small entrance, it nevertheless has managed to hold on the past five

years, due no doubt to its informality, the good food, modest prices and adequate entertainment.

Johnny Hourckle is the manager-emcee-host-singer. A small, friendly fellow, he does much to make the customers feel at home.

Antoine Gray leads the five-piece band thru lively Continental and pop rhythms and also plays for the floor show. He's at the drums and is backed by a piano, violin, sax and accordion.

The floor show goes on at 11 and 1 and is composed of a dance team and two single girl dancers. Too much dancing, but the audience didn't seem to mind. The team is Alfredo and Dolores (comely blonde and a short fellow), who offer three eccentric rumbas that are full of frenzied, sexy, violent movements. Strictly novelty stuff, as the dancing itself is poor. They pleased easily.

Helen Janis is a buxom blonde doing novelty tap and toe numbers. Costumes and looks are okeh; routines are fair. Felicia Shore, a vivacious bruret, contributes interesting acro-contortionistic routines. She works earnestly and displays a lithe body, but contortion stuff rarely clicks in night clubs due to proximity to patrons.

George Godfrey is booker. Capacity around 250. Dinner, \$1.

Max Hecht is the press agent. Paul Dents.

Bon Air Country Club, Wheeling, Ill.

Without the usual fanfare this de luxe country spot is putting on one of the most solid and well-balanced entertainment bills with its new show that has been seen around Chicago for some time. Adding to this is Jimmy Dorsey and ork holding up the musical portion with a variety of stuff which fits in perfect harmony with the rest of the doings.

Most of the scores and production numbers are built around Irving Berlin ditties, the current vogue now with the composer celebrating 25 years in the biz. Well-turned-out line of 16 girls opens with a military routine, bringing on Billy and Joy Severin, tap team. Go thru their turns smoothly and, altho the boy is handicapped somewhat on personality, their work hits a high standard.

Corinna Mura is next with her Spanish song repertoire. Her work demands a highly sophisticated audience and would go even better in more intimate surroundings. Sings three numbers in

Melodious songs by Jane Farrar Direction: ARTHUR GROSSMAN. Brill Building, 1619 Broadway, N. Y. C.

ROSE'S PARISIAN MIDGET FOLLIES Now Playing RKO THEATERS Biggest, Little Show on Earth. Mrs. IKE ROSE (Manager) 461 Audubon Ave., New York City.

The Great INDIAN FAKIR BLACAMAN Mesmerist of Animals. Presenting the greatest Variety-Music Hall Act in the world. Running time 1 hour. 50 Crocodiles, 30 Lions, 50 Snakes. For promotion: 145 different striking lithographs, 1,000 cuts, 3 complete wagon loads of material. Permanent Address: THE BILLBOARD 1564 Broadway, New York.

Spanish with a high soft soprano range and plays her own guitar accompaniment.

Mignone, control dancer, turns in an amazing job in her line. Her one leg vertical forward bend and body bend while moving on one leg is exceptional as they are done with the upward limb bent forward. Kid's personality and appearance are an asset too. Line returns to a medley of Berlin's tunes, sung by Lee Leighton, new fem Dorsey vocalist, and Bob Eberle, ork singer and doubling here as emcee. It's an *Easter Parade* number, beautifully costumed and well executed.

Moore and Revel stop the show with their dance team burlesques and prove to be the hit act on the bill. Their efforts are far from the slap-stick side, lifting them into the category of satirists. A Latin number and a couple of turns showing comparisons of the dance today and 20 years ago get the big hands. Mary Jane Moore proves herself a versatile comedienne by adding a song, kidding sub-debs who warble at social shindigs. Team's dancing is smooth and done with comparative ease. Both members make a strong appearance.

Clark Denis, local radio tenor, pleases with more songs from the Berlin pen, and show is closed with the line decked out in gayly colored radium-treated costumes, making a nice flash when the lights are doused. Do a number to *Alexander's Ragtime Band* with everyone coming back for a final bow.

Business remains consistently good at this class country spot, where the \$2.50 minimum invested pays out good returns to the customers. *Humphrey.*

New Penn, Pittsburgh, Pa.

Catering to adult white-collar trade sprinkled with a few collegiates, Lou Passerello's suburban club, covered with a roof but unwallied, offers a three-act show bolstered by the band that usually adds specialties as well as musical background.

Current are Billy and Betty Johnson, long-run youthful dance team; acro-terper Sylvia Hart and tapper Jean Arden. On the maestro's podium is Gray Gordon, leading his "tick-tock rhythm" and the antics of the Gordon Goons, comedy quartet.

One of the few holdouts for a cover, Passerello this week lifted his 50-cent tariff, radically decided to impose no minimum either in his attempt to inject new life into a lethargic summer trade.

His club, one of the largest in the county, will seat more than 600 at

tables spotted four deep around three sides of a floor that raises two feet to become a stage for the two shows nightly, drops for patron dancing. Open all year, it has walls that can be raised for warm nights, dropped for rain or bolted tight for winter.

Shows, booked by Joe Hiller, are usually changed every four weeks. Bands, enjoying additional build-ups thru a KDKA line, are of name caliber just below the top-price bracket. Following Gordon will be Lou Breese for a month's stay. Talent budget averages about \$1,500 weekly, including acts and orchestra.

Best of the present bill are the Johnsons, good-looking youngsters hoping to become another Astaire team. Altho their routines are not dazzling, they show plenty spirit, work hard and flash a pleasing formal wardrobe. In their bag of steps are taps, kicks, twirls and bends. Helpful should be further development of hand miming and more elastic smiles.

The two other acts, almost a plethora of dancing, seemed below the New Penn's winter standard. Clever for their ages, body-bending Hart and toe-clacking Arden are two girls who complete the 45 minutes necessary to round out what must be called a show.

Biggest hand went to the Goons, Gordon's combination of two shorties and two lanky lads from his band who hoke *Ti-Pi-Tin, Heigh-Ho* and *Fanny*.

Gordon's music, to be recorded by Victor after the Pittsburgh showing, is called "tick-tock rhythm" from an idea Gray claims he got while playing in a theater pit band. Other than its name, the rhythm seems little different than many other good music crews'. *Morton Frank.*

Guido's Sapphire Room, Eatontown, N. J.

Swank night spot of the Jersey Coast again has corralled its share of the summer trade. This season the popular spot in the Monmouth Country Club is offering Michael Ceppos and orchestra and as relief crew Eliseo Grenet and rumba band.

Located just below Red Bank, the Sapphire Room draws its crowd from the socialites residing in Rumson, Sea Bright, Red Bank and from the shore resorts further down the coast. It has one of the most picturesque settings of any night spot. The room is circular in design and is open to the sky via a sliding roof.

Principal entertainment offered is the

music of the two bands. Ceppos' crew furnishes the straight dance music and supper tunes. Instrumentation: Piano, Ross Hall; drum, Arthur Marotti; saxes, Al Wenton, Sid Manishor and William Karr; guitar, Tony Gottuso; bass, William Feist; trumpet, Joe Dale, and violin, Michael Ceppos. The leader's violin dominates the music. As a whole, the band blends sweetly and furnishes the type of dance rhythms popular in this section.

Grenet, known as "Cuba's Foremost Composer," is well liked and fills in the time very acceptably. As the "originator" of the *La Conga*, you can readily imagine the band's specialty.

Not the least of the attractions is the mere presence of Guido. The host is very popular with the crowd and can be credited with the success of the spot. *Bruno M. Kern.*

Marie's Crisis, New York

Marie Dumont's intimate club on Sheridan Square is holding on for the summer with just enough entertainment to please.

Bill Colligan is still at the piano doing requests and accompanying the talent. Tall, blond Eleanor Neilson is back and she is entertaining again with soprano warbling of pop and operetta tunes. And brunet Rigmor Mikkelsen is squeezing the accordion for pops and requests. She is an above average musician.

Dinner is \$1.25 and there's no cover or minimum (except \$1 Saturdays) for the summer. With the former head chef from Mori's now bossing the kitchen, the food is especially good. *Paul Dents.*

Bill's Gay '90s, New York

Everything is authentically old but the air-conditioning here. Even the doorman's handle-bar mustache is the McCoy—and customers find that out when they try to pull his moustache off.

In other words, Bill Hardey continues to make this elegant night club a perfect reconstruction of the Gay '90s. The atmosphere is recreated carefully by flickering "gas lights," old drama bill posters, swinging doors, old prints, programs, photos of old-time stage stars. The entertainment is provided by old-timers who can still entertain and who do not depend on sympathy. Interspersed are a couple of youngsters, just for contrast.

Current is the Gay Nineties Quartet (which worked elsewhere as the Buckaners) and composed of Charles Touchette, director and arranger; John Panter, tenor; John Elliot, second tenor; Don Cortez, baritone, and Jim Phillips, basso. In blazing old-time get-ups, they warble ditties redolent of the not-so-dim "good old days." Then there's tall and gracious Mary Roberts, soprano, whose lovely voice is a delight in operetta numbers, and tall and good looking Harold Willard, baritone whose ingratiating voice is a true delight.

Holdovers are Joseph E. Howard, old-time songwriter-singer now in his fourth year here, whose singing of his own song hits makes the oldsters sentimental, and Bill (Spike) Harrison, in his third year here, whose sing-shouting of saucy lyrics is a comedy highlight. The entertainers work about 15 minutes each and follow each other without a let-down. At the piano are Bernie Grauer, Arthur Behan and Harry Donnelly, who accompany and also solo.

There's no cover and no minimum, but Hardey is at the door to sidetrack undesirables. His presence does much to make visits here pleasant.

As always, this spot is one of the smartly operated night clubs in town. Has a definite personality, which is half the battle in putting over a night club. *Paul Dents.*

Babette's, Atlantic City, N. J.

Miss Babette, resort's most popular night club hostess, opened her second big show of the season, *Melody Cruise*, this week with an S. R. O. hanging on the door. Earl Lindsay creation surpasses, if possible, the initial show of the season with a pleasing bill of good performers and a cute chorus background.

There are two holdovers, South and Lane, who introduce several new character songs and piano numbers, and Lillian Barnes, who gets over some good novelty numbers, including one that takes the prize on title, *I'm Engaged to Al, But Will Marry Joe to Have a Place to Meet Lou*.

Opening number is a novelty by the chorus, after which Joe Dean, the first

male single dancer to be booked in this club in 12 years, hitting tops with a fast tap. Patrica Lee, who used to warble with Vallee, is a newcomer in the cast with some good throatings.

Highlight of the show is *Street Scene*, the finale with a 42d and Broadway background, giving Joey Dean a chance for a newsboy bit with Miss Barnes putting over a good rendition of *My Man*.

Miss Babette emcees the whole show and in the final number sings *Memories*.

Music for dancing and show is provided by Eric Correa and orchestra. *W. H. McMahon.*

Sni-a-Bar Gardens, Kansas City, Mo.

City's most swank outdoor club, Sni-a-Bar this week added a smart floor show after operating May to July on a straight orchestra policy. Judging from the size of crowds which greeted the change, Walter Rainey, managing director, has made a wise move.

Show centers around John Hale, handsome and personable young tenor, who serves as emcee to swell advantage. Has a good voice and is an expert when it comes to selling songs. Clicked solidly opening night with *Donkey Serenade*, *Summertime*, and *Music, Maestro, Please*.

Next was Roberta Jonay, brunet dancer, who gained considerable publicity as a protegee of Mrs. Eleanor Roosevelt. She went over nicely with an unusual bird dance to *Powerhouse*. It was her only turn, altho the audience begged for more.

Maxine and Clayton, dancers, followed with two clever routines to *Say It With Music* and *Minuet*, latter a Mozart composition jazzed up in swing tempo. Two bows.

Ken Moyer, leader of the orchestra, played *Charmaine* as an alto sax solo, and the Frances Allis Dancers, eight shapely gals elegantly costumed, took the spotlight for two colorful numbers to close the show.

Moyer's unit worked well on accompaniment. It's set for the remainder of the season as the house band, a fiddle trio and the singing of Johnnie Randolph featured. Moyer is an accomplished melophone and clarinet artist in addition to being a saxophonist, and he is proving plenty popular with his band, stylized along the schmalz line in contrast to the many swing bands in this section.

Floor-show policy will be continued indefinitely here. Spot is outdoors and is gayly lighted with indirect spots and colored lanterns. Far enough away from the city to be cool, business has been and is excellent. Service good. Two shows nightly.

Bookings thru Tom Drake Agency. Publicity in the capable hands of George Couper. *Dave Dexter Jr.*

The Oasis, Seattle

Abe Brashen, for six years musical director of KOMO-KJR, Seattle, is the new musical host here and feature of the floor show.

With Brashen is an all-male revue—Danny Brown and his troupe of men. It is almost incredible to customers that Darryl and Gilbert are both men—the "girl" being one of the cleverest impersonators. The team is billed as "the only male ballroom dance team in the United States."

Gita Gilmore is the male Mae West; Pepper Cortez, "the boy with the million-dollar legs"; Jackie Star, "America's most beautiful boy."

The talented revue is presented with gorgeous costumes and the Bernie Stephens' Band. *C. M. Littlejohn.*

Appleton Show Opens

APPLETON, Wis., Aug. 13. — Lester Schroeder is new proprietor of the Terrace Gardens here. Opening featured music by the Rhythm Masters.

AT LIBERTY

AUGUST 20

Feature Singing Voice, full line of Comedy, Dancer, Juveniles, M. C., Piano, Drums. Available for Units, Orchestras, Night Clubs, Musical and Dramatic Shows. *BUDDY WILSON, Villard, Minn.*

ACTS WANTED

NOVELTY AND ACTS OF ALL DESCRIPTIONS FOR RELIABLE UNITS AND NIGHT CLUBS.

JACK MIDDLETON ATTRACTIONS
505 Bell Block, Cincinnati, O.



SALLY KEITH

In Her Own Original
TASSEL RHUMBA
and other own Novelty, Oddity
Creations.

Now Featured Attraction at
the **CLUB NOMAD**,
Atlantic City, N. J.

Manager, JACK PARR,
918 Eastwood Ave., Chicago, Ill.

"Princess Orelia-Pete & Co."

Cuban Congo and Rumba Dancers

In *Jungle Madness*

Featuring their pet movie gorilla, "ENGAGI"

Current at **PARADISE CLUB** Atlantic City, N. J.

1938 Summer Engagement

PRINCESS ORELIA 84 BRADHURST AVE. NEW YORK CITY

MISS MIGNONE

CONTROL DANCER,
Now Playing
BON AIR COUNTRY CLUB, CHICAGO
(Thanks to PHIL TYRRELL.)
Management: GUY PERKINS.

Answer to "Will It Come Back?"

By PAUL DENIS

FOR years after vaudeville began disappearing from movie houses, performers, agents, bookers and others kept asking each other, "Do you think vaudeville will come back?"

They asked each other that question day after day, but the question and the thousands of fancy answers have been a waste of time.



PAUL DENIS

While vaudeville gabbers spun elaborate theories on why vaudeville just had to come back, vaudeville kept fading. Each year saw fewer vaudeville houses.

AS AN independent theater entertainment form, vaudeville has disappeared.

As an auxiliary to single or double features, vaudeville still has some life. Vaudeville today is strictly a hypodermic used only when absolutely necessary. When a theater can't get picture product, when its film bookings are mediocre, when competition is especially keen and an operating pool cannot be worked out—then and only then is vaudeville used.

Will theater vaudeville ever come back then, under these circumstances? If we mean to come back to its original glory—no! Then can vaudeville at least recover some strength? We doubt it.

AFTER all, vaudeville is not a free commodity sold in an open market to competitive bidders. An unemployed act is not vaudeville; it must be employed in a theater to become vaudeville. And the theaters (the key to the situation) use vaudeville only as a last resort.

Major circuit theaters must push their own film product first and outside product second. The idea is to make as much money as possible playing the company's own product. Vaudeville, like bingo, amateur nights and giveaways, is brought in only when straight pictures fail to make a profit.

Independent film theaters are not the masters of their souls, either. Through that master-mind device called block booking, these theaters are usually permitted the dubious privilege of choosing the best of two or three poor pictures. They usually pay a flat rental for rotten pictures and a high percentage on good pictures. Either way, the exhibitor cannot get rich quick; but the film companies get theirs. Indie exhibitors are in a strait-jacket. And don't let the word independent fool you.

Indie exhibitors trying to book vaudeville often find themselves paying a percentage of the entire vaude-film gross to the film companies on percentage pictures. Or they discover that they can only book the worst indie film product while running vaude. It doesn't take long for any indie exhibitor to realize that the sellers of film product don't want vaude to contaminate their high-grade screen entertainment.

ADD to an impossible film booking situation the frequent exorbitant demands of union labor and the inability of patrons to pay higher admission scale, and you get a pretty good idea of the enormous obstacles in the way of a vaudeville revival. And, even then, we are not considering the vaude talent situation.

Vaudeville in theaters appears washed up definitely as a large field. But that doesn't mean vaudeville is dead.

It has only moved into night clubs, hotels, auditoria, private entertainments, radio and pictures.

Watch the night club field, in particular. The so-called "typical night club acts" are on the way out and regulation vaude turns are swarming in. Night club salaries are, generally, low and working conditions are bad—but, let's be grateful, night clubs constitute the only large field left for thousands of acts that have not been able to crack radio and pictures.

High-Class Stuff

PITTSBURGH, Aug. 13.—Director Cliff Ryan, of Allegheny County Sesquicentennial, scheduled to use 1,000 people in different casts of pageant, drama and aqua ballet from September 2 to 24, received a letter from a showman who informed, "I have a smart five-girl show. Girls will work straight or strip."

Sesqui will be held in conjunction with county fair. Letter was filed in waste basket.

Another agent, evidently highbrow, offered his "collection of animals, none ever seen with any carnival or side show," but he asked exclusive spotting because "we never sit alongside of any girl or gypsies." He hit the w. b., too.

2 Vode Visions Plans Dicker for Support of AFA

NEW YORK, Aug. 13.—Vaudophone, a vaude unit idea worked with sound music, is trying to get the backing of the American Federation of Actors before launching a string of units thru the Midwest.

Vaudophone is being represented by Bill Parent, Chicago agent, who informs the AFA here that he is willing to place a union musician and a stagehand with each unit as technical advisers and also to use only AFA acts.

However, both Vaudophone and Vode Visions, a similar plan being pushed here in the East, are being fought by the musicians' union. Vode Visions has appealed to the government claiming the musicians' union was restraining trade and also killing employment opportunities.

Fox Tower, K. C., Does Well

KANSAS CITY, Mo., Aug. 13.—With the local vaude field to itself, Fox Tower Theater has been doing "very good business" thruout the summer months, Stanley Chambers, house manager, said. Red Norvo-Mildred Bailey Orchestra this week is doing biz which may equal Phil Harris' recent \$20,000 week. It's the first time the band has ever played in this section.

Since the RKO Mainstreet closed doors recently the Newman is only house here which occasionally tries flesh. Fox Tower, on the other hand, is going into its fifth consecutive annum on straight vaude.

Winnie May for Short

NEW YORK, Aug. 13.—Winnie May, sister of Bobby May, and herself a juggler, has been signed for a Warner short under direction of Roy Mack. She is being handled by the Harry Norwood office here.

Bobby May sailed last night on the Europa to fulfill Continental engagements.

Francis Renault Held Up

ATLANTIC CITY, Aug. 13.—Francis Renault, playing the Frolics Cafe here, accepted a ride from two men and woman, patrons of the club, Sunday morning and was robbed by them of \$228.

Two men are being held by local police on charges of stealing the automobile and robbing Renault.

Vaudeville Notes

CHESTER MORRIS leaves the RKO studios in Hollywood for a p. a. tour, opening in Flint, Mich., August 26, followed by Washington, Philadelphia and Kansas City. Returns to Hollywood September 15 for a role in *Pacific Liner*.

HORACE HEIDT'S Midwest theater tour takes him to the Lyric, Indianapolis, August 26; Palace, Milwaukee, September 2; Orpheum, Minneapolis, the 9th; Orpheum, Des Moines, the 16th; Orpheum, Omaha, the 23d, and the Tower in Kansas City September 30.

ROSEMARY DERING is appearing with the Ted Flo-Rito outfit. Booked thru MCA. . . . JOE TOBIN, former New York radio announcer, sailed for London this week, where he will announce the badminton games between Ken Davidson and Hugh Fogle at the Palladium, starting September 24. . . . DUVAL SISTERS have been signed by Mentone for shorts.

Amateur Nights Slip in New York; Bookers Complain

NEW YORK, Aug. 13.—There has been a sharp decline in bookings of amateur nights, plantation nights, radio contests, new talent contests, etc., in movie houses in this area.

According to bookers specializing in these shows, this past season was about 50 per cent off compared with the season before. It seems the edge has worn off the amateur idea in theaters, altho a few big theaters, such as the Harlem Apollo and the Fox in Brooklyn, are still running amateur night once a week.

The ams don't draw them any more and movie houses have been dropping them in preference to bank night and merchandise give-aways.

David Stern, Irving Barrett and Harry Lee book most of the am shows here.

Toby Wing Unit Hypos Omaha Gross

OMAHA, Aug. 13.—Toby Wing and *Movieland Revels of 1938* did \$14,500 in seven days at the Orpheum Theater, exactly double house's average of dual film bill. *Professor, Beware*, was on the screen.

Toby's gross was assisted by one-night appearance of Nick Lucas, now playing *Chez Paree* here. Toby reciprocated by making personal appearance at *Chez Paree*.

Also on bill were Jack Gwynne, Joe Griffin, Fritz and Jean Hubert, Milton Douglas and Twelve Aristocrats.

Tri-States is well satisfied with week and success may be opening wedge towards weekly vaude in Omaha this winter. In any event stage shows are going to be more frequent in this city during winter season.

No Capitol Vaude; Palace Rumor False

NEW YORK, Aug. 13.—Despite rumors, the Capitol Theater will not switch to band presentations or vaude. House is getting by with MGM first runs. Only possibility is that large World Fair tourist trade later in the season may induce MGM and the Major Bowes real estate interests, which control the theater, to change policy.

Persistent reports that the RKO Palace may revert to a combo policy are also denied by RKO. House has been doing all right with double features.

Harry Young's vaude and concert at the Randall's Stadium Wednesday was postponed a week due to rain.

No date set yet on the Olsen and Johnson unit's run at the 46th Street Theater.

LEGIT GETS

(Continued from page 3)

ternal Revenue added: "A bona fide employee of the management of the place, a municipal officer who is acting in his official capacity, or a child under 12 years of age, is not liable to tax if admitted free, and if admitted at a reduced rate is liable to tax on the reduced price, provided such price is 41 cents or more.

No tax attaches to free admissions to a spoken play (not a mechanical reproduction), whether or not set to music or with musical parts or accompaniments, which is a consecutive narrative interpreted by a single set of characters, all necessary to the development of the plot, in two or more acts, the performance consuming more than one hour and 45 minutes of time. In case tickets or cards of admission to such spoken play are sold at the ticket office of theaters at reduced rates for more than 40 cents on and after July 1, 1938, the tax shall be based upon the price for which tickets are sold."

Plot and not price appears to be the factor which determines what the tax shall be based upon, for the new ruling makes it impossible to affect anything but a legitimate stage production in which a plot is unfolded, either in drama or music. Revues apparently are not affected by the new order, and neither circus, vaudeville nor burlesque appears to benefit. However, the parts of the order applying to children, employees, policemen and firemen seem adaptable for tax purposes by any amusement.

Give Them a Break

While New York State is having its headaches with the gambling ban at its resorts, across the river in New Jersey the sin spots are doing a thriving business.

For the first time in quite a spell roulette wheels, dice and other games are flourishing and no official action is being taken at any of the spots. Reason advanced by one official off the record is "the weather has been so bad this year that we have to allow the boys to make their money some way . . . after all they have taxes to pay!"

AFA READIES

(Continued from page 8)

Federation informed and advised of all contracts, made by or for members; will submit, upon demand, any and all written contracts to the Federation for its inspection and examination.

"Eleventh: This license may be terminated by either party, at any time. Such termination shall not affect any then existing contracts or obligations properly created thereunder, during the existence hereof, except that no such obligation or contract shall have the effect of continuing the agency or other such license. Such right of termination of this license shall be absolute at all times, without cause or reason. In the event of the termination of this license, at any time, for any reason, such license represented by this certificate shall be returned to the Federation, and canceled.

"Twelfth: The provisions hereof shall be deemed included in, and part of any and all agreements between the licensee and Federation members; and acceptance of this license shall constitute a modification of all existing agreements between the licensee and such members, to accord with the terms hereof.

"Thirteenth: All members are entitled to equal rights and recognition by employers and licensees, and no discrimination, of any kind or nature, shall be permitted against members. No bonuses, rebates, concessions, favors or inducements, of any kind or nature, to any licensee or employer or anyone else shall directly or indirectly be given, offered or permitted by anyone, in any form or manner, with the intention or effect of preferring any one member, or group of members, over others. The purpose hereof is to enable all members to compete with one another, on equal terms.

"Fourteenth: Any default, dispute, controversy or difference arising between the licensee and the Federation, any branch or any member or members of the Federation, shall be submitted to, and determined by the Executive Board of the Federation and its branches, and the determination of said board concerning the matters enumerated above shall be conclusive, final and binding on all connected therewith.

"Fifteenth: In the event of any violation of the terms hereof by the licensee, and the Federation shall have determined that such violation occurred, each and every member of the Federation shall thereby and thereupon be deemed released and discharged of and from any and all engagements and contracts with the licensee, and of and from any and all claims, of every kind and nature, by the licensee, against any member of the Federation.

"Sixteenth: This license is the property of the American Federation of Actors and unless renewed or previously canceled expires December 31st, 1939. Application for renewal can be made from December 1st, 1939, on.

"Seventeenth: On all single engagements where it appears that the sponsor or employer is not regularly engaged in the business of employing artists the representative or booking agent shall be required to warrant or guarantee the price of the engagement, which must never be less than the wage scale established by the Federation or its branches."

The AFA license is, from the legal angle, a privilege extended to agencies permitting them to represent AFA members. This is a counterpart of the AFM license, which was issued only after exhaustive study of legal angles by the AFM's legal counsel. The AFM believes its license is foolproof and has often said it would welcome a test case from any agent. No agent has yet challenged legally the AFM license system, altho many threats to do so were made when the license system was launched three years ago.

The AFA will push licensing at the present time only in New York, Detroit, Los Angeles and San Francisco.

State-Lake, Chicago

(Reviewed Friday Afternoon, Aug. 12)

Show this week is tagged as a revue called *She's From Patee*, featuring Valerie Deslys (Betta Dodd), a nude working under a cellophane cape. Outside of the name, however, it's still a straight vaude show and much too long (75 minutes) and top-heavy.

Parade of gaudily bedecked showgirls and the line open the proceedings, to be followed by Everett Sanderson & Co., novelty musical act. Sanderson's stuff on the bass sax and his triple clarinet playing net a hand. Gal in the act bats quips with the musical gent and turns in a neat tap number.

Charles Kemper, heavyweight comedian, and his stooge, Ken Nichols, are next. Go into a crossfire of gags, with Nichols taking the part of an insurance salesman. Altho the b. o. has a "no kiddie" shingle, Kemper's material is still pretty rough for the adult clientele.

Toni Lane is third and puts some real umph into her cleverly arranged songs. Her *Week-End of a Private Secretary* number clicked big. Called back several times. Line girls come back for a well-executed equestrian routine here.

Grace Drysdale, doubling this week between here and a local nitery, does her usual good job with the hand puppets. Her miniature stage might be brought closer to the footlights, tho, since some

of the intricacies of the little figures are lost at this distance until Miss Drysdale comes from behind her booth to divulge her work to the audience.

Samuels Brothers, with Edith Fleming and Katherine Harris follow, with the two boys and Edith handing in some presentable tap turns. Miss Harris goes over with a good tap-toe number. Kemper and Nichols return, with the latter doing some ad lib. work on a piano while Kemper hits his stride with a couple of songs which border more on the poolroom type than anything that could be called risqué.

Showgirls return to usher on Miss Deslys, whose dance with the transparent cape is a little tame to a crowd that was brought up on Sally Rand with fans, bubbles, etc. Lower floor was packed at first show opening day. Screen has a quickie — *Delinquent Parents*.
Harold Humphrey.

State, New York

(Reviewed Thursday Evening, Aug. 11)

Back for the seventeenth time, NTG has once more on parade a typical cabaret revue aggregation, topheavy with novelty and comedy and with no

slight emphasis on the presentation of the beauty of the female form.

In this one respect NTG remains the rightful heir to that one phase of the business once so thoroly and bountifully exploited by the Messrs. Zeigfeld, White, Carroll et al. His presentations, of course, have their particular color. They have come to be known as the last word in intimate, even rowdy, communion of purposes between performers and audience—to entertain and be entertained. He may be termed ribald, witty, cracked, smart or smutty, but whatever he is, he is the best one of them, for the name will pack a house the man will make nearly everyone in it join in a riot of fun—and that's showmanship. His motto—Anything for a laugh. No attack is past him if it only serve as kindling to his laughs.

Name attractions he has few, lead-off being the Three Slate Brothers. Eileen Wenzel, Caperton and Columbus, Geraldine Ross, Violeta and Rosita, Faye Carroll, Beehee Rubayiat Troupe and the Three Speeds making up the remaining standouts. Eileen Wenzel helps out NTG with the Intros when he's too busy heckling, handing out noisemakers or selling peanuts.

Slate Brothers are responsible for the brunt of the comedy with their songs, dancing, imitations, knockabout and general hokum. Geraldine Ross, described by NTG as "the big horse from Chicago," is a tall, masculine looking blonde in acro-control work, looks impressive and effective because of her size and the manner of playing up her rough-and-tumble carriage. Caperton and Columbus, in a Cavalcade of Dance, establish a clever and versatile round of routines, deftly tinged with mockery.

Most legit applause getter is the turn of Violeta and Rosita, also known as the Veler Sisters, a pair of comely senioritas whose voices blend in beautiful contralto harmony in *Siboney*. Girls are costumed and disport themselves with fetching color and sauciness. Faye Carroll, a delicious platinum blonde, vindicates a build-up by NTG with her torch balladeering of *My Heart Is an Open Book*.

The Beehee Troupe work a short but (See STATE, NEW YORK, on page 23)

CHAUNCEY MOREHOUSE

CREATOR OF THE N'GOMA DRUMS

Just completed a highly successful week at
RADIO CITY MUSIC HALL

New York

Direction—IRVING MILLS

.. Acclaimed Something New Under the Sun !!

ROLF HOLBEIN

Presenting His World - Renowned Novelty

HELD OVER

ROXY THEATRE, New York

DANCING HANDS

(GRACE DRYSDALE)

The Only Act of Its Kind

10TH WEEK
COLOSIMO'S CAFE
CHICAGODOUBLING THIS WEEK
STATE-LAKE THEATER

Direction—EDDIE SLIGH

First New York Appearance

GERALDINE ROSS

ACROBATIC COMEDIENNE

Week August 11

Week August 26

LOEW'S STATE, NEW YORK

STATE-LAKE, CHICAGO

EVERETT SANDERSON

Assisted by NANON

Everett Sanderson back after 5 years' absence from the stage with his musical novelty act.
NOW PLAYING STATE-LAKE THEATER, CHICAGO.

Direction: TOMMY BURCHILL.

Vaudeville Reviews

and with humor surprisingly displayed in the ballet department, the fascination of Cardini's magic, and a really excellent turn labeled The Biltmorettes, the session has an effervescent quality too often lacking on this stage.

Things get off to a good start with Erno Rapee and the orchestra doing a job on a George Gershwin medley that was a revelation coming from a symphony group. Ten-minute overture, due to Grade A arranging, contained more of the spirit and vitality of the late composer than several recent two-hour Gershwin concerts.

Production is called *Aces High*, built around Cardini's card tricks, with the four scenes designated as spades, diamonds, clubs and hearts. Hilda Eckler, Carlos Peterson, Leon Fokine and the Corps de Ballet have an amusing comedy routine in the first part, the humor of which made it seem only half as long as it actually was. Robert Weede and the Glee Club carry out the diamond motif with a special song about Diamond Jim Brady which began to bore beautifully after the first minute, due mostly to lackluster music by Maurice Baron and inane lyrics by Al Stillman. The number worked itself around somehow to *My Gal Sal*, and interest revived with the excellent harmonizing of the group on an old familiar favorite.

Working against a beautiful backdrop with a club theme, Cardini is the height of polished showmanship. Despite the fact that his stunts are a bit lost in the vast reaches of the Music Hall, the sleight-of-hand card and cigaret routine had them blinking in wonderment and laughing at his apparent surprise every time another lit cigaret appeared in his mouth.

Finale has a tricky setting of movable cards and offers the Rockettes in another of their amazing precision dances. Biltmorettes, girl tumblers, follow and display a highly effective assortment of somersaults, back flips, etc. Redhead, blonde and brunet are attractively gowned, and smart appearance coupled with superior stunts stamp this as one of the best acts of its kind.

Production by Leonidoff, with settings by Albert Johnson, costumes by Willa Van and Marco Montedoro and executed by H. Rogge. Eugene Braun credited with the lighting. Daniel Richman.

Tower, Kansas City

(Reviewed Friday Afternoon, August 12)

Few attractions at this house in the last year have presented a bill more spectacular than the current one featuring Red Norvo, Mildred Bailey and their orchestra. Aided by two thoroly enjoyable acts, the Mr. and Mrs. of Swing click solidly thruout the 45-minute program, only possible flaw being the limited appearance of Miss Bailey (Mrs. Norvo) on the stage at the mike.

Hot arrangement of *Alexander's Ragtime Band* starts the show moving. Red doubling as emcee and master of the xylophone when not leading the band. Team of Phillips and Kohl, shaggers, moves on next to demonstrate an unusual terp style to good applause. Terry

Palace, Chicago

(Reviewed Friday Evening, August 12)

Current show is a second-week hold-over due to the much-heralded Universal pic, *Letter of Introduction*. Flesh bill is patterned after the old tried-and-true vaude formula without any of the musical comedy embellishments and as such turns out to be good entertainment.

Opener is Jack Gwynne, the magician, who besides being a good showman is also a topnotcher in the magic field. His fishbowl series and vanishing miniature radio are real bafflers. Works smooth, and the bits on supposedly divulging a couple of tricks, but instead revealing a further complication, score big with the crowd.

The Cappy Barra Harmonica Ensemble is missing a bet by not sticking to the harmonicas exclusively. Boys have injected comedy and too much song work which doesn't hit the mark. When they swing out on the mouth harp, however, they go over to a good hand.

Al Trahan and his blond partner, Sandra Lynde, had the customers exercising their belly muscles for nearly 20 minutes of nonsensical horseplay. Al's slapstick stuff on the piano and his tobacco auctioneer carbon are good comedy.

Sylvia Manon and Co., adagio act, close the bill with a series of spectacular posed catches by three males and the high tossing spins of Miss Manon. Men are decked out in devil's costumes of bright red, and scenic drops present a scene of fire and deep caverns, making an effective flash for the difficult well-executed routines.

Blz off here second week despite blow-ups in the dailies on the screen's feature.
Harold Humphrey.

Radio City Music Hall, New York

(Reviewed Thursday Evening, August 11)

A longer-than-average film, *Four's a Crowd*, and a new *March of Time* release have knocked some minutes off the usual running time of the stage show this week. Thirty-five minute entertainment is less ponderous than normally,

Princess and Baby
YVONNE

"PSYCHIC WONDERS"

A NEW BOX OFFICE SENSATION Write DOC. M. IRVING
4313 Roosevelt Blvd., Phila. Pa.BELL'S
HAWAIIAN
FOLLIESNow On
West Coast Tour.Mgt. Bob Hicks Page,
314-21st Ave., Altoona, Pa.WINTER
SISTERS

Effie--Ethel Mae--Dorothy

Sailing August 17 via S.S. Aquitania

To open at the PALLADIUM,
London, England, August 29.

Permanent Address, Billboard, N. Y.

Allen, youthful baritone with the band, displays a socko crooning style with *It's the Dreamer in Me*, but he should make an effort to sell his song better. Kid seemed stiff and never cracked a smile. Two bows.

Dance line, 12 gals, took over with one of the best routines they've shown in months to the tune of Count Basie's *One o'Clock Jump*, accompaniment by the band plenty lifting behind them. Red's version of the overworked *Flat Foot Floogie* followed, boys on the stand taking part in the horseplay with Norvo shouting the floy floys. Number went big and Red bowed off to introduce the Nonchalants, three youthful slapstick comedians who scored with a whacky routine of tumbling and stumbling about the stage. The audience wanted more. Band's playing of *After You're Gone* led into La Bailey's appearance, the rockin' chair lady getting an ovation with *I Was Born To Swing, I Let a Song Go Out of My Heart and Week-End of a Private Secretary*. Had to beg off after a final turn with the dance line to the tune of *Srunch*.

Moppets in the house might have shagged too had not the ushers restrained 'em at the dinner-hour show. Business very good at show caught. Pic, *Army Girl* (Republic), only fair.
Dave Dexter Jr.

Paramount, New York

(Reviewed Wednesday Evening, Aug. 10)

Harlem has the inning this trip, and, true to the Harlem tradition, it's a merry melange of music and song punctuated by furlous and cannibal rhythms. Tho the presentation is fashioned by swing's dictates, it isn't entirely a jitterbug fantasy.

The showmanly exhibitions pack a high entertainment equation and the Paraboards bulge with one of the season's best in a bill capped by drum dandy Chick Webb and his swing diva Ella Fitzgerald, the Charlottees, Chuck and Chuckles and the Savoy Lindy Hoppers. Screen gives little or no b.-o. stimulant in the prankish piffle of *Give Me a Sailor* (Paramount). But the flesh fare seems quite capable of carrying the entire burden.

Not associated by the masses with an identifying theme song, band makes a showmanly lift from the pit in that the music stands are painted a luminous hue. Bardou All is the front man, but that there be no mistaking, the spot showers the mighty Chick at the bing-bangs. Six screaming brass, four saxes and a rounded rhythm section that gets it drive solely from the drums make music that's fodder solely for the jitterbuggery.

While the intent of the presentation was to have the specialties revolve around the band's musical moments, all to attending response on part of the crowded house, the glory was not to him alone. In fact, it was overshadowed no end by Miss Fitzgerald (keeping it in the family) and on start by the Charlottees.

A male foursome whose top tenor is as strong on mugging as the group itself for hot harmonizing, the Charlottees tie the show up before it is much under way. A combination of the Mills brothers and four Cab Calloways, they couldn't give 'em enough to satisfy, singing *Swing for Sale, Swinging in My Soul; Ride, Red, Ride*, with *Flat Foot Floogie, Ol' Man Mose* and *My Gal Sal* for the encores. Had the house in their palms from scratch and walked off with it.

Miss Fitzgerald proved the proper finale sock. A sweet singer of swing, the gal is Harlem styled that is often imitated but never attained by others. Melts 'em with *Savin' Myself*, lifts with *I'm a Jitterbug*, rocks with *Rock It for Me* and rings down the mechanical rag rousingly with *A-Tisket A-Tasket*.

Chuck and Chuckles, ready for an Easter parade on Lennox avenue, get more laughs with their glad rags than with their gags, save for a Stepin Fetchit take. But the boys acquit themselves commendably for the rhythmic toe tapping. Fail, however, to build a punch for the bow-off, the solo xylophoning is a weakie.

The Lindy Hoppers (two mixed teams) make more exciting hoofology. Not nov-

el any more, but an integral part of this picture and a fast-moving interlude to boot.

Don Baker has the Wayne Sisters (three) on the assist for his organlogs. Gals are harmony singers and strictly tyro, probably more for their own amusement and to house's amazement.

Show lingers for a single week. Past fortnight had *The Texans* and Gene Krupa, who grossed \$41,000 for the first week and did \$27,000 the second.

M. H. Orodener.

Palladium, London

(Week of August 1)

Holiday program is provided by a good workable vaude bill with only one new act, Bert Wheeler, who headlines.

Following customary openings by Clifford Greenwood and house ork and the Palladium Girls, Seven Raecos, high-speed teterboard acrobats, hit solidly. Wright and Marlon, American mixed comedy team, have plenty of new material which they put across. Humor is highly popular.

Four Franks, two boys and two girls, return from America with a new and versatile act that is even better than their former vehicle. Act has everything, peppy and intricate dancing, smart instrumentalism and a splash of sure-fire comedy. Routining, costuming and orchestrations rate "tops." Lucan and McShane, man and woman comedy couple, are a near riot with their familiar *Bridget's Night Out*. Climaxes with an orgy of plate smashing.

Gaston Palmer, juggling humorist, has a superb act. Billy Cotton and band close intermission.

Four Resua Sisters, whirlwind girl skaters, make a good showing with a flashy number of many difficult stunts.

Making his English debut, Bert Wheeler fares well with his neat and amusing act in which he is ably assisted by Fransiska Malloy and Hank Ladd. Offering, tho not sock, is nevertheless entertaining and Wheeler makes the grade with plenty to spare.

Joe Jackson returns with that dandy pantomimical gem of the hobo stealing a bike. Chalks up a near show-stop with the act that is always a winner here. Billy Bennett, English monologist, is the only holdover. Fares as well as ever and has a load of laughs to his credit. Lepomme and Sister, slick wire walkers, are a dandy closer.

Bert Ross.

Fox, Detroit

(Reviewed Friday Evening, August 12)

Show gets off to a swell start with Sam Jack Kaufman's swell conducting of a medley of Irving Berlin tunes, aided by solos by Frankie Connors and Marion Shelby and winding up with a sock climax in *Alexander's Ragtime Band*. Fox Dansonettes offer a clever boxing-glove number. Disguised as chorus boys in a later routine, they are a bit too dainty to be convincingly virile.

Titan Trio opens with a rare combination of strength, control and symmetry in some utterly unique muscular feats. Three Radio Aces, novelty harmony trio, with a special style stemming a bit from Helen Morgan and Joe Penner, show their range in *Dark Eyes*, starting as soft romantic harmony and winding up with some dance steps. They also succeed in wringing a few novel squeals out of perennial *Tiger Rag*.

Happy Felton, introduced at this point as emcee, came in unexpectedly for a three-week engagement. He opens with *I'm in a Happy Frame of Mind* and *Alleghany Al*. His open-hearted joviality makes him a favorite from the start. Mildred Fenton, a little Alice in Wonderland type, sings and assists him on some dance steps and dialog.

Miles and Kover offer an Oriental harem dance specialty, with the orchestra hidden by a scrim. The Dansonettes assist. Act also does some fine acrobatic statue interludes, presented in spectacular style.

Show is unusually well balanced. With *Gateway* on the screen, credit for drawing a good summer house goes chiefly to the stage show.
H. F. Reeves.

Paramount, Los Angeles

(Reviewed Thursday Afternoon, Aug. 11)

Only vaude competition to the neighboring Orpheum is this de luxer operated by the Paramount people and used as an outlet for their high-budget pictures. House only recently returned to presentation shows selling strongly the single feature angle, as the competitive temple offers twin bills in addition to a vaude revue.

New show which opened today is *Rodeo Revels*, a fitting cohort to Paramount's *The Texans* in for a fortnight. Rube Wolf, house ork leader, is the comedy emcee of this two-scene affair and, judging by the reception, a well-liked personality in these environs. Short, hook-nosed comedian who welcomes in each turn with a good amount of showmanship.

Revue itself is a mixture of both good and bad talent, in the latter category falling a home-cooked female song ensemble composed, apparently, of amateurs. Fanchon & Marco, producers of these presentations, bring on their line of 20 girls in a rousing cowboy number that is flashy tho somewhat lengthy. Then the curtain rises on a Texas ranch, the band occupying one corner and the girls crowding the front porch on the opposite end.

Band strikes out with a jam session, Rube finishing on the trumpet in Louis Armstrong style. Felix Valle, rube rope spinner, appears for the usual session of tricks, winding up with a spin of 70 feet of rope. Overworks his bashful style a bit.

Earl and Frances, big-time strutters, work fast and furiously to several swing tunes, hoofing off to a big hand. Then the 10 singing girls bring a lull with some weak warbling of recent hits, but the merry pace is fortunately recouped by the appearance of Jackson and Blackwell, a capable comedy dance team. Girl is a good-looking blonde and the man a handsome, well-dressed partner. They open with a strongly amusing waltz satire, follow with a fast routine and close with a rather misplaced hand-balancing trick. Team should concentrate on full-length comedy numbers and make them their sole feature.

Kenny Gardner, talented and youthful tenor now in his fifth week, had to beg off after three numbers. Has one of those popular tenor voices that go great with the younger show fans.

The Fanchonettes close with a novel rope spinning number, accomplishing several tricks in unison.

Business was good opening show. Popular prices prevail. Sam Honigberg.

Talent Agencies

ARTISTS' MANAGEMENT BUREAU, New York, has signed Sally Rand and the Six Rosebuds to appear in the revue starring Paul Whiteman and band at the Brockton Fair, Brockton, Mass., week of September 11.

Band bookings at the Eastwood Gardens, Detroit, are handled by the Chicago office of MUSIC CORP. OF AMERICA and thru no other agency. . . .

WILL WEBER, New York, was arrested in Philadelphia last week accused of being implicated in a million-dollar drug racket. . . . AL GROSSMAN, New York agent, has closed an exclusive booking deal with Harry Lowe, London agent. First booking under deal is that of Peter Sisters, who open August 22 in the *Anchors Away* unit and double into the London Palladium.

CHARLES MORRISON and Nat Goldstone are forming the Goldstone & Morrison Agency, with offices in Hollywood and New York. . . . REG B. MARSHALL has joined Rockwell-O'Keefe Agency, Hollywood, in charge of one-nighter bookings.

Title of the AFFILIATED THEATRICAL OFFICES OF AMERICA, former Detroit booking office, has been allowed to lapse with disappearance from the local field of Johnny Daley, booker. Daley left the Gus Sun Office some time ago and has not been heard from since.

HARRY STONE, New York agent, was haled before License Commissioner Moss by the AFA Wednesday on a charge of failing to pay an AFA member in full. Moss adjourned the case pending further evidence. . . . ESTHER BERKE, of the Argyries Agency of Rochester, vacationed in Atlantic City and New York last two weeks.

Rochester Agents See Pick Up in Nitory Bookings

ROCHESTER, Aug. 13. — Night club bookers found business picking up locally, with fall schedules indicating the recession is on the way out. Out-of-town placements also showed an increase, with Al Norton and Charles Kramer, booking acts in 22 spots, keeping busy.

Among Kramer's acts are De Henri and Georgine and Frank and Ethel Haurrigan now in their eighth week at Murray's Inn, Albany. Four English Tivoli Girls are vacationing after three years of steady work in this State. Don and Alberta Patton are held over at McVan's, Buffalo, for five more weeks. Don Tranger opens at the Hotel Dudley, Salamanca, August 22. Jack Del Rio's novelty act opens at the Ray-Ott Club, Niagara Falls, August 15.

Norton's acts include the Reeve Sisters and Morrison, open at the Patio, Buffalo, August 15, and Beth Thompson is held over for an indefinite run at the Ray-Ott, Niagara Falls. Skit, Skat and Skoot opened at Green Gables, Drums, Pa., August 8. Jack O'Mara, Norton's representative, has resigned to take up selling. Tex Wilson has been named transportation director.

Arthur Argyries has spotted the Le Brun Sisters, now in their 10th week, Franco and Francine, Jimmie Walker and the Lucille Randerson Vogue Dancers at the Chez Ami, Buffalo, for an indefinite run. Other acts which open August 15 are Jack Morgan's Artist Models Revue, Bartlett, Rochester; Stark Dorne, Dixon Sisters and Carlton and Diane, Tap House, Elmira; Freddie Horn and Six Chansonettes, Candee, Syracuse; Elaine Mason and Betty Platt, Hotel Kenmore, East Syracuse; Maryetta Evans and Co., Havana Casino, Buffalo; Leo Gannon's Co-Eds, Benny's Inn, Hornell; Ames Girls and Geraldine Dell, Three Star Inn, Olean; Gilbert and Gayle, Maple Terrace Inn, Portville; Reems and Fanchon, Jubilee Pavilion, Oshawa, Ontario; Dainty Ann Howe and Co., Terrace Gardens, Rochester, and Nee Wong, Dorothy Willard, Eddie Kane, Maxim and Odette and Peggy Hinman, Golden Grill, Rochester.

Freeman Sets 3 Interstate Units

NEW YORK, Aug. 15.—Charles Freeman has booked Weaver Brothers to open an Interstate tour in October, with Olsen and Johnson and the Dave Apollon units following. About four weeks are available.

Freeman moved into his new office with Billy Rose Friday and is now heading the booking office which Rose has set up to take care of talent for the World's Fair and Rose enterprises. Freeman continues to book the Interstate houses.

Freeman will book his first Casa Manana bill August 28. Tip, Tap and Toe and Ted Lewis and band are already set for that show thru Paul Small.

Biben Again Booking

PHILADELPHIA, Aug. 15. — Harry Biben, local indie booker, will again book the one and two-day local Warner houses when they resume vaude the middle of September.

McNALLY'S BULLETIN No. 20
PRICE ONE DOLLAR
 NEW, BRIGHT, ORIGINAL COMEDY
 15 Monologues, 7 Acts for Two Males, 7 Acts for Male and Female, 18 Parodies, Ventriloquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 16 Minstrel First-Parts, Overtures and Finale, 48 Monobits, Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 13, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.
WM. McNALLY
 81 East 125th Street, New York

SCENERY
 Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SHELL SCENIC STUDIO, Columbus, O.

R K O THEATRES

1270 Sixth Ave.

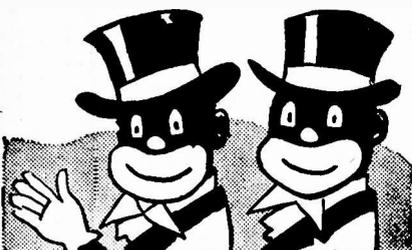
Radio City, New York

Magic

By BILL SACHS
(Communications to Cincinnati Office)

JACK GWYNNE, top-notch magish, is now in his second week at the Palace Theater, Chicago, where he is featuring his fish-bowl series and vanishing miniature radio bafflers. . . . **LIPPINCOTT**, after a two-week vacation at Virginia Beach and points of interest along the Virginia Coast, is now playing park, celebration and fair dates in Pennsylvania. He's presenting his animal side show along with his mystery show. . . . **HOFFMAN**, "think-a-drink" magiker, goes into Coconut Grove, Ambassador Hotel, Los Angeles, for a week's stand September 6. He recently concluded a widely publicized and highly successful engagement at the Orpheum Theater there. . . . **KENNETH SPENCER**, vent ace, has returned to Minneapolis to play dates and carve figures in the Flower City. "Just caught Bob Neller's vent act on Rudy Vallee's program at the Orpheum here. He's very clever," letters Ken. . . . **OTIS MANNING** last week concluded a two-week engagement at the Dutch Village, Toledo, where he successfully introduced his new act. Doan Troendle is assisting Manning. The boys shoved off immediately for the East to fulfill a string of engagements in that territory. . . . **BRANDINO**, after winding up a successful stand at Lake Lansing, Mich., last week, headed for home and a vacation. He plans to rest until September. . . . **FRANK KINI** is now in the third week of an indefinite engagement at the Royatt Club, Niagara Falls, N. Y. He's played the spot on two other occasions in the last six months. . . . **E. M. CALVERT**, while en route from Hawaii and the West Coast to his home in Harrison, O., last week, visited the magic desk. He will present his mammoth magic show at several Cincinnati spots before embarking for Australia and a world tour.

MARVELO (Lester Lake) has been contracted to present his "Burned Alive" thriller at the Knox (Ind.) Fair August 31-September 3. At the conclusion of the date he'll attend the Abbott Conclave at Colon, Mich. . . . **MARQUIS**, the Magician, is really going to town playing theaters in Utah. His recent appearance in Provo netted him a swell front-page story in *The Provo Herald*. He's been booked into Salt Lake (See *MAGIC* on page 59)



AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
203 N. Wabash Ave. Dept. 150, Chicago, Ill.

WANTED!!

CHORUS GIRLS FOR SEASON OF STOCK BURLESQUE.

No traveling. Must be young and experienced. State age, height, experience in letter or wire. Rehearsals Monday, August 29. Season opens Friday, September 2. Top salary for good working, reliable girls.

GEORGE YOUNG
ROXY THEATRE, Cleveland, Ohio.

WANTED ADVANCE AGENT

For Best MIND ACT. Must have car. State reference, past experience, salary expected. Wire or write **KIRMA**, Care Novo Theatre, Cumberland, Ky.

Burlesque

(Communications to New York Office)

New York:

IZZY HIRST has signed for his 1938-'39 circuit the Pickens (Garrick) house in St. Louis and the Jaffe (Casino) in Pittsfield. Another and one of vital importance is the Triboro in Harlem, controlled by Harry Palmer and Ed Rowland, which will be a new spoke in the wheel and gives the Hirst shows their first New York entry since the Republic's brief try early last season. Triboro due to reopen September 4. First show of the circuit to start the season opens at the Howard, Boston, August 27, with Bobby Morris featured. . . . **DAVE FRIEDMAN**, Ward Graves and Jack Weiner are Oscar Markovich's concession men at the Globe, Atlantic City. . . . **DORIS WESTON** to be promoted from show girl to strip-tease principal. Signed and opens Labor Day with the Hirst shows. . . . **PAT EVANS**, chorus captain, returned to the Columbia, Boston, will celebrate a birthday back stage September 3.

SALLY KEITH, featured at the Nomad, Atlantic City, slated to startle World's Fair customers via a contract now in negotiation. . . . **LEONE THUS-TON**, Kay Johnson and Buddy Orlando replaced Maxine DuShon, Jai Leta and Chet Atland August 12 at the Republic. . . . **NED WELSH**, dancer who recently closed at the Globe, Atlantic City, headed for one of the Hirst circuit shows. . . . **COLUMBIA, BOSTON**, reopens with stock September 5 and with the following principals: Harry Evanson, Floyd Hallicy, Loye Astrid, Connie Fanslau, Steve Mills, Pinto and Della, Pat Evans and Jai Leta. . . . **ELEANOR COOK** is producing at the Troc, Philly, with Beverly Carr now centering entire attention on the Globe, Atlantic City.

THE HERTZIGS, with Dave and Ben Weinstock, brothers of Joe of the Republic, completed an even dozen in their chain of movie houses upon the acquisition of the Colony, a 600-seater, in Bensonhurst, Brooklyn. House opened under the new ownership August 9. . . . **RUTH ARNOLD**, in Atlantic City, has joined the morning bike riders on the Boardwalk for weight reducing. . . . **MAXINE DUSHON** (Maxie Lou) left the Republic August 11 for Canada, where she opened at the Casino, Toronto, for two weeks. Thence to the Rialto, Chi., for four months. . . . **SUNNY O'DAY** and Frankie Fay doubled in an acro

dance specialty and in the front line at the Republic last week to re-enforce a Joyce Kelly novelty number. . . . **MARGIE KELLY** doubling between the Nomad nitery and the Globe burly house, Atlantic City.

JEAN MODE signed for one of the opening cast at the Gayety when that Broadway house is ready to start the 1938-'39 season early in September. Ditto Chet Atland, tenor-juvenile. . . . **JERRY ROSE**, back from a Coast stay, writes from the U. S. Vets Facility in Bath, N. Y., that he plans to spend the rest of his days on a Texas ranch. . . . **BILLY HAGAN**, Sherry Britton and Jean Carroll are new principals at the Globe, Atlantic City. . . . **JAI LETA**, after two weeks at the Troc, Philly, opens Labor Day at the Columbia, Boston. . . . **BUSTER HEWITT** is emceeding now at the Progress Club, Atlantic City. . . . **HELEN TROY**, now vacationing with the folks in Atlantic City, slated for a Hirst show. . . . **LEONE THUS-TON**, whose uncle was Thurston, the magician, planning to remove from storage all of her late relative's tricks and blossom out as another female prestidigitator.

UNO.

Chicago:

ADA LEONARD is recuperating in a local hospital after refusing to submit to an appendicitis operation because of the scar it would leave. . . . **LEO STEVENS** is also on the mend in Brooklyn Hospital, Brooklyn, N. Y. . . . **FRANK AND WINNIE SMITH** are spending a vacation in Claypool, Ind., where George and Leona Lewis are also residing. . . . **HAL WHITE** and Charles Schultz opened the Casino, Toronto, Friday. . . . **N. S. BARGER**, operator of the Rialto, Chicago, gave leave to Valerie Parks for three days while she played the Orpheum, Davenport, Ia.

Here and There:

Att (Skinny) Candler back at the Mutual in Indianapolis after six weeks on Bert Melville's Girl Revue with the Blue Ribbon Shows. . . .

Two More Close in Seattle

SEATTLE, Aug. 13.—Closing of the Rialto, burly house, following closing of the Palm, leaves only the State Theater flourishing. Rialto may resume shows at an early date.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

WE HAVE HAD inquiries recently on Johnny Agrella, W. E. Tebbetts, Ducky Naccarato, Jack Bruno, Al Godar, Vina Walker, Johnny Crowder, Harry Lester, Ed and Pat Brannigan, Fred Allen, Tony Lewis, Joe Palmer, Carl W. Raabe, Harry H. Cowl, Billy Steele, Delores Engelhart, Charlie Tauso, John Winston, Ken Kerren, Frances Jones, Mario Allesandro, Johnny Martin, Millie Sweet, Joe Purcell and Roy Meyers. Shoot in a line, folks, and let your friends know where you are and what you're doing.

"THE ZEKE YOUNGBLOOD show in Vincennes, Ind., under a good tent setup, with Gil Dickerson's orchestra furnishing the music, is still packing them in," postals Daniel Boone. Show's regular staff is still intact, with Ernie Young, emcee; Harry Smyth, heat judge; Lou Barnett, day judge; and Wiggles Royce and Eddie Leonard, stooges.

BILLY AND MARIE (Pa and Ma) Harris, former walkie contestants, letter from Los Angeles that they would like to read a line on Marge Sheffield, Eddy Moore, Ronnie Reed, Pa and Ma Roberts, Red Brewer, Boots Cole and Red Nichols.

LOU DEVINE, temporarily out of the endurance field, is now working as emcee in night clubs thru the South. Lou writes from New Orleans that it has been so long since he has heard of Peggy Thomas, Louis (Pee Wee) Ellis, Charlie Baldwin, Billy Willis, Mr. and Mrs. Billie Curtis, Porky Jacobs, White Maddox,

Pat Lowery and Pee Wee Collins that he wonders what has happened to them. Come on, boys and girls, give us the dope on your activities.

"I HAVEN'T BEEN in a show for some time but still enjoy reading the endurance column," writes Jimmy Richey, who at present is singing at Kelley's, one of Cincinnati's West End niteries.

IN ALMOST EVERY LETTER this column receives—the writers want their friends to write them. We have repeatedly explained that if you want to communicate with your friends you should write them in care of *The Billboard*, 25 Opera place, Cincinnati. Your letter will be advertised in the Letter List and forwarded when an address is received. This service is rendered free.

AL ZUKERMAN postals from St. Louis, where he is in the Lakeside Park Walkathon, that he recently soloed for eight days and went 17 hours without a stop, and queries as to what the record non-stop run is. The column would like some figures on the question. He also infoes that there are 17 couples remaining in the Lakeside show.

JIMMIE HORAN postals that he had to leave the Joplin, Mo., Walkathon recently due to the fact that his mother had to undergo a serious operation. Since her condition is much improved, however, he adds that he will return to the next show.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"I READ THE minstrel column weekly, have done so for years and get a great buzz out of it," pencils Fred Sloop, of Steubenville, O. "In 1898 and '99 I printed programs for the Marvin Theater, Findlay, O. The house ran its own printery, and I met all the minstrel men who played there. The Nashville Students was one of the outfits; Clifton & Hurlburt's was another. Norman the Frog Man was with the latter. Nankeville's Minstrels also played the house, and Duncan Clark's Lady Minstrels was another to show the house around that time. I believe the Cherry Sisters were with the Clark opry. The foregoing are shows I have never seen mentioned in the minstrel column. Findlay was a great minstrel town. The following professionals came from there and all got their start in the Elks' Minstrels, which was a yearly event: The Four Grandi Brothers, Bob, Harry, Art and Carl; Caro Miller; Tell Taylor, tenor, who wrote *Down by the Old Mill Stream*; Carl Byal, Frenchy Barthaume, Jack Parsons, Larry Comer and Ray Phinney's Manikins."

LOOKING BACK with Walter Brown Leonard: "Remember when George Primrose and George Wilson assembled the famous 100—Count 'Em—100 Minstrels and the two Georges led the 11:45 riding in a barouche carriage drawn by a tandem of milk-white horses? When Harry Greves and Eddie Coe directed the two parade bands? When Lew Dockstader did his *Back Again* monolog during season of 1898? When Milt Barlow did Uncle Tom with a popular U. T. C. company? When J. Lester Haberkorn sang *Rocked in the Cradle of the Deep* with Neil O'Brien Minstrels season of 1922? When Eddie Connard and J. E. Hatfield sponsored the tour of Al G. Field Minstrels? When Charley Fales Jr. sang *A Letter From Her Boy* with Joe Gorton outfit season of 1896? When William Henry Rice was considered incomparable in female roles?"

What A Chance!

140 Ft. Round Top with 3-50 Ft. Middles,
140 x 290

8 Oz. Drill Paraffined, Roped 2nd, Pole 4th,
18 In. Extension Eave—with 12 Ft. Wall.

Good for One Stand Top and Wall \$900.00

Better Ask About This One Quick

Write — Wire — Phone

BAKER - LOCKWOOD

17th and Central KANSAS CITY, MO.

America's Big Tent House

Eastern Representative, A. E. Campbell
152 W. 42d St. New York City, N. Y.

GREEN BAY DERBY SHOW

OPENING AUGUST 25,

Columbus Auditorium, Heart of the City.
Entertaining Sprint Teams communicate quick. Address

GEORGE W. PUGHE
Northland Hotel. Green Bay, Wis.

"Don't Stop 'Til You Dance

A WINNER WITH POP"

NEXT CONTEST OPENS IMMEDIATELY
AFTER PRESENT SHOW CLOSSES.

Large City — Contact At Once.

"POP" DUNLAP

Care AMERICAN LEGION WALKATHON,
Silver Spring, Maryland.

LAST CALL WALKATHON

STARTING AUGUST 18.

Teams wanted. Come at once

BIG RICH

211 E. Main Street, Olney, Ill.

Boyes No. 2 Unit Begins Fair Dates

LINCOLN, Neb., Aug. 13.—Chick Boyes No. 1 company broke in its new members last week, and the No. 2 company, which had been here, hit the road for its string of county fairs and picnics. New company has Florence Gallant (Boyes) retained from the old one; Bob Bayley, leads; Octavia Powell, leads; Jimmy Parsons, Jewell Parsons, Charles Archer, and Billy Remick, general business. Replacing Florence Boyes with the other company is Vida Lorraine. Business was good.

General Agent Palmer of Billroy's Comedians, set here for August 24, visited the show.



ADVANCE ADVERTISING CREW with the Lasses White All-Star Minstrels, the Milt Tolbert organization. Left to right: Raymond Malory, William Ritchie and Smith Hamilton, the last named in charge of the crew.

Terrells' Tattlings

NEWHOPE, Ark., Aug. 13.—Billy Terrells' Comedians marked up the first loser of the season last week. Show had a revival meeting and stormy weather for opposition. The revival was slated to close on a Saturday prior to our Monday opening, but it decided to hold over. Last half of the week found the weather plenty stormy and we blowed Saturday completely.

Show will continue to play three-day stands for the remainder of the season if conditions hold up, otherwise it may evolve into a one-nighter about September 1.

After hearing about a number of shows closing, reorganizing and rehearsing during those hot days, we're glad we're with this organization. Billy recently canceled a town because he couldn't find enough shade on the lot for the housecars. So we're hunting towns with lots affording plenty of shade.

We have our fish fries about every two weeks, the expenses of which are paid by the management. Everything about them are wonderful except the ruling Billy made that all members, including himself, cut high cards to see who fries the fish. Thus far neither he nor Brooks has fried as much as one minnow. Is everybody happy? I say we do.

TEX LORRAINE.

Heffner-Vinson Hi-Lites

COOKERVILLE, Tenn., Aug. 13.—Show is back in Tennessee for a week of one-night stands. No one seems to mind, however, for as the natives say, "You fellows must see a lot of the country."

Pennington Gap, Va., reminded me of the Britt Shows when Nell Schaffner asked a local boy how they liked stock companies and the lad replied: "Oh, they don't mind 'em." The last two dances the Rhythm Boys played were more of a success socially than financially. Hoxie Tucker, who carried on in true trouper style despite gun-shot wounds, closed at Rockwood, Tenn., and went home for a rest under doctor's orders. We hope for his early return.

Rockwood, Tenn., will long be remembered for the two nights the troupe spent in night clubbing it there. We had quite a party and some members are still recovering from it, excepting Joe Unick, who is used to a liquid diet. Calvin Grulu is unusually quiet on parade next day. Repeat dates at Crossville and Rockwood held up well. Jamestown, a new one for the show, also was good despite a radio show at a movie house as opposition. Jack Mathers, stage manager, has been suffering from a badly infected hand. Manager Jim Heffner says he can't afford to be without *The Billboard*. It seems as if a recent long jump on Sunday had something to do with it.

Al Pitcaithley.

Tolbert Tattles

BURLINGTON, N. C., Aug. 13.—Favored with ideal weather, the show's softball team is clicking, and almost all of the players' batting averages have taken a big jump. Mr. and Mrs. John Brown, of Winston-Salem, N. C., have been frequent visitors here.

Lasses and Norma White were guests of Ralph and Kitty McCoy during our stay in Charlotte, N. C. Bob and Gretcher, Norris and Ervine and Lois Behmer were tendered a swell dinner by Jimmy and Peggy O'Hara while the unit played Albermarle, N. C. Jimmy still plays plenty of trumpet.

Business has been holding up well and we're heading for the coast, where the boys hope to catch up on their fishing.

LOIS MASON.

Rep Ripples

LODEMA COREY, formerly with L Hatcher's Comedians, is sojourning in Mason City, Ia. . . . HARRY DUNBAR'S COMEDIANS, who have been circling in Grand Forks, N. D., all summer, report satisfactory business. . . . THE VUL-TURE, by Neil Schaffner, was presented by the Monroe Hopkins Players last week in Dallas. . . . AILEEN GIBBS, after several weeks in an Iowa spot, joined the Ray Bash Players in Kansas last week. . . . CHICK BOYES' second unit began its string of fair dates last week. . . . EDNA MARIE WILSON is taking a two-week vacation after a three-month run at the Chesterfield Club, Kansas City, Mo. . . . MAURICE BAUDRY, formerly with Midwest reps, is now assistant manager of the Regent Theater, Kansas City, Mo. . . . RONALD MCBURNEY joined the James Todd Players in Nebraska last week. . . . CLIFF SWOR is playing several Kansas City, Mo., niteries. . . . TOBY NEVIUS, former rep comic, now with Station KVOO, Tulsa, Okla., last week guested at WHB, Kansas City, Mo. . . . MAE MCKINNIS joined Fontinelle Stock Co. in Eastern Missouri last week. . . . GILL AND HOWELL have been booked into Kansas City night spots for several weeks. . . . OLLIE HAMILTON'S REVELERS opened in Moultrie, Ga., August 2 to good crowd despite rain. Show included Red Fletcher, George Kirk, Letty Lowe, Dalous Franz, Bob Penison, Frances Stanley, Cecil Kristal, Jack and Rene Keating, Duke Dunaway, Virgil Chauvin, Jean Harrell, Alice Lyn and Ginger Franz. . . . POLLY JENKINS' Plowboys played the new race track in Hornby, N. Y., July 24,

following their return from Hollywood, where they made a picture with Gene Autry, who manages them. Polly and her boys played Rolling Green Park week of July 25. . . . PHILIP DAKIN for past month a member of cast of Al Jackson Players, has joined the Summer Theater group at Charlevoix, Mich.

RAY AND LAURINA DYSON, well-known in the rep and stock fields, are conducting a tearoom and gift shop in White Mountains, N. H. . . . MAGRUM MAGIC SHOW, now in Massachusetts, has been experiencing a noticeable increase in its box-office take. . . . GATES FAMILY SHOW has moved into Ontario territory. . . . DAVE COSTA reports that due to the excessive heat in Canada his five-people unit is playing to only fair business. . . . HARRY BERRY'S Sunkist Vanities opened its 10th consecutive season in Keene, N. H., August 5. Unit is routed thru New England and Canada for the next six weeks. . . . A. J. (SKEETS) CLARK is playing to fair business in Western Texas. . . . McNALLY'S VARIETY SHOW is clicking in New York State. . . . OLLIE HAMILTON played Tifton, Ga., August 4 to capacity business, according to Lucius Jenkins, who visited the show there. Show is co-owned by Hamilton and Frank (Red) Fletcher and carries 35 people, including a seven-piece band. Hamilton has charge of the front gate and Fletcher is stage director. Jenkins reports that the unit will play the tobacco markets in South Georgia before entering Florida for the winter. . . . DIONNE VAUDEVILLE AND PICTURE SHOW recently stopped over in Tifton, Ga., and spent the night at Lucius Jenkins' trailer camp there. . . . BRYANT'S SHOWBOAT is now in its sixth week of its eight summer season in Cincinnati in the last nine years. Craft's business continues to show improvement.

Billroy's Briefs

WILLMAR, Minn., Aug. 13.—We are rolling along smoothly, despite inclement weather battering at our door. All in all, the season has been a pleasant one.

A certain drummer and his wife on here are keeping us in the dark as to when they expect their heavenly bundle. Marie (Wahoo) Coleman has packed her tepee and tomahawks and returned to her home in Louisville for a stay prior to hying herself off to college in the fall. Advance billing had us day and dating Cole Bros.' Circus in Mankato, Minn., Tuesday past; but by the time of our arrival Tuesday circus was back in quarters at Rochester, Ind.

In Albert Lea, Tennyson's Cafe proved to be one of the nicer spots along the route. Dad Tennyson and son, Gus, extend at all times a hearty welcome to all members of the profession.

Among recent visitors were King Cole, Mr. and Mrs. Tilton and Mr. and Mrs. Guthrie, of the Tilton-Guthrie Co., currently playing thruout Iowa; also Dick

Caldwell, Evelyn Easter and Mason Wilkes, all of Christy Obrecht Show.

JOHN D. FINCH.

Tolbert Tattles

RALEIGH, N. C., Aug. 13.—Buddy Hale Jr. and Beverly Privalee celebrated their fourth birthday anniversary with a double birthday party given by their parents. Entire show was invited.

The soft ball session got under way immediately after the party but was soon stopped when Frances Privalee, mother of one of the tots, sustained a leg injury which necessitated a doctor. She will have to lay off a week or two for the torn ligament to heal.

Mr. and Mrs. John Rae, who have built up a splendid following over Station WPTF here with their dramatic offerings, were guests of the show.

Weather is hot and business good.

LOIS MASON.

McOwen Mutterings

OAKLAND, Neb., Aug. 13.—Combined McOwen Players and the McOwen Sisters' show began its first fair date here this week. Show officials report that the crop conditions in this territory are the best they have seen anywhere. York, Neb., proved a good date, and the opening in Albion, Neb., was highly satisfactory. York is the home of Harry Ballard, boss canvasman, who was kept busy every day renewing acquaintances with old friends. Several big feeds took place at the old home-stand.

Harry Palmer, general agent for Billroy's Comedians, visited Sunday. His show is in this territory playing one-night stands.

STATE, NEW YORK

(Continued from page 20)

flashy bit of standard tumbling and mounting, then engage in some tomfoolery, ably hampered by the Slate Trio. The "original" Big Apple Dancers from Carolina, three pairs of gawky but loose-jointed youngsters, give their exhibition of St. Vitus' dance, 1938. The Speed Trio, roller skaters, close the specialty offerings with novelty of lighted-up skates, and the request spinning of a couple of stooges, one of them a very hefty and very touchy young woman, brings out some ludicrous results.

Naturally, thruout the whole proceedings and very much in evidence are NTG's (and our) estimation of feminine appeal. Among the gorgeous creatures are Collette Francis, Virginia Biddle, Sylvia McKay, Betty Lorraine, Natalie Wynn, Della Brennan and many more.

On the screen, *Shopworn Angel* (MGM). House jammed last show.

George Colton.

COLORED PERFORMERS

and Musicians wanted on all instruments. Band Leader, Chorus Girls, Novelty Acts, Singers, Dancers, Comedians to feature. Want to buy large Dancing Mat, also Public Address outfit for car. Show now in rehearsal at Port Gibson, Miss. Address all mail and wires.

F. S. WOLCOTT
Rabbit Foot Show, Port Gibson, Miss.

TOBY'S COMEDIANS — WANT —

Young General Business Team and Ingenue. All must do Specialties. Those doubling Orchestra given preference. Leo Lacy, Don Null and Jimmie Colley and Rosalie wire quick.

BILLY TOBY YOUNG, Mgr., Luttsville, Mo.

WANTED

TO JOIN AT ONCE—A-1 Leading Man with good Specialties. Preference given man doubling Orchestra. Sobriety and Reliability essential. State all and lowest salary to join immediately. Address FRANK SMITH PLAYERS, Festus, Mo.

HILA MORGAN WANTS

REPertoire PIANO PLAYER—To play Vaudeville and Orchestra. Must fake a little. Good reader. Show operates indefinitely. Sobriety absolutely essential. Also other Musicians and Actors who double and are useful. Lisbon, Ia., week Aug. 15; Grinnell to follow.

THE FILM WEEKLY AUSTRALIA

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

"Harley" Comes Thru

Harley Sadler's show has just left Littlefield after spending three days and nights in our city. Harley's coming is always an event that fills us with rejoicing and his going leaves us with treasured memories of this Prince of Showmen.

Harley Sadler is a product of West Texas and he has spent most of his years entertaining the folks of the Panhandle. Only a long-missed brother could have received quite so warm a welcome as did Harley when he arrived here with his troupe.

Perhaps some idea of his popularity may be gained from this incident that occurred the night before his local engagement started: One of the prominent Littlefield citizens was getting into his car and hailed the writer with, "Come on; go to Amherst with me. I just can't wait until Harley gets here."

Harley Sadler is one of the very, very few old-time showmen who have survived movies and the depression. The reason is not difficult to find—he has always given the people clean, wholesome entertainment and surrounded himself with fine troupers who are as welcome as their chief.

As a very young man Harley had many opportunities to become a Broadway star. He is an exceptionally fine actor and received numberless offers to join the big metropolitan casts. He preferred to offer his talents to the people of his beloved Texas.

Many people go thru life just gathering gold; thousands of men and women achieve celebrity in politics, science, the arts, industry, invention, education or social endeavors; only a few dedicate their entire lives to MAKING PEOPLE HAPPY. Harley Sadler is a shining example of the rare few who devote themselves to spreading joy and harvesting love and respect.

Some few years ago Mr. Sadler took a flyer in the circus business. It was right at the start of the depression and he lost heavily. For the past few years he has labored incessantly and paid off practically all the obligations he incurred as a circus owner.

Harley Sadler is a great artist; a lovable fellow and an honorable gentleman. It won't be necessary for him to placard the town; just let him whisper to any 7 or 70-year-old that he'll be here and we will all be there, you bet.—DAVE SCHEIN (in *The Lamb County Leader*, Littlefield, Tex.)

ACTS, UNITS AND ATTRACTIONS

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

- Abdallah, Sam, Girls (S. S. Penn Showboat) Philadelphia.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Allen, Stuart (Essex House) NYC, h.
Allen, Ed (Palmer House) Chi, h.
Alma & Roland (Adelphia) Philadelphia, h.
Anderson Sisters (Plantation) NYC, nc.
Andrade, Raymond (Biltmore) NYC, h.
Andrews Sisters (Capitol) Washington, h.
Aristocrats, Twelve (Chicago) Chi, t.
Armon, Dorothy (Chez Ami) Buffalo, nc.
Arn, Vera (S. S. Bear Mountain) Battery Park, NYC, s.
Arnold, Floyd (Green Horn Tavern) Hickman Mills, Mo., nc.
Ash, Paul (Roxy) NYC, t.
Ashburns, The (Providence-Biltmore) Providence, h.
Attles, Joe (Plantation) NYC, nc.
Avon Sisters (Sanford's Showboat) NYC, s.

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; r-road house; re-restaurant; s-showboat; t-theater.

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

- Dimitri & Helen Virgil (El Gaucho) NYC, nc.
Dio Trio (La Cava) NYC, re.
Dittman, Grace (Palmer House) Chi, h.
Doane, Barbara (Meadowbrook) Saratoga, N. Y., nc.
Donnelly, Harry (Gay Nineties) NYC, nc.
Dorita & Valeroy (El Chico) NYC, nc.
Downey, Morton (Casa Manana) Ft. Worth, nc.
Draper, Paul (Chez Paree) Chi, nc.
Drayton Sister & Jack (Tiny's Hi-Hat Club) San Francisco, nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Drysdale, Grace (State & Lake) Chi, 12-18; (Colosimo's) Chi 19-Sept. 6.
Duffy, Bobby (New Yorker) NYC, h.
Durante, Jimmy (Casa Manana) NYC, cb.
Durkin, Nellie (Weismantel's) Brooklyn, N. Y., s.
Duval Sisters (Monte Carlo) NYC, nc.

- Howard, Joseph (Bill's Gay '90s) NYC, nc.
Hoysradt, John (Radio City Rainbow Room) NYC, nc.
Hubert, Fritz & Jean (Earle) Phila, t.
Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
Humes, Helen (Famous Door) NYC, nc.
Jackson, Half Pint (Black Cat) NYC, nc.
Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jackson & Blackwell (Paramount) Los Angeles, t.
James, Freddie (Surfside) Long Beach, N. Y., nc.
Janet of France (Janet of France) NYC, re.
Jans & Lynton (Lyric) Indianapolis, t.
Jarvis, Sam (International Casino) NYC, nc.
Jeffers, Dorothy (Leon & Eddie's) NYC, nc.
Johnson, Mae (Surfside) Long Beach, N. Y., nc.
Jonay, Roberta (Sni-a-Bar) Kansas City, Mo., nc.
Jones, Bobby (Black Cat Casino) Wilmington, Del., nc.
Jones, Owen (Leone's) NYC, re.
Joyita & Maravilla (El Chico) NYC, nc.
Kaleolani, Alvin (Biltmore) NYC, h.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Karson, Maria (Circle Bar) E. Dubuque, Ill., nc.
Kay, Johnny, & Playboys Revue (Nitespot) San Antonio, Tex., nc.
Kaye, Johnny, & Playboys (New Yorker) Houston, Tex., nc.
Kemper, Charles (State-Lake) Chi, t.
Kennedy, Buddy (Village Barn) NYC, nc.
Kennedy, Billy (Cortez) El Paso, Tex., h.
Kermit & Demris (Sagamore Roof) Rochester, N. Y., nc.
Kidd, Ruth (Delevan Club) Buffalo, nc.
Kirk, Joe (Leon & Eddie's) NYC, nc.
Kradlocks, Four (Palmer House) Chi, h.

- Meadows, Frankie (Butler's) NYC, nc.
Mercer, Maryan (Village Barn) NYC, nc.
Mignone, Miss (Bon-Air) Chi, cc.
Miller, Beth (Roumanian Village) NYC, nc.
Mills, Eddie (Sanford's Showboat) NYC, s.
Miraeva, Inna (Bublichki) Hollywood, nc.
Modie & Lemaux (Nicolet) Minneapolis 11-24, h.
Moffett, Adelaide (Piping Rock) Saratoga, N. Y., nc.
Mole, Joe (Fernandez Shows) Honolulu, Hawaii.
Monroe & Grant (Casa Manana) Ft. Worth, nc.
Monti, Millie (Savoy-Plaza) NYC, h.
Moore & Revel (Bon-Air) Chi, cc.
Morales Bros. & Little Daisy (Celebration) Adrian, Mich.
Moran & Piemonte (Warwick) NYC, h.
Morgan, Stuart, Dancers (Earle) Washington, D. C., t.
Morgan, Helen (Riviera) Fort Lee, N. J., ns.
Morison, Alex (St. Regis) NYC, h.
Mura, Corinna (Bon-Air) Chi, cc.
Myers, Timmie (Avalon) Cleveland, nc.
Myers, Helen (New Yorker) NYC, h.

N

- N. T. G. & Glamour Girls of 1938 (State) NYC, t.
Napua (Lexington) NYC, h.
Nazarenko (St. Regis) NYC, h.
Nelson, Eleanor (Crisis) NYC, nc.
Nelson, Ozzie (Earle) Phila, t.
Nelson, Charles (Chez Paree) New Orleans, nc.
Nesbit, Evelyn (Cavaller) NYC, nc.
Nessley & Norman (Club Morocco) Philadelphia, nc.
Newdahl, Clifford (One Fifth Ave.) NYC, h.
Night Hawks, Four (Edgewater Beach) Chi, h.
Nilsson, Walter (Casa Manana) Ft. Worth, nc.
Ninon & Villon (Villa Venice) Chi, cc.
Nonchalants, Three (Casa Manana) Ft. Worth, nc.
Norman & McKay (S. S. Bear Mountain) NYC, s.
Norris, Harriet (Alabama) Chi, nc.
Norvo, Red, & Mildred Bailey (Tower) Kansas City, Mo., t.

O

- O Say Can You Swing (Riverside) Milwaukee, t.
O'Connor, Ann (Leon & Eddie's) NYC, nc.
O'Day, Darlene (Bismarck) Chi, h.
O'Dea, Shari (Teddy's Swing) Atlantic City, nc.
O'Dell, Dell (Arrowhead Inn) Westchester, N. Y., ro.
Odeta & Kahala (Biltmore) NYC, h.
Odom, Susie (Wivel) NYC, re.
Ohoma, Mystic (Eaton) Eaton, Colo., t.
Olivette, Nina & Dimitri (Lookout House) Covington, Ky., nc.
Ortego, Rosita (Villa Venice) Chi, cc.
Owen, Guy (International Casino) NYC, nc.
Oxford Trio (Astor) NYC, h.
Oxford Boys (Capitol) Washington, t.

P

- Page, Lucille (Casa Manana) NYC, nc.
Palmer & Doreen (Bartlett Club) Rochester, N. Y., nc.
Pancho & Dolores (Havana-Madrid) NYC, nc.
Paris, Frank (Earle) Phila, t.
Parker, Muriel (Tamarack Lodge) Greenfield Park, N. Y.
Peaches & Palmer (Black Cat) NYC, nc.
Perzade & Jetan (Billiken's) Lake Ossayuna, N. Y., ro.
Petty, Ruth (Villanova) Saratoga, N. Y., nc.
Pierce & Harris (St. Regis) NYC, h.
Playboys, Three (Sanford's Showboat) NYC, s.
Plaza, Trini (Gaucho) NYC, nc.
Powell, Eddie (Jack o' Lantern Lodge) Eagle River, Wis., ro.
Preisser, Cherry & June (Riviera) Fort Lee, N. J., nc.

R

- Ramon & Renita (Vista Del Arroyo) Pasadena, Calif., h.
Ramos, Francisco (El Chico) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Ransom, Blenda (Cavaller) NYC, nc.
Rathbun's Revels (Leon & Eddie's) NYC, nc.
Ray & Naldi (Riviera) Fort Lee, N. J., nc.
Regan, Paul (Stevens) Chi, h.
Renard, Rita (Monte Carlo) NYC, nc.
Renaut, Francis (Frolics) Atlantic City, nc.
Renee & Evans Bros. (Wonder Bar) Baltimore, nc.
Reyes, Paul & Eva (Chez Paree) Chi, nc.
Rhodes, Dorothy (Black Cat) NYC, nc.
Richards, Hal (New Yorker) NYC, h.
Richmond, Margaret (New Yorker) NYC, h.
Rickson, George (Chateau Moderne) NYC, nc.
Robins, A. (Casa Manana) NYC, nc.
Robinson Twins (Riviera) Fort Lee, N. J., ro.
Rogers, Milly, Quartet (Park Central) NYC, h.
Rollickers Trio (Cavaller Inn) La Crosse, Wis., nc.
Romona (Cavaller) NYC, nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross, Lee (Chez Maurice) Dallas, Tex., nc.
Roth & Shay (Arcna Feste) Rome, Italy, July 26-Aug. 30; (Apollo) Nurnberg, Germany, Sept. 1-15, t.
Royal Hawaiian Sweethearts (Biltmore) NYC, h.
Royal Rangers (Village Barn) NYC, nc.
Rufus & Richard (Surfside) Long Beach, N. Y., nc.
Rush, Ann (18) NYC, nc.
Rushing, Jimmy (Famous Door) NYC, nc.
Russell, Maudie (Surfside) Long Beach, N. Y., cb.
Ruiz, Maclovio (Blackhawk) Chi, nc.
Ryers, Frankie (18) NYC, nc.

S

- St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
Samuels Brothers & Edith Fleming (State-Lake) Chi, t.
Sanderson, Everett (State-Lake) Chi, t.
Sandino & Fairchild (Cavaller) Virginia Beach, h.
Sankar, Kostia (Bublichki) Hollywood, nc.
Savitt, Jan, & Orch. (Stanley) Pittsburgh, t.
Savoy Liny Hoppers (Casa Manana) NYC, nc.
Schreiber, Richard (La Salle) Chi, h.
Schnickefritz Orch. (Earle) Washington, D. C., t.
Scott, Virgie (Black Cat) NYC, c.
Scotti, George (Arcalo Inn) Arcola, N. J., ro. (See ROUTES on page 60)

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

- Francita (Colosimo's) Chi, nc.
Frederickson, Les (Casa Del Ray) Santa Cruz Beach, Calif., h.
Fredericks, Charles (Tamarack Lodge) Greenfield Park, N. Y.
Frohman, Bert (Trocaero) Hollywood, nc.
Furmar, Ed (Bill's Gay '90s) NYC, nc.
Gainsworth, Marjorie (Versailles) NYC, nc.
Garr, Eddie (Riviera) Fort Lee, N. J., nc.
George, Great, & Anita: Downs, Kan.
Geraldine & Joe (Colosimo's) Chi, nc.
Gibbons, The (Earle) Washington, D. C., t.
Gilbert, Paul (Chez Ami) Buffalo, nc.
Gilmore, Buddy (Black Cat) NYC, nc.
Glover & LaMae (Stevens) Chi, h.
Gonzales, August (McAlpin) NYC, h.
Granados, Asuncion (El Chico) NYC, nc.
Gras, Clemence (Old Roumanian) NYC, re.
Grauer, Bernie (Gay '90s) NYC, nc.
Gray, Jack (Park Lane) NYC, h.
Green, Al (Pioneer Nut) NYC, nc.
Green, Bennett (Meadowbrook) Saratoga, N. Y., nc.
Green, Ginger (Continental) Kansas City, Mo., nc.
Greenway, Ann (Riley's) Saratoga, N. Y., nc.
Grisha & Broms (Sanford's City of N. Y.) NYC, s.
Gordon, Paul (Riley's) Saratoga, N. Y., nc.
Grev, Betty (Bismarck) Chi, h.
Griffith & Wells (Aylmer Aquatic Club) Aylmer, Que., Can.
Grogan, Willie (18) NYC, nc.
Gueraline, Annette (Bill Bertolotti's) NYC, re.
Gulzar, Professor (New Yorker) NYC, h.
Gwynn, Jack, & Co. (Pal.) Chi, t.
Gyldenkrone, Baron Ebbe (Garbo) NYC, re.
Gypsy Four (Blue Danube Grill) Chi, nc.

H

- Hager, Clyde (Capitol) Washington, t.
Hale, Teddy (Kit Kat) NYC, nc.
Hale, John (Sni-a-Bar Gardens) Kansas City, Mo., nc.
Hale, Chester, & 24 Texas Comets (Capitol) Washington, t.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
Harrington, Pat (Club 18) NYC, nc.
Harris, Muriel (Villeguy's) Sheephead Bay, Brooklyn, re.
Harrison, Spike (Gay '90s) NYC, nc.
Hart, Walter (Pinocchio's) San Francisco, nc.
Herman, Shirley (Nomad) Atlantic City, nc.
Hill, Florence (Plantation) NYC, nc.
Hoffman, Lou (Villa Venice) Chi, cc.
Holbein, Rolf (Roxy) NYC, t.
Holland & Hart (Dorchester House) London, h.
Hooton, Don (Palmer House) Chi, h.

L

- La Rue, Sylvia (Delevan Club) Buffalo, nc.
Lamb, Gil (Walton) Phila, h.
Landes, Jean (Riley's) Saratoga, N. Y., nc.
Lane, Don & Betty (Leon & Eddie's) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Toni (State-Lake) Chi, t.
Law, Jackie (Cluquot Club) Atlantic City, N. J., nc.
Laylor, Terry (500) Atlantic City, nc.
Layton, Bert (Delevan) Buffalo, nc.
Le Brun Sisters (Chez Ami) Buffalo, re.
Le Paul, Walter (Embassy) San Francisco, t.
Lee, Bob (Wivel) NYC, re.
Lee, Joe & Betty (Stanley) Pittsburgh, t.
Lee, W. J. (Traymore) Atlantic City, N. J., h.
Leopold, Billie (Ben's) Milford, Conn., r.
Lester, Ted (Chez Maurice) Montreal, Que., nc.
Lewis, Ann (Plantation) NYC, nc.
Lewis, Dorothy (International Casino) NYC, nc.
Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
Lind, Christina (New Yorker) NYC, h.
Lindy Hoppers (Paramount) NYC, t.
Lit, Bernie (Atlantic Bar) Wildwood, N. J., nc.
Lomas, John (Spinning Wheel) Seattle, Wash., nc.
Long, Avon (Plantation) NYC, nc.
Lowa, Tanya (Chez Maurice) Montreal, nc.
Loy, Thida (Gladstone) Casper, Wyo., h.

M

- McCormick, Frank (Delevan Club) Buffalo, nc.
Mack, Eric (Wivel) NYC, re.
Mahmoud, Ali (St. Moritz) NYC, h.
Mahon & Rucker (Grosvenor House) London, h.
Major, Bob & Bobbie (Studio) Clifton, N. J., nc.
Mann, Marion (Blackhawk) Chi, nc.
Manning, Otis (Brown) Louisville, h.
Manon, Sylvia (Pal.) Chi, t.
Mapes, Bruce (International Casino) NYC, nc.
Marco & Marsha (400 Club) Houston, nc.
Marcus, Doctor (College Inn) Chi, h.
Marino & DeVoll (Continental) Kansas City, Mo., nc.
Marita (Old Roumanian) NYC, re.
Marinos, Los (Trocaero) NYC, nc.
Marilynn & Michael (Radio City Rainbow Grill) NYC, nc.
Marquises, Three (La Marquise) NYC, nc.
Marthyn, Dorothy (Colosimo's) Chi, nc.
Martin & Marvel (Nixon) Pittsburgh, c.
Martin, Billy (Talk o' th' Town) Peoria, Ill., nc.
Mason, Jackie (Wonder Bar) Cincinnati, nc.
Maxine & Clayton (Sni-a-Bar) Kansas City, Mo., nc.
Medranno & Donna (Arrowhead Inn) Saratoga Springs, N. Y., nc.

The Final Curtain

BAILEY—Mrs. Julia Berger, 46, mother of Mary Eastman, NBC singer, August 10 of a stroke while visiting a daughter, Mrs. W. R. McKinney, in Wichita, Kan. Mrs. Bailey was the widow of Seth Bailey, former stage manager in Kansas City, Mo., and was well known as a singer, having performed over WDAF, Kansas City, in the early '20s. Services August 13 and burial in Forest Hill Cemetery, Kansas City.

BLANCHARD—Arthur, member of the Musical Blanchards, vaude act, in New Zealand in June.

BLY—George, 53, night club entertainer, August 6 in Bridgeport, Conn., of a heart attack. Formerly of the team of Bly and DeViva in vaude, he played many Connecticut night spots in recent years as a singing waiter.

BLYSTONE—John G., 45, film director, August 6 in Beverly Hills, Calif., of a heart attack. Years ago he started Warner Oland in the Charlie Chan series. Among the 67 pictures he directed for Fox Studios and 20th Century-Fox since going to Hollywood in 1916 as prop man were *Tolable David*, *The Sky Hawk*, *She Wanted a Millionaire* and *Shanghai Madness*. He retired in 1936.

BUSH—Norma Helene, 6, juvenile ice skater, who appeared with Sonja Henie's company and in many ice revues in Kansas City, Mo., following a tonsillotomy August 10 at her home in that city. Survived by her parents, Mr. and Mrs. George M. Bush.

CARESS—W. H. (Bill), 55, clown, known for 35 years in the circus world, of heart disease in French Lick, Ind., August 9. In recent years he was employed at Taggart Cafe, retiring from circus activity about five years ago when he was with the Tom Mix show. At one time Caress was with the old 101 Ranch Show and was one of the first to work in Broncho Billy Western pictures in silent days. He was a feature clown with Sells-Floto Circus for several years and was with several other big ones. He worked as an old pioneer in the picture *The Oregon Trail*. His home was in Elmore, Ind. Services and burial in that city August 12.

CLINGMAN—Mrs. W. R., 80, mother of Walter Clingman, high-wire performer, for 13 years a member of Mills and Mills act, July 27 at her home in Chillicothe, O., of complications after eight weeks' illness. Survived by three other sons, Fred, San Francisco; Floyd and Harry, Chillicothe; two daughters, Mrs. L. G. Huling and Mrs. H. H. Miller, Chillicothe. Services July 29 and burial in Kingston Cemetery, Chillicothe.

DE OSMA—Julio, 50, composer and founder of Conservatory of Music, San Jose, Costa Rica, July 31 in Oakland, Calif. He was born in Barcelona and was well known for his Spanish compositions. In late years he had been a church organist in Oakland and musical instructor at Dominican Convent, San Rafael, Calif. Survived by his widow.

DELIUS—George, 86, Seattle violinist and charter member of the Musicians' Union, recently in King County Hospital, Seattle, after two years' illness. A native of Berlin, he had resided in Seattle for more than 50 years. For many years he led the orchestra at the old Seattle Opera House. He also played in Seattle's first symphony orchestra under Harry West and Seattle Philharmonic Orchestra under John Spargur.

DERAGO—Ralph, 85, retired concert harpist, in Methodist Episcopal Hospital, Brooklyn, July 27.

DICKSON—Byron Scott, 53, pianist, basso and artists' representative, August 3 in St. Vincent Hospital, New York, of heart trouble. For two years he toured with David Bishop Bispham. Survived by his widow, Elaine Whitney Dickson.

DUNN—Joseph Edward, 49, formerly connected with Parson Theater, Hartford, Conn., in that city August 6 after a brief illness.

ERWIN—James O., 47, Kansas City, father of George (Pee-Wee) Erwin, trumpeter with Tommy Dorsey's Orchestra, in that city July 28 of a skull fracture sustained in a fall. Also survived by his widow, Sabetha, Kan. Services July 31 and burial in Falls City, Neb.

GULLETT—Mrs. H., mother of Isabel Gullett, for many years reviewer for *The Sun*, in Sydney early in July.

HAYDEN—M. J., 50, shooting-gallery operator, recently with F. E. Gooding Amusement Co., August 10 in Cygnet, O., of a heart attack. Survived by his widow, Clara.

HERMAN—Davis S., 43, proprietor of a picture theater in Aldan, Pa., of heart attack July 28 in Atlantic City while swimming in the ocean.

HOLZWORTH—Mrs. Hazel B., 55, mother of Fred Holzworth, manager of

Hilliard Square Theater, Lakewood, O., in that city recently. Services and burial in Lakewood.

ISLEY—Cecil S., 38, August 2 at his home in Burlington, N. C., after a brief illness. Relatives wish to locate his brother, an outdoor showman known professionally as W. L. (Upit) Lewis. Survived by his widow, Lucille; his mother, Mrs. Ethel Isley; four sisters, Mrs. C. A. Brady, Durham, N. C.; Eupha and Mrs. Adrian Perry, Burlington; Mrs. C. B. Bridges, Charlotte, N. C., and four brothers. Services August 3 and burial in Pine Hill Cemetery, Burlington.

KORTUM—Lawrence, 27, songwriter from Red Lodge, Mont., in New York Central Park August 9. He has a brother, Emil, Columbus, Mont.

LONG—Jack, Hollywood stunt man, August 7 as a result of a motorcycle accident.

LOGUE—Charles A., 51, film script writer, August 3 at his home in Hollywood. He became identified with pictures 10 years ago, having worked for Universal and Columbia.

LUMSDAINE—J., father of Jack Lumsdaine, composer and announcer for Station 2GB, Sydney, recently in that city.

McKAY—George T. (Doc), 74, for many years associated with amusements in the East and on the West Coast, August 7 in Lutheran Hospital, Long Beach, Calif., of a cerebral hemorrhage. He was with Ringling Bros.' Circus years ago and recently worked in the amusement area at Long Beach. Survived by his widow. Services August 10 were attended by PCSA members. Burial in Long Beach Cemetery.

MACK—John, 63, in County Hospital, Fairbury, Neb., August 8. He was boss canvasser with Campbell Bros.' Circus, starting his career with Lemen Bros.' Circus when a boy. Survived by widow, son and daughter.

MACRAE—Mrs. Susan E., mother-in-law of Jack Moss, former showman, general sales manager of the Symphony Corporation and now salesman for Grand National Films, Detroit, July 27 in Chicago. Survived by her daughter. Burial in Chicago.

MAURER—Mrs. J. C., 39, wife of Jack (Cookhouse Frenchie) Maurer, formerly with the Byer Bros., Donald McGregor and Butler Bros.' shows, March 6 at her home near Malvern, Ark., it has just been learned. For the past three years she had been in retirement. Survived by her husband; two sons, Charles Chretien and John Maurer; three daughters, Jacqueline, Eva Mae and Mrs. L. Robinson, all of Malvern; her mother, sister and three brothers.

MONDER—Mrs. Dulcie, known professionally as Dulcie Culnane, of the dance team Monder and Culnane, June 29 in Sydney, from injuries sustained in an automobile accident.

MOORE—Jacob B., 72, former Michigan ride operator and at one time with Great Southern Shows, August 1 at his home in Lapeer, Mich., of hardening of the arteries. He was a member of the Masonic Order. Survived by four sons, Willard, Adam and Lorna F. Papeer, and Ambrose, Detroit, all connected with the amusement business; a brother, Isaac, Buffalo, and a sister, Mrs. John Malcolm, Scotland, Ont., Can. Services and burial August 3.

MORGAN—Thomas J., 44, for 20 years a band and orchestra leader, in Frederickton, N. B., Can., August 2 in that city after two days' illness. Survived by his widow and son. Funeral under auspices of Odd Fellows.

POTE—Mrs. Gaetana, 72, mother of William S., and Alfred J. Pote, production manager and managing director, respectively, of WMEX, Boston, July 26 in Medford, Mass., after a long illness.

Survived by four sons; four daughters, one of whom is Marie Mason, WMEX office manager and script writer, and a granddaughter, Vivienne Mae Cameron, WMEX program department secretary.

RALPH—Gerry, well-known Australian and New Zealand violinist, in Sydney in June. For over 30 years he was first violinist with J. C. Williamson, Ltd.

RANGER—Mrs., mother of Stella and Florrie Ranger, who for many years worked with their husbands, the Driscoll Bros., July 3 in Sydney.

REED—H. Ellis, former actor and early backer of Hollywood Bowl, where he produced *Julius Caesar* with a cast of 3,500 in 1926, August 5 in Santa Monica (Calif.) Hospital after six months' illness. Survived by his widow and two daughters.

ROBERTS—Archie, 55, former baritone in vaudeville, recently in New York after a long illness. His widow, Bonnie Rossley, was his partner in vaude. Also survived by two children, Bonnie and Eric. Services and burial in Litchfield, Ill.

ROSS—Warren, 30, groom with Robbins Bros.' Circus, drowned in Appomattox River, Petersburg, Va., August 11. Body was taken to J. T. Morriss Mortuary.

SCHWARTZ—William, well known to the outdoor show fraternity as one-time owner of Schwartz Amusement Co. and Whip operator at Chicago's Riverview and other parks, June 27 in Detroit, it has just been learned. Survived by his widow, Sadie, now connected with Goodman Wonder Show.

SERWER—Sam, 44, sales and advertising manager for Music Publishers' Holding Co., Warner Bros. subsidiary, and formerly a radio program director in Scranton, Pa., of heart attack in New York August 9. Survived by his widow and son.

SISTAIRE—Theodore Horace, night club publicist in Baton Rouge, La., and former dramatic stock producer and road-show manager, July 28 in that city of a cerebral hemorrhage. At one time he handled publicity for the Orpheum Theater, Memphis.

SLATER—Mrs. Louise M., 67, wife of Fred T. Slater, former circus trouper, August 2 in Wilson Memorial Hospital, Johnson City, N. Y., of a cerebral hemorrhage. Before marrying Slater she was the wife of Riley Waters, also a circus man. Survived by her husband and eight children. Burial in Vestal Hills Cemetery, Johnson City.

STANISLAVSKY—Konstantin Sergelvitich, 75, founder of Moscow Art Theater, noted actor, producer, teacher and philosopher of the theater, August 7 in Moscow, as briefly mentioned in last week's issue. He directed the Art Theater for 40 years. As an actor his roles of Satine, in Gorky's *Lower Depths*, and Famosov, in Griboyedov's *Woe to Reason*, have become part of the history of the Russian Theater. Stanislavsky was connected with the theater for 55 years, during which time he produced 50 plays and appeared in 27 roles.

STOLTZ—J., father of Mrs. Ernest Dellabate, Johnny J. Jones Exposition, August 8 at his home in Maramec, Okla., of heart trouble.

TWELVETREES—Clark, 33, former husband of Helen Twelvetrees, in Bellevue Hospital, New York, August 9. Survived by his widow, Ann.

VAN HECKE—Noel H., 27, announcer for WSAU, Wausau, Wis., for the past year and a half, July 28 in a hospital in Rochester, Minn., following an operation. Survived by his widow and son; his parents and brothers and sisters.

WALKER—Jimmie, 20, worker with Al G. Barnes-Sells-Floto Circus, August 2 in Madison, Wis. It is believed he

was killed when run over by a wagon while asleep in a pile of hay. Burial in Ripley, Tenn.

Marriages

BENNETT-KOBLER—Brad Bennett, guitarist and vocalist with the Three Musical Stylists, and Mary Kobler, known professionally as Marie Carroll, in Neenah, Wis., August 4.

BURKHART-HARDING—Earlan Burkhardt, auditor and superintendent of front door with Robbins Bros.' Circus, and Malee Harding, rope spinner and trick rider in Hoot Gibson's Wild West concert on the show, in Plainfield N. J., August 3.

COLTON-NEWMAN—Scott Colton, movie actor, and Azadia Newman, nonpro, in Phoenix, Ariz., recently.

DECKOW-BLAZEK—Ken Deckow, bass player and vocalist with the Three Musical Stylists, and Eleanor Blazeck in Neenah, Wis., August 4.

GURDIN-BAILEY—Dr. Michael M. Gurdin and Lynn Bailey, actress, in La Jolla, Calif., August 8.

KAYE-CRADDOCK—Johnny Kaye, manager of Johnny Kaye's Playboy Revue, and Pearl Craddock, nonpro, in Houston recently.

MIELZINER-BOGART—Leo Mielziner, film editor for MGM in New York, and Mary Phillips Bogart in Greenwich, Conn., August 12.

PRAGER-MATTHEWS—Emanuel Prager, better known as Col. Manny Prager, of Ben Bernie's Orchestra, and Kathleen Matthews, film actress, in the Hamilton County Courthouse, Cincinnati, August 10.

REEVES-BEAVERS—H. N. Reeves, legal adjuster for Hennies Bros.' Shows, and Katie Beavers, concessioner with the show, in Butte, Mont., July 29.

ROBINSON-URDAHL—Lester G. Robinson and Beatrice Urdahl, of Bremmers Tri-State Shows, in Cresco, Ia., August 5.

STEINBERG-STEIN—Jack H. Steinberg, associated with his father, Harry Steinberg, in the operation of the Home Theater, Youngstown, O., and the Harbor Theater, Ashtabula Harbor, O., and Flora Stein, nonpro, in Anshe Emeth Temple in the former city August 7.

WEBB-RIMES—Amos Webb, talker with the Hennies Bros.' Shows, and Mary Rimes, of the Chez la Femme attraction, in Butte, Mont., July 25.

WELLS-KELLY—Bill Wells, former announcer for Station WCPO, Cincinnati, and newly appointed program director and chief announcer for Station KGNF, North Platte, Neb., and Anita Lee Kelly, nonpro, in Lawrenceburg, Ind., June 12.

Births

A 5½-pound son, Kelvin Peter, to Mr. and Mrs. Morton Downey at the Leroy Sanitarium, New York, August 6. Father is radio, screen and stage star and mother is the former Barbara Bennett, former stage star and sister of Joan and Constance Bennett, of the movies.

A 6½-pound daughter, Chamaïne Helene, to Mr. and Mrs. Lew Hill, of the Art Lewis Shows, in Hull, Quebec, Can., August 7.

A 6½-pound son, Terrell Wesley, to Mr. and Mrs. William T. Cook in St. Anthony's Hospital, St. Louis, July 26. Father is program director for Station KWOS, Jefferson City, Mo., and mother is the former Ruth Kalde.

A 7½-pound daughter, Anna Frances, to Mr. and Mrs. Frank Bauer, in Guin, Ala., July 5.

A daughter, Judith Anne, to Mr. and Mrs. William Dauler in Pittsburgh July 26. Father is a salesman at Station WWSW.

A son to Mr. and Mrs. S. P. Price Jr. in Franklin, Va., July 21.

A daughter to Mr. and Mrs. Sam Don Moll in Montefiore Hospital, Pittsburgh, July 18. Father is director of Y Playhouse there and mother is business manager.

A son, Roy, to Mr. and Mrs. Roy Stamps in Gainesville, Tex., July 25. Father is general agent of the Gainesville Community Circus.

A son, Lawrence Bruce, to Mr. and Mrs. Stan Widney in Des Moines, Ia., August 4. Father is producer-announcer at Station WHO there.

An 8¼-pound son to Mr. and Mrs. Charles Fisher in Pittsburgh August 4. Father is a musician with Station KDKA's staff band.

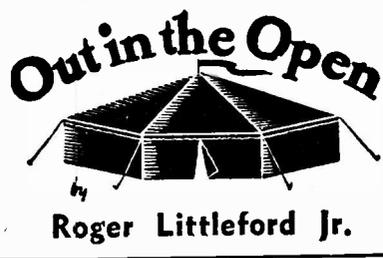
A seven-pound son, Wilfred Keyes Perrin Jr., to Mr. and Mrs. Keyes Perrin in the New England Baptist Hospital, Boston, August 7. Father is announcer for Stations WBZ, Boston, and WBZA, Springfield.

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.



(Leonard Traube this week pinch-hits for the conductor of this column, who is on vacation.)

Little Big Shot

ATLANTIC CITY.—The smallest man in the world is the biggest attraction in Atlantic City. He is, of course, Paul Del Rio, modern counterpart of Charles S. Stratton. Oh, so you don't know Charles S. Stratton! The professional name was Tom Thumb and his mentor was Phineas T. Barnum. You probably don't know Paul Del Rio either. His trade tag is Peter the Great and his mentor is Eugene J. Murphy, with the assistance of George A. Hamid and Sam Gumpertz, who look after the destinies of Hamid's Million-Dollar Pier.

General Tom Thumb happened before my time, and all I know is what I read in history. It appears that a frozen river caused Mr. Barnum to discover the vest-pocket personality. In November, 1842, while in Albany on business, Barnum returned to New York by way of the Housatonic Railroad because the Hudson was frozen over. He therefore stopped for a night in Bridgeport, Conn., with his brother, Philo F. Barnum, who at that time operated the Franklin Hotel.

Barnum had heard, he says, of a remarkable Lilliputian in Bridgeport and at Barnum's request his brother brought him to the hotel. "He was not two feet high; he weighed less than 16 pounds and was the smallest I ever saw that could walk alone; but he was a perfectly formed, bright-eyed little fellow, with light hair and ruddy cheeks, and he enjoyed the best of health. He was exceedingly bashful, but after some coaxing he was induced to talk with me. After seeing him and talking with him I at once determined to secure his services from his parents and to exhibit him in public."

The rest is history.

In June of this year of grace *Life* magazine, with amazing astuteness, caused Paul (Peter the Great) Del Rio to become the world's most famous curiosity by publishing a life-size photograph of the "World's Smallest Grown-Up." This was accomplished by printing sideways over two pages. The exact height of the reproduction, from head to heels, was 19 inches.

A few days later the New York newspapers and virtually every major news and picture service in the country leaped upon the band wagon. *The New York Sun* became the first newspaper to publish a life-size portrait. Bob Ripley cartooned the little man. *Wide World* sent out scores of pictures in various poses. *Fox Movietone News*, with John J. Gordon in charge and Lew Lehr narrating, sent out a national release on pint-size Paul-Peter, showing his daily activities on the pier and at the shore. Most of the nation's major newspapers have had stories and pictures of the prodigy. Hundreds of small towns know him thru the provincial press. He has appeared on several radio broadcasts. He inaugurated the midget auto races in Atlantic City with a bottle of champagne. Elwood Hughes, general manager of the Canadian National Exhibition in Toronto, helped him celebrate his birthday at the pier. It was a legitimate birthday.

During the Elks' national convention here Dr. Edward J. McCormick, of Toledo, new Grand Exalted Ruler, conferred on Paul-Peter the title of World's Smallest Elk. Frederic Haskins' Washington information bureau featured the mite in its nationally distributed question-answer column. King Features Syndicate devoted a page to the bottle-high oddity.

The Philadelphia Bulletin published a scientific analysis of the Del Rio sensation, followed by a discussion of his career. *The New York Daily News* devoted its full back page of a recent Sunday issue to the miniature man. *The London Sunday Chronicle* came thru with a life-size photo on its page one. Peter-Paul is a good-looking ruddy-cheeked bantam with a terrific sense of

humor and an amazing sense of box-office values. His stage presence is perfect, as is his body. He is clothes-crazy, appears exceedingly well in formal get-up. He is exceptionally adept at repartee and is a constant delight to his managers, his guardian, his dietitian and his tutors.

Because Paul is so tiny his diminutive sisters, Dolores and Trinidad, have been all but overshadowed despite their talents. Dolores, a little older and a little taller, possesses a "Miss America" figure and one of the most charmingly demure smiles you are ever likely to come across. Trinidad, a little older and a little taller than Dolores, goes for smart gowns which set off her form strikingly. She's the hotcha singer of the family and a regular devil at conversation exchange.

Mrs. Ramona Chaney, guardian, treats them with loving care. Her daughter, Amy, is their able instructress and dietitian. Bill Meikle emcees the show with great effectiveness, while the adult Al Flosso gives the program its expert comedy, magic and Punch and Judy. It's one of the most pleasing and entertaining units in all America.

I don't know what all this adds up to, but the guy who coined the phrase "Good things come in small packages" certainly knew his stuff. The Del Rio Lilliputian Theater at Hamid's Million-Dollar Pier has been and is playing to standing room only nine times daily.

Little people are still big box office and always will be.

Thanks for furnishing the soap box Rog.

Hartmann's Broadcast

SOME show owners and managers might take a lesson from the editorial we are reprinting from *The Rockwood* (Tenn.) *Times* (August 4), of which Harry M. Seward is editor. It is headed *If I Were Managing a Tent Show*, and clipping was sent to us by Seward, who thought it might be of interest to our readers.



A. C. HARTMANN

is by obtaining the good will of the editor or manager.

"Therefore, if I were managing a tent show or any kind of amusement attraction, when my advance man went into a town I would have him contact the newspaper and give them a sufficient number of passes to my attraction. This would make the editor feel good toward the show and encourage him to give me a good space on the front page of his paper for my story. I wouldn't wait until the show arrives in town and then let the editor hunt me up with his bill before presenting the passes, because the paper will already be out, and naturally I may not have received as good a space or write-up as I could have had had I been a little more thoughtful.

"Then when I presented the passes I would honor them for everything they called for instead of having the door-man say, 'Sorry, the passes are not good for this,' and thereby cause the editor embarrassment by having it look as if he were a cheap skate trying to crash the gate. If I didn't like to honor the passes I would pay the newspaper for my write-up at the regular commercial rate and let the editor pay for my entertainment.

"It is true I would run an ad in the paper, but this would not obligate the editor to turn his editorial columns over to me, for after all he is giving me the space I pay for. And then, too, the price of the press passes usually amounts to far less than the space the editor gives my story when figured at the regular rate.

"Then when the show arrived in town I would not wait for the editor or manager of the newspaper to quit his work and waste his time hunting me up to

present his bill and get his money. I would immediately go to the newspaper office and pay my bill. This would only take a few minutes, and I would build up a lot of good will with the editor and thereby get more free publicity.

"You can't expect the press to 'play ball' if you don't play the game too."

V. W. TATE, who has the White Owl Medicine Show, has asked us to pass on to readers a little information he picked up at Bloomington and Martinsville, both in Indiana.

At Martinsville he was informed by a city official that if he had any trucks he would be stopped at the city limits by union officials, also that a carnival couldn't show there on account of having no union truck drivers—and local ones at that.

Tate got into Martinsville all right, but at Bloomington the motion picture operators' union sent a man to him with the information that the union was going to picket him if he didn't hire a union operator and assistant to turn his p.-a. system on and off for \$10. Up to July 30 he said there had been no picketing, but he is sure union officials are laying for carnivals and circuses coming to town.

"I don't see where it would do any good to picket a free show like mine," says Tate, "but I understand there are 4,000 union men in Bloomington, so shows playing this territory had better watch out for union trouble. And I have been told that city officials are siding with them."

MEBBE you think we didn't laugh when we read in the August 1 issue of *The Funnel*, "The Digest of Selling," published semi-monthly during the summer by Educational Service Bureau, Chicago, the satirical article, *How To Handle Pass Problem*, by "Sawn Heard" (a nom de plume), reprinted from *The Billboard* of July 16.

And, in addition, we had a reader of *The Billboard*, who also considered the article seriously, write us objecting to some of the methods outlined for handling passes.

WITH general business conditions as uncertain as they are, it has been very difficult this year for circus and carnival showmen to figure even in the morning of show day what the "take" might be in cities and towns on their routes. In no small number of instances stands where business ordinarily would be least expected provided good gates. In other cases the situation was the opposite.

THOSE who read this column regularly will recall the trouble Morris Miller had with shows and concessions on Miller Bros.' Shows in Omaha several weeks ago. Morris evidently has had his fill of such trouble, as word now comes from him that "we have discontinued all joints and girl shows."

Notes From the Crossroads

By NAT GREEN

EDITORS, like other humans, have the reprehensible habit of paying too little attention to information they receive and so garbling the facts. Last week we were interviewed by an Associated Press man who saw a good story in the circus situation. Among other things we called the A. P. man's attention to the good work that was done by the Circus Fans' Association at its 13th annual convention in Madison. Also the "save-the-circus" move inaugurated by the advertising clubs of the country. The story was sent out over the A. P. wires, was widely published, and may do some good. But some of the editors evidently read the story carelessly. For instance, an editorial in the



NAT GREEN

August 9 issue of *The Cleveland Plain Dealer*, after detailing the troubles circuses have encountered, said: "This sad state of affairs called forth the Circus Fans' Association. It was born at Madison, Wis., last week." Far from having just been born, the fans' association has been admirably functioning for many years. It was not until this season,

The Billboard

44th YEAR

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD SR., President
E. W. EVANS, Secretary-Treasurer & General Manager

A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Elbow Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, MEadison 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampost Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Las: advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless publication is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. L AUGUST 20, 1938. No. 34

when a crisis confronted the circus world, that its work was brought into the limelight. *The Plain Dealer* editorial was well meant, but more care should have been exercised in getting the facts straight.

ON THE MAGIC CARPET: With several of the major shows playing territory adjacent to Chicago, scores of showmen have been dropping in at the offices of *The Billboard* and on the Magic Carpet, giving the appearance of convention time. . . . Mrs. Johnny J. Jones and her sister, Mrs. Buddy Paddock, in town on business. . . . J. C. (Tommy) Thomas, of the same show, was in to start advance work at Bloomington, Ill., where show is playing this week. . . . B. S. Gerety, of the Beckmann & Gerety Shows, confabbing with General Agent J. C. McCaffery. . . . Joe Rogers back from New York with Mrs. Rogers and working on World's Fair plans. . . . Ken Warfield back from the West Coast arranging details of the Lottie Mayer fair route. . . . Jimmy Morrissey, of Baker-Lockwood, spending a month's vacation at a Northern Illinois lake, taking time out to run into Chi on biz. . . . Clyde and Harriet Beatty shopping before leaving to join Robbins Bros.' Circus. . . . Clyde probably will make some pictures this fall.

Rubin Gruberg and Mrs. Gruberg were Magic Carpeteers for a couple of days. . . . Frank D. Shean in from New York, joining his wife in Chi. . . . He's off for Kansas City on Jubilesta business. . . . Jack Murray, of Beckmann & Gerety Shows, says he's doing nicely with diggers. . . . Mrs. Ernie Young all smiles over the way Ernie's revue is clicking in Canada. . . . Harrison B. Waite off for Waco, Tex., after a week on the Barnes circus and in Chi. . . . W. H. (Bill) Rice regaling the luncheon club with stories of his early show days when he joined a show with a *Youth's Companion* magic outfit. . . . G. Cornwall Spencer debating whether to stick to show biz or return to newspaper work. . . . Arthur Hopper off for St. Louis and points west. . . . Allen Lester returning to his home in Ohio. . . . Dan DeBaugh wishing he could move his office to his summer home in Wisconsin. . . . Others fore-gathering on the carpet were L. Clifton Kelley, R. L. Lohmar, Jimmy Simpson, Ray Dean, Tommy Hart, Bob Parker, Al Martin, George Cutshall, J. D. Newman, Jack Tavlin and Floyd King.

Brandt Sisters, stars of the ice show at College Inn, have formed Ice Show Productions in association with their uncle, Dr. Arthur Brandt, and Harold Steinman, producer of the show, and will produce ice revues.

Former Ringling Troupers Give Florida One-Ring Circus of Real Acts, Sans Big Top and Staff

WINTER HAVEN, Fla., Aug. 13.—For the first time in the history of even the "oldest resident," Florida is getting a summer-time taste of real circus attractions. According to the interest shown, the show, known as Florida's Own One-Ring Circus Supreme, will have a nice run until it closes a four-day engagement at Quincy, in the Florida tobacco section, August 27.

Traveling in trucks and trailers and with its own sound truck, the aggregation, with Al Snyder as manager and booking agent; Justino Loyal, of the Loyal Repenskis, and Fred Bradna, ringmaster, acting as personnel and show directors, respectively, the show ran smoothly when it gave two performances here Tuesday.

Manager Snyder said he would take his troupe to Lakeland the next day, then to Orlando and De Land, hopping into Daytona Beach for Sunday and Monday and then on up thru the State, closing at Gadsden County tobacco festival for four days—with a flat guarantee.

Booked Monday at Wauchula under the Lions' Club; here, in Lakeland and Orlando by the Junior Chamber of Commerce and in Daytona Beach by the University Club, the performers have perfected a fast-moving two-hour routine that has not a dull spot.

Carrying only two grooms and two laborers, the performers, including the girls, put on working clothes and help

Russell Returning To Kan.; Business Shows Improvement

COFFEYVILLE, Kan., Aug. 13.—After a week and a half in Eastern Kansas Russell Bros.' Circus will dip into Northern Oklahoma for a few stands and then return to Kansas at Arkansas City. The show first entered Kansas after four days in Nebraska, following nearly a month in Iowa interspersed by three stands in Northern Missouri.

While business as a whole has shown some improvement, unpredictable slumps continue to cut down the average and the best business seems to come from where it ordinarily would be least expected. Walthill, Neb., with a population of 1,100 and the smallest town played by the show in recent years, gave a very satisfactory day on a Sunday. (See RUSSELL RETURNING on page 31)

H-W Show Headed For West Coast

LOS ANGELES, Aug. 13.—Dan Dix, of the Hagenbeck-Wallace Circus, has been in town for several days doing special work. Stated the show was coming to the Coast, with the local date starting Labor Day. Report from the show at Denver was two big days. Show is routed via Salt Lake City to the Coast.

C. A. (Dud) Lawrence, general agent of show, arrived here this week.

Mrs. Jack (Mame) Beach, from Chicago, is located at Balboa Beach, Calif.

Large Crowds at Ringling Quarters

SARASOTA, Fla., Aug. 13.—Winter quarters of the Ringling-Barnum circus, thrown open to the public three weeks ago, have attracted an unexpectedly large number of summer tourists, mostly from inland Florida, Georgia and Alabama cities, seeking relief from the heat at this and near-by Gulf Coast cities.

Ed Kelly, who is in charge, was so favorably impressed by the gate that he has inaugurated a tri-weekly training period to further boost attendance.

The training sessions, scheduled for 2:30 each Tuesday, Friday and Sunday, feature workouts by elephants and ring stock horses. Chester, a baby hippo, and a number of other tame animals are allowed to roam the grounds at will, forming another attraction.

with the rigging, props and the ring curbing.

The Program

At Winter Haven the program included:

Grand entry; walk-around by Lou Jacobs, Coco, Frederico and some of the principals in Joey get-up; Marie Delbosq and the Yama Troupe in foot juggling; Alphonse Loyal, one-man juggling act; Lou Jacobs and Coco in a burlesque prize fight; Canestrelli and his dog "Teddy," on the unsupported ladder; Mme. Ella Bradna and her white stallion, "White Eagle," in a high-school act and with the good old "pigeon ho-

(See FORMER RINGLING on page 53)

Newton Calls It a Season

Show closes at Willoughby, O., August 10 due to poor business and much rain

WILLOUGHBY, O., Aug. 13.—Newton Bros.' Circus, motorized, managed by William Newton, ended its season here August 10 and made preparations to store the equipment until next spring.

Continued rains, coupled with poor business, prompted Newton to terminate the show's tour here. Show was to have proceeded west thru Ohio the next few days after moving into the State Monday at Cohnaut, O., from the East.

Newton said the show experienced spotty business in the East, with several big days being registered, but that recently on the show's westward trek business at some stands was nothing and that despite loyalty of the personnel he decided that the future was too uncertain to continue.

Advance was recalled here and it is likely several days will be required to wind up affairs of the show before making (See NEWTON CALLS on page 31)

Clyde Beatty and Others Join Robbins Bros.; Six Cars Added

ROANOKE, Va., Aug. 13.—Clyde Beatty, wild animal trainer, together with his wife, Harriet, and Otto Griebeling, clown, are among a number of performers and others who will join Robbins Bros.' Circus at Bluefield, W. Va., tomorrow. Traveling aboard a special train consisting of two flats, three stock cars and one sleeping car, the equipment and personnel reached Bluefield late today.

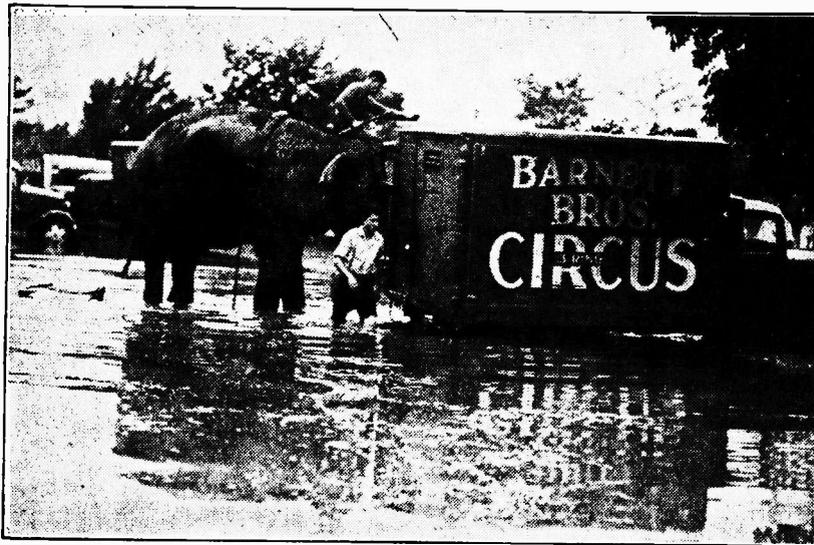
Most of the equipment consists of parade wagons, seven cages of wild animals, zebras, camels, a carload of elephants and a carload of draft horses.

Arthur Hoffman, 24-hour man, joined the show at Richmond, Va. Ora Parks, general press representative, began his duties at Norfolk, Va.

LYNCHBURG, Va., Aug. 13.—With 14 weeks under its belt, Robbins Bros.' Circus heads south along the Eastern seaboard. At Paterson, N. J.; Easton, Pa.; Plainfield, N. J.; and Allentown, Pa., the thermometer hovered around the century mark. No performances were lost, but for humane purposes it was deemed expedient to call off parade at Lancaster, Pa.

Harlan Burkhart, auditor, and Malee Harding, rope spinner in Hoot Gibson's Wild West, were married at Plainfield, N. J., August 3. Following day at Allentown, Pa., Gibson gave a wedding supper for the newlyweds.

At Allentown Charles E. Doelker, from Harrisburg, Pa., accompanied by Bob Good, drove over for a visit which extended over to following day at Lancaster. At Lancaster W. F. Simpson, of



BARNETT BROS.' Circus encountered much adverse weather in New England. At Calais, Me., a severe storm left the lot a sea of mud and it was necessary to use the bulls on every piece of rolling stock. Pictured here is a bull pushing a truck.

Barnett Has Bad Break in Weather

MILO, Me., Aug. 13.—Despite bad breaks in weather in New England, Barnett Bros.' Circus has been doing fair business. There was plenty of water at Bath, Me. In moving off the lot it was necessary to construct a plank bridge for a distance of 90 yards. The show was off lot by daybreak, and the matinee at Old Town next day was less than an hour behind advertised time. Two performances were given at Bath and it was a winning date.

At Calais it was necessary to use the elephants on every piece of rolling stock. Lot was a sea of mud. Show was not off the lot until 5:30 a.m. However, matinee was given next day at Danforth.

Richard Adds Two Trucks

EMPORIA, Va., Aug. 13.—Two new trucks were added to Richard Bros.' Circus at Cortland, Va. H. H. Hall and wife joined the side show at Suffolk. At Exmore, first stand in this State, two light houses; Emporia, light matinee but good night house. Recent visitors, Bob Vanderbe, Doc Oylar, Doc Hefferan, Lester Patterson, reports Buck Leahy.

Somerset, Pa., took in afternoon show. From Oxford, Pa., came F. J. Frink, accompanied by A. A. Kirk, former showman.

The fairgrounds at York, Pa., was a dandy lot for the show.

Hoot Gibson had a birthday anniversary at York August 8. In a reminiscent mood, he stated he had made \$05 movies, making his first at age of 15.

Mrs. Sarah Malman, whose husband has charge of the concessions, was made happy at York by visit of her mother, Mrs. J. W. Bare, and her stepfather. The Moreen Troupe recently added Edmund Raiche to the act.

In Storm at Petersburg

PETERSBURG, Va., Aug. 13.—A severe electrical, wind and rain storm struck here Thursday night and the big top of Robbins Bros.' Circus was threatened as the menagerie tent collapsed. No injuries were reported, the police and circus workers ably handling the crowd. The circus folk cleared the menagerie tent within 10 minutes. The elephants had been moved back of the big top for the grand opening from the menagerie tent a few minutes before the supporting poles gave way.

Inside the big top several quarter poles, freed from the ground, swung while circus hands acted as anchors to hold them down. Thruout the performance, witnessed by about 3,000 persons, the rain dripped in places from the soaked canvas.

Shortly after 1 a.m. the show left for Lynchburg.

Parker-Watts Biz Holding Up

Show having hot weather — Bill Noble Jr., the Knights and others join

ATWOOD, Kan., Aug. 13.—The Parker & Watts business is holding up, altho the weather has been hot.

Acts joining last week were Bill Noble Jr. with 10 horses and cowboys and girls (Al Newman, Tommy Hucks, Mell Jordan, Jud Norville, Betty Jordan, Genevieve Grant) who do trick and fancy riding, roping and bronk riding; Beverly Harnett, menage and ladder; Gene Sullivan, menage and ladder; also Spanish web; Francis Gordon, menage and ladder; Delbert Knight, bounding rope and hand balancing; Ina Knight, swinging ladder and iron jaw.

Pat Kramer joined at Atwood, Kan., August 9. He flew from Peru, Ind., via Indianapolis to McCook, Neb., then motored to Atwood.

The Side Show band has several new faces. H. C. Brown, trombone; Sax Roberts, Floyd Wanzer, cornets; Gereline Roberts, Kenner Bell Brown and Lucille Lee in chorus.

The folks out here seem to like the street parade. The show has not missed one this season.

In McCook, Neb., *The Daily Gazette* gave its carrier boys a noon dinner and then took them to the circus, where they were entertained by Manager Ira Watts. He gave them reserved seats. Sent Jimmy Hackensack to the dinner. George DuVall, general agent, and L. B. Green-

(See PARKER-WATTS on page 31)

WPA Has Light Biz At Hackensack, N. J.

HACKENSACK, N. J., Aug. 13.—The WPA Federal Theater Circus closed its engagement here August 5. Biz was light, but show came out with the nut. Joe Minchin and John S. Peaty, New Jersey Fans, were on the lot and visited the backyard.

Harry Robettas, who was a patient in St. Vincent's Hospital for two weeks, is back in clown alley, reports Wendell J. Goodwin.

Union Trainmen Asked To Withhold Patronage

NEW YORK, Aug. 13.—The American Federation of Actors revealed today that it was in receipt of a letter from A. F. Whitney, president of the International Brotherhood of Railroad Trainmen, assuring the AFA that he was notifying all members of the IBRT that they should not patronize Ringling and/or Barnes shows.

AFA reveals also that central labor unions and both AFL and CIO unions were pledging their support to a boycott of the shows.



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 HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 13.—Frank D. Fenderson, Parsonsfield, Me., has issued a catalog of his circus library and writes that he will send a copy to any member requesting one. He has never attended a national convention of the CFA but mailed in a registration fee at the 13th annual at Madison.

Sverre O. Braathen followed the Barnes show thru four stands after Madison—Fond du Lac, Appleton, Green Bay and Wausau. Reports business fair. Arthur Hopper and Joe Heiser rode with him to Fond du Lac. Mr. and Mrs. Frank Walter, of Houston, Tex., were on the show, intending to go as far as Duluth.

Jack Rogers has a program titled "Under the Big Top," which originates in the studios of CBR in Vancouver, B. C., and goes to the nation-wide network of the Canadian Broadcasting Corp. each Wednesday evening from 10:15 to 10:30 Eastern standard time. Scripts deal mostly with circus animals and are drafted for juvenile listeners.

John R. Shepard, of Chicago, writes: "E. L. Williams called on me the other night and we were talking over the circus situation. When I told him that quite a number thought the circus was on its way out he called my attention to this—that a Clinton, Ia., paper in 1878, in after-notice of a show which had just played that town, stated that while the circus was becoming a back number and was gradually dying out, this particular show played to very fine business in Clinton. This goes to show that even 60 years ago some thought the circus as an amusement institution was to pass from the picture."

A Binghamton, N. Y., paper recently carried an editorial regarding the Fans and the saving of the circus and that local circus lovers are to fight for the big top. The Pat Valdo Tent in that city numbers many prominent Binghamtonians. It was stated that a meeting of local Fans will be held in September, with Melvin D. Hildreth, of Washington, D. C., national president of the CFA, to be invited. George Barlow's miniature circus will be displayed.

Showfolk Here and There

CINCINNATI, Aug. 13.—Doc Waddell, with Crowley's United Shows, writes: Jack Hamilton, manager Flying Hamiltons, and the Great Knoll, contortionist, and wife, Mercedes, at Houston, Tex., making ready to sail October 22 for Johannesburg, South Africa, to join the Pagel Circus.

Tom Squires, former acrobat, running Tom's Tavern, a Keokuk (Ia.) night club. C. H. Duffy, former big topper, of Seymour, Ind., in oil business, with headquarters at Fort Madison, Ia.

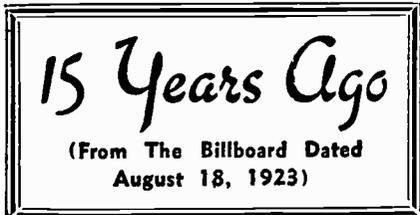
W. P. Bowers, who in days ago when in Chillicothe, O., was bank roll back of W. S. Cleveland, minstrel show owner, wealthy and retired, living at Maquoketa, Ia.

E. M. Shannon, old-time trouper, manager Postal Telegraph at Keokuk, Ia. In this town Al Kiedaish is in drug business and James M. Fulton superintendent Mississippi River toll bridge. Charles L. Alderfer and family reside here, and Alderfer has his circus stored awaiting good times. Ralph Christy, his son-in-law and head of the Christy family, operates a big pool and billiard parlor. And in Keokuk lives L. M. Ducher, 99, once an acrobat. Roy Goodwin is in Keokuk.

Charles R. Davis, originally of Frankfort, O., who trouped with wagon shows, is retired citizen of Fort Madison, Ia. Also here is Tom Custer, lineal descendant of General Custer. Tom, a Bainbridge (O.) product, in early days with circuses, is now a railroad conductor.

Tom Betty, who did lot of circus trouping retired, residing in Quincy, Ill.

LEAVENWORTH, Kan., Aug. 13.—Close to 5,000 persons attended afternoon and night performances of Russell Bros.' Circus here. J. C. Webb entertained a number of the personnel of the staff of *The Leavenworth Times* and Mrs. C. W. Parker and members of her family at dinner in cookhouse.



Gentry-Patterson Circus was struck by a windstorm at Monmouth, Ill., August 14. End sections of the big top were ripped into pieces and rain prevented the evening performance. Matinee next day at Galesburg was played under a baking sun. . . . Elmer Gray, in addition to his duties as clown on Gentry-Patterson Circus, was doing impersonations in the big top preceding the performance. . . . Walter L. Main Circus held memorial services for President Warren G. Harding at Mattoon, Ill., August 10, and the street parade was canceled out of respect for him. Russell G. Knisely formed a company to be known as Knisely Bros.' Circus.

J. C. Miller, of the 101 Ranch Show, broke his leg. . . . The Robinson circus was backtracking thru Ohio. . . . Max Thellon and Co., springboard acrobats, were placed with Sells-Floto Circus by John E. Freidman, who picked up the act in Berlin. . . . Golden Bros.' Circus arrived in Morgantown, W. Va., three and one-half hours late but gave the advertised parade nevertheless. Local Elks' Lodge bought the circus for the day and realized \$2,000. . . . Henry Acost signed with the Atkinson show to do a number of acts. . . . Ben Levin was assistant boss candy butcher on Al G. Barnes Circus.

Captain Furtell, of World's Bros.' Circus, was injured by a lioness and Madadore Brownie, also of that circus, was bitten in the arm by a bear. . . . Bill Burtis, formerly with Gentry-Patterson Circus, signed a two-year contract to appear under management of William A. Brady, Ltd. . . . Old "Scloman," 65, member of the crew of Rice Bros.' Circus, was in a critical condition in a hospital at Ashland, O., suffering from injuries sustained when he fell from the special circus train near Polk, O. . . . Josh Lord, 53, billposter, died at the Vermillion County Home, Danville, Ill., August 2.

Birthday Party For Charles Hunt

KINGSTON, N. Y., Aug. 13.—Charles T. Hunt, of Eddy Bros.' Circus, was surprised here July 31 by his family and many friends, it being his birthday anniversary. Mrs. Hunt served the guests in the dining tent with a roast beef dinner and all the trimmings. The Blanshan family furnished a large cake, also had large bouquet of roses. Mr. Hunt received many cards. Elmer Kemp, CFA, and wife drove from Trenton, N. J.

In attendance were Charles T. Hunt and wife, the Kemps, Edward Andrews and wife, Florence Murphy, Harry Hunt and wife, Charles Hunt Jr. and wife, Eddie Hunt, Harry Levine and wife, Lillian Kemp, Harry Levine Jr., Julian Levine, Charles Levine, Helen Leighton, Mildred Small, Edward Schuster, Mr. and Mrs. Harold Blanshan, Edwin Blanshan, Everett Blanshan and wife.

The show the following day had a three-fourths matinee and a half hour at night. There was a terrific rain-storm just before evening performance.

Shows Getting Break At Grand Forks, N. D.

GRAND FORKS, N. D., Aug. 13.—Their spirits buoyed up by promise of one of the greatest crops in recent history after several years of "slim pickings," farmers and townspeople have given outdoor entertainments a good break this summer.

With harvest well under way and bringing in thousands of bushels of grain, indications are the shows that come later will be well satisfied with business.

First to partake of the valley's "loose change" was the Parker & Watts Circus, which played to good houses early in the season despite cold weather.

Next was the Hagenbeck-Wallace Circus, which made its return to the States at Grand Forks after playing to lean crowds in Canada. Goodman Wonder Show did good business at the Grand Forks State Fair, and the Dee Lang and Art B. Thomas carnivals cashed in during stays at East Grand Forks, just across the river.

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Aug. 13.—When Charley Hunt's Eddy Bros.' Circus played Saugerties, N. Y., July 30 we visited the show. It is a well set up trick and run in the usual Hunt manner. Many of the traditions of this great circus name can be found all over and our only regret was that the matinee was so light. Business was much better in the evening.

We have received mimeograph copies of the treasurer's report and President Kilborn's remarks made at the annual meeting held last June. Thanks to Treasurer Thornburgh, we have a good, healthy building account, and our general account is far out of the red. Kilborn's report makes interesting reading.

We have before us the summer issue of *The Sawdust Ring*, the official organ of the British CFA. We enjoy the reproductions of famous paintings of circus life which seems to creep into each issue.

When will small circuses stop advertising themselves as a three-ring circus. True, the three rings are there—or, rather, the collapsible ring-banks, which give them the right perhaps to advertise three rings, but, unfortunately, the performance is only carried on in one of the three rings.

In the August issue of *Pic* there appears a series of pictures depicting our own Carlton Hub, showing him at the work which he loves more than anything else in the world, discovering a prodigy for the entertainment world. When we lamp the last picture we know then what makes Carlton look so serious in the first picture.

We are lucky, too, in having in our home-from-vacation mail the June-July issue of *The White Tops*, which runs to 24 pages and gives its brother across the pond a very close race for honors. The issue is full of historical data.

F. Darius Benham has 10 carpenters working on a new prop for the opening next September. It is an easel-like thing that houses 62 medals of Fall Guys. It is a thing all done in primary colors.

For the Circusanabobs: In *Mechanix Illustrated* for August there is an article entitled *Secrets of the Circus Engineers*, by F. Beverly Kelley, and, like all Bev Kelley's stuff, it's informative, instructive and historical. In the August 11 issue of *Ken* you will find *Folding the Big Tent*, by Claude Apperson. It is a very readable piece and carries six pages of pictures.

Ohio Stands Fair For World Bros.

WOOSTER, O., Aug. 13.—Hasty westward trek thru Ohio, which included stops at Alliance, here, Mansfield and Piqua, gave the World Bros.' Circus only fair business, executives informed a representative of *The Billboard* here. Business here was virtually nothing after a hard rain in the afternoon halted the invasion of the rural patronage.

Show is framed for the smaller towns, and, with all departments being maintained with a minimum of personnel, it has been able to weather a bad season. James Heron has been laying out the route with much precaution. Advance is under the direction of Elmer Jones, (See OHIO STANDS on page 31)

Doc Stuart in Chi

CHICAGO, Aug. 13.—Frank A. (Doc) Stuart and wife flew in from Oklahoma City Friday to visit friends and are flying back tomorrow night. They will leave immediately on their return to attend the fiesta at Santa Fe, N. M., via the trailer route. Doc has a magnificent trailer, fitted up with all the comforts of home, even to a bath.

Two Suits Filed Against Mix Show

KANSAS CITY, Mo., Aug. 13.—Tom Mix Circus became the defendant in two suits filed in Jackson County Court Thursday afternoon, less than 24 hours before the show arrived here for matinee and night performances Friday and Saturday.

The Fifth Ward Democratic Club, under whose auspices the circus showed here, sued for \$5,000, alleging that amount was owed for "advertising and cost of the advance sale of tickets" here during the last three weeks. United States Printing and Engraving Co., a local concern, sued for \$9,800, allegedly due for merchandise sold the circus since April 15, 1936.

Cancels Sunday Date

Because of a city ordinance which forbids a circus appearing here on Sundays and on certain holidays, tomorrow's matinee and night performances of the Mix show were canceled after having been billed and advertised widely.

Dan Pyne, Mix press representative, was informed of the ordinance several days after he arrived here. He telephoned Mix, who agreed the two shows should be canceled rather than incur trouble with city officials. Pyne had good publicity breaks.

Mix Going to Europe

CHICAGO, Aug. 13.—Tom Mix is planning to make a trip to Europe after the circus season closes. Mix flew in from Kansas City Friday to arrange preliminary plans for his trip. He expects to rejoin his show Monday. During his absence his daughter, Ruth Mix, is being featured.

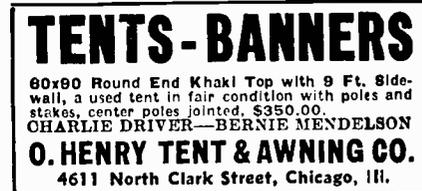
Clayton Will Not Make Regular Tour

BINGHAMTON, N. Y., Aug. 13.—The Clayton Circus will not make a regular tour of New York State this season as originally contemplated. Poor business conditions are given as the reason for this decision by Clayton Hawkes, owner. Show will play several auspices dates this month and in September.

It will be at the Quaker Lake (Pa.) Carnival next Friday and Saturday.



We serve the LARGEST CIRCUSES AND CARNIVALS IN AMERICA with all special pictorial lithos, block and type posters, and dates. TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Route Book. CENTRAL SHOW PRINTING CO. MASON CITY, IOWA



60x90 Round End Khaki Top with 9 Ft. Slide-wall, a used tent in fair condition with poles and stakes, center poles joined, \$350.00. CHARLIE DRIVER—BERNIE MENDELSON. O. HENRY TENT & AWNING CO. 4611 North Clark Street, Chicago, Ill.

Parker & Watts Circus

Augmenting Band—Can place A-1 Clarinet Player that doubles Saxophone, Ed Fowler wire. Can also place one more Cornet Player and an Air Jolllope Player who can really play program. Can always place good Musicians. Will advance tickets if we know you. Address: LEE HINCKLEY, Band leader, Parker and Watts Circus, Per Route.

E. K. FERNANDEZ
WANTS FOR HONOLULU
AN ICE SHOW — VAUDEVILLE ACTS FOR REVUE
NEW SIDE SHOWS AND NOVELTY ACTS, ETC., ETC.
People to Leave San Francisco or Los Angeles About September 30.
Write: E. K. FERNANDEZ, now with his HAWAIIAN EXTRAVAGANZA, at the Illinois State Fair, Springfield, Ill., August 13-21; after Illinois State Fair, write care Canadian National Exhibition, Toronto, Ont., Canada.
E. K. FERNANDEZ, Care ST. NICHOLAS HOTEL, SPRINGFIELD, ILL.

Under the Marquee

By CIRCUS SOLLY

RODEMER FAMILY, acrobats, are with Richard Bros.' Circus.

CHARLES AND PEGGY KLINE (Elmer and Elvira) are now playing fair dates.

TO BE TRUSTED is a greater compliment than to be loved.

ROBBINS BROS. show had a good day at Richmond, Va.

JOE SHORT is employed at the Detroit Zoo.

WEBB AND SENTER unit is playing fairs in the Middle West. Lloyd Senter is doing contortion work (front bender).

ROBBINS BROS. had a good-sized matinee crowd and a near-capacity house at night in Newport News, Va.

ART LIND, who had been with Hagenbeck-Wallace Circus, is now playing at Old Vienna Gardens, Russells Point, O.

COLONEL CASPER, who recently left Hagenbeck-Wallace Circus, is now with the Rubin & Cherry Exposition.

RUSSELL BROS. had good attendance at Walthill and Nebraska City, Neb. Played under auspices of the fair association at Walthill.

MORRIS WATNICK, who had been with Lewis Bros.' Circus earlier in the season, is now managing amateur boxers at Lawrence, Mass.

F. R. WARE cards that Ware Indoor Circus will open October 1 under auspices and that show will be on trucks, touring Kentucky and Tennessee.

NATE LEON and wife and Maurice Karp, handling banners, closed with Lewis Bros.' Circus and joined Downie Bros.' Circus.

ON ADVANCE of Richard Bros.' Circus are John S. Maurer, brigade agent; M. Maurer, in charge of heralds; John R. Hughes, lithographer; Easily, billposter.

F. D. GARDNER and wife attended the Days of '76 at Deadwood, S. D., reporting fine show and parade. Gardner has made the date for years.

WALTER ROGERS, treasurer on Barnett Bros.' Circus, is noted for his hobby—photography. He has made many outstanding photographs and constantly is enlarging his equipment.

FRANK B. HUBIN recently had as his guest his pal of old wagon show days, Josh Bailey. Hubin and his brother and family were guests of Robbins Bros.' Circus at Paterson, N. J. Hubin is on publicity for Atlantic County (N. J.) Firemen's Association and is also boosting for Hamid's Million-Dollar Pier and the Atlantic City fall pageant.

JACK CLIFFORD and wife card that they are joining Parker & Watts Circus. They saw Barney Bros.' Circus at Minot, N. D., reporting nice show with plenty of flash but biz not very good.

WILLIAM GOODMAN, with Haag Bros., says that show is having good business in West Virginia mining towns. Pig Jones, formerly with J. J. Page Shows, has joined the side-show minstrels.

FRED E. (DOC) CAMPBELL is lecturing on Harry Lewiston's side show with Conklin's All-Canadian Shows. In 1936 he was with the Barnes show and following year general agent for Ward's Wild West Shows.

A. GROHE, former trouper, who in recent years has been selling tractors to showfolk, has struck oil; that is, he is president of a company which owns three big producing wells and a refinery at Centralia, Ill.

COL. M. L. (DAKOTA BILL) BAKER is operating a beer parlor at Crouse, N. C., and is also connected with the Federal Writers doing history stories. Expects to have his circus on road again next year.

CLOWNS with Barnett Bros.' Circus are Iza LaBird, Searle Simmons, Johnny Knaar, Jack Rogers, Charles LaBird, Howard Bryant, and Ed Raymond, who is in charge. Have been with show since opening.

JOHN JAMES WASHBURN, formerly side-show boss canvasser of Cole Bros.' Circus, left his home in Covington, Ky., night of August 12, joining the Clyde Beatty portion of Robbins Bros.' Circus, which was en route to Bluefield, W. Va.

JOE COYLE, former circus clown, is being kept busy playing dates in and around Chicago. Among his dates last week were a big Riverview Park (Chicago) picnic, the Edgewater Beach Hotel and the Pearl Button Manufacturers' Convention.

ROBERT T. STILES, who was on the No. 1 car of Cole Bros.' Circus, while in Cincinnati last week called at *The Billboard*. Stated that he would hunt and fish for a week or so and then go to North Carolina to make fairs with H. M. Kilpatrick.

RUDY RUDYNOFF, wife, Erna, and Rudy Jr. caught the Barnes show at Madison, Wis., when the Fans met in that city and had a dandy time. Renewed acquaintances with Bob Thornton, Jack Joyce, Theo Forstall, the Reif-fenachs, Mabel Stark and others.

JOHN LANDIS and wife closed with the advance of Beers-Barnes Circus last week in June, following which Landis became manager of the Park Prudential Theater in Kings Park, L. I., N. Y. In addition he is advertising three other theaters of the Prudential circuit.

JACK SMITH, former student lithographer on Hagenbeck-Wallace Circus, was recently removed from a Dayton, O., hospital (he underwent a serious operation) to his home in that city, 1054 South Main street. Letters from friends will be appreciated.

JOE BOUTINI, former showman, now in the undertaking business at Rome, N. Y., while in Cincinnati the other day called at *The Billboard* and visited with Minert DeOrlo, clown cop, who is at Coney Island in Cincy. In 1913 Joe had the Boutini Bros.' Shows on the road.

IN A RECENT issue it was stated that Walter L. Main met Sam Gumpertz and Frank Hubin at Luna Park, Coney Island, N. Y. This was in error. He saw the Luna Park circus there and visited with Gumpertz and Frank B. Hubin in Atlantic City.

CLIFF McDOUGALL, working press and radio with Hagenbeck-Wallace Circus, writes: "The Denver Post gave the show 228 inches of space and The Rocky Mountain News, 245 inches. KOA, NBC radio station, gave 24 spot announcements and program; KVOD, Blue network, 24 spots and program. Total in money ran \$7,300."

CAREY C. EMRIE pens that he ran into the Tom Mix Circus at Jefferson City, Mo., August 4, but did not have time to see the show. He met Charles Warrell, assistant manager, who informed him that business was somewhat better than it had been the fore part of season.

R. L. VENER, of Monroe, Mich., writes: "Last week tore down an old shed in back of my home and found several handbills used by Barnum, Bailey & Hutchinson in 1884, advertising excursions on the Lake Shore Michigan and Southern Railroad Co. Pertained to the date at Detroit August 9."

ON TOM MIX advance are Ed L. Conroy, publicity director; Steve Kuzmic, brigade agent; Tom Gunnells, boss billposter; Earl Page, boss lithographer; Fred Pyne, O. W. Genkins, Tex Taylor, Dan Turney, Ralph Locke, John Houser, George Taylor, Walter Skelton and John Richards, billers.

JOE THAYER, of Boston, writes: "While Barnett Bros.' Circus was at Revere Beach, Mass., on a Saturday and Sunday Jack Osher, of the circus, showed the writer a copy of the first license ever granted in Massachusetts to a circus to show on Sunday. It was added to Bill Woodcock's collection."

FOLLOWING is from Mickey Coughlin: "Wish to express my gratitude to Arthur Hopper for his article on 'Loyalty to the Circus,' which appeared in *The Billboard*. Mr. Hopper deserves much credit for writing it, especially in these trying times. We all know that loyalty is a

factor in all business, but in show business it means a little more."

CIRCUS FANS from several cities journeyed to La Salle, Ill., August 4 in expectation of seeing Cole Bros.' Circus. Among those seen on the lot were Harrison B. Waite, Waco, Tex.; William S. Sneed, Chicago; Fred A. Schmager, Sterling, Ill.; Mr. and Mrs. Charles M. Kline, Pontiac, Ill., and Joe W. Taggart and Edgar S. Wilson, Rockford, Ill.

BURNS O'SULLIVAN and Wendell J. Goodwin, of the WPA show, caught Robbins Bros.' show at Morristown, N. J. Show arrived late and blew the matinee. Lot was very soft and muddy and it was a hard job getting the wagons on the lot. Captain Seymour, general superintendent, and his boys worked hard and had everything ready for the night show, a capacity house. O'Sullivan and Goodwin saw the show again at Paterson. Capacity houses at both shows. Ray Dean, who entertained them on both days, landed front-page stories in both Paterson papers.

J. B. SWAFFORD is in his third season as general agent of the Federal Theater vaude units in Massachusetts. Mac (Doc) Rutherford also is on the advance staff. Jon B. Mack is State director. Mr. and Mrs. Swafford and granddaughter visited the Barnett show at Quincy, Mass., and saw a fast, snappy performance. Ray Rogers informed Swafford that his Eastern trip as a whole had been satisfactory. The Swaffords were formerly connected with the show. Mrs. Swafford is recovering from an accident. J. B. inquires whether any of the members of the No. 1 car of Sells Bros.' Circus in 1887 are living. On car were George Stoneburner, manager; Davis, press agent; Charles Vogel, boss billposter; Jimmie and Pidge Fay, lithographers; Swafford, programmer.

VISITING NOTES—Willard Oakley visited the Benson Wild Animal Farm at Nashua, N. H., and saw old friends. Attended Hamid's Rodeo at E. Boston. . . . **HARRY WHITE** saw Barnett Bros.' Circus at Belfast, Me., and enjoyed the performance. Spent the evening with Eddie Roberts on lunch car. White was with Roberts in 1928-'29 on Hagenbeck-Wallace. . . . **CHARLES E. DAVIS**, elephant biographer, saw Robbins Bros.' Circus at night in New Britain, Conn. It was a stormy night, lot was wet and muddy and there was about a half house.

. . . **SIG ZENO**, of Carbondale, Pa., attended Robbins Bros. at Middletown, N. Y., stating good performance. A three-quarter house in afternoon and big at night. He saw the closing of the Big One at Scranton, Pa. . . . **C. R. HEATH** saw the Barnes show at Davenport, Ia., and says an excellent performance. . . . **DOC DOSSETT** saw the Cole show at Owensboro, Ky., Zack Terrell's home town, and reports two good houses. . . . **HERBERT A. DOUGLAS** saw Richard Bros.' Circus at Pennsboro, N. J., and Elkton, Md.; also caught Harris Bros.' Circus at Lansdale, Ambler and Phoenixville, Pa. Harris show had a good day at Ambler, but rain interfered at the other stands. . . . **GEORGE W. AND ALFRED D. SWAHN**, fans of Brooklyn, saw Robbins Bros.' Circus at Paterson, N. J., stating interesting program. May and Phil Wirth and family also saw show there. . . . **H. BARROWS** saw night show of Cole Bros. at Mattoon, Ill. A very light house. . . . **ROBERT RAWLS** and wife visited the Cole show at Louisville. Mrs. Rawls was formerly Marjorie Reed, of the Ringling and Sells-Floto shows. Was a member of the Flying Wards. The Rawls have a large stock farm in Kentucky. . . . **CHARLES F. EDWARDS**, wife and niece, of Effort, Pa., saw Robbins Bros. at Easton, Pa., Edwards visiting with his old pal, Stanley F. Dawson. Parade canceled due to late arrival from Paterson, N. J. Three-quarter house in afternoon. Edwards was formerly with Columbia Burlesque Circuit. . . . **Earle C. Stooks** saw Robbins Bros.' Circus in Binghamton, N. Y., and reports a good show and snappy band. . . . **TOMMY O'NEILL**, former clown, and Joe Price, Circus Fan, of Frederick, Md., attended Robbins Bros.' Circus at York, Pa. Three-quarter house at matinee. . . . **ROBERT J. GREEN** visited the Lewis show at Frankenmuth and Sandusky, Mich. Biz at first named, a Sunday stand, spoiled by rain; Sandusky, fair day's business. S. A. KELLY, CFA, attended Richard Bros.' Circus at Suffolk, Va. . . . **SAM FRED** attended Eddy Bros.' Circus at Saranac Lake, N. Y. Will present his

Dressing Room Gossip

PARKER & WATTS—On Sunday afternoons that we don't show we are around the Mac McGinn housecar, where Mac's South Sea Islanders, with the help of Wallie Wallick, put on a program with Hawaiian and hillbilly music. Mac plays steel guitar, bass fiddle and violin. In Mac's troupe are Russell Martin, Babe Lucas, Glenn Norworth. If you want to find out who the boss is around the Dell Grahams, ask Andy Callino. Andy is learning some new tricks.

The picnic at Atwood was a big success, with over 90 of the showfolk out on lake, with plenty to eat and drink. Calvin Spikes will start on some new wagons when the show closes. A big bull snake came thru the back door recently and will be the pet of the clown top; that is, if we can get Johnny Delmar to take care of it. **JIMMY THOMAS.**

Scattering of Cole Folks

CINCINNATI, Aug. 13.—When Cole Bros.' Circus closed, showfolk scattered as follows:

Brick Nelson went to Coleman, Tex., to work rodeos; Jack Wolf and wife, Marie, trick ropers, riders and whip crackers, contracted with Ken Maynard, now working personal appearances; Cliff Thompson, Side Show giant, Scandanavia, Wis.; James Wilson, Chicago; Vic Wisenberg, cashier candy stands, Peru, Ind.; Tommy Cropper, cowhand, Fort Worth, Tex.; Al and Irene Mann, concert performers, Bagley, Wis.

Clowns: Horace Laird, Chester, Pa.; Harold Hall, Springfield, Ill.; George DeMotte, Millvale, Pa.; Otto Griebing, Peru, Ind. Stated will join up with Robbins Bros.

Harold Voise, head of aerial act troupes, to Bloomington, Ill.; Jose Gonzales, originator and worker of four dogs doing bull fight, Los Angeles; Ray Dean, equestrienne director, Denver; James Foster, cowhand, to West Coast; Ray Collins, Peru, Ind.; Gene Weeks, superintendent concessions, Peru.

Lou Delmore, Side Show manager, to Chicago, then San Francisco and then will sail for several months' tour of Orient.

Victor Robbins' bandsmen: Verne Miller to Columbus, O.; Bernie Merrill, Manchester, N. H.; Don McAdoo, Chicago; Joseph Ballard, Muncie, Ind.; Guy Warren, Louisville; Forest Fought, Toledo, O.; Robert Herson, Muskegon, Mich.; Rudolph Anderson, New York City; Al Yoder, Williamsport, Pa.; Ray Brownell, Providence, R. I.; John Horack, Sarasota, Fla.; Mark Hazelrig, St. Louis; George Bishop, Chicago; Bert James, Indianapolis. Roxy McAleer's (head usher) first stop will be Miami, Fla.; Jack Pfeiffer, back lot policeman, Cincinnati; Ervin Young, Battle Creek, Mich.

Tommy Hart, tickets, Los Angeles; Blundy Morris, Bill Hunt, No. 1 lunch stand, Houston, Tex.; Earl Lindsey, Houston; Betty Green, Springfield, Mass.; Joseph Brown, Cleveland; Jessie Barfield, Elizabeth Jones, Mrs. Mildred Brown, Mrs. Miriam Jones and Louis Smith, Cleveland; Frank Loving (on tickets), wife Anna with snakes and girl show, New York City; Morry Shroyer and Mildred Rurtz, talkers and musicians, New York City.

Biz Fair for Razzora Show

CARACAS, Venezuela, S. A., July 22.—The Razzora Circus, Emil Schwyer, manager, is leaving here for Caracao after a six weeks' stay. Business was fair, there being much rain. American acts with show, Lamont's Cockatoos, Frank Shepard, Oliver Sisters, the Valentines and Mary Atterbury, will return to the States when their three months' engagement ends.

Polack Booked for Regina

REGINA, Sask., Aug. 13.—Third annual indoor circus sponsored by the Canadian Legion, Regina branch, will be held here late in August. Polack Bros.' Circus will again provide the week's entertainment. Proceeds go for Legion relief.

"Tom" picture this winter. . . . **JOEY LaPALMER** saw Hagenbeck-Wallace at Denver and visited with old friends with whom he tramped on Golden Bros.' Circus in 1923-'24. Reports good performance and business.

The Corral

By ROWDY WADDY

FRANK Y. DEW and Reese Lockett, producers of Houston's annual rodeo, were interested spectators at the annual rodeo held in connection with the Covered Wagon Days at Salt Lake City.

ED AND ELSA BOWMAN report from Stormville, N. Y., that they are still breaking trick riding and roping horses for the rodeos that are held at the Kay-Bee Dude Ranch there each Sunday.

RODEO FANS turned out in large numbers for the four-day rodeo held in Grand Island, Neb., last week. Chief money winners were Eddie Hovencamp, Vic and Doc Blackstone, Eldon Kelly, Charlie Barnes, Sylvan Blohoveck, Mary Wilson and Tom Shipman.

FINAL WINNERS in the trick riding and roping contest at the recent Cheyenne (Wyo.) Rodeo: Ladies' Trick Riding—Vivian White, Juanita Howell, Velma Tindal, Claire Thompson. Men's Trick Riding—Paul St. Crioux, Paul Bond, Don Wilcox, Earl Straus. Trick Roping—Paul St. Crioux, Chet Howell, Lou Tindal.

MONTANA FRANK writes from Brantford, Ont., that he has his Miniature Rodeo or the Wallace Bros.' Canadian Shows playing to fair business. In addition to Frank, who is doing the trick shooting and Australian whip cracking, roster includes California Joe, trick and fancy roping, Fresno Rose, trick shooting; Calgary Jean, whips and songs; Cecil Johns, music; Bob Mabon, ticket seller, and Little Ann, songs.

A NEW ATTENDANCE mark was set at the third annual LH-7 Ranch Rodeo in Barker, Tex., August 6. The Brahma bulls, Poison Ivy and Double Trouble, remained unriden, but E. H. Marks, ranch owner and promoter, paid bonuses to Jim McDonald and Eddie Cameron for remaining on the steers the longest. Results: Girls' Flag Race—Mildred Burton. Bronk Riding—M. Cameron, Allen Cranler. Steer Wrestling—Al Landers, Melvin Harper. Bull Riding—Glen Booth, Eddie Cameron. Calf Tiedown—Tony Salinas, Carl Fitzgerald. Calf Roping—Bill Upchurch. Sonny and Norma Schultz won the roping exhibition. Their father, Charles Schultz, clown, Hason Habermacher announced. A Mexican hat dance and songs interspersed the events.

THE FIVE-DAY Pioneer Days Rodeo held recently in the new outdoor stadium in Ogden, Utah, under direction of Mayor Harman W. Perry was one of the most successful since the event's inception. Prize money totaling \$5,000 attracted a large group of contestants. At the close of the event, Perry announced that the horse show held in connection with the rodeo will be dispensed with next year and that five days will be given over to the celebration instead of the customary seven. Jim McGee won the cowboy championship but had to split the day money championship with Kid Fletcher, who placed third in the final cowboy championship ratings. Pete Grubb was second. Maynard Gaylor, with a composite time of slightly more than 18 seconds per animal, took first place in the calf-roping event. Bural Mulkey was first in bronk riding, with Paul Carney second. Howard Emory sustained a neck injury and a possible broken leg in the bulldogging event.

FIRST ANNUAL rodeo in Healdton, Okla., under Healdton Athletic Club auspices, July 29-30, played to only fair crowds due to the layoff of oil-field workers there. Officials were Bill McLaird, manager; Wayne Winton, arena secretary; Johnny Hartnett, arena director; Robert Price and Slim Whaley, judges, and Mabel Thompkins and Cecil Harvey, timers. O'Neil Bros. and Pinky Chambers clown and Red Lyons furnished the stock. Results: Calf Roping—First day, Tell McMilland, Fred Owens, Robert Price. Second day, Vince Runyan, Zeb Calvert, Fred Owens. Bronk Riding—First day, Jonas DeArman, Buddy Kemp, Dusty Doyle. Second day, Dusty Doyle, Bill Wright, Buddy Kemp. Bulldogging—First day, Horbart Flowers, Jonas DeArman, Fred Alvord. Second day, Fred Alvord, Horbart Flowers, Jonas DeArman. Steer Riding—First day, Jonas DeArman, Joe Wilcox, Zeb Calvert. Second day, C. J. Shellenberger, Virgil

Earp and Horbart Flowers split first, second and third.

FAVORED WITH good weather, this year's rodeo held in connection with the Covered Wagon Days Celebration at Salt Lake City, was one of the most successful since its inception. About 44,000 persons attended the four-day event. Prize money totaled \$4,949. Officials included Kigsley E. Clawson and Norman L. Sims, chairmen; Bus P. Backman, general manager; Steve Maloney, promotion manager; Leo J. Cremer, arena director, and Cy Tallon, announcer. Contracted performers included Vern and Myrtle Goodrich, Ken and Lavana Williams, Lloyd and Blanche McBee, Carol Doris Williams, Buff Brady Jr., Hardy Murphy and Alice Sisty. Jimmy Nesbitt clown. Results: Calf Roping—First day, Everett Bowman, Dick Truitt; Everett Shaw and Clay Carr split third and fourth. Second day, Dick Truitt, Lawrence Conley and Bill Eaton split first, second and third; Oral Zumwalt. Third day, Harry Hart, Carl Sheppard, Clay Carr, Asbury Schell. Finals, Everett Shaw, Clay Carr, Carl Sheppard, Dick Truitt. Bronk Riding—First day, Bob Walden, Vic Schwartz, Bill Sievers, Jackie Cooper. Second day, Vic Schwartz; Cliff Helm and Floyd Stillings split second and third; Bill Bevers and Jackie Cooper split fourth. Third day, Ray Mavity, Vic Schwartz, Floyd Stillings, Bob Walden. Finals, Vic Schwartz, Bob Walden, Ray Mavity, Jackie Cooper. Bulldogging—First day, Dave Campbell, Joe Thompson, John Bowman; Steve Heacock and Jim Nesbitt split third and fourth. Second day, Jimmy Nesbitt, Harry Hart, John Bowman, Ted McCrory. Third day, Jim Nesbitt, Hugh Bennett, Buff Brady Jr., Dick Truitt. Finals, Jim Nesbitt, John Bowman, Harry Hart, Dick Herrin. Steer Riding—First day, Albert McEuen. Second day, Al Fletcher, Hubert Sandall, Buttons Yonnick, Hank Mills. Third day, Andy Gibson, George Mills, Al McEuen, Joe Orr. Finals, Al McEuen, Al Fletcher, Andy Gibson, George Mills. Jimmy Nesbitt was high money winner, while Vic Schwartz was the cowboy champion under Rodeo Association of America rules.

Attendance at CFA Banquet

CINCINNATI, Aug. 13.—Members of the Al G. Barnes and Sells-Floto Circus and others who attended the banquet of the Circus Fans' Association, Madison, Wis., were Virginia Arcarius, LeRoy Arringdale, Lez Ashton, Fay Avalon, Henry Bedow, Charles Ben, Gollizoli Bogunghi, Harold Boyd, Joe Boynton, Ann Brown, C. C. Bruce, Frank Buck; Hoseo, Ottalro and Geodanna Canestrelli, Mr. and Mrs. Ralph Clark, Katherine and Alethea Clark, Billy Craig, Arthur and Antoinette Concello; the Cristiani Family—Ortens, Cosetta, Chita, Belmonte, June, Oscar, Ernesto, Lucio, Marion and Corcaita; Elden Day, Billy Denaro, Sun Tai Don, Johnny Dove, Jack Earle, Merle Evans, Maxine Fisher, Mr. and Mrs. Bob Fisher, Ray Harris, Mr. and Mrs. Bones Hartzell and Glenna Hartzell.

William and Tamara Heyer, Norma Humes, Carl Jocker, Dolly and Terrell Jacobs, Oscar Jordan, Mr. and Mrs. Jack Joyce, Mr. and Mrs. Paul Jung, Young Kam, Leonard Karsh, Beverly Kelley, Tiny Kline, Cella Lee, Danny

McPride, Mr. and Mrs. Ray Marlowe, Josephine Martinez, Bertha Matlock, Janet May, Paul Merkel, Bell Morales, Paul Mortier, (Chesty), Ala Yu Naitto; Alexander Neuburger-Naitto, Marjorie Ing Kai Naitto, Nio Neuburger-Naitto, Nio Neuburger-Naitto, John Ringling and Henry Ringling North, Betty and Rosy Olvera, Juan L. P. de Ortiz, Siva Phillips, Capt. Frank Phillips, Mrs. Marlon Reiffenach, Mrs. Mitzl Rieffenach, Albert L. Reimholz, Erna and Rudy Rudynoff, Bert Sloan, Mrs. Stella Sloan, Marian May Smith, Arthur Springer, Mabel Stark, William H. Stephens, Bob Stevens, Betty Stuart, Mr. and Mrs. Will F. Taylor, Sam A. Thomason, Cy Teen, Frank and Victorene Torrence, Pat Valdo; R. A. and I. Walkmir; Robert Wallace; Philip, Henriette, Arthur and Arthur Trost Wallenda; Tom and Betty Waters, Herbert and Chatita Weber, William Webster, Paul Wenzel; John C., Anne L. and Diane White; Myrtle Williams, Art Windecker, Bow and Betty Young and Hon Yuen.

Guests other than members of the circus included: Bill and Edna Antes, Harry A. Atwell, George D. Bloxhom, Sverre and Faye O. Braathen, Ivan Wells Cahoon, Mr. and Mrs. Bob Clark, Mr. and Mrs. Orrin Davenport, Charles A. Davitt, Mr. and Mrs. William L. Doudna, George Duffy, Mr. and Mrs. L. T. Fitzgerald, Charles Philip Fox, Mr. and Mrs. George B. Freeman, Frank C. Friedman, John P. Grace, Nat and Hazel Green, Homer Goddard, Mrs. A. C. Hagan, Mr. and Mrs. Frank H. Hartless, George Heldt, Joe M. Heiser Jr., Roy N. Henderson, Gladwin A. Hill, Ralph O. Hoge, Mr. and Mrs. W. H. Hohenadel, Walter B. Hohenadel, Arthur T. Hopper, W. J. Imhof, Mr. and Mrs. W. L. Jackman, Florence Kinney, Mr. and Mrs. Karl Kae Knecht, Dr. L. E. Kress and Nellie Urban Kress.

W. T. Linney, Roy Lucht, J. C. McCaffery, Frank W. Magin, William Mahoney, C. N. Maurer, Betty Mayer, Docia Roselyn Millhouse, William L. Montague, Frank L. Morrissey, Roy L. Newberry, Mrs. Albert L. Reimholz, John J. Rengel, Mr. and Mrs. Fred Risser, Mr. and Mrs. Harry Sauthoff, Mr. and Mrs. H. C. Schenk, John R. Shepard, Sterling Sorenson, John B. Tetlow, Frank Thayer, Dr. and Mrs. Tom Tormey, Elizabeth Tormey, Mr. and Mrs. Glen H. Townsend, Mrs. H. W. Underwood, Mary Elizabeth Wagner, Jacob A. Wagner, Harrison B. Waite, Mr. and Mrs. Frank J. Walter and Paul Weadock, Melvin D. Hildreth, Dr. Waldo B. Demond, Fred W. Schlotzhauer, Dr. C. F. Howland, A. L. Rule, J. I. McFarland, Mr. and Mrs. B. E. Siebert, Deillah T. Hagan, B. L. Wilson, Dr. Roswell T. Pettit, Edgar H. Wilson, W. S. Sneed, Harry Bert, Charles Ryan and Will H. Hammond.

OHIO STANDS

(Continued from page 29)
with a liberal paper showing at all stands. Show has two billing trucks.

The program includes Charles Pond, Frank Sapiro, Swede Ring, Emma Sacco, Margie McCree, Tanamaraka Troupe, Joe Franklin, the Barths and Metr, Esperanza Troupe, Senior Murro, Captain Sells, Swede Johnson, Clowns, Joe Franklin, Tom Hibbard, Reno McCree, Swede Johnson. Oklahoma Inac and company of cowboys and cowgirls present the aftershow. Chester Gregory has

the annex, with Hawaiian show, Don Taylor, Carmicetta, Henry Smith's minstrels and band. Sam Moretta and Roger Boyd are on outside ticket boxes.

Rip Winkle is on front door; Andy Kelly, assistant. Kokomo Andrews is doing adjusting. Charles Donahue is auditor and in charge of ticket wagon.

Show has a 110-foot round top with three 30s, with seating accommodations for better than 2,000. No menagerie is carried, several cages and a bull being on exhibition in the annex.

RUSSELL RETURNING

(Continued from page 28)

Bethany, Mo., where the show was all but rained out last year, welcomed it back and produced the best day since the Fourth of July. At Plattsmouth, Neb., the only available lot was so small the Side Show could not be put up and the cookhouse had to be set some distance away.

Buck Steele and his Wild West troupe joined in Iowa, replacing Bill Noble Jr. and company. Steele is putting on the concert and presenting his Liberty horses in the big show.

Incidentally, the show is carrying more stock than ever before, there being upwards of 50 head of horses and ponies. Sir Victor Bedini suffered a stroke and Madame Bedini had to take him home to Aurora, Ill., but they left their stock and it is being worked by Madame Bedini's nephew, Joe Hodgini, with Irene Ledgett riding the specialty horse, Black Diamond, in menage number.

Red Oak, Ia., was the scene of a Webb family reunion and picnic when the family of Charles Webb, brother of C. W. and Joe C. Webb, visited from Braddyville, Ia. Norma Jean and Dixie, children of Grace and Vernon Orton, have gone to the home of their grandparents in North Dakota to be ready for school. Mrs. Joe Hodgini recently injured her ankle, and the continuing to appear in the family riding act, she was unable to participate for several days.

Lew Friebe, calliope player with Clifford Brooks' Band, is winning applause each day with his solo numbers. Gene Enos, equestrian director, continues to keep the program moving at what *The Boone (Ia.) News-Republican* termed "a fast clip, free of awkward pauses."

PARKER-WATTS

(Continued from page 28)

haw, car manager, were back on the show in Oberlin, Kan., reports Skinny Dawson.

Notes of the Advance

LODGE CITY, Kan., Aug. 13.—Claude Morris, formerly of the McCoy and Ringling shows, has joined as special agent.

The boys visited with Frank Bynum, who is now with Goodrich Tire Co., Liberal, Kan. Frank was in advance of circuses for many years. Mrs. Bynum entertained the boys at her home in Dodge City.

General Agent George DuVall was back in Scott City and visited with the boys while conferring with L. B. Greenhaw, manager of the advertising car.

The show has plenty of paper, most of it special.

LINCOLN, Neb., Aug. 13.—Parker & Watts Circus, heading southward after a brief sojourn in the Northern part of the country, had fair biz in the western part of Nebraska last week. McCook and Ogallala were winning dates. Flying Bartons joined at McCook.

NEWTON CALLS

(Continued from page 28)

ing plans for the future, according to Newton.

Walter L. Main, who in former years had been connected with the show when the Main title was used, came here from his home at Geneva and is said to be endeavoring to contract a fairgrounds building within the district for temporary quarters.

The show's three bulls, together with other performing stock, likely will be quartered near by until they can be contracted for fairs or possibly with another circus.

A storm struck here Wednesday night at 10 o'clock and the side walls of the big top blew in, taking with them poles and seats. The damage was estimated by Newton at over \$5,000. Main stood by until the customers were out, then left, but too late. He suffered bruises and two fractured ribs. His doctor said that he will be okeh in two weeks.

CORRY, Pa., Aug. 13.—Newton Bros.' Circus was here August 6. One of the worst rains of the summer greeted the show, and business was very poor.

An Endangered Tradition

(Editorial in The New York Times, August 6)

The circus industry has stuck in some mudholes this season out of which even the biggest elephants couldn't pull it. One show folded up after a strike, the merits of which were not determined by the NLRB but whose results were shocking to all who were once small boys. A Wild West outfit had to be sold at auction, gilt, horses, feathers and all. These things, as the Circus Fans of America have just resolved, must not be. Their re-elected president, Melvin D. Hildreth, of Washington, declares that prompt action is essential if the "big top" is not to follow the route of the small-town opera house, and a committee has been appointed to take the required action with the essential promptness.

A circus, of course, is subject to economic law. If the public will not pay for it, the outcome is bankruptcy. It cannot live on free passes—which, incidentally, the Circus Fans do not accept. It cannot live on sentiment. It must have bread and butter, ham and eggs, hay and oats. But it would be a sad day for the United States if economic law condemned this enchanting form of entertainment to extinction. One cannot suggest that the WPA take it over, for the circus is individualism in its most virulent form. Discipline and order it must have, with a ringmaster to crack the whip, but regimentation and standardization would kill it dead as a doornail.

The circus, at its best, is a first-class example of the old American way of doing things—noisy, blaring, rich with color, rolling all history into a glorious hodgepodge, smelling of prairie earth and New England barnyards, yet redolent of the perfumes of Araby. We didn't invent it, but it is steeped in our tradition. Streamlined or knobby, may it recover from its slump and once more come into its own—the delight of youth, the solace of old age. We need circuses as well as bread.

BALBOA ZONE BUSY

Take of Season Beats '37 Total

Fun area opened last year is out of red—Anderson idea displays showmanship

BALBOA, Calif., Aug. 13.—Business has been remarkably good in this, the second year for the Fun Zone operated by Balboa Fun Zone Co., of which Al Anderson is owner and manager. He declared that as of August 1 receipts this season have exceeded the entire take of 1937 and that there are eight weeks more of anticipated good business.

This spot is in Orange County, 58 miles from Los Angeles, 22 miles from Long Beach amusement places and 8 miles from Laguna Beach. But the location did not deter Manager Anderson, who invested a large sum and set up the zone with plenty of showmanship. He said an indebtedness of about \$32,000 has been paid off.

Ride Manager E. B. Alexander said this has been a much more profitable season than that of 1937. Ed Workman, operating large interests, reported business good, as did Jack Beach with frozen custard. James Cooley with candy apples and many other concessioners said trade was gratifying. Week-end business is big in Rendezvous dance hall, using name orchestras. Many film notables have homes here. Allen (Green) Velare, formerly of the Three Velares, is a summer resident.

Roster Is Extensive

Roster of Balboa Fun Zone Co. includes Al Anderson, owner and manager; Merritt Smith, assistant manager; Euda Alexander, secretary and treasurer. Rides, E. B. Alexander, manager; Merry-Go-Round, Gean Barnes, foreman; Bob Allen, assistant; Fred Buckley, platform; Betty Holland, cashier. Ferris Wheel, W. G. Anders, foreman; Louie Van Dermeer, assistant; Euda Anderson, cashier. Kiddie rides, Gordon Swafford, foreman; Ruth Kettlehan, tickets. Electric Boats, Paul Fancier, manager; Kenny Stone, Booth Bardsley, Noel Corsack, assistants. Sail Boats and Kyaks, Charles Turner, manager; Bert Griffith, Harry Romer, M. V. Stewart, assistants. Speed Boats, Frank and Ronnie Vallerie, own-
(See BALBOA ZONE on page 34)

Act Bills in Swedish Parks

STOCKHOLM, Aug. 13. — Liseberg Amusement Park in Gothenburg, which is presenting indoor and open-air shows, has on an open-air stage Rhonrad Madels, girl flash; Hay Jung Troupe, acrobats, and the Marvels, adagio dancers. In Cabaret Hall are George and Jack Dormonde, comedy unicyclists; Ruth and Evelyne, equilibrists; Rolly Rolis, pianist-comedian; Eric, Eric and Co., eccentrics, and Helena Greasley Girls, English dance troupe. In Gröna Lunds Tivoli Park, Stockholm, are Manley and Austin, acrobatic comedians, and Charlie Rivels Troupe, aerialists, clowns and musicians. At the China Variety Theater are American comics, Miller and Reading; Judy and Buddy Allen, American dance team; Four Windsorettes, fem acrobats; Herzog Sisters, aerialists; Sonia, Gansser and Marco, burlesque adagio; Cinci Brothers, comedy acrobats; Fernando Linder, mimic, and Six Danish Beauties, dancers.

New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear the sixth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



THE FAMOUS GAE FOSTER ROXYETTES, appearing in the Hippodrome of Hamid's Milton-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

July Biz in Slump In Pittsburgh Spots

PITTSBURGH, Aug. 13.—July business was down compared with that of 1937, after a good start, say operators of Kenywood and West View parks, here. Post-Fourth of July trade slumped so that it looked doubtful whether the season's total will be near last year's.

In Kenywood July business was down 30 per cent, altho June biz was good and picnic bookings heavy. In West View, except for parts of several weeks when outings brought flocks of picnickers, trade has been ordinary.

Most popular Kenywood ride, according to Publicity Director Marie McSwigan, is the Auto Skooter, which has been enlarged yearly since its installation in 1933. Top trade in West View, said Press Chief Ken Witherow, goes to the Dips, Coaster ride. Observation of park attendants is that the obviously better-heeled trade prefers devices which they can operate under their own control, while thrill rides are patronized by the masses who are unable to afford high-powered automobiles that could take them speeding over highways.

Geauga To Repeat Festival

GEAUGA LAKE, O., Aug. 13.—Second annual gala Mardi Gras Celebration in Geauga Lake Park, near Cleveland, will be held day and night, opening on August 30 thru Labor Day, said Manager
(See GEAUGA TO REPEAT on page 34)

Good Weather Falls Down As a Stimulant in Detroit

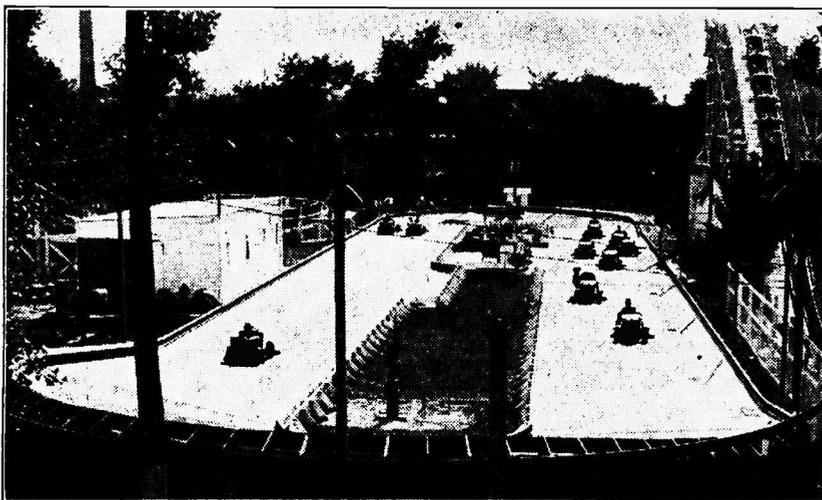
DETROIT, Aug. 13.—Good weather over the past week-end did not mean as much increase in business as anticipated in local parks.

Max B. Kerner, manager of Eastwood Park, reports business for the park as a whole off from 75 to 80 per cent from last year. Industrial conditions have been only partly responsible, he said, with bad weather, particularly early in the season, to blame for the drop, confirmed by the pickup in business after July 4, reported for the first time in history in Paul Heinze's Edgewater Park.

Principal plans for fall call for remodeling Eastwood Gardens, outdoor ballroom, with installation of a second balcony. Harry Stahl, Eastwood park superintendent and concessioner, was in Chicago this week on business.

Trier Park Kids' Day Big

FT. WAYNE, Ind., Aug. 13.—Despite threatening weather, ride operators and concessioners in Trier's Park here reported rushing business on August 4, when more than 20,000 attended the Fourth Annual Journal-Gazette 3-Cent Day. Crowds in morning and afternoon were not as big as last year, but attendance at night exceeded expectations. There was a program of penny scrambles, peanut fights, band concerts, dancing to Steve Clark's Orchestra, eating and amateur contests and closing with fireworks.



NEW INDIANAPOLIS RACER featured in Riverview Park, Chicago, this season is the first of its kind in the country. It is operated by O. H. Hogberg, who, with his partner in England, has six similar rides installed in that country.

Slow Upswing Is Noted by Ops Thru Ohio Area

CANTON, O., Aug. 13.—Continued slow upturn, particularly in the steel industry, has been reflected in park patronage in Eastern Ohio and the turn for the better is being relied on by larger operators to make up for a discouraging two months, attributed to industrial inactivity, unemployment, inclement weather and absence of many industrial outings which the majority of parks have counted on yearly to give a profitable first-half season.

While August is usually best for major outings, it loomed as none too encouraging because many industrial plants, due to minimum operating schedules, were not much interested in holding picnics. However, when it became apparent that better times were ahead, plans were hurriedly shaped and many will now sponsor employees' outings as in past years. Most encouraging was last week in several larger parks which had record crowds, and for the first time in weeks patrons went on spending sprees. This was believed due to partial operation in many idle plants and first pay checks in weeks were forthcoming. Pool patronage has been unusually heavy in the past month because of hot weather. A consistent gain in dance patronage is reported. There has been a slight increase in ride and concession grosses. Meyers Lake Park here had its banner day of the season, with exception of July 4, on August 5 when about 35,000 jammed it at the annual Timken Co. picnic.

In Summit Beach Park, Akron, 30,000 were drawn on August 7 at the annual West Virginia Society outing, the third record crowd in less than a month for the spot, which, from all indications, will have its best season since a new group took it over. In Brady Lake Park, near Ravenna, O., Italian Day on August 7 was one of the best in years. Night fireworks attracted added thousands and this park will come near to having its best season in years. With continued warm weather and improved patronage, Eastern Ohio parks will do far better than was indicated a month ago.

Weather in Philly Tough on Receipts

PHILADELPHIA, Aug. 13.—Weather has played havoc with parks in this vicinity, business being off from 40 to 50 per cent from last season.

Woodside Park has had a better break because of hot weather bringing out many patrons to Crystal Pool. Annual contest for queen of Crystal Pool is on, many contestants are in the running and an auto coupe will be first prize. Many picnics have been held.

Willow Grove Park has been making an extra bid for business. Dancing in the ballroom has Jim Feltis' Orchestra, he having succeeded Harold Knight. Special nights are holding crowds. Wednesday night, fireworks; Friday, quiz; Sunday, afternoon and night, vaude shows with Frankie Slueth as emcee. Fountain of Rainbows is exhibited nightly. There have been a large number of picnics.

Forest Park, operated this season by Dick Lusse, has been doing good business with a great many picnics, and the big pool has been attracting crowds. Three Sunday special shows are given in the new band shell. Park is at Chalfont, about 20 miles from Philadelphia. Many new features have been added.

New Peak at Pontchartrain

NEW ORLEANS, Aug. 13.—About 125,000 saw two nights of eliminations and final night selection of Irene Schonberger as Miss New Orleans to represent this city at Atlantic City Pageant at Pontchartrain Beach. The event established a new attendance peak for three nights. Manager Harry Batt announced extension of the stay of A. E. Selden, "The Stratosphere Man." Popularity of a Jitterbug contest in the Casino has prompted Manager Batt to stage similar contests each Wednesday until close of the season early in September. Rides and concessions continue to show a fair increase in patronage over last year.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Lasting Impressions

While weather thruout the country this summer has been the worst of any year, even in the eyes of oldtimers, pool men are urged not to forget that next year brings another season and that one has to take the good with the bad in business. Many stand to lose considerable dough this season unless the last few weeks result in extra special torrid heat waves. It seems easy for one to sit at a typewriter and sermonize, but the pool biz has never been a one-year stand and it is unfortunate that those who went into it for the first time last spring should have their "get rich quick" plans go astray. Still don't forget that industrial experts look towards 1939 for the best financial days of recent years.

Operators of outdoor tanks should be certain to finish the season with banners flying. Too often, even when a season has been good, some pool men have a tendency to look upon the last two weeks as an anti-climax, forgetting they can do something to entice patronage on those alleged lean days. Then, more than ever, promotion in all its branches is needed. Carry on with the same eight-cylinder operation that you should have been employing all season. First impressions are said to be lasting, but, to my mind, last ones are just as essential. Imagine yourself entering a natatorium in the last week of its season and being handed a ripped swim suit taken out of some moth bag. Then imagine yourself going up to the deck only to find one lone life guard on duty. And carry on that day-dream to a point where you find half the pool boarded up, and then tell me how you, as a swim patron, would feel about it if all this imagining became a reality.

That's exactly how a great many outdoor pools look when visited in the last week of each season. Keep all cogs in your aquatic machine working in tip-top shape if you want to retain your swimmers from one summer to the next. When a patron, pays to go swimming in your pool he doesn't care whether it is the last day of the season or the Fourth of July. He expects good treatment and he deserves it. Pool men thinking of starting to board up and who already are talking about packing up part of their swim suits should stop immediately. Give the summer of 1938, even if it has been bad so far, a chance to redeem itself.

Swim impresarios in Virginia in general and at Virginia Beach in particular are getting ready for the fall season rush. This section does its biggest biz in spring, as well as from September to November. It might not be a bad idea for Northern pool men to visit some of the pools in that section this fall to study their practices.

Splashes and Dashes

We hear that W. Burnett's Maplehurst pool, East Stroudsburg, Pa., is being run like a regular big-city tank with all the promotion trimmings.

Atlantic City (N. J.) beach patrol, crack outfit of 90 life guards, held its annual championship swimming races last week at foot of South Carolina avenue. Life-guard races are set for August 16.

Flanders pool, Ocean City, N. J., staged junior national AAU swim meet on August 12, sponsored by the Kiwanis Club, with proceeds going to a fund for underprivileged children. Might be good tip for indoor tanks in other sections to contact similar local organizations with a view to staging like tie-ups.

Bob Considine, sports scribe, wrote a swell rave notice last week on Alex Ott, pool impresario of the Miami (Fla.) Biltmore, who is sojourning in Jersey this summer. Alex's shark-fishing exploits were publicized for the first time.

New group running Admiral aqua plunge in Cape May, N. J., is said to be drawing good crowds despite unfavorable weather. Cabanas on the beach front adjoining the tank help to retain the colorful motif.

Spending Off in Sea Breeze

ROCHESTER, N. Y., Aug. 13.—Sea Breeze Park receipts in July were 30 per cent under those of June, altho attendance held up, and August biz and attendance are picking up, according to George W. Long, park manager and oper-

ator of the Merry-Go-Round. Lack of spending money and competition from city, county and State parks were called responsible for the decline. Bad weather, which affected many Eastern parks, did not visit this section. Two years before Mr. Long took over park management for the then Rochester lines, New York State Railways, patrons used to spend the day there, but now biz is heaviest between 8 p.m. and midnight. The railway having been in receivership, funds have not been available for adding attractions. Now reorganized, it is expected, with good biz from now until closing, that next season will show a substantial gain.

Columbus Zoo Has Fun Area

COLUMBUS, O., Aug. 13.—Municipal Zoo at O'Shaughnessy Dam is being developed into an amusement center which eventually may take the place of Olen-tangy Park, razed to make way for a housing project. Ferris Wheel, Seaplane and miniature railway, formerly in Olen-tangy, are the nucleus of the amusement park set-up at the zoo. Week-end attendance for the past six weeks has exceeded 15,000, say officials. Other attractions are to be installed.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 13.—One of the season's largest crowds was in town over last week-end. An excursion of the John Ward Co., Norristown, Pa., booked in by Hamid's Million-Dollar Pier, had several thousand, with about 300 coming in a special train from Baltimore. Antlers' Club, with 300, came from Washington. A special fishermen's train added to the railroad schedule is said to be taking well.

Hamid's Million-Dollar Pier reported one of its heaviest week-ends, with Clyde McCoy drawing 'em for afternoon dancing, something almost unheard of before in this afternoon-bathing town. Steel Pier reported big biz, with Alex Bartha playing matinee sessions and Sammy Kaye in the p.m. Kaye Lane, Patsy Berry and Ruth Mack, latter of McGowan and Mack, Ice Follies skaters, doubled in brass this week when the Ice Follies troupe, playing in the Auditorium, were guests of Hamid's Million-Dollar Pier during a party, when they showed their could sing and dance as well as skate. Tom Emerson's Mountaineers, of Hamid's Pier, entertained kiddies of Seaboard Home this week.

Steel Pier Hollywood exhibit is now all in one spot instead of being spread as in other years and has a theater of its own. Phil Thompson, Auditorium manager, came back from a meeting in Chi to announce that everything has been settled concerning ice hockey for winter months. Red Mackenzie has again been contracted to run the team, and there may be a Canadian division. New Ferris Wheel of Steeplechase Pier is the first one in the resort since pre-war days. City officials left on a tour of Jersey resorts to "observe operation, attendance and draw comparison to formulate new policies."

Paragon, Nantasket

By ARTHUR L. GAULIN

Weather has been better and business good. Dave (General) Stone, who celebrated a birthday anniversary on August 4, received congratulatory letters from all parts of the country, George A. Hamid being first to send greetings.

Committee on entertainment is planning a gala closing show after Labor Day.

Scheduled to take part are Big Chief Solipo, jungle boy; James Infusino, human fly; Lawrence Stone, illusions and mental act; Fred Lively and Richard Lounge, magicians; Ben Elfman, human pin-cushion; Joe Harris, human target; Charles Risio and Freddy Fuller, frog race; Joe Stone, contortionist; George Youngberg, sawing lady in half; Joe Mastro, hell driver; Johnny Infusino, mouse tricks; Tommy Emanuella, sword swallower; Leon Barton, glass eater; Ross Latora, high pole; Buddy Glennon, snake act; Sylvia Kristal, snake charmer; Grace McHugh, card reading; Harold Brothers, strong-jaw stunts; Steve Mabelle, cutting finger stunt; Johnny Emanuella, juggler; Al Branca, violin solo; Irving Streeter, Robert Reece, Henry White, vocal soloists. Stars in French Casino Frolics, Michael Sullivan, leading man; Hazel McHugh, leading lady; Ruth Brides and Thomas Hogan,

adagio dancers. Chorus girls and boys, Lillian Ring, Doris Faxon Murphy, Red Cleary and Eddie O'Donnell.

Revere Beach, Mass.

By BEACHCOMBER

Altho last week was torrid, biz was fair and Sunday crowds came and spent well. Concessioners appeared well satisfied. A fire which started in Morro Castle Ballroom threatened to be a dandy, but firemen made short work of the blaze.

Each week-end finds some new concessions on the beach, but many stay only a day or two. There were many visitors nightly from the George A. Hamid Rodeo at Suffolk Downs. Takayama, performer in the Streets of All Nations, is getting ready for fairs which will start after Labor Day. Many people are seen with *The Billboard's* list of fairs in their hands, which means that the season is getting short.

W. J. O'Brien has been busy at Salisbury the past few days taking care of his interests there. All are hoping that the widely advertised Kids' Day will exceed those of previous years in receipts.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Already the boys and girls are laying plans for vacations and the winter season. Florida, it seems, will attract the majority. Heading for Miami will be Mike (Ben Hur) Wallace, Walter Gildersleeve, Eddie Klaes, Charley Walters, Tony Capeci, Mary Capeci and others. Bill Otto will resume work on his St. Cloud (Fla.) newspaper when the season is over.

Mr. and Mrs. Gus Bergman intend to head for Savannah, Ga., and other points south. Mme. and Yogi Jordan intend to winter close by in Mt. Vernon, N. Y., while Bill Murphy will head for Jersey City. Alabam, of Fred Merritt's force, probably will pay Dixie a brief visit. Jack (Dart) Frazer goes to the Waldorf-Astoria, New York, while Jess Hutchinson and Jerry Madden will hie to the city of beans and culture. Your voice of Playland and wife plan a month's vacation in the Catskills and Berkshires and after that will make plans for winter.

The Arleams, high wire, current free attraction, are proving one of the season's outstanding acts. Mal Hallett has left the Casino, his place being taken by Charley Randell and his music. Biz has been fairly good of late, especially for beach and pool. Bi-weekly displays of fireworks are bringing out large crowds. Jack Dempsey, with his wife and daughter, were recent visitors at the pool. Col. Austin Kelley and wife will return to Miami this month. Hasta Luego!

Long Island

By ALFRED FRIEDMAN

New York Park Commissioner Robert Moses' suggestion for elimination of billboard signs on or near public lands was actually motivated by the situation on Long Island, where roadside advertising has been so vastly employed that a point apparently had arrived whereby it has come forward as a challenge to those who would view the wide-open spaces from highways. Mindful of the impetus with which sign exploiters would tackle Long Island during the World's Fair, Moses would like to have legislation in his pocket to give him control of the situation by then.

This department's brief expedition to Atlantic City showed us problems at that resort vary very little from problems on Long Island. Poor weather, as with Long Island, has been the season's biggest holdback. Among amusement folk at Atlantic City with whom we spoke, feeling regarding the World's Fair on Long Island seems to be divided as to whether the shore resort (150 miles away from Flushing fairgrounds) will benefit. Many contend that visitors to

the fair from the hinterlands will have just about as much of amusements and the like as they wish without going to visit Atlantic City. Others assert that thousands of out-of-towners who have made one of their rare visits to the Eastern seaboard will include Atlantic City in their itinerary. Regarding the latter argument, its champions insist that a healthy amount of Atlantic City advertising and exploitation will be necessary in the fair sector.

LONG BEACH: Local crew plotting big doings at Mineola Fair. Long Beach Stadium operates until Labor Day. Dave Young speaks of operating a spot for weekly engagement of name bands next season. Annual police shindig was one of the town's gayest affairs.

ROCKAWAY BEACH: The walloping that the weather has been handing the amusement sector has reached a point where many concessioners are trying to minimize losses, with profits out of the question. The Faber family is easily the outstanding amusement combine locally. Playland Park turned in a very successful tie-up with *The New York Daily Mirror*. Arverne Theater is closed all season for the first time in years.

Park Free Acts

THE REBRAS, aerialists, are in Summit Beach Park, Akron. Park has a free gate again this season. Special lighting and sound equipment is being used in presentation of free acts.

IN SEA Breeze Park, Rochester, N. Y., Al Norton's Eight Dance Cocktails, girl toe, tap and acro dancers, drew heavily on July 30-August 6, with Will Brown, juggler and rope spinner; Marjorie Mae, acro number, and Bernice Reed, Russian toe dance. Hamid acts will fill out the season.

DUKE, diving pony, is in Craig Beach Park, Diamond, O., for remainder of the season. Smiler Joe and his Hillbilly Radio Stars will entertain on the lake launch until end of the season, said Park Manager Art Mallory.

J. HARDIE DILLINGER, who sustained first major accident in 23 years as a balloonist when he fell 200 feet in an insufficiently inflated balloon at Lake Winnepesaukee, near Chattanooga, on July 4, writes that he is in Veterans' Hospital, Mountain Home, Tenn. He expects to be there some time, as he sustained a compound fracture of the right leg above the knee, sprained left ankle and injured back.

ATLANTIC CITY—Dolores Del Rio, of the Del Rio family of Midgets on Hamid's Million-Dollar Pier, was given a party on her 19th birthday on July 27. Following a matinee many other acts gathered in the Del Rio Theater for ice cream and cake, latter presented by Charles Harp, general manager for Kents and head of Atlantic City Restaurant Association. Several baskets of flowers were also presented. Mall Dodson, publicity agent for the Auditorium, 6 feet 7 inches tall, was guest of honor. Samuel W. Gumpertz, associate of Hamid, extended felicitations.

WANTED

Road Show or Carnival, Rides or Concessions. Must be Legitimate. Also Skating Rink. Wanted at once. Park opens August 17. We will be open the year round. My park fronts one-fourth mile on both sides of highway. Location, 4 1/2 miles east of Chattanooga, Tenn., on Lee Highway No. 41. Also on U. S. Route 64-U. S. 11. We are halfway between Chattanooga and Cleveland, Tenn. High and dry, shady park, electric power switches in. Plenty of water. Modern Legitimate Park. Wire, write or phone 2-4006.
CAPT. GEORGE'S AMUSEMENT PARK
G. N. Lovewell, Mgr., Chattanooga, Tenn., Route 2.

KIDDIE RIDES FOR SALE

6 Rides, good as new. A bargain but not a gift. Cash. Can be seen operating at Lakewood Park. Write H. F. HOBBS, Mahanoy City, Pa.

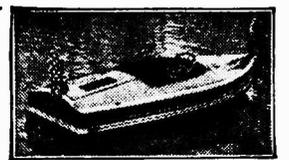


Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

AUTO SKOOTER 2809 N. Fairhill St., Phila., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER.

American Recreational Equipment Association

By R. S. UZZELL

These freakish-weather days we are growing accustomed to expect just anything, and we usually get it. On Sunday, August 7, in Rilis Park, Rockaway Beach, N. Y., lightning struck and killed three people and injured 19, and on the same day and hour last year the same number were killed in the same way and the same number hurt. What it all means none of us know and few are bold enough to predict, but it is just one more calamity added that makes people wonder what our summer weather is going to bring forth. Nevertheless, when we do get an opportunity we can do some business and that compensates for a great deal. We have scored up some blank days and have been hoping that we have had our share, but one can never tell. Carnivals and circuses have had the same kind of weather that the park business has experienced.

Adrian W. Ketchum and Eddie Pratt, Forest Park Highlands, St. Louis, are in the city at this writing. Hot weather means nothing to them, as they sometimes have it really hot in their home town. The biggest part of their year is the picnic season, running thru May and June, and after July 15 they consider that their big stunts are done and this enables them to ease up a little and partially accounts for their visit at this time. While here they will see Playland, Rye Beach, and Coney Island especially, and give the New York World's Fair a "once over."

Pickering and Brenner

Harry Illions said he took in \$70,000 gross last year on a carnival for the entire season but was able to keep only \$5,000 of it. It is our guess that this year he could not even do so well as that because of excessive rain, and he says that he surely is glad that he is not on the road this year. Some of the concessioners at the World's Fair will handle a lot of gross money, but how much they will keep all remains to be seen.

Another oldtimer has departed, Ernest C. Pickering, who helped to make Venice, Calif., and in recent years has been at Mission Beach, San Diego. He was at one time active in a park at San Bernardino, Calif. He was energetic, enthusiastic and in his younger days a tireless worker. He broke into the park business in Salt Lake City before going to California.

Richard Brenner also has passed on. He was active for years in Palisades Amusement Park, across from 125th street, New York City, and last year he took a try at Grand Island Park, Buffalo, N. Y., putting up his money in good faith, only to find, it is said, that the management had not the money to go on. He got a refund of the original deposit, but lawyers' fees and other expenses absorbed the major portion of it. His death was accidental thru carbon monoxide, while Pickering died of a cerebral hemorrhage. Those of us who have been in the game for years have constantly to make new friends to replace those who pass on rather rapidly after they are 60 years of age.

Ridgways Operate Again

It is gratifying to a lot of our fraternity to hear that the Ridgeway brothers have repossessed their property at Revere Beach, Mass., and have resumed operation after having been closed all summer because of the entanglement. A sale under mortgage foreclosure proceedings was announced three different times, but postponements were obtained and now some settlement has been effected by which these men resume their operation on the property which came to them thru their father and which has been in the family many years. The income has been sacrificed for the greater part of the summer thru all of this litigation, which is unfortunate for all parties concerned but especially to the brothers, who are struggling under handicaps these days which were wholly unexpected a few years ago when their property netted them a most satisfactory income.

GEAUGA TO REPEAT

(Continued from page 32)

W. J. Kuhlman, who is directing the program. Free acts, fireworks, public wedding on the lake and a beauty contest, with winner slated for participa-

tion in the Atlantic City Miss America event, are to be featured. Radio talent will provide several shows daily. Free souvenirs and some free rides will be given. Industrial and commercial concerns are booking picnics for Mardi Gras week. August is running at a rate of more than a picnic a day.

BALBOA ZONE

(Continued from page 32)

ers; Chick Smith, Jay Treacy, Bill Shelby, assistants.

Concessions: Balloon game, Chet and Anna Rohr, Robert Rohr at No. 1; Elinor Elliot, Phillis Green, Ed Miley at No. 2. Baseball court, Rush Little, manager; B. B. Dale, owner; Ned Bibby, Neil Cunningham, agents. Ham and bacon, J. L. McKinnie, owner; Trixie Holmes, Bruce Randall, agents. Country store, Kay Monroe, E. Gessells, Hal Humphreys, agents. Mouse game, Theron Rice and George Dalvay. Bang-a-Deer, Joe Moss, manager. Skee-Ball, Al Schneider, owner; Henry Toussaint, Art Graul, Helen Murtaugh, LeRoy Smith, Glen Hurdman, Clyde Denninger, Toots Barnes, Jack Bailey, agents. Slingshot game, Eugene Hatfield, owner; Ed Lacomme, Bobby Jackson, Carmel Engel, agents. Penny arcade, Eddie McNeil, M. R. Smith, owners; Laura Clarke, Ned Roberts, Inez Anderson, agents. Penny pitch, Hazel Bishop and Jerry Wood. Swimming and diving bell, Charles Plummer, owner; Ruhl Papich, Joel Brickley, divers; Jack Larsen, Roy Fellell, instructors. Novelties, James and Ann Clifford, owners; Don Ireland, Billie Ross, agents. Candy apples, James Cooley. Candy Floss, Mrs. Eva Brewster. Photo strips, Sam Williams, Thoe McIlroy, owners; David Williams, Martha Gilliland, agents. Archery, C. H. McFarland, Elva Mae Swafford, owners; Jeanne Parker, G. E. Swafford, Elaine McFarland, Joyce Nellus, assistants. Gift shop, Sam and Morris Sax. Harry's Fun Zone Stop, Harry B. Finney, owner and manager; Steve Smith; chef, Jack Grey; Jimmie Burns; counter, Florence Kester, Maude O'Dell, Jeanne Fogelman, Mildred Caufield, Jerry Wood; singing waiters, Jack Reis, Frank Smith, John McClure, Glenn Rothermel; Thelma Finney, cashier. Frozen custard, two stands, Jack Beach, owner; Jack Skinner, Harry Monroe, Eddie Camm. Carmel and honey corn, Mae Madden and Isabel Maus; Josephine Fairfield, owner. Tea spot, Harry Finney, owner; Leo Hotchkiss, Allen Hobbs, agents. Grunt Derby, Norman Leiman, D. Zampino, owners; Sam Young, Edith Young, Mel Sandweiss, agents. Bottle game, Harry

Brown, Sam Fredkin, Irving Posnick, agents. High striker, Lanny Perazzi, owner; G. J. Hurdman, agent. Scales, Nick Grico. String game, Boice Gregory, Ellen Hartranft, agents. Cigaret shooting gallery, Neda Percival, Anna Mack Durling. Candy shop, Mr. and Mrs. I. Weiner, Pauline Cargill. Penny arcade, George Phillips, manager; Wirt Simmondson, Gus Lielenthal. Frozen fruit juices, George Magrudor, Thomas Thomassen. Currie's Mile-Hi, Edna Hollenback, Grace Schrimmer, Tess Nielander. Shop of Charm, Mme. Kallsch, owner; Alpha Thetford, Eunice Val de Imrah, assistants.

Entertainers Featured

Green Dragon Club, E. N. Workman, owner; L. L. Kauffman, manager; Allen Dallas, Charles Sullivan, Cliff Biermier, Bob Brown, W. F. Ireland, Al Rothgary, A. D. Palmer, John Vogel, assistants. Soto's Old Japan, A. Soto, owner; E. Kamatchka, A. Yoshima. Playland, bowling, badminton, ping-pong and archery, Borter and Russell, owners; Mr. and Mrs. A. W. Smith, managers; Ruth Stiles, Harry Kennedy, Ed Quisenberry, Virgil Dodsworth, Ethel Havencamp, Harry Quaintance, Ed Corby, assistants. La Cocinita, Old Mexico; Pedro Morales, Paula Torres, Juan Lopez, Conchita Dominguez, entertainers. Six-way ball game, Ernie Helms, Ben Harper, Karl Axelson, Eddie Gilliland, Joe Hesselcamp, Mike Harrison. Coon dodger, Leiman and Zamolno, owners. Old-time coon, "Sam," Harry Kestig, Peter Guderno, agents. Sea Side Inn, Jack Walker, owner; Paul Hesselbrock, George Danvers, Jimmie Halverson, agents. Miniature stock wheel for juveniles; Carmen Engel. Surf and Sand, E. D. Gillogley, Eddie Furstenberg, Mrs. E. G. Mortenson. Casino, E. N. Workman, owner; Mrs. Ella Workman, hostess; Don Green, Decker Roe Forsythe, Harry Corcoran, waiters and entertainers; Mrs. E. Reinbold, chef; featuring Sunny Vogel's Hula Entertainers. Casino Annex, E. N. Workman, owner; Alice Alcott in charge; Dallas Palmer, Harry Lapides, Dick Williamson and Al Allison.

RAVENNA, O.—An estimated 18,000 were in Brady Lake Park at the annual outing of East Akron Board of Trade, a new high attendance for several years, Manager Don Wilson reported. A public wedding of two Akron residents, baby contest with more than 100 entries, bathing-beauty contest and a sports program were highlights. Brady Lake so far this season has had excellent attendance, especially on week-ends.

Coney Island, New York

By UNO

(Pinch-hitting for Roger Littleford Jr., who is on vacation)

In Steeplechase Park the only man called boss is Edward F. Tilyou, oldest of three brothers. Others are George C. Jr., 39, and Frank S., 28. There never passes a moment but that a Tilyou is on the property. And employees remain long in the employ of the family, never being fired except for discourtesy, profanity or intoxication, for the Tilyous are religious and keep their clientele thru strict observance of these three exceptions. Frank is a "nut" on candid cameras. The Chicken ride is a source of deep interest to all camera fans.

In the main office are Jim Skelley, assistant cashier, who will enter a Long Island seminary in the fall; Roscoe Onorato, head cashier; Albert (Never Early) McNamara, pass window; Henry (Red) Skelley, coin amusement machine expert; Walter (Bones) Jagod, ticket counter; Frank (Sheriff) Hayden, messenger, and Joseph (Fluffy) Balsamo, also known as "Gone Again," chauffeur.

General manager is James Onorato, affectionately hailed by all as "Jimmie." His Tilyou associations date back 25 years. His first job there as a kid was to chase, plus a long stick, annoyers of the female-dressed ballyhoo man on stilts. Has filled every position in the park. Succeeded Tom McGowan, who died 15 years ago.

Jay Dowden, in the publicity office, said this is his 10th year in Tilyou service. The Tilyous, in fact, employed almost the entire Dowden family as publicizers. There was Jay's grandfather, Matty, who started 28 years ago. Next his dad, Edward, now with Oscar Doob in Loew's publicity department, New

York. Jay also promotes park parties and looks after advertising. Rarely consults the Tilyous about matters that need attention. He and Jimmie straighten out all park problems between themselves.

Venus Contest Dowden's

Elinore Hahn, head locker girl, is also in charge of the lost children's department. Eddie Spitzenberg, in the amplifying room, goes in heavy for art. Was all pepped up on Foresters' Day, August 13. Sandy Schell, band leader in the ballroom, goes back 10 years in his park experience. Henry Austin, leader of the colored ork, doing duty for the circus and Bowery bally, has collected salaries for 20 years in Steeplechase. Morris Levy, of the fife and drum corps for Boardwalk bally, remembers still further back. He debuted when the park opened. Chris Taylor, at the general gate, obeys orders to the letter. "No one admitted without a pass," they admonished him long ago, so even the animal act with the circus, animals and all, had to take to the normal pass gate one day to gain admission. Angelo, sometimes dubbed Period, has been clowning on the pantomime stage 15 years. Nick DePolo, lone barkeeper, forced to wear a uniform of red and white so that George Tilyou can find him when away from the bar.

Henry Shapiro, another vet, handles the Whip on the Boardwalk. Oscar Krahe, original mechanic of the Witching Waves, and Fred Bodeker keep the Flying Turns humming. Fred Fraser, life guard, despite rain and clouds, is even heavier tanned than in previous seasons. Charles Kaiser, 72-year-young watchman, a real park oldtimer with a record of no days lost from duty in 30 years, is keeper

Old Orchard Beach

By HOWARD STANLEY

Week-end of August 6 saw business reported on the upturn. With weather accommodating all types of amusement, play was steady night and day, with eateries and beano games far in the lead. Should weather continue pleasant, a few concessioners have hopes of leaving with a slight profit. Resort played host to thousands who came to watch the first marathon race staged here. Nice tie-up was arranged with local Portland station, and newest broadcasting outfit in these parts, Station WGAN, broadcasting mile-by-mile progress and boosting Old Orchard between patters. Speaking of WGAN, your correspondent is happy as three larks because he has connected at this studio as continuity writer and publicity man, with announcing to come later, thanks to Dick Bates, program director. I will drop by Old Orchard every Saturday and Sunday, however, and continue to cover it.

Herman S. Gerrish, Old Orchard's energetic selectman, believing very much in our idea that Old Orchard needs bigger and better events such as this marathon, is planning next year to inaugurate more features. Freddie Dittmer, back from fairs, tells of good business. Jerry Gardner and the missus have often been nominated as Old Orchard's wittiest couple. Lorraine Flaherty and Frank June are doing nicely with their business. Bernie Goldberg, head mikeman at Jerry's keano, receiving offers to go to Florida. Joe Ferullo, only Harvard man here, still assistant to Jerry Gardner. Fred Allen, at Old Orchard for a rest, isn't getting it. He'll broadcast shortly for WGAN on a dedicatory program.

of many cats' and kittens' litters. He blames winds for continuous rain this season. Recently won a "How Far Can You Remember?" contest held by Brooklyn Union Gas Co. Sonny Grew, of the ticket-box staff, has 22 years to his credit in the park. Weisberger family, Pa Morris and sons, Harold, Willie and Dick, are all red-coat attendants.

The 25th annual Modern Venus contest on August 2 in the swimming pool was won by Elissa Winston, 19, former chorus girl at Paradise Restaurant, New York, now a hostess in Roseland Ballroom, New York. Since her win Elissa is posing for a series of Hot-Cha Girls calendars for artist Moran. Second and third winners, among 123 entries, were Gracey Reilly, 13, of Brooklyn High School, and Ann Gerbis, 19, an unemployed stenog. These contests were conceived by Matty Dowden.

Circus Has New Acts

New acts in the circus comprise Harry Froeboess, single-pole balancer; Virginia Diaz and Jimmie Powers, wire walkers; Lady Barbara and her animal pets; Frank and Alma, comedy team, and Kit Karo Trio, across. LaLa, clown and emcee, is celebrating his fifth consecutive season in Steeplechase. Jimmie Powers, of Diaz and Powers, returned to the wire after three years in a plaster cast because of a fall in Fall River, Mass., that resulted in a fractured spine. Virginia is of the third generation of the Diaz family to tread the wire. The only woman, she says, who walks the wire barefooted. Her grandfather, Enrico, who taught her, has a circus in Spain. Virginia has not heard from him since beginning of the Spanish Civil War and is greatly worried.

Random notes on Coney: Ralph Sontagillo's World in Wax on the Bowery has in its roster Richard Delenz and Dave Pollinger, tickets, and Bill Nohasiki, on the mike. Johnnie Policastro is spending his vacash at Morris' royal frozen custard stand. Walter Bennige and his fishing boat, Rosy Ann, leaves Sheephead Bay daily with Coney Islanders out for a day's angling. One lucky party recently had Mr. and Mrs. Bob Sananetta, Mrs. Artie Myrtle and George Cannon. Murray Felton, 10 years in Luna Park, started with a weight scale, proceeds of which enabled him to study law. Has passed the bar and now operates two shows, Dipsy Doodle and Spicy Moments, and a handwriting analysis stand when he is not unraveling legal knots for clients. Walter C. Simon, pianist, fifth season at Lane's Irish House on the Bowery, has the distinction of composing the first musical score for motion picture production in 1911. Is an ASCAP member and plays from 1 to 10,000 numbers from memory upon request.

About 90 in Pa.

HARRISBURG, Pa., Aug. 13.—Fair season opened in Pennsylvania on August 1 with Mifflin County Fair, Lewistown, and will continue thru what promises to be a substantial season until closing of York Interstate Fair. Sixty-four agricultural and county fairs will be held on grounds, supplemented by 22 community, street and indoor fairs. J. Hansell French, State secretary of agriculture, recognized opening of the season with this comment: "It is gratifying to learn that the Keystone State agriculture is supporting about 90 fairs this year. The additional \$50,000 granted by the 1937 Legislature for payment of premiums on farm exhibits should have the desired effect of increasing farm interest in the competitive departments."

Young's Show Proves a Heavy Draw in Regina

REGINA, Sask., Aug. 13.—At Regina Industrial and Agricultural Exhibition on August 1-6, paid attendance totaled 107,878, as compared with 100,349 in 1937. It is estimated that between 400 and 700 entered each night after 10 p.m., when no attendance check was being made but tickets were being sold. About 2,000 war veterans were admitted free on last day and nearly 3,000 unemployed were admitted at reduced rates on second day.

Grand stand, featuring Ernie Young's *Follies Internationales*, had attendance of 65,642, an increase of 41 per cent over 1937, which included a one-night attendance of 16,296, biggest crowd for any single night grand-stand performance since 1928. A car was given away each night, winner having to be in the grand stand. Six days of running races showed a 17 per cent pari-mutuels increase over last year.

Midway business, said Carl J. Sedlmayr, of the Royal American Shows, was up 20 per cent over last year, a new high. Exhibit space was at a premium and all industrial and concession space (See *YOUNG'S SHOW* on page 37)

Rain Mars Opening In Harrington, Del.

HARRINGTON, Del., Aug. 13.—Attendance at Kent and Sussex Fair on July 26-30 was estimated at 115,000 by Secretary Ernest Raughley. He estimated more than 30,000 automobiles visited the grounds. On Saturday, closing day, the largest crowd, about 25,000, witnessed auto racing, in which Paul Young, Lancaster, Pa., a newcomer to AAA ranks, was victor in the feature event.

Governor's Day, Thursday, drew about 20,000, Gov. Richard C. McMullen being given a 21-gun salute. Committee escorting the governor included fair officials, State officers, members of the Legislature and military aids.

Rain on Tuesday and Wednesday forced postponement until Thursday of harness races, second time in 19 years that rain has interfered. More than 5,000 were out for the opening on Tuesday. Features for children and acts on the new concrete stage were highlights on Tuesday. In connection with speed events Lucky Teter and his Hell Drivers appeared.

Calls Fairs Firm in Michigan

DETROIT, Aug. 13.—John B. Strange, State commissioner of agriculture, declared that as a result of economic conditions in the past eight years the 84 county fairs still operating in Michigan have been established on a firm financial basis, making outlook for the 1938 season most promising in several years. He said WPA projects totaling more than \$250,000 have been obtained for county fairs.

RALEIGH, N. C.—A \$75,000 appropriation for a North Carolina exhibit at the New York World's Fair was rushed thru both houses of the General Assembly on August 9 and became law less than an hour after introduction.

B'ham Is To Try for Records

Alabama State's Expansion Puts Plant in Shape for a Big Annual



MRS. ALICE ELLIOTT DETRICK, Bellefontaine, is executive secretary of Ohio Fair Managers' Association, which claims largest membership of men and women fair workers of any organization in the world, and secretary-treasurer of the United Trotting Association. The widow of Don A. Detrick has carried on capably since his death in the posts which he held. Mother of seven children, she has the assistance of two sons in her duties. This year for the first time all fairs and race meetings in Ohio are racing under UTA sanction. She has been active in the fair and harness race field 25 years.

BIRMINGHAM, Aug. 13.—With good weather the 1938 Alabama State Fair here will hang up new attendance records, declared General Manager P. T. Strieder after summing up departmental expansions and line-up of grand-stand attractions. Two more counties have been added to the dozen that had exhibits last year. A 4-H Club show has been added to the dairy and beef exhibit and every other department has been expanded to care for unprecedented entries. P. O. Davis, director of extension service, Auburn College, will supervise agriculture and live-stock shows. Birmingham Women's Civic Club, numbering

400, in charge of the women's and fine arts building, is arranging a display to surpass all previous handicraft shows here. An addition, 70 by 100 feet, is being erected to the agricultural building. Interiors of all exhibit buildings have been painted white and the grand stand, seating 10,000, has been given the same color. Flower gardens around thru-out grounds and new dahlia beds with over 3,000 plants and 440 varieties will be in full bloom. Main auto entrance has been revamped and a 26-foot driveway has been paved to expedite traffic at gates. Considerable grading has been (See *B'HAM IS TO* on page 37)

Elderkin Rides

REGINA, Sask., Aug. 13.—Dan T. Elderkin, manager of Regina Exhibition, had never ridden in a parade until this year's show—couldn't be persuaded in the past. One night he was seen in the live-stock parade and the next day he was in the Travelers' parade.

Gould Is Head of Monmouth

FREEHOLD, N. J., Aug. 13.—Harry S. Gould, president of new Monmouth County Agricultural Fair, to be held on grounds of Freehold Racing Association, is owner of the property and is sponsoring the fair, said General Manager Edward B. Allen, who also is manager of Flemington (N. J.) Fair. Directors comprise leaders in the county who are interested in the fair, which will be the first there in about 50 years. There will be Hamid acts, fireworks, 4-H Club and farm exhibits, harness and running races for \$3,500 purses, Hankinson AAA-auto races on Saturday, and rides, shows and concessions.

Hirsch Under Doctor's Care

ROCHESTER, Minn., Aug. 13.—W. R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport, is under care of a physician in the Kahler Hotel here after an operation necessitated by throat trouble.

PUYALLUP, Wash.—A. J. Johanns, Portland, is supervising work of remodeling the House of Magic on the Fairway on Western Washington Fairgrounds here. To discuss enlargement of his Fairway attractions, E. H. Bollinger, designer and builder of the Scenic Railway and Old Mill, visited the grounds.

Young and Troupe Members Hurt in Railroad Collision

WINNIPEG, Man., Aug. 13.—Members of the Ernie Young troupe which appeared here on August 8-13 at Winnipeg Summer Fair were shaken up when their special train from Regina, Sask., collided with a locomotive in the west end of the C. N. R. station shortly after 6 p.m. on August 7.

Ernie Young sustained facial cuts and head bruises; Tony Muzzo received shoulder injuries, and Tommy Gleason cuts and abrasions. Billie Garland, girl musician, was slightly hurt.

New One Put Over in Mich.

UTICA, Mich., Aug. 13.—Success of first annual Utica Fair in Clinton Valley Park here on August 4-7 probably will result in a permanent fair. Utica Fair Association has been formed by business men, with Harry Zend as president. It is intended to secure recognition as the county fair of Macomb County. Mosher's Shows were contracted, combining a unit of free acts. Clinton Valley Park may be acquired as a permanent site.

France To Have Costliest Foreign Exhibit at N. Y.; Brazil Comes In

NEW YORK, Aug. 13.—Two foreign powers made public plans for participation in the World's Fair during the past week. Government of France authorized expenditure of 148,250,000 francs (close to \$4,073,000) for its exhibit, and Brazilian ministry of labor, industry and commerce disclosed that it had awarded a contract for construction of a \$200,000 exhibit.

French appropriations by far the largest made by any foreign power. By allotting \$1,776,000 for construction of its building alone the French structure will far surpass cost of the New York City and State exhibits, each scheduled to cost \$1,200,000. Total French amount is \$1,073,000 more than the \$3,000,000 granted by Congress for the United States exhibit.

French building will occupy about 110,000 square feet near center of the foreign zone. Italy and Russia are expected to occupy plots of similar size,

while Great Britain will have the largest plot of visiting nations with 140,000 square feet. French exhibit is expected to be the most costly, since British Parliament is expected to spend \$2,500,000 to \$3,500,000, and Italian and Russian figures will be around the \$3,000,000 mark, it is estimated.

Foundation piles are being sunk for French and British exhibits. Neither Italy nor Russia has begun any operations as yet. It is expected these four countries will comprise major European exhibitors. Germany withdrew from the fair in early spring due to foreign exchange difficulties.

Brazilian pavilion will be two stories and present exhibits of interest to importers of Brazilian products. There will be greenhouses, miniature Butantan snake farm and a large auditorium. Structure will occupy 48,000 square feet and cost about \$200,000.

It was announced that May 23, 1939, will be Rural Women's Day.

Selinsgrove Annual Has Big Attendance

SELINGSGROVE, Pa., Aug. 13.—Had it not been for rain on one night and threatening weather on the five remaining nights, Selinsgrove Night Fair and Carnival, with a free gate, on July 13-28, would have topped 100,000 attendance, said Manager Roland E. Fisher. Total attendance hit 70,000 and rides, concessions and shows reported big grosses.

Friday night conservative estimates placed the crowd at 25,000, attracted by a big volunteer firemen's parade and Manager Fisher's roster of free acts. More than 1,000 were unable to get standing room on grounds at peak of the evening and had rain not poured down at 9:30 p.m. the fair would have had the biggest single night's business in its history. Thursday night was a washout.

Among free acts were Four Lorenzos, (See *SELINGSGROVE ANNUAL* page 37)

Chippewa Has Biggest Day

CHIPPEWA FALLS, Wis., Aug. 13.—Attendance marks at Northern Wisconsin District Fair here were broken on August 7, closing day of the six-day event. Grand-stand show included Barnes-Carruthers' *Soaring High* and varied acts. Midway had the Fairly & Little Shows. On August 9 a storm ripped off a large portion of the grand-stand roof and dumped it into the area where the midway had been.

Calgary Seeks Enlargement

REGINA, Sask., Aug. 13.—Directors of Calgary Exhibition and Stampede adopted a recommendation of the executive committee that \$14,500 be asked for in connection with the Dominion works program to provide 1,200 more seats in the arena, and to ask for \$32,450 to provide additional stable accommodations. There is continual loss thru having to put up temporary accommodations.

Look for This Feature: Is the Fair-Carnival Business a Partnership?

By L. B. HERRING JR.

in the

Fall Special of The Billboard

Dated August 27

ACTION I — ACTION I — and MORE ACTION I
FOUR O' HEARTS
 THRILLS WITHOUT SPILLS!
 110 FT. HIGH—NOVEL LIGHTING EFFECTS—SOME AVAILABLE TIME

EAST. FRANK WIRTH BOOK- ING ASSN., INC., 1560 B'way, New York City.	MID-WEST. GOLLINS ENTERPRISES, Elliott Hotel Bldg., Des Moines, Ia.	FOREIGN. GHAS. L. SASSE, 300 West 49th St., New York City.
---	---	--

AYE LAD — A FEW MORE RUPEES PERCHANCE—BUT A BOX OFFICE STIMULANT—CRASH DUNIGAN.

JAYDEE THE GREAT
 THE OLD APE MAN
 AMAZING TRAPEZE NOVELTY




100% A.F.A.
 Positively the Highest Aerial Contortion Trapeze Act on Pole, 100 Ft. High. New and thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape the Apes." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open after Sept. 17. Write or wire.
JERRY D. MARTIN, General Delivery, KEARNEY, NEBR.

5 DAYS BARRY COUNTY FAIR 5 NIGHTS
 Hastings, Mich., September 6-7-8-9-10
 With Reduced Admissions
 Gooding Shows and Rides
WANTED—Strictly clean, legitimate Concessions and Grind Stores. Exclusive sold on Corn Game, Scales, Custard, Paddle Pops, Pop Corn, Grandstand, Race Program. No Palmistry. Choice locations at reasonable rates.
WINN GREEN, Secretary.

Fair Secys. ! Committees!
AVAILABLE LABOR DAY ACTS
METROPOLITAN CIRCUS
 40 ANIMALS—10 PEOPLE.
 Also Available Weeks September 11-25.
BENCH BENTUM'S PIRATE SHIP
 BEAUTIFUL AQUATIC REVUE.
 \$10,000 Water Spectacle, 12 People, Weeks September 11, 18, 25, account change of route.
100 OTHER STANDARD ACTS, REVUES, RODEOS, Etc., FOR LABOR DAY AND OTHER DATES.
 If You Have Any Disappointments, Wire, Phone or Write
GUS SUN BOOKING AGENCY,
 Sun's Regent Theatre Building,
 SPRINGFIELD, OHIO.

CONCESSION TRAILER
 17-foot Schult combination house and commercial trailer, used only two weeks. Back half opens for "Hot Dog" stand or other vending. Fully equipped—counters, cupboards, refrigerator, etc. Two beds. A bargain at \$800.00
AUTOMOBILE AND TRAILER TRAVEL
 35 E. Wacker Drive, Chicago, Ill.

BOLLINGER COUNTY FAIR
 September 15, 16 and 17
 Want good Carnival
 Contact P. D. CHANDLER
 Lutesville, Mo.

FRANCESVILLE STREET FAIR
 August 31-September 1, 2, 3
 Free Acts—Concessions—Shows
 All kinds wanted. No large gambling.
 De Young Rides Booked.
ERNEST E. SMITH, Phones 147 and 112,
 Francesville, Indiana.

ST. LOUIS COUNTY FAIR
 SEPTEMBER 2-3-4-5.
 WILL BOOK ONE MORE
HIGH FREE ACT
 Must be good and priced right. Address
JOE REEVES, Robertson, Mo.

83rd ANNUAL CARTHAGE FAIR
 CINCINNATI, OHIO.
 Biggest Ever.
 SEPTEMBER 13, 14, 15, 16, 17.
 Sesquicentennial Features.
D. R. VAN ATTA, Secretary.

G. G. Expo Scouting For "Big" Attraction
 SAN FRANCISCO, Aug. 13.—With George White reported signed for a music revue to be produced by him at the New York World's Fair, a Golden Gate Exposition deal here for White's services appears somewhat stymied. Expo people figured he was about to go for a big girl show here in 1939. At present a big restaurant affair and Harry Jo Brown's Making of a Movie are sitting on top of the hope chest. And they haven't given up on *Cavalcade of the West*. Chief Director Harris Connick is still after a Joe Louis bout. He has word that Promoter Joe Jacobs is coming out to talk about such a possibility.
 A model of the exposition to be displayed at California State Fair, Sacramento, will be 16 by 7 feet, costing \$20,000. Illinois commissioners were guests at the fair site on Thursday. Exposition harbor has been tabbed Port of the Trade Winds.
 Barbecue concession has gone to C. L. Cameron, building and equipment to cost \$75,000, it is said. Chile will take an exhibit, and Costa Rica has doubled its space.
 Metal Production Workers' Union of the International Machinists sent strong protest to expo officials against approval of non-union-made souvenirs and metal stampings manufactured outside the State. Ground was broken for the police building on Monday, to be center of a seven-county protective organization.

Acts Array Aids Success For Early Badger Annual

PORTAGE, Wis., Aug. 13.—Closing night of Columbia County Fair here on August 4-7 drew one of the largest crowds in history, said H. H. (Hank) Niemeyer, publicity director. Big attendance on Farmers' Day and two others brought success to the 87th annual.
 Grand-stand attractions included thrill show of Ace Lillard and Death Deflers; acts booked thru Ernie Young, Harrison's Circus; Three Girton Girls, cyclists; La-Marr and Bailey, hand balancing; Senor Lopez, tight wire; Weber and Cross, comedy acrobats; Three Gaska Brothers, rolling globe, and Ernie Young's revue, *Cavalcade of Hits*. Snapp Greater Shows were on the midway.
 Among fair and show visitors were William T. Marriot, Baraboo, president, and J. E. Malone, Beaver Dam, secretary, of Wisconsin Association of Fairs; E. Bisselard, John Ireland and Director Gluth, Lodi Fair; Taylor G. Brown, Oshkosh; W. P. Fuller, Westfield; A. W. Kalbus, Wisconsin State Fair; Louis Rahn, Manitowoc; G. A. Downie, Beaver Dam; Mrs. Young and Camille La Villa, Ernie Young Productions, and Roy Sampson, former circus press writer, who aided in publicity during the week.

Grand-Stand Shows

W. A. McNEIL, secretary of Great Northwestern Fair, Wilkesboro, N. C., has contracted for appearance of Austin C. Wilson's Hell Drivers and Thrill Show.
 AMONG acts contracted for the 1938 Goshen (Ind.) Fair are the Three Aerial Sky Rockets, booked thru Gus Sun Agency, reports C. L. Hodges, manager of the act.
 BOOKED until late in September at fairs, Billy Siegrist Troupe, flying trapeze, has not lost a week since March 26 when it opened with Barfield's Cosmopolitan Shows, reports Billy Siegrist.
 B. WARD BEAM'S International Congress of Dare-Devs will be a grand-stand attraction on opening day of Columbian County Fair, Lisbon, O., said Secretary H. E. Marsden.

JAYDEE, the Great (Jerry D. Martin), aerial contortionist, who closed with Pine Tree State Shows on July 23 and appeared at Zanesville, O., on July 25-30, will play fairs in Waterford and Rittman, O., then appear at Lexington (Neb.) Fair to be followed by five other dates, booked by Station WHO, Des Moines.
 ACTS at Michiana States Fair in Playland Park, South Bend, Ind., on August 1-6 were Bedells, aerialists; Black's Animals; Taylor Troupe, Foley and Lynn, Hollister Duo; Del Garos, clown; Looping Nixes, globe cyclists, and Captain Harry's Midget Auto Thrill Show. Bentley's Circus furnished the grand-stand (See Grand-Stand Shows opposite page)

Fowlerville Record Upheld

FOWLerville, Mich., Aug. 13.—Clear weather for Fowlerville Fair on August 3-6 kept receipts about up to last year, said Secretary Thomas G. Woods. Gate receipts were estimated at \$4,000 and grand stand at \$3,000. Additional grand-stand capacity is to be provided next year. With about 5,000 Saturday afternoon, it was estimated that an all-time daylight attendance record was set. Grand-stand show, besides racing, included Raum's Circus and Dare-Devil Drivers; Steiner Trio, comedy bars; La-Belle Roy Troupe, acrobats; Bob Holt's Comedy Ford; Falvanda and Company, magic; Delmores, bounding wire, and Jimmie Katz, featured driver. Happyland Shows on the midway reported fair business. Among visitors were H. B. Kelley, secretary of Hillsdale Fair; Dox Cornell, secretary at Imlay City; Elmer F. Cote, Wolverine Shows, and representatives from Milford, Mason and Northville fairs.

Awards Raised in Raleigh

RALEIGH, N. C., Aug. 13.—Premiums for the 1938 North Carolina State Fair here will total \$15,000, an increase of \$1,000 over last year's, said General Manager J. S. Dorton. Dr. Fred E. Miller, State department of agriculture, again will be general director of exhibits. Lucky Teter has been signed for his third consecutive appearance. One feature missing is the annual State fair booster trip, motorcade sponsored by business interests of Raleigh and which for a number of years has made a two-day 500-mile tour. Chamber of Commerce decided not to promote the tour this year because of expense, altho Dr. Dorton offered several hundred dollars of State money to help finance it.

LEAKSVILLE, N. C.—Reorganized for the 24th annual, Rockingham County Fair, Inc., elected J. L. Clayton, president; George Martin, vice-president; S. M. Harris, treasurer, and Karl R. Massey, secretary. Plans call for one of the best fairs in history here. Max Gruberg's World's Exposition Shows will be on the midway.

Pays Off

NASHVILLE, Aug. 13. — "Harness racing five afternoons at Tennessee State Fair always draws entries because we always pay off. In 33 years of existence the fair has never defaulted on a premium or purse. Today we have all bills paid with cash on hand and are going right ahead in spite of the fact that we have had no tax money for the past five years."
 —PHIL C. TRAVIS, manager of Tennessee State Fair, Nashville.

THE STRATOSPHERE MAN
 WORLD'S HIGHEST AERIAL ACT
 Available for Fairs, Parks, Celebrations.
 Late Southern Dates Wanted.
 Address Care of The Billboard, Cincinnati, O.



FAIR SECRETARIES NOTICE!
LUM AND ABNER'S FOLLIES
 PINE RIDGE SILVER CORNET BAND, Etc.
 With Dick Huddleston, Ezra Buzzington
 Have These Dates Available: August 21-22; September 2-5-9-12-15-19-20-21-22. All dates after October 1. Contact! Wire! Phone
GUS SUN BOOKING AGENCY,
 Springfield, Ohio.

FAIR SECRETARIES
 Interested in a Feature Show with Merit for Your Midway on Percentage Basis, or Acts for Your Grand Stand, are Invited to Visit or Contact the
J. R. MALLOY CIRCUS
 At the Butler County Fair, Butler, Pa., August 15-20, or Contact Headquarters.
 P. O. Box 345, Canton, O.

NOTICE
 CAN PLACE a few Juice and Grab Joints on Independent Midway at
FULTON COUNTY FAIR
 FULTON, KY., AUGUST 23 THRU 27, And At
GIBSON COUNTY FAIR
 TRENTON, TENN., SEPTEMBER 7 THRU 10
JNO. R. WADE, Trenton, Tenn.

WANTED
 Rides, Shows and Legitimate Concessions for the Week of August 30-September 3, 1938, Inc.
EASTERN SHORE AGR. FAIR ASSN.,
 Keller, Va.
J. M. MASON, Secy.

TWIN COUNTY FAIR
 THURSDAY, SEPTEMBER 15, 1938.
 NORTHAMPTON CO., NORTHAMPTON, PA.
 Greatest One-Day Fair in the State.
 Attendance 25,000 to 30,000.
ROBERT S. FRABLE, Secy.

WANTED ACTS
 CAN USE more Acts to fill contracts the weeks of September 4th and 11th, in Nebraska and Montana.
J. C. MICHAELS ATTRACTIONS
 3824 E. 9th St. (Phone, Benton 6574).
 Kansas City, Mo.

Clean Shows and Concessions Wanted
 September 5-6-7-8, 1938.
WYOMING COUNTY FAIR,
 Tunkhannock, Pa.
 Positively No Gambling.

McKean County Fair
 Smethport, Pa., Sept. 5, 6, 7, 8, 1938.
 Good clean Shows wanted.

FREE ACTS WANTED
 FOR
HALIFAX COUNTY FAIR,
 Weldon, N. C., week September 26, 1938.
ROANOKE-CHOWAN FAIR,
 Woodland, N. C., week October 10-15, 1938.
LITTLETON TRI-COUNTY FAIR
 Littleton, N. C., week October 24-29, 1938.
T. R. WALKER, Secy., Littleton, N. C.

FAIR SECY'S TAKE NOTICE!
 — SOLLIE CHILD'S —
1938 PARISIAN FOLLIES
 BEAUTIFUL GRANDSTAND REVUE.
 Have These Available Dates:
 August 20, 21, 22, 23, 29; September 4, 8, 12, 13, 14, 19, 20, Week September 25.
 Wire, Phone
GUS SUN BOOKING AGENCY
 Springfield, Ohio.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

RESULTS of Michigan State summer championship races in Edgewater Park Rink, Detroit, on August 7: Men—Half-mile, Irving Reznik, first; Gerald Bacon, second; Leonard Godfrey, third. Mile, Irving Reznik, Gerald Bacon, Ed Hickey, Two-mile, Irving Reznik, Gerald Bacon, Ralph Higden. Five-mile, Irving Reznik, Gerald Bacon. 440-yard, Leonard Godfrey. Women—Toots Caniff, Genie Pink, Helen Caniff. About 700 were in attendance at the evening races. A fancy skating exhibition was given by C. J. Moore and Bernice Laver, Detroit amateurs.

THREE WHITE WHIRLWINDS, roller skaters, booked by George A. Hamid, will play a string of fairs, opening in Morrisville, Vt. They are also booked for several indoor dates before winter.

AFTER playing some fair and celebration dates in Wisconsin and Illinois, Royal Rollers and Micky, skating act, will start their regular seasons of fairs for Gus Sun Exchange at the end of August.

"WITH the death of Hilbert (Bert) English the rink business lost one of its best men," writes Ted Merriman, manager of Three Whirling Bees. "He was always willing to lend aid and never asked for anything in return. I visited him just before he passed away and will never forget the smile that was always on his face."

A NEW rink is under construction in New Kensington, Pa., which has not had a rink since fire destroyed one operated by C. V. Parks for 14 years. Rendezvous Rink, Chester, Pa., has folded and now houses a chain market. It is rumored, however, that a new rink will be opened on 12th street in that city. Dick Laurie, manager of the closed rink, advised he was returning to Boston, his old stamping ground.

"OWING to a disappointment, I have been idle all summer but thru kindness of friends have visited several rinks in New Jersey, Maryland and Pennsylvania," writes E. M. Moorar from Philadelphia. "Some spots have kept out of the red and, altho beset with almost continual rains, have drawn fair crowds. Dominick Perrille, who opened in Gloucester, N. J., last November, has a large and well-equipped rink and has had unusually good crowds during summer. He plans to widen it and use the additional space for a beginners' floor. He recently staged a wedding on skates to turnaway business. He has purchased a new sound truck for advertising and will shortly stage a Night on the Farm. Alcyon Park Rink, Pitman, N. J. under same management, is doing nicely. E. Schuman's Delaware Rink, six miles south of Wilmington, on the Baltimore Highway, is a fine large rink and reports satisfactory business. I dropped in on Manager Seery of Sports Center Rink, Baltimore, and found him busy overseeing laying of a banked track for a roller

marathon. Business was reported fair. This place and Carlin's Rink are ice arenas and have permanent maple floors which will be torn up for ice skating during winter. Manager Clair said this can be done with a saving of 80 per cent of flooring. Several skating acts were booked for the marathon in Sports Center Rink. Visited with Archie Feezer, resident manager of Milam's Forest Park Rink, Hanover, Pa., and found one of the neatest rinks I have visited up to date in every detail with a new crystal ball adding much to the tasty decorations. He had no complaint on business, altho, like in other spots, plenty of rain had fallen. I was grieved to learn of the death of H. W. English, a life-long friend. Bert was one of the princes of the game, a great promoter and advertiser. He was originator of the music-roll exchange system in operation when old cylinder organs graced many rinks. He started many skating acts on successful careers. Peak of his success was in Carnival Court Park, Buffalo. His rink there was a model for its time and was crowded day and night. Last rink he operated, according to my memory, was in Lexington, Ky. It was a failure and he lost valuable equipment in the decline of business. I enjoyed Earle Reynolds' article in *The Billboard* of August 6 and he expressed the opinion of many who have a real interest in roller skating."

IN Riverview Park, Pennsville, N. J., Ben Morey's Rink, under management of Earl O'Brien, business is reported not up to that of former seasons. However, this applies to the whole park, which has experienced rain almost continually since opening. Rink Rio, Camden, N. J., closed for remainder of summer the latter part of July. C. B. DeFilippis, Lancaster, Pa., who has rinks in both parks there, is preparing to build a new rink in Maple Grove Park.

EASTWOOD Park Roller Rink, Detroit, will be reopened in the former Coconut Palms building, original park rink, on August 19, after remodeling, with Sigmund Ross as featured organist. Admission will be 35 cents, with 25-cent matinees. Frank Kutzen will again be in charge of the rink, holding down three jobs, rink, Eastwood Gardens and park ballroom. Joe E. Kutzen will take on his first job as "house manager" of the rink under his father. Staff will include Mrs. Virginia Horrell, cashier; Russell Bates, doorman; John Smithers, assistant; Loraine Hanson, Dora Gorre, checkroom; William Hendricks, Jack Smithers, skateroom; Buddy Waltzer, Robert Fink, George Smith, floormen; Norman Zisse, floor manager.

GORDY and Buddy Blodgett, of Hollywood, Calif., arrived in Salt Lake City on August 2 after a 1,300-mile trip on roller skates from Hollywood, which they left on July 24. They reported having worn out 26 skate wheels. They made their headquarters while in Salt Lake City at Gordon Woolley's rink on South State street. The boys are headed for New York, and if they get east and back on skates there is said to be a movie contract awaiting them.

SELINGROVE ANNUAL—

(Continued from page 35)

Kurtzo and Kurtz, Ross Lewis and Grimes Sisters and El Ray Sisters. Among shows were Mabel Mack's Animal Circus, G. S. Eagleson's Rare Animal Show, Tommy Fallon's Girl Show, Cohen All-Girl Revue, Johnny Eck, Rey-buck's Snake Show, Tony Ricco's Athletic Show and National Follies from New York, headed by Buddy Bryant, Mammy Jinny and June Boyd. Reithofer supplied all rides and there were 500 square feet of commercial exhibits.

Growing annually in number of exhibits and shows, with increasing attendance, the fair is considered continuing proof of success of Manager Fisher's idea that free acts, free gate, spectacular parades and programs get and hold crowds. He has already started plans for the 1939 fair.

B'HAM IS TO—

(Continued from page 35)

completed. Junior Chamber of Commerce will again sponsor Alabama School Day, offering cash prizes to hundreds of schools sending bus loads of children from all points. The day, inaugurated last year, drew many thousands and early acceptances to the Jaycee invitation seem to assure that this attendance will be doubled. A separate day is dedicated to school children of Birmingham. For entertainment in front of the grand stand, contracts have been signed

with Racing Corporation of America for two days of auto races. Flash Williams will appear on Thrill Day with his congress of dare-devils. Ernie Young will present his *Cavalcade of Hits* nightly and Theale-Duffield Co. will give fireworks displays. Returning this year the Royal American Shows will be on the improved midway site. There will be added entertainment in many buildings, where commercial space reservations are far greater than in any preceding year.

YOUNG'S SHOW—

(Continued from page 35)

was taken. Weather was good except for rain on afternoon of the last day, which caused an attendance drop of nearly 2,000 below last year.

Visitors included W. M. Neal and T. S. Acheson, Canadian Pacific Railway; T. P. Devlin, Canadian National Railway, all of Winnipeg; R. M. Scott, department of agriculture, Ottawa; Jack Byers, manager Western Cattle Breeders' Association, Calgary; Sid W. Johns, A. D. Munro, C. Wentz, John East, Carl Palmer, Saskatoon Exhibition; E. L. Richardson, Walter Ross, Charles Yule, Calgary Exhibition; J. E. Rettle, Brandon Exhibition; Percy W. Abbott, Edmonton Exhibition; J. G. Gardiner, minister of agriculture, Ottawa; Duke Mills, Polack Bros.' Circus; Max Goodman, Goodman's Wonder Show.

New stunt in front of the grand stand was appearance of winners in a radio talent search conducted by a Regina newspaper. Ernie Young had the five best appear on the last night and cash prizes were awarded. Stations CKCK and CJRM made 21 broadcasts from the midway.

GRAND-STAND SHOWS—

(Continued from opposite page)

show with Phillip Barabaro's Band, Zimdar's Shows were on the midway.

PAUL WHITEMAN, Sally Rand and Lucky Teter will be headliners at the 64th annual Brockton (Mass.) Fair this season, announced Glenn M. McCrillis, president of Brockton Agricultural Society. Featuring a two-hour musical production with Miss Rand and a cast of 75, Whiteman also will play for an hour's dancing nightly except on his broadcast night. Lucky Teter will return for the first five days. Auto racing under the International Motor Contest Association again will climax the last two days.

CENTRAL States Racing Association announced from its offices in Dayton, O., that Ira Vail, sponsor of auto races at fairs, was granted approval to present drivers and cars under CSRA membership this year. Besides New York State Fair, Syracuse, fairs under the Vail banner are at Hamburg, N. Y.; Mineola, N. Y.; Danbury, Conn.; Bloomsburg, Pa., and Du Quoin, Ill. In speedway activity about 18 dates are scheduled.

SECRETARY Robert Muckler said that for the 1938 California State Fair, Sacramento, Aida Broadbent, producer of stage plays and pageants, will direct the outdoor night revue. Louis Castellucci and his Hollywood Symphonic Band of 30 pieces will furnish music. Bill will include a chorus of 250 voices chosen thru State-wide auditions; Fred Scott, Golden-Voiced Cowboy; Candrea Brothers, trumpeters; Don Ricardo's Strolling Troubadours; Blenders Quartet; Helen Lucas, Spanish dancer; Maxellos, acrobats; Cimse Troupe, aerial novelty; Rita and Ruben, dancers; Chaz Chase, human ostrich, and Biltmorettes, acro dancers.

BIGGEST business in its history was reported for Custer County Fair, Broken Bow, Neb., on August 3-5. J. C. Michaels' No. 1 Big City Grand-Stand Circus, featuring 20 acts, furnished afternoon and evening programs, each running two and one-half hours. Grand stand and bleachers were filled, and nearly 1,000 had to be seated in the overflow section around the platform. Circus program was billed over the county with

attractive paper and window cards. Acts were Famous Ben Tahar Arabian Troupe, three acts; Lemoind Trio, four acts; Three Rollers, two acts; Five Flying Fishers, two acts; Harper's Dog and Pony Circus, four acts; Billie Irwin and Co., two acts; Harris Brothers, two acts, and Sensational Cycling Harrisons, two acts. J. L. Landes Shows were on the midway.

ANDY KOCHANOWSKI is manager and travels with the four o' Hearts, Crash Dunigan's high-thrill act, an error in the personnel of which appeared in the last issue. The act includes Harry Smith, Jimmy Millette, Ray Perez, Mickey DuVal and Manager Kochanowski.

ON THE BILL at Wisconsin State Fair will be a rodeo; Jimmy Lynch Death Dodgers; Eifel Sisters, high wire; Monroe and Grant, trampoline; Five Jansleys, Riskey; Shanghai Wing Troupe, acrobats; Power's Elephants; Alf Loyal's Dogs; WLS National Barn Dance, featuring Lulu Belle, Hoosier Hotshots, Uncle Ezra and Prairie Ramblers; fireworks and *Belles of Liberty* pageant.

ACTS signed for the 1938 Maryland State Fair, Timonium, include the Great Calvert, high wire; Williams and Bernice, comedy acrobatic and animal act, and Austin C. Wilson Thrill Show unit. Acts and fireworks will be in front of the grand stand on last four nights and on the midway on other nights. Heller's Acme Shows have been contracted, said John T. McCaslin, midway manager.

CAPACITY business marked Thayer County Fair, Deshler, Neb., on August 2-5. Pari-mutuel races in afternoons were augmented with free acts furnished by J. C. Michaels Attractions. Two-hour night grand-stand program by J. C. Michaels' No. 2 Big City Grand-Stand Circus of 12 acts was received by capacity business. This was the second consecutive year Michaels circuses have been at the fair and, in spite of a short wheat crop and scarcity of money, receipts exceeded last year's. Acts were Groth Brothers, two acts; Sensational France-lon; Chilcott's Animal Novelty, two acts; Famous Max Freeborn Trio, three acts; Cycling Starys, two acts; Four Clovers, and Dr. Hewitt's High-School Horses.

Program Set for Ore. Fair

GRESHAM, Ore., Aug. 13.—Two new buildings to house poultry and horse displays are expected to be completed in time for seven-day Multanomah County Fair here and Secretary A. H. Lea has booked a racing program, reports W. T. Jessup, general agent of West Coast Amusement Co., which is contracted for the fair. Opening day will be Children's Day. There will be a rodeo, 20 free acts and fireworks closing night.

HARWINTON, Conn.—Louis L. Campbell, Torrington, Conn., has been appointed superintendent of concessions for the 1938 Harwinton Fair, making his eighth consecutive year in the post. Style show and dog show are featured. Industrial conditions in the State are reported better.

CHARLOTTETOWN, P. E. I.—Two weeks before opening of annual Prince Edward Island Exhibition here fire of undetermined origin wrecked horse stalls and track grand stand. A crew of 75 was assigned to day and night work in reconstructing buildings. Saved from the flames were 19 horses training for the fair races.

MOUNT PLEASANT, Mich.—Attendance at Michigan Oil and Gas Exposition here on July 25-31 was reported good, with Happyland Shows doing a little better business than a year ago. Henry H. Lueders had to stage four grand-stand shows on Sunday. Among visitors of Secretary H. B. Lidstone were E. P. (Bob) Buckley, secretary of Bad Axe Fair; W. F. Jahnke, secretary of Saginaw Fair, and Arnold Engstrom, secretary of Traverse City Fair.



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

DON'T WAIT FOR BUSINESS TO COME
Go where it is with a Tramil Portable Skating Rink. They are getting the money. Enclose 10c for information on our Self-Locking Floors and Special Rink Tents. Building Portable Floors over 25 years.
TRAMIL PORTABLE SKATING RINK CO.,
3800 E. 15th Street, Kansas City, Mo.

FOR SALE
WURLITZER MILITARY BAND ORGAN, Style 125. Just overhauled by expert and works just like new. Will guarantee. \$150.
CALHOUN ROLLER RINK, 801 E. Ashby, Jefferson City, Mo.

When in the Market for ROLLER SKATES—

Get in touch with us

Our Prices Are the Lowest and Our Product is the Best

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

B. & G. Open at Ill. State Fair

Attractions take up all space—management confident of profitable biz

SPRINGFIELD, Ill., Aug. 13.—The Beckmann & Gerety "Magic Midway" Shows, occupying all of "Happy Hollow" and sprawled into every nook and cranny of the hilltop above, opened a day in advance of the Illinois State Fair here last night to give thousands of embryonic fair patrons a previewing of this greatly enlarged carnival of 1938. During a five-day layoff here, rides and shows were given a repainting and renovating, additions were built, capacities were enlarged and new attractions and rides were received and set up.

The Illinois State Fair attracted an attendance estimated at over 1,000,000 people last year and Secretary E. E. Irwin predicts that this tremendous turnout will be at least equaled this year, regardless of the recession bugaboo. Other reliable sources are of the same opinion.

During the still date season just ended it has been discovered that crowds will still come to the carnival, but inside spending has been off from 10 to 50 per cent. Thus, Beckmann & Gerety are prepared for a drop in the gross while

(See B. & G. OPEN on page 43)

Hennies Bros. Top Record at G. F.

BILLINGS, Mont., Aug. 13.—The Hennies Bros.' Shows midway gross at Great Falls, North Montana State Fair, showed a substantial increase over that of last year, according to Harold DePue, secretary-manager.

DePue also stated that he considered Hennies Bros.' midway the most colorful on the continent and have best electrical illumination devices he has ever seen.

The closing day of the fair set a midway gross record. The crowd remained after the grand-stand "blow-off" until between 1 and 2 o'clock Sunday morning, causing the show a late teardown, but added much to the total week's business.

The Great Falls Tribune spread itself in its use of publicity pertaining to the midway, using 37 cuts and many stories prior to the fair. During the six days Al Raymond, fair's press agent, handled the midway press matter sent in in advance by the shows' press representative. Reported by Joe S. Scholibo.

Lohmar and Simpson Visit Cincinnati

CINCINNATI, Aug. 13.—R. L. Lohmar, general agent Hennies Bros.' Shows, and J. C. Simpson, in the same capacity for the Johnny J. Jones Exposition, were here this week on railroad business.

Lohmar came in from Great Falls, Mont., via Chicago and Detroit and Simpson arrived from Cleveland. Both left the city after a visit to The Billboard office but did not specify their next stopping places. Each, however, expressed satisfaction in the fact that business with their respective shows has shown decided improvement in recent weeks.

Look for

This Feature:

The Press and Outdoor Shows

in the

Fall Special of The Billboard

Dated August 27

Line o' Two of News

SAINT HYACINTHE, Que., Can., Aug. 13.—Art Lewis, general manager of the shows bearing his name, announced on arrival here that E. B. Braden joined as business manager at Ogdensburg, N. Y.

TORONTO, Aug. 13.—Shirley Francis (Lyons), of Cleveland, O., was here this week attending to details for the production of a show for J. W. Conklin which will appear on the midway at the Canadian National Exhibition.

POND CREEK, Okla., Aug. 13.—Frank Du Shane, general agent J. J. Colley's Shows, was here this week. He booked the show for the Chelsea (Okla.) Jamboree celebration to be held in October. According to Du Shane, this event has been held for three years and will be the first carnival to play it during that time.

DES MOINES, Ia., Aug. 13.—The mother of a Des Moines carnival man who died last February has filed suit in Polk County District Court to regain his truck and trailer full of carnival equipment and personal effects. Sadie Lane, address not listed, filed the suit as administrator of the estate of her son, Charles E. Lane. The petition seeks to

regain the equipment from Byrdna Gallagher, reported to be one of the late Lane's co-workers with carnivals.

LINCOLN, Neb., Aug. 13.—State Fair Shows hit a bloomer at Beatrice. Show could not even edge out expense money. Many natives were on the grounds, but little money spent. Operated under auspices of Gage County Fair Association. Geyer brothers, aerialists, have free act.

LANCASTER, Pa., Aug. 13.—A happy reunion took place on Gruberg's World's Exposition in Mount Carmel, Pa. Joe Crafe, Francis Purcella and Jane Boland, who had free act on show last season,

(See LINE O' TWO on page 43)

Kanthe & Korte on Crafts Shows Given Big Birthday Party

FRESNO, Calif., Aug. 13.—One of the gay social events of the season was enjoyed by the entire personnel of Crafts 20 Big Shows at Merced, Calif., when that organization exhibited there re-



A SCENE AT THE ANNUAL PICNIC OF C. F. ZEIGER'S UNITED SHOWS. Event was held at Lewistown, Mont., July 29. In the picture are Doris Schalllock, Lucia Emig, Velma Weadon, Thelma Mardis, Lou Ann Haydon, Billie Adams, Lorraine Hughes, Rita Brazier, Eunice Olsen, Maxine Wilson, Penny Wilson, Cleo La June, Zelma Weadon, Ronald Weadon, Boots Strueby, Helene Tignor, E. A. Tignor, Harvey Criger, Hilda Criger, Lillian Wilson, Rosemary Loomis, G. E. Wilson, Red Weadon, Louis Lasky, Buck Minster, Benny Bennis, Hugh Warren, Earl Gibson, Joe Divino, Tony Vallochi, Frank Divino, Tony Strueby, D. Green, Clifton Slatis, D. S. Hallmen, Eddie Lester, Herman Morde, May Ward, Jack Melvin, Mack Schafer, Morris Thirman, Wyatt Marty, Ralph Schafer, H. J. Brazier, Clara Zeiger, Dime Wilson, Winifred Bebee, Ruby Johnston, Bill Johnston, Marie Queen, Vance La June, Gordie Hutchinson, Walter Charbonsan, Jim Ray, C. F. Zeiger, Margaret Brown, See Sturm, Paul Sturm, Nancy Swanberg, E. F. Swanberg, Frank Ward, Loe Boomerschein, Flo Hoyd, Joseph Adje, Joe H. Queen, Happy Shaw, David McCary, Floyd Kalen, Chris Olsen, Zack Hargis, Charles Smith, Carl Malone, Frank Howard, G. E. Montgomery, Emma Montgomery, Lou Schafer, Joy Strueby, Leland Garland, Hubert Butcher, Alice Shires and Eddie Shires. Photo furnished by C. F. Zeiger, general manager of the show and president of the Pacific Coast Showmen's Association, Los Angeles.

Goodman Does Well In Rochester, Minn.

WINONA, Minn., Aug. 13.—If there were any with the Goodman Wonder Show who complained of their lots in life they are now cured of the ailment. The trip to Rochester, Minn., was the antidote for what ailed them. The grumpy ones soon realized that man's greatest asset is health, and having his he quit complaining.

The show played to flattering business at the Olmsted County Fair there. Because the Cole Bros.' Circus closed its season after billing Winona, Minn., for August 8, the Goodman Show moved into that stand one day ahead of its schedule. However, a derailed car in the train handicapped it in getting the show on the lot and this delayed the opening.

At Rochester entertained several executives from the Minnesota State Fair. Director Maxwell, of State Fair of Iowa board of directors, also paid a visit. Mrs. William Schwartz, widow of William Schwartz, widely known among show-folks, is visiting Goodman organization. Dave Opsal, now with the Reynolds & Wells Shows, visited a host of friends here. Reported by Beverly White.

cently. The occasion was the birthdays of Edna Kanthe and Babette Korte, former daughter of Mr. and Mrs. Ed Kanthe, operators of Athletic Stadium, (See KANTHE & KORTE on page 43)

Hilderbrand Has Best Opening Day of Season In Spokane for Legion

SPOKANE, Wash., Aug. 13.—Hilderbrand's United Shows had its best opening night of the season Monday, drawing 3,500, according to Bob Booker, secretary-treasurer. Second night was 500 better. The show is here under auspices of American Legion Post No. 9.

Booker reported excellent business in this territory. "We had a very nice week in Yakima," he said. "Business was very good. Three nights at Cle Elum were good with 4,448 paid admissions. Kiwanis Club, sponsors there, gave \$173 to Boy Scout cabin fund."

En route from Yakima Sunday the Kongo show wagon left the road on a sharp curve. Mrs. Madeline Lewis, owner, suffered a broken foot and is in Sacred Heart Hospital here. Twenty-four trained chimpanzees escaped unhurt. Accident occurred near Pasco, Wash.

Business for RAS In Can. Is Good

Big crowds in Winnipeg first days—Mrs. Sedlmayr and Curtis Velares arrive

WINNIPEG, Man., Can., Aug. 13.—Record-breaking business that Royal American Shows have enjoyed during the Western Canada Class A circuit of exhibitions continued this week, with heavy increases being shown for the first three days of the Summer Fair held here at the Polo Grounds.

Opening-day attendance was above that of last year and, altho rain fell for a time Tuesday, Children's Day, business was also ahead of '37. Thousands of people were on the midway Wednesday night and attractions were still operating at 1 o'clock following morning. This is the fifth year that Royal American played the Western Canada Class A circuit and the best, the management reported.

Since July 3, when the shows opened (See BUSINESS FOR on page 43)

Mosher Shows Have Vaudeville Acts as Free Attractions

UTICA, Mich., Aug. 13.—The Mosher Shows, now in their second season, were caught for the first time by The Billboard's Detroit correspondent here this week, playing the new Utica Fair.

The show now carries rides and concessions in two units. No. 1 unit moved this week to American Legion celebration at Algonac, and then to other celebrations. Second unit in charge of Charles McKibbins, a brother-in-law of Mosher, was in Beaverton this week.

Both men are veteran concessioners of Port Huron, Mich. They were formerly with the Happyland, Northwestern, Cote and other shows in this territory.

Mosher is a real showman, able to meet unusual situations, as evidenced by two incidents Saturday afternoon. Fireworks were to be set off in a field across the Clinton River, so Mosher stripped off shoes and stockings and waded the river to supervise the job, no bridge being available. Then a herd of cows got into the fireworks, so he set off a couple of fireworks bombs to chase the cows out without injury.

Concessioners are Mr. and Mrs. Ray Earle, Happy Adams, Mr. and Mrs. Oscar Nelson; J. Deltra, pop corn and Ocean Wave. Cletus Rathsburg is advance man. George Koshman, of Kansas City, was a visitor to show last week.

Mosher Shows are also featuring a special vaudeville show playing as a series of free acts this season. Unit includes Loreen and Ed Ennis, acrobatic act; Corinne Dixon, of WJBK's Uncle Nick's Hour, and Deppler and Smilansky, dance team.

Cetlin & Wilson Plan For Ice Palace Off

CINCINNATI, Aug. 13.—The plan of Cetlin & Wilson Shows of presenting an attraction known as The Ice Palace, as announced by Manager John W. Wilson in the issue of July 30, is off, Wilson informs The Billboard. The show was to be owned and operated by one Don Bruce, of Pittsburgh, Pa., Cetlin & Wilson to furnish the physical equipment and Bruce the inside show, according to Wilson, who says they lived up to their part of the agreement which was entered into June 25 last. Wilson would be glad to make a photostatic copy of the agreement and send it to anybody interested on request.

New Series of Legal Opinions

In the next issue of the Carnival Department, will appear the sixth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Business in Detroit Sector Picking Up

DETROIT, Aug. 13.—Business is picking up a bit for sponsored shows in the territory. Frank Miller, manager of the World of Pleasure Shows, reported this week. The shows played a holdover date this week at St. Brigid's Roman Catholic Church. The carnival was held over thru Monday of this past week, for special benefit of the Nuns associated with the church school. From there the shows moved to Wayne, Mich., playing under the auspices of Odd Fellows' Lodge, opening a three-day engagement on Thursday.

Warm weather Sunday helped the World of Pleasure, like other shows in the Detroit territory. Two out of the past four Sundays have been very rainy, so that this past week-end gave the shows the first chance in a long while to make up for lost business.

Miller recently bought a home on Stansbury avenue, where he is now living.

R. M. Brydon Now With Bantly Show

BERWICK, Pa., Aug. 13.—Following the close of Harris Bros.' Circus, motorized, at Hanover, Pa., August 4, Ray Marsh Brydon, general manager, decided to return to the carnival business for the balance of this season at least.

As soon as this decision of Brydon's was made known he was flooded with letters and wires from various carnival managers with offers to produce side shows for them. After due consideration he accepted the proposition made by Herman Bantly, general manager of Bantly's All-American Shows, and started to organize and build a most pretentious side show, on which he has made considerable progress since his arrival on this show here.

In speaking to a reporter for *The Billboard*, Brydon said: "It will be my aim to give Bantly Shows one of if not the finest side shows in the carnival business. The top is 60 by 160 feet and will be fronted with a 230 banner line, and the attractions will be among the best oddities and working acts in show business."

"My reason for doing business with Herman Bantly is because, in my opinion, he has one of the best carnivals of its class in show business and I can see for this organization a very bright future. This shows' fair bookings, in my opinion, can be rated among the best in Southern territory."

Raynell's Shows Are Prospering

WINNIPEG, Man., Can., Aug. 13.—Faced with the problem of having a girl show and entertaining features, yet all modeled along the standard pattern of some years, Raynell, girl show impresario, earlier this year decided on a drastic change. She made it into "The Bowery" of the Gay '90s. That her decision was excellent in shown by the approximately 20 per cent increase in business she has grossed during the Western Canadian Class A Exhibitions.

Canadians accepted the new show and much comment has been forthcoming from press and public on the all-electric organ and the part it plays in presenting the tunes of yesteryear. Front is all new, depicting red brick stores, pawnshops, saloons with "family entrance." Interior of new black top is dotted with clown faces and color effects. Audience is asked to hiss, boo and applaud by emcee Harry Klima, "smallest in the world," who smokes black cigars and wears gaudy checked suits.

Raynell's midway posing attraction, French Casino, with Laura Lorow Manos as talker and manager, has been enjoying the same percentage of business increase this year over same period of last year. Both shows are far ahead of business schedules for past five years. French Casino has new costumes and new interior lighting effects on revolving stage.

Cast of "The Bowery": Flo Kaye, fan dance; Julie Shae, veil dance; Ellsworth and Cordero, featured ballroom dance; Kirk and Keller, tap dance; Gene Wallace, eccentric dance; Gene Pierce, accordion boy singer; Eppie Kilgore, ballyhoo girl; Jackie Maynes, Kitty Lee and Ginger Ray, featured dancers; Jo Jo Jor-

dan, comic; Margot Beauville, Alice Sharp and Lois Lombard, "beef trust chorus," who joined at Davenport, Ia.; Lloyd Sullivan, versatile radio organist, plays all-electric; Curly Lo Vier, drums. Gene Miller, one of the best of midway talkers, has been handling front for some years, with Bob Thomas as second talker. J. G. Mercer and Curly Kohler, tickets; Tex Thomas, boss canvas man; Mike Baliarino, Mack McGuire, Tony Schultz and John Nagle complete crew.

French Casino: Laura Lcrow Manos, talker, unassisted, has won radio and midway "barkers'" contests staged at intervals. Girls are Hilda Renner, Lillian Hawks, Boots Clay, Nellie Ludwig, Dot Smith, Mickey Sidgman and Jessie Miller. Reported by Francis F. Healy.

Dudley Show Cookhouse Men Burned to Death

ESTELLINE, Tex., Aug. 13.—Two men on truck No. 6 of D. S. Dudley Shows were killed near here when their truck hit head on with another machine. Truck turned over and caught fire, pinning two men, Lynn S. Cleveland, 38, driver, and his brother, Dor. Cleveland, 29, beneath it. Both bodies were burned. The truck was loaded with cookhouse of Dudley Shows, which Cleveland boys operated. Show's lighting equipment, which was also on truck; truck itself and Nabor's semi-trailer burned up. Physical loss estimated at \$10,000. Reported by Ruth Dudley.

Ralph Miller Ready for His Fall Fair Dates

ST. LOUIS, Aug. 13.—Ralph Miller, owner of Miller Amusements, spent several days here this week and was on a veritable spending spree. He purchased several trucks and trailers from Charles T. Goss, of Standard Chevrolet Co., and some canvas and other show equipment, which he picked up at bargains. He then bought two truck and two trailer loads of plaster from one of local plaster manufacturers. In fact, he loaded down these new trucks and trailers with plaster same day he purchased same.

Miller said he looks for a good season at fairs in Mississippi and Louisiana, where his amusements are booked.

Galler Compliments His General Agent on Route

HATTIESBURG, Miss., Aug. 13.—General Agent J. A. Gentsch reported to Owner Joe Galler that Buckeye State route is complete to November 26. Recently Gentsch concluded agreements with Forest County Fair and Greenville County Fair thus competing the route. After his trip thru the rich Mississippi Delta, which is his native home, Gentsch reported conditions as decidedly rosy. The cotton is expected to be a little late, but splendid crops are everywhere in evidence, he said. After studying the route, Owner Galler declared, "I have been playing this territory for several years now. Our season so far has been good enough but I wish to compliment Gentsch on his fine work in arranging the balance of our route. I am very well pleased." Reported by Ted Johnson.

Maine and N. H. Items

Revere Beach Beachcomber

PORTLAND, Me., Aug. 13.—Archie S. Pearham's Pine Tree Shows at Belfast, Me., laid over for a second week. Harry Bourne is managing the Plantation Show. Tracy Midgets, of Baltimore, have Five-in-One. Rain is still hampering business in this section. Archie S. Pearham recently out of the hospital with summer case of pneumonia.

Ben Williams' Shows at Hallowell, Me., celebration, an annual stop for Williams, did good. Ben Williams looks well and wears his usual smile. All is well in Williams show, which is ready for annual trek into the maritime provinces of Canada after playing several Maine fairs. Show is most attractive, with much new equipment adding to the glamour.

Dick Gilsdorf's Paramount Shows showed in Claremont, N. E., on the same location they played last year.

St. Louis

ST. LOUIS, Aug. 13.—A. Obadal, associate carnival owner and coin machine operator of San Antonio, was visitor to *The Billboard* office Tuesday en route from Chicago to his home. He reported that Western States Shows, of which he

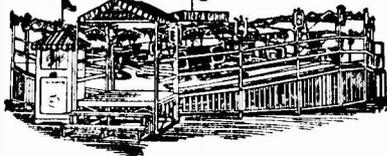
SPILLMAN PRESENTS

Consistent Dividends—**RIDEE-O RIDE**—World Wide Acceptance
New Fun House Ride—**HI-DE-HO**—Four Startling Features
Smart, Racy, New—**AUTO-SPEEDWAY**—The Profit Plus Ride
The Ride Supreme—**FLYING TURNS**—For Big Operators
The Big Repeater—**HEY-DEY**—Pleasing, Positive Profits
SPILLMAN'S FAMOUS JUMPING HORSE CAROUSSELLES
Modern, Smart, Indispensable To Any and All Shows
Brilliant, Glamorous—**LIGHT TOWERS**—Visible for Miles
Rigid Construction—**PORTABLE STAGES**—6'x18' Sections

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder of Amusement Devices

IF YOU CAN STAND PROSPERITY

Invest in the Time-Tested



TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO—FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland, others.
KIDDIE AUTO RIDES—Over 180 sold—shown everywhere say "The Biggest profit from the smallest investment." New modernistic design more attractive than ever.
STREAMLINED PORTABLE CAROUSSELS, All Sizes. Complete Information on Request.
ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

BOOMERANG

Capacity
Gross
Repeats

Providing Thrills on Many Midways
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA
Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.

Send for
Illustrated
Circular

UNITED STATES TENT

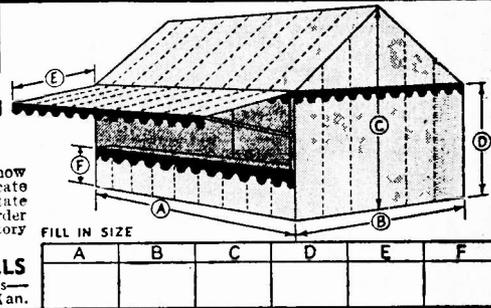
S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street, Chicago, Ill.

FULTON Show TENTS

ORDER FROM THIS AD

USAMP Show Tents are preferred by Show People. Built right. Priced right. Indicate size you want in convenient space below. State whether Green, Buff or Khaki, and mail order and deposit today to branch office in territory you are showing.

FULTON BAG & COTTON MILLS
Atlanta—St. Louis—Dallas—Minneapolis—New York—New Orleans—Kansas City, Kan.



is part owner, have had a fair season to date.

L. S. Hogan, general agent of Rubin & Cherry Exposition, spent several days here prior to a trip south in interest of this show. This was Hogan's first visit here since April.

Outdoor showmen will be sorry to learn of death of John J. Schweppe, formerly known among show fraternity as "Mayor of Sixth Street." Schweppe was buried August 6 from Old Cathedral, and funeral services were attended by many of showfolk who were in St. Louis. Father DeMohr, formerly chaplain of the once Mississippi Valley Showmen's Association, conducted services.

Norman Vaughan, publisher of *National Elks' Horn* and brother of Eddie Vaughan, formerly with Ringling-Bar-num circus and until recently with Sol's Liberty Shows, was visitor to *The Billboard* office Wednesday when he was in city on business.

Mr. and Mrs. Sam Gordon, of Beckmann & Gerety Shows, spent several days in the city this week visiting with friends, while show "laid off" until opening of Illinois State Fair at Springfield.

Mrs. Viola Hayes, until recently with Gold Medal Shows, is in city visiting relatives.

Charlie T. Goss made a tour of Middle West again this week and upon return-

USED TENTS

For CONCESSIONS AND SHOWS
Good Condition.

Priced Right for Quick Sales.

CAMPBELL TENT & AWNING CO.
MONROE AT THIRD, SPRINGFIELD, ILL.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW.

Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

WANT

Bingo, Photo Gallery, Candy Floss, Candy Apples and Novelties for the Boone County Fair, Madison, W. Va., week of August 23 to 27. Nicholas County Fair, Summersville, W. Va., week of August 31 to September 3, and others to follow.
Address

LATLIP RIDES
209 Elm St., Charleston, W. Va.

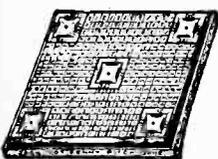
ing Thursday reported that most shows are having better business.

Whip Castle, prominent concessioner, returned to city today after hopt-scotching for several weeks in Arkansas and Mississippi. Business was okeh with him and he arrived in a new automobile.

TAKE NO CHANCES



At the Fairs and Celebrations, insure your profits with the reliable ELI POWER UNIT. Write for information.
ELI BRIDGE COMPANY
 Builders of Dependable Products,
 N. West Street, JACKSONVILLE, ILL.



PENNY PITCH GAMES

Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

BINGO GAMES

75-Player Complete\$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE.

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-128 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
 Analysis, 3-p., with Blue Cover, Each, .03
 Analysis, 8-p., with White Cover, Each, .15
 Forecast and Analysis, 8-p., Fancy Covers, Ea. .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers, Each .30
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00
 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.

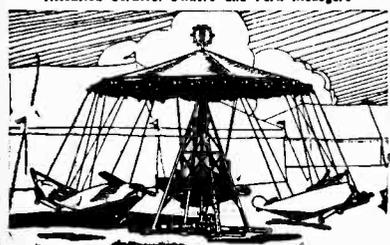
PACK of 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

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.

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, Springfield, Erie Co., N. Y.

BUDDHA PAPERS—SUPPLIES

1938-'38 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, 1-17 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 148 Page Illustrated Catalog Ready.
 Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

NELSON ENTERPRISES

188 S. Third St., Columbus, O.

TILLEY SHOWS WANT

Experienced Ride Help. Can also place complete Side Show for No. 2 Show. Address Lyons Station, Clinton, Iowa.

FUNLAND SHOWS WANT

For long season South: Tilt, Loop or Octopus, Grind Shows, X Custard, Diggers, Fishpond, Hoopla, Lead Gallery, Ball Games, No. grift, Brownsville, Ky., Fair this week; Livermore, Ky., Fair next week.



Our Midway

By RED ONION

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

Did you get your watermelon money in Georgia?

WORTH REPEATING: Good independent carnival shows are badly needed.

LOOKS LIKE Ray Marsh Brydon is back in the carnival business, following the closing of Harris Bros.' Circus.

MORRIS MILLER seems to have a tough time with his agents, general, special and press, but Miller Bros.' Shows keep going.

GEORGE F. DORMAN is in the book to either have a carnival of his own before long or to consolidate his interests with another.

MARY WEBB is with the Eric B. Hyde Shows. Red Onion has been wondering if she was ever with K. G. Barkoot when he had one of the finest carnivals.



WALTER A. WHITE, versatile carnival executive. He started at the bottom and climbed to the top. He can do about all there is to be done around a show from the advance to laying out a lot, putting the show on and taking it off and loading the train if necessary. Walter A. knows the carnival business. He joined the Beckmann & Gerety Shows some weeks back and is now serving that organization as special representative.

AJAX AND ZENO SHOWS! Why not? We have had Moonlight and Starlight shows as titles. One may expect anything to emanate from the minds of a lot of people in the carnival business.

HUS-BUN: A carnival show woman wrote in from a town in Tennessee that she is going to join her "hus-bun" for the fairs.

REPORTS from Maine have it that Ben Williams has the finest carnival that ever appeared under his banner. Ben, like Carl J. Sedlmayr, is still his own general agent.

BURT V. BARNES, trap drummer, letters from Brodhead, Ky., that he will close his engagement with F. H. Bee Shows at Lawrenceburg, Ky., and that all is well.

EDWARD TORBERT, formerly of Royal American Shows, entertained friends from *The Billboard* office at his country home. Burlington, Ky., August 7 with a picnic.

WALTER HALE, press agent Beckmann & Gerety Shows, has made wonderful strides forward in his writing and reporting this season. His aim is accurate coverage and clean copy. In this objective he has succeeded most admirably.

AL C. BECK lettered from Springfield, Mo., that he wished to thank *The Billboard* for the news mention and photo

of him published some time back in reference to his return to the carnival business.

Ever see a general agent with that "haven't got a town booked" look on his face? It is quite a forlorn look, dear brothers.

"BABY EMMA" not out: Mrs. Peter H. Cole letters from Newport, Ark.: "Am known as 'Baby Emma.' Not able to go out this season on account of bad health. Making my home here and would like to hear from friends."

BOB LAUGHLIN JR., of West Bros.' Shows, lettered from Stillwater, Minn.: "Recently returned to the show. Now that the show is on its fair tour I am going to remain with it as *The Billboard* sales agent and mailman. Hope to increase *The Billboard* sales."

J. GEORGE LOOS presents Greater United Shows and his letterhead says "The oldest operated carnival in America. Thirty-fifth annual tour." J. George gets a lot of fun out of reading the Show Letters in *The Billboard* each week, he writes.

FRANK M. SUTTON has made his announcement that he will return to



TWO SHOWMEN, not two cattle rustlers of the Old West as their headgears might indicate. Left, Elmer C. Velare, business manager, and Carl J. Sedlmayr, general manager of the Royal American Shows, wearing the "10-gallon hats" that were the vogue during the recent Stampede and Exhibition in Calgary, Alta., Can. Two of the shows' wagons form the immediate background. Photo furnished by Francis F. Healy, press agent.

the carnival business in 1939. Our Midway said he would quit some time ago. They all come back sooner or later. Nothing short of death will stop them once the carnival bee stings them.

DELBERT PAYNE cards from Pineville, Ky.: "Am with Barfield's Cosmopolitan Shows and play the trombone in the Minstrel Show band. Formerly with the Silas Green show and last season with Rabbit Foot Minstrels. Am doing all right."

WILD WEST AND "WILD MEN!" Many have doubtless often wondered what made a Wild West or a "wild man" wild!

RALPH WILLIAMS, press agent Rubin & Cherry Exposition, writes to the point, not all around it, as some do. Our Midway now puts Ralph Williams in the bracket of top carnival press agents. At last Rubin Gruberg picked a winner. "Vat the 'ell!"

WILLIAM R. DYER, of Dyer's Greater Shows, cards from Eau Claire, Wis.: "We have placed an order for light plant to generate our own current. Some of the

larger carnivals seen in this section have certainly put on the trimmings and flashed up."

FRANK DU SHANE, general agent J. J. Colley's Shows, letters from Pond Creek, Okla.: "Shows are now making up for poor early start of season. Business greatly improved and it could not be expected to be better than it has been the past four weeks."

BOBBY KORK, part of this season press agent for W. C. Kaus Shows, cards from Trenton, N. J.: "Left the show to attend to illness at home. Needed a good rest after a strenuous early season of rain and poor business. Hope to be okeh by fall fair time. Best wishes to *The Billboard* staff."

C. W. Nail Took George Loos' Advice and Prospered

CABOT, Ark.—The C. W. Nail Shows have been out since April 14 and have not lost an opening night and but two nights on account of rain. The season has been about half of what it was last year. With cotton coming on and having some dates in Louisiana Nail hopes to make up for the not so good summer. He tells the writer that no concessioner so far owes him a penny and he has not missed a Tuesday pay day for his ride men. Fordyce, Ark., was the best week of the year, being there under Fire Department. The tomato country was not so good, as they only sold for a cent a pound. Peaches did not bring a fancy price, but over 2,000,000 bushels were shipped from Nashville, Ark., this year. In looking over *The Billboard* Mr. Nail read what J. George Loos had to say about notables and he said that at the last Dallas fair meeting he and Loos counted 22 carnivals that had organized from the Loos Shows, among them the Nail Shows in 1910. Here is what Nail said: "I had been trying to keep it a secret that I was taking my own show out. It eventually came to Loos and he told me that if any of his concessions wanted to go with me to take them, for if they were dissatisfied they were no good to his show. I have remembered and profited by that. I wish a lot more who make a practice of trying to disorganize another man's show would also profit by what J. George Loos said. He had the right idea away back when. This season other show managers have come on my midway and sneaked around and tried to get my concessions and show people and when I know they are there I tell them like George told me. But I did not try and did not take George's concessions." Every week rides on show get lots of praise about how they look and how nicely painted. Concessioners are Bert Miller, Rex Sanders, Earl Atchison, Paul Rollins and Clarence Judy.
 L. M. BROWN.

TEX PUTEGNAT cards from Russell Springs, Ky.: "Brought my attraction, Louis-Louise Logsdon, back home to the F. H. Bee Shows. Have a neatly framed single show and am happy to say we are getting our share of the business. Manager Bee gave us a hearty welcome which made us feel very much at home. His fair season started off okeh."

Give the "sticks" brass for "lay-down" money and see how many they can "bill-in" with that kind of dough. Bets are that nary a bet will they get.

BUDDY DAVIS cards from Mattoon, Ill.: "Lou Louette framed a Hall of Science show. Must say it is a fine frame-up and is neonized inside and out. Staff consists of Doc Leeman, Doc Hale, Mary Nelson (nurse), and myself, as talker. This show is traveling independent of any organized carnival and at present is playing fairs in Illinois."

GEORGE M. KEIGHTLEY, trainmaster on Royal American Shows, letters from Regina, Sask., Can.: "This show's train is loaded and unloaded very quietly. After 25 years in show business I have finally graduated to be a trainmaster. Everyone seems to be much interested in the new unloading device. Expect to see all at the Showmen's League Banquet and Ball."

WHOLE SHOW VISITS: Gene Padgett cards from Danville, Ill.: "After leaving the Rubin & Cherry Exposition, Mrs. Padgett (Babe) and I joined the Johnny J. Jones Exposition. She is working for Hughie Mack and I have the front of the Globe-o-Drome, the best motor-drome I have ever seen. Both of us are

doing very well. Entire personnel of Zimdars Greater Shows visited here August 9."

PUTS OUT MERCHANDISE: Doc (High Pitch) Carrol cards from Pinckneyville, Ill.: "Visited the fair here. Royal Midway Shows located in the horseshoe. Roy Goldstone has his concessions well stocked and presented. He uses six trucks for transportation. Goldstone said he has beat the recession by putting out merchandise and by treating patrons with courtesy. He has won. Am with Barker Shows playing in Illinois."

It is a shame that so many men who wish to be classed as showmen will do so many things to hurt show business. Imagine a "stick" calling himself a showman. Well, nearly all of them do.

MEMORIAL SERVICES were held at Muscatine, Ia., for Mrs. W. R. Clingman by Doc Waddell, chaplain of Crowley's United Shows, and the 300 people on that carnival. Her age, 80. Her son, Walter Clingman, is a high-wire performer and has been with the Mills and Mills act 13 years. He and his wife and Harvey Mills attended the funeral and burial at Chillicothe, O., Doc Waddell reports.

PETER W. SPARKS, curator of reptiles, letters from Washington, D. C.: "Been busy this spring and summer assisting in opening a new animal park and snake exhibit in New York State. William Meems, formerly of Meems Bros., and Ward have opened a seven-acre plant some 15 miles out of New York on the Hudson River. Writer spent several seasons with snake shows on various carnivals."

WALTER B. FOX letters from Jackson, Miss.: "Paragraph in Our Midway recent issue pleased me. Now making plans to be in Chicago for the big doings this winter. Trust when Red Onion is on his vacation that he will give my regards to 'Tom Collins' and 'Milwaukee Pabst.' It is very hot south of the 'Smith and Wesson' line. Best wishes to all on *The Billboard* staff and A. C. Hartmann and Claude R. Ellis, in the 'boiler room.'"

MANY MEN AND WOMEN are not the "coming showmen"—they are the "going showmen," meaning that they are passing out of the present scene. They are passing out because they are not progressive, decent in the operation of their attractions, nor fair in their business dealings. Take it or leave it.

OUT UNTIL ARMISTICE WEEK: Judging by full season routes, mostly fairs, exhibitions and celebrations that have been pouring into *The Billboard* office the past week, none of the leading railroad, baggage car and motorized carnival managements seem to have any intention of going into their respective barns before the end of Armistice week. Frank S. Reed, for Rubin & Cherry, and Walter D. Nealand sent in very attractive route cards complete for the season.

JAY E. GOULD, of Jay Gould's Million-Dollar Spectacle Shows of 1938, letters from Glencoe, Minn.: "Montana,

3,980-pound steer owned by Jack Guth, died. He had been exhibited all over the country. Jack is now with our show and is featuring Ted Anderson, one-armed violin player. Show is billed as 'Montana Curio Show.' He has a nice display of Montana curios. As for our 'Million-Dollar Spectacle' we are doing a fine business."

"DISAPPEARED!" Nip Butts, manager All-American Shows, lettered from Hominy, Okla., August 3: "Fletcher Letts, a big concession owner, left Cleveland, Okla., for Hominy late Saturday night and to date was never heard from. The sheriff's force and highway patrol gave all the aid they could to find him. Letts always carried a large sum of money with him and it is feared he met with foul play." Show was booked to go to Collinsville, Okla., and if anyone knows where Letts is Manager Butts would like to know.

NEW BRANCH of outdoor shows in the making: Art B. Thomas' Big Bombshell of 1938 and Jay Gould's Million-Dollar Spectacle Shows of 1938 are the ones in Red Onion's mind and should be looked over by progressive carnival showmen. Give them a look. There is an idea behind it all that may be the carnival of the future.

STARR DeBELLE seems to forever be in a rush. However, he found time to type the following from Danville, Ill.: "Speaking of Ugo Straight, the skill-o operator: I had the pleasure, some years back, while making a 'Cook's tour' in Florida of meeting and interviewing this



AMID OREGON ROSES: Ronald W. Martin, two years old, son of Charles Martin, talker and partner of Eva Perry in the operation of Perry's Girl Revue on the Joyland Shows. Photo taken in Toledo, Ore., during shows' engagement there and furnished by Miss Perry.

gentleman. We at the time were making a sleeper jump in a box car load of Bermuda onions. He confided in me that he held many things in life as sacred, principally money and automobiles. He cut up jackpots on them that would make the late Andrew W. Mellon and Henry Ford look like pikers."

FRANCIS F. HEALY, press agent Royal American Shows, letters from Regina, Sask., Can.: "Regina newspapers outdid themselves in news and art during the recent exhibition. They used 40 pictures, and each day had two columns and special features devoted to the midway, interviews and 'peeks' behind the scenes. Up to Friday of that week there had been 900 inches of space used including pictures. Ernie Pascoe, editor of *The Regina Star*, and J. A. M. Cook, editor *The Leader Post*, said that the total space was the most newspaper publicity ever given the Regina exhibition."

GREAT AND GREATER: Many of the fair secretaries over the United States in their premium books and special fair news continue to advertise the carnivals that are to play their dates as "Great" or "Greater" so-and-so shows no matter what is the title of the show they have booked. This premium-book advertising is one item in detail that all carnival press agents should pay some attention to.

R. E. SAVAGE, of J. J. Page Shows, letters from Atlanta: "Thought a few lines from the land of cotton would not be amiss. Been down here 10 days looking after the interest of the shows, which will exhibit at a number of fairs in this section in the fall. Conditions in general look good at this time, as a



YOUNG MAN AND AN "OLD FISH." This picture is of Young Suicide Zorsky, son of Joseph Cramor, professionally known as Suicide Zorsky, aerialist, and the big fish he caught at Bath, Me., while his father was playing there recently as a free attraction. From Bath the Zorskys went to Claremont, N. H., and gave Minnesota as the next address. Young Zorsky is learning to do the high pole act made famous by his father.

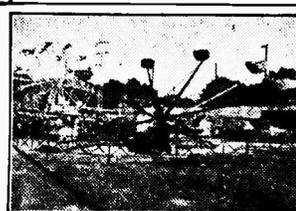
record cotton crop is the wish and prediction. Show starts its fair dates at Lebanon, Tenn., middle of August and runs until end of Armistice week. Wish to thank *The Billboard* for news space it has so generously given the J. J. Page Exposition Shows."

MRS. VICTOR LEE lettered from Ogdensburg, N. Y.: "Danny Wilson, popular sales agent of *The Billboard* and mail man on the Art Lewis Shows, was called home by his mother and left for Charleston, W. Va., as the shows were going into Canada for the exhibition dates. All on the show will welcome Danny back when it goes south again. During his absence I am handling *The Billboard* sales and mail. Danny is a big booster for *The Billboard* and has the sales up to 80 copies on the show weekly and is among the top sales agents."

BEST PRESS AGENT: C. A. Upchurch Jr. letters from Raleigh, N. C.: "How come Gaylord White is not writing any more pieces for *The Billboard*. He is the best press agent in the business." Answer: All that the editor of this department can say is that Gaylord White is not sending in any pieces anymore to *The Billboard*. The editor fully agrees that Gaylord White writes excellent copy.

DRAIN ON SHOWMEN'S Association: A member of the Pacific Coast Showmen's Association letters from Los Angeles: "Chiseling and various methods used by some members and by some not even members to get money from the organization seem to grow in numbers rather than diminish. Some not even members get money and even burial expenses for nonmembers. This is a serious drain on the funds of the PCSA, and it should be made plain that this is not a charitable institution for the general public's benefit. This association cannot furnish money to bury every showman who dies just because he has been in show business whether he is a member or not."

HARRY WARREN letters from Florence, Ore.: "With Joyland Shows. Business for last few weeks up and down the Oregon Coast has been exceptionally good. Show received a new semi-truck to transport the Octopus ride. Show working as two units during engagement here, other unit being in Coquille, Ore., at the celebration. Blanche



Loads on One Semi Trailer.

EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Lussie Bros., Ltd., Blackpool, England, European Suppliers.

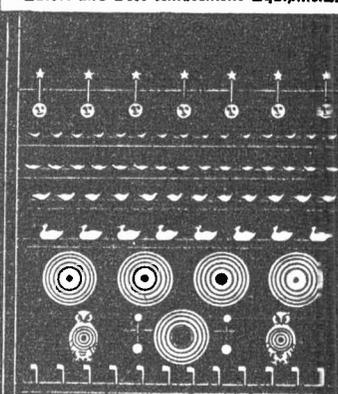
Ober, midget entertainer of Baltimore, Md., joined Prince Elmer's midget attraction in the Side Show. Frank Desnos, concession manager, reports that concessions are holding their own as far as business is concerned. Hughie Bowen, the show manager, has returned from a booking trip. From the look on his face he must have been successful. Teddy Levitt, special agent, is a great banner solicitor. Show has new line of posters."

F. E. KELLY CUT UP! F. E. (Red) Kelly lettered from Beckley, W. Va., August 10: "Last Saturday in front of the marquee of the Broadway Shows of America I had just stopped an argument caused by a colored man trying to crash the gate. When I turned my back

EVANS

MONEY MAKERS

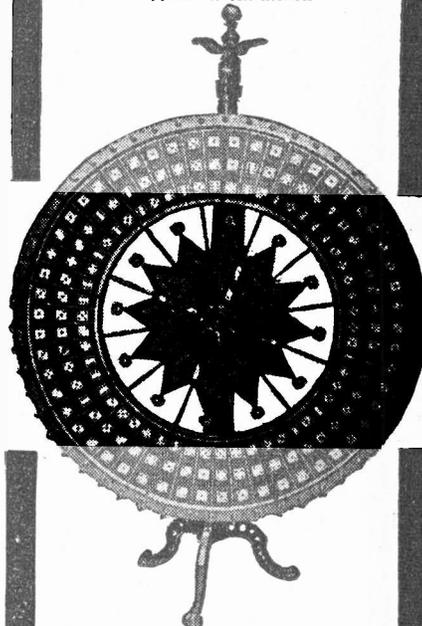
Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.



SHOOTING GALLERIES

IMMEDIATE DELIVERY.

Complete Line of Shooting Galleries. Supplies for All Makes.



EVANS DICE WHEEL

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 of All Kinds \$7.50 up

EVANS ALUMINUM MILK BOTTLES

Far superior to old wood bottles. Sound like falling glass when knocked over.

\$10.50 PER SET

FREE CATALOG

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago, Ill.



ONLY HEIR: John Galligan Jr., son of Mr. and Mrs. John Galligan, corn game operators with the Blue Ribbon Shows, and pet, Ritzie. Jack Gallup, who furnished the photo taken in Rockport, Ind., during the recent fair there, comments that John Jr. and his doggie manage to keep Mrs. Galligan more than busy.

OCTOPUS LOOP-O-PLANE

TWO BIG WINNERS

PERMANENT OR PORTABLE.

EYERLY RIDES GUARANTEE BIG PROFITS



Loads on Standard Truck.

MINEOLA, N. Y., FAIR

WEEK SEPTEMBER 19TH

Can Place Grind Stores of All Kinds — Also Cookhouse and Shows With Own Outfits — Space Limited.

Write

O. C. BUCK EXPOSITIONS

104-33 128TH STREET,

RICHMOND HILL, N. Y.

INGHAM COUNTY FAIR, Mason, Mich., Aug. 24-27

Concession Space, Two Dollars a Front Foot (Minimum Ten Feet to a Concession).

WAYLAND, MICH., STREET FAIR, Aug. 31-Sept. 3

Concessions, Fifteen Dollars Each, Up to Fourteen Feet

Positively no flat stores at either Fair. A few exclusives have been sold.

Address all inquiries to

F. L. FLACK, Mgr., Northwestern Shows, Angola, Ind.**BLUE RIBBON SHOWS**

Wanted experienced Corn Game Help, no girl chasers, for two Corn Games, Apply to Herb Brown, New Albany, Ind., this week; Corydon, Ind., starting Sunday. Also Hoopla and Country Store Agents, 1 good Guess-Your-Age Agent to join at Indianapolis State Fair. Ball Game and Huckleberry Buick Agents to join at Louisville, Ky., State Fair, with Knoxville, Tenn., following. Address all replies to **JOHN GALLAGAN, General Delivery, Frankfort, Ind., this week; Corydon, Ind., Saturday, August 20.**

WANTED

Experienced Finhouse Man and sober, reliable Ferris Wheel Help. Get in touch with Charley Holliday. Also Trainmaster can use good train hands and polers. Must be white. Get in touch with Wallace Cobb. Have long fair season.

WORLD OF MIRTH SHOWS

Watertown, N. Y., until August 18, then Ottawa, Ont., Canada.

to re-enter the grounds he ran up and cut me from the back, slashing my face, which necessitated the removal of my left eye. I have been in show business since 1915 as concessioner, adjuster, assistant manager and general agent. Will be laid up here for several weeks. Am not looking for publicity, but doubtless my friends will like to know about my misfortune. At this writing my right eye is blinking and I can hardly see out of it. Mrs. Kelly was here at time of this mishap. Was formerly business manager for Dixie Model Shows."

RUIN THE RIDE BUSINESS! Carnivals that have three-cent matinees for rides are not doing the ride or show business any good. Can all the foolish ideas, ride coupons and all that junk and get back in show business on a basis of placing a reasonable value on amusements. Rides at three cents and gyp girl shows at 25 cents sound all out of proportion. Wake up!

B. & V. SHOWS notes from Stamford, N. Y.: Mrs. Queenie Van Vliet letters: "Between the weather and bad business it has been a pretty tough season so far. However, recent warm weather caused more people to come to the lots and business picked up a little. All on the show are looking forward to the fairs and hope to come out on top. Seems like we have had all rainy Saturdays lately, with cool nights and other setbacks. Billy Outten and his three children in a diving act are doing quite well. They left the Lasher Diving Act. William Kolb is back on the show with an innovation in panball games and is doing fairly well. Ted Lewis has a new girl on his ballyhoo stage, now making three. Blue Moon Hawaiian musicians play for his show. B. & V. Shows have done fairly good business in last two stands. Mrs. Henly Faulkner put on a bottle ball game and is giving Betty Buck on the cat game some keen competition."

CLEAN AND DECENT: A prominent auspices in a town in Wisconsin writes: "We would like to book a carnival, a fairly good-sized one. If it has more rides than shows and concessions so much the better. Some shows with some carnivals are of very little entertainment value, and most of the concessioners do not play fair with the public. ABOVE ALL, IF WE BOOK A CARNIVAL IT

MUST BE ONE THAT IS CLEAN AND DECENT."

THOMAS PARKER, press agent, letters from Greenup, Ill.: "Been with L. J. Heth Shows since opening the season at North Birmingham, Ala., in March. For me it has been a pleasant tour despite bad business and weather breaks. All on the show are looking for the fall fairs to bring everything out all right. In my work I have had good support from Manager L. J. Heth and Secretary Joe J. Fontana. Have many friends in Tampa and will be glad to get back there when the season is over. Handled exploitation for Sparks' theaters in Tampa for six years and looking forward to a busy winter. Have been wondering what became of Ed Squires, former press agent and radio man with Rubin & Cherry Exposition. Last heard he was in a hospital in Chicago. Visited Floyd Newell, of Mighty Sheesley Midway, recently in Terre Haute, Ind. He knows how to make show visitors and others feel at home when they call on him. I would like to be as good at press-agency and photography as Newell and Jack Dadswell. When it comes to pictures they are men who know how to frame their shots for the best effects. Show will soon be in Alabama again. *The Billboard* sales on the Heth Shows are in charge of Lester Parrish and have been far better than in 1937. Parrish also handles the mail. While in Beardstown, Ill., at the Fishry celebration I had good support from Johnny Glen, the ice man, and Dale Lynn, manager of the Strand Theater. They are friends of showfolks. Good luck to *The Bill-*

board and its staff for the way our shows' news matter has been handled since I have been with L. J. Heth."

ALTON & BABCOCK dissolve partnership! Doc Hall letters from Los Angeles: "Hot weather has us 95 in the hole. Business with the three carnivals that were left in this vicinity when the grand rush took place in the spring is just fair. Large crowds in attendance, but people seem to lack spending money. Beaches are packed these hot days, mostly on the sands, and concessioners say "Not so good!" Ride men claim business is way off from last year. Alton and Babcock have dissolved partnership. C. H. Alton took a unit to Nevada, and F. W. Babcock's unit will stay in this vicinity until fall. I am general agent for Babcock. This is one summer that I turned native and remained among the 'homefolks' here. Some weeks back a group picture appeared in *The Billboard* with me on the end. Received a letter from a showman, at least he claimed to be a showman, in the East. He wrote: "So this is Doc Hall. After reading so much about him in *The Billboard* I now know what he looks like." His letter ended with that, but he has me guessing as he did not say what I really looked like. In recent issue Walton de Pellaton, of White City Shows, wrote that while the shows were in Gooding, Ida., the men on the show bought 212 shirts. This caused me to wonder if they lost their shirts this spring. Last time I was in Gooding there were not 212 shirts in the whole town. While driving around town the other day I noticed that there were plenty of 'drives' being put on. There was a 'First National Bank drive,' a 'liquor-store drive' and in another section there were two 'theater drives.' These signs made me wonder as to a drive in carnivals and circuses to get business. Still for the Cincinnati Reds ball team. They are heartbreakers on my bank roll, but I am still for them. Best wishes to Editor A. C. Hartmann."

FIGHT TO ESTABLISH A TITLE: Carnivals that amount to anything have the same titles in the United States as they do in Canada. The same in one State as they do in another and the same in January as they do in July, October and November. In other words the same the year around, year in and year out. Owners and managers who change their titles every so often are never going to go any place worth while and are never going to amount to anything in show business. Get this and get it right.

ROYAL AMERICAN NOTES from Winnipeg, Man., Can., by Francis F. Healy: Mary Edith Lorow, known professionally as Ginger Ray, star in Raynell's *The*

Bowery, was given a party on her 20th birthday on midway by friends and members of her family last week. Mention of the event was made in the society columns of Regina newspapers. Among the gifts received by Ginger were a silver fox cape from her brother, Cortes, owner and operator of the Look show, and a valuable diamond ring from her mother, Mrs. Bert Lorow. . . . Reports of the "big storm" on the midway at the Calgary Stampede and Exhibition were apparently like Mark Twain's death, "grossly exaggerated." Damage estimated by Elmer C. Velare and Carl J. Sedlmayr was less than \$25 and consisted of a few bent poles and a torn strip of canvas, not believed newsworthy for Our Midway column. Shows have weathered far worse storms during spring engagements. All damage was confined to front of Look show and was repaired within a half hour. . . . Showfolk must be preparing for a heavy winter if fur buying is any indication. For past five weeks girls have been buying silver fox capes and neck pieces, red fox capes and a few sables. There has been such a demand for furs that Gus Yaeger, fur man, joined the shows at Brandon and continued thruout the Class A Circuit. Yaeger presented Bonzo, chimpanzee star of Monkey Town, owned by Larry Banthin, with a perfectly matched muskrat coat, satin lined, which Bonzo wears on cool nights, provoking much comment. . . . August is truly dog days on the Royal American midway. The Western Canadian exhibitions are noted for their splendid dog shows, and the showfolk annually, for the past five years, return to the States with prize dogs which they purchase, usually at Edmonton. Last year Carl J. Sedlmayr, general manager, purchased a Sealyham, Duke, first-prize winner at one of the exhibitions. And this year Mrs. Frances Annin bought Duke's stepbrother. Every "possum belly" on show is filled with pets, with no more room available.

15 Years Ago

(From The Billboard Dated August 18, 1923)

Johnny J. Jones Exposition concluded its tour of Western Canada Circuit of exhibitions with its gross receipts beating record set in 1922. . . . Ada Palmer, wife of Joe Palmer, was seriously ill in a Raleigh, N. C., hospital. . . . Lipka Amusement Co. blew into Grand Rapids, Mich., after five weeks of Lake Michigan resort spots. . . . The amusement world, including theaters, circuses, carnivals, fairs, parks and chautauquas, paid tribute to memory of President Warren G. Harding on day of his burial at Marion, O., by suspending operations for part of the day. . . . Bill Davis joined Ford Munger's Athletic Show at Carthage (O.) Fair. . . . W. C. Gibbons was in Ottawa, Ont., visiting his wife in St. Mary's Hospital there.

James Fleming signed contracts to present his Tynymite Pony Show at a string of Ohio fairs. . . . "We're not making much money, but we're having a wonderful time," was word from ABC Attractions from Pismo Beach, Calif. . . . Louis Sorcho's calliope, hauling an advertising truck, was making Broadway, New York, from end to end regularly three times every day. . . . Dick Johnson, second man ahead of Burns Greater Shows, visited *The Billboard's* Cincinnati offices while in Queen City for a brief stay. . . . Dolly Devine was slowly recovering from an attack of indigestion at a Lynchburg, Va., hospital. Kellie King and wife signed Nora and Ora, fat girls, as their attraction for a string of fair dates.

Jack White was with Beautiful Hawaii Show with Boyd & Linderman Shows. . . . Racine, Wis., proved a red spot for Morris & Castle Shows. . . . Despite opposition in from a two-day Harvest Home Celebration, Rubin & Cherry Shows, playing under Allied Craft Shop auspices, were doing a splendid business in Owosso, Mich. . . . Ralph Smith, a snake charmer with Ingalls Carnival, was severely bitten and nearly crushed to death by a large boa constrictor which he was putting back into snake box after afternoon performance at Hudson, Mass., August 8. . . . Fine weather and good crowds greeted World at Home Shows when they opened a week's engagement at Waynesboro, Pa., under local fire department auspices.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DeBELLE

Erroneously, British Columbia.
Week ended August 6, 1938.

Dear Red Onion:

The moving of our four-section midway by the Stratosphere Transportation Co. certainly was an awful letdown for the show. Saturday night everything seemed ship-shape for a quick move. The four sections of our wooden midway were properly unjointed and by 1 a.m. the giant sky hooks picked them up and sailed thru space. By daylight section No. 1 arrived here, with all expecting the other sections in at any hour. By nightfall the management decided to wire to the surrounding towns to try to locate the missing midways, knowing that there had been a slip-up somewhere.

Early Monday morning the missing units were located, one in Minneapolis, one in Chicago and one in Atlanta. The pilots claiming that their compass needles had stuck and that they did not know that they were on the wrong air route. We do not claim to be the first carnival "To do a Corrigan," but we do claim to be the first to do it by air. By Wednesday all units arrived and were in place for a mid-week opening. This will terminate the show's air moves. The bosses wired for the flat cars today.

The management requested of this department the names of many of our attractions and the managers of same. Lizzie Smith's Educational Model and Posing Revue, late of the Gaff Bros.' 80, 81 and 82 Big Shows, arrived with her two plush drops and was successful in

lining up several local girls in time to make the opening here. Sword Box Slim, manager of our big circusless side show and who's wife works Buddha, has one of the flashiest frame-ups on the road. The banners are so strong and so brilliant in oils the Ballyhoo Bros. have decided to put them inside and the exhibition on the front. We find that the patrons are better satisfied.

The office closed the peep show that was known as the Rubber-Neck Emporium due to the owner's being too busy doubling on dice. A valuable addition to our mile-long midway came on last week. The attraction is new and different from anything to ever make its appearance on a carnival midway. Prof. A. Holedigger joined with his buried alive super supreme attraction. The professor, well experienced with this line of work, having served in a like capacity with several major league cemeteries thru the East. Hires none but local people with a Saturday night pay day. He never forgets to wire back to the chief of police instructions to dig him up.

Our sensational free act is presented by Ballbearing Bell, Wizard of the Air. This sun-tanned senorita works high over the midway on a gigantic spider web of steel cables, giving plain, fancy, trick and reckless roller-skating exhibitions.

If it had not rained all week there would have been some news of value. Our foreign tour is now becoming a reality.

MAJOR PRIVILEGE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 13.—Our visitation last week took us back for a revisit with William Glick's Ideal Exposition Shows, which organization returned to this community for a second week's exhibition on North and Otilla streets lot within city. We again noted substantially same sized show as previously seen. We enjoyed immensely our pleasant visit with Manager William Glick, Secretary William Hartzman and personnel of organization. Shows are again exhibiting under auspices of Columbian Republican League, a county-wide political organization.

The association's office has been besieged during last few weeks with letters from various Chambers of Commerce requesting information as to our annual meeting and inviting our association to hold its next annual meeting in their respective communities. It would be very pleasant if we could accommodate these organizations and grant their request, but obviously our by-laws provide that our annual meeting shall take place in same city where the annual meeting of International Association of Fairs and Expositions is being held. So that for practical purposes we do not fix place of our annual meeting but that is fixed for us by action of the IAFE. We note this explanation for benefit of our members who may be contacted on subject so that they will be fully familiar with facts.

We are still waiting to hear from a few of our member shows relative to time and place when and where they wish us to make our annual visits to their shows. It is essential that we be notified as soon as possible of their wishes in the matter so that we may complete our schedule for the balance of the season. As indicated previously, if we do not hear from them we shall be obliged, under circumstances, to eliminate from consideration matter of visiting their particular organization.

Since adjournment of Congress a number of interesting documents have come to our attention which we pass along for information of our membership.

There is, first of all, an interesting address with supplemental information submitted by Congressman J. Buell Snyder, of Pennsylvania, dealing with the subject of highways and transportation. The congressman has gone into elaborate detail in presenting his views, and we shall be pleased to furnish detailed information on the subject when requested by our membership.

It has been suggested by Congressman Guy Moser, also of Pennsylvania, that one of the means for easing the railroad transportation situation is to give the carriers land grants, and he has presented a detailed proposal in this connection. Another interesting address dealing with the railroad situation is that of Congressman Samuel B. Pettin-gill, of Indiana, in which he reviews the problem of the carriers and points out the dangerous effect of adopting some of the proposals for relief. He summarizes the situation by indicating that the ultimate remedy and the only permanent one for the ills of the carriers is that of adjusting the price level of income to the price level of outgo and coordinating each of the factors which

income as well as interest which was one de-Brooks Fletcher, ct of superhigh- unusual and in-like many of the derable informa- est, the details of managed to pass along request.

lowmen's tion
made this show's stay est, the details of managed to pass along request.
fish fry. He gave splen- ing shows' stay. C. A. game looking spick and assisted by Tommy Cole- rish had minstrel band EBQ at Harrisburg, many comments in banc Dent had charge of band- Regular meeting rish handled mike. Lesto order by Presi- bush of late handling Th. Seated at table and he gets them delive- President Harry also handles mail and m and Secretary and talking on Minstre visited Mighty Sheesley al moonlight par- Haute, Ind., and had lead and indicated with Floyd Newell, preessful affair ever Parker toured midway w; ser, who has theaters Casey, Ill. L. J. Heth Dodge truck and is mc Athletic shows on it.

THOM

Wallace Bros. ((

held by this organization. A vote of thanks was given to moonlight committee, which consisted of Louls Wish, chairman; Dr. S. B. Danto, Harry Ross, Harry Stahl, Edgar McMillen, Mike Allen, Charles Sherman and Frank Hamilton. Vote of thanks also went to Jack Larue for splendid way he handled floor show. Music was furnished by Phil Skillman and his Cocoa-Nut Palms Orchestra. Brother Jim Bennet furnished acts, which included a line of 12 girls; Buddy Ross, acrobatics; Flying Howards, skaters; Nancy Carrol, singer; Mage and Karr, dancers; Frank Tracey, emcee. Free refreshments were served. Proceeds of party will go for furniture.

Membership Committee reported that Harry Stahl is first to receive 50 new members and that he will receive a Gold Life Membership Card. Sick Committee reported that Manny Brown is very ill in a hospital. Death of brother Lieut. Lester Potter is regretted by all. Many members are leaving for fairs. New 1939 cards are ready and those wishing to pay their dues may do so. Hymie Stone is nearing his goal of 50 new members. Reported by George H. Brown, secretary.

Detroit

DETROIT, Aug. 13.—Plans of carnival organizations playing Detroit to go out for fairs in next few weeks were reflected last week in granting of only three carnival permits by city council.

Sponsors include most varied assortments for a small number of season, indicating increasing diversity of organizations that are using carnivals for ways of combining pleasure and money-making for their organizations in this city. Dates are for George F. Monaghan Council, Knights of Columbus, first K. of C. permit granted this season, on Lesure avenue; Metropolitan Unit, American Legion Auxiliary, Vernor highway and Stair avenue, and St. Brigid's Roman Catholic Church, Indiana and Schoolcraft avenues.

Carnivals playing Detroit had worst week-end of summer Sunday, July 31, when a cloud-burst lasting almost all day prevented shows from even opening. On many lots visited just a few of employees even were visible, and in one instance, a carnival conducted by Madonna Church on Oakman boulevard, carnival folks were so conspicuously absent that church committeemen on lot did not even know title of the shows playing for them, with Merry-Go-Round already taken out on account of a breakdown.

Tri-State Shows, operated by Charles Ziegler, ride owner, and Louis Margolies, owner of concessions, did only fair business under auspices of North Detroit Post No. 341, American Legion, at Vernor and Beaufait avenues, closing Sunday. According to Margolies, a combination of local restrictions and lot limitations has prevented Tri-State from having any dates this season, and this is held accountable for much of poor business experienced most of this season.

Margolies, like most other showmen here, is still talking of midnight "Moonlight" held last week by Michigan Showmen's Association, of which he is president. He reported that event netted association \$1,000 over all expenses and that this will be used solely to fix up clubrooms with new furniture. Much of credit for active ticket selling for this event went to Bert Frahm, of Roxy Emporium; Eddie Moss and Chairman Louis Wish.

Charles Ziegler is spending summer at Island Lake, Mich., for fifth season, with rides and concessions. Mrs. Ziegler is managing rides on Tri-State Shows, moving last week to Waterman and Cadet avenues. Rides particularly have had a poor business this season, she reports. One important conclusion from bookings and study of dates played by competing carnivals is that ride operators draw much better at events sponsored by churches than those sponsored by veterans or lodges, she said.

Friday night, incidentally, has become best night of week, topping away over Saturday. Carnival patrons appear to give their preference to beer gardens or other attractions out of town on Saturdays, so that this has become a comparatively old night.

Two Macs and World of Pleasure Shows had a poor wind-up for their date, otherwise fairly successful, for Gate of Heaven Church at Chicago boulevard and St. Mary's avenue. Second unit of these shows was moved to Rockwood, Mich., for a church engagement and met calamitous weather. Being a one-day event, rural crowd proved a bit more enthusiastic than city

ATLANTIC COUNTY FAIR, EGG HARBOR, NEW JERSEY

DAY AND NIGHT—AUGUST 30 TO SEPTEMBER 3, INCL.

WANTS SHOWS!

Ten-in-One Girl Show
Pit Shows
and other meritorious Attractions.

Will furnish outfits if necessary.

WANTS RIDES!

Caterpillar
Fun House
Tilt-a-Whirl
Octopus
Kiddie Rides

WANTS CONCESSIONS!

Can place legitimate Wheels and Grind Stores . . . American Palmist, etc., etc.

All Address **DE LUXE SHOWS of AMERICA**
HOME OFFICE: 36 GREEN ST., NEWARK, NEW JERSEY.

WANTED

R. D. BOB PENNY AMUSEMENTS & ERIC B. HYDE SHOWS COMBINED

For our long list of Southern Fairs, beginning at ARINGDON, VA., August 24. South-West Virginia's Biggest Fair and Race Meeting, with WINF., VA.; PULASKI, VA.; ROCKY MOUNT, VA.; MARTINSVILLE, VA.; ZEBULON, N. C.; WENDELL, N. C.; MADISON, N. C.; REIDSVILLE, N. C.; HENDERSON, N. C.; FAIR BLUFF, N. C., and eight more pending. Purl Shields wants Minstrel Show People. Doc Vencor can use few more Girls for beautifully framed Dancing and Posing Show. Gene Page wants Girl Vocalist and Hooper for Western Revue. Concessions of all kinds come on. Address all mail and wires to **R. D. BOB PENNY AMUSEMENTS, Lenoir, N. C., August 16 to 24.**

patrons and were out in some numbers at least. Incidentally, this date must be a Jonah, as heavy rains ruined it last year for the same shows.

George Bischoff, in charge of construction for J. M. Conklin at Canadian National Exhibition, Toronto, was in town and a visitor to Louis Berger, of Motor City Shows. He reported business conditions poor in East and in Indiana, where he had recently been.

Motor City closed a poor week under charity auspices at West Chicago and Meyers roads, moving to Livernois and Warren avenues for the same sponsors to a location that draws better inasmuch as it is on two main highways receiving much cross-city traffic.

F. L. Flack Shows were at Strathmoor and Grand River avenues. Date was under auspices of Northwest Detroit Post 190, American Legion, and business was reported poor here as elsewhere among Detroit shows. Lot was somewhat of a handicap, being in such a position that rides were not easily visible from the near-by main highways. Flack left town after this date, going to Brighton, Mich.

B. & G. OPEN

(Continued from page 38)

hoping that the fair season, coupled with reports of excellent crops and the spending of government money, will boost the take.

Mrs. Tony Ybanex Honored

ROCKFORD, Ill., Aug. 13.—A surprise birthday party was tendered to Mrs. Tony Ybanex, charming wife of the treasurer of the Beckmann & Gerety Shows, last week. Mrs. Helen Hewitt was hostess and the following ladies of the midway attended, bearing gifts: Mrs. Fred Beckmann, Mrs. Marie Kortez, Mrs. Madge McDougall, Mrs. Cyril Mercer, Mrs. Mona Plevalee, Mrs. Catherine Limbaugh, Mrs. Gertrude Landacker, Mrs. Thelma Bradford, Mrs. Mike Bodenschotz, Mrs. Vesta Walker, Mrs. Sam Gordon, Mrs. Whitey Wiess, Miss Louise Mills, Mrs. Callene Mongeon, Mrs. Anna Bush and Mrs. Tommy Thompson.

The press agent, slated to "cover" the event, was unavoidably detained and was, in consequence, refused even a crumb of cake. Reported by Walter Hale.

KANTHE & KORTE

(Continued from page 38)

and latter daughter of Mr. and Mrs. Louis Korte, concession operators.

The kiddies' birthday party, being an annual event on the Crafts Shows, was looked forward to by many, and it was held as in years past at beautiful Lake Merced. The young ladies received a near carload of nice gifts and remembrances from friends on the show and relatives elsewhere.

The highlight of the event was the sumptuous picnic dinner and barbecue, with meats roasted to a golden brown, consisting of fish, fowl, beef, pork and lamb, prepared by the shows' own past master of barbecue fame, Johnny Ragland himself. Mrs. Ruth Korte and Mrs. Bertie Kanthe, mothers of the young celebrants, saw to it that every plate was laden down with foodstuffs that would tickle the palate of a gourmet. Games were played, swimming, boating and "jackpot cutting" being the chief diversions.

Following are those who signed the register and autographed gifts: Mr. and Mrs. Charles Miller, Mr. and Mrs. Johnny Gilliland, O. C. Woods, Mr. and Mrs. Art LaRue, C. T. Gould, Ellis Hendry, Joe Rice, Tex Heathman, Henry Steer, Mr. and Mrs. Jimmie Cambell, G. Johnson, Ken Dingler, Mr. and Mrs. John Harmony, Bill Gallagher, William Harris, Kenneth Drauker, George Williams Nick Amall, Paul Workman, Mr. and Mrs. Roy Scott, Mr. and Mrs. Claude Hickman, Philby J. B. Vanskle, Nickolas Spaeth, Gene Ross Delmont, Frank Delmont, Frank Johnson, Red Thomas, Dr. Leo Kerlinko, Fred Adams, Leslie Warner, C. Crawford, Pauline Crawford, H. L. Drauper, Victor H. Farley, Mr. and Mrs. B. Johnson, James Lynch, Charlie King, Helene Cambell, E. R. Stich, Joe Wailer, Grace Asher, Pete Lewis, Lillabell Lowery, Hazel McGuild, H. Stone, John Ragland, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Ed Kanthe, Mr. and Mrs. Louis Korte, William Algiers LaRoche and Mr. and Mrs. Roy E. Ludington. Reported by Roy Scott.

BUSINESS FOR

(Continued from page 38)

at Brandon for the Manitoba Provincial Exhibition, first stand on the circuit, grosses have been from 20 to 35 per cent over the same period a year ago. Best exhibition on the circuit, owners disclosed, was at Edmonton, Alta., where the high of 35 per cent was set.

Following Winnipeg shows move to Fort William and Port Arthur, Ontario, this date being the last in Canada. From there they go to Superior, Wis.

Joining the shows at Winnipeg with the expectation of remaining the balance of the season were Mrs. Carl J. Sedlmayr, who has been at the Sedlmayr home in Miami Beach, Fla., and Mr. and Mrs. Curtis J. Velare, who have been in Tampa. Mrs. Cliff Wilson also joined the show several weeks ago, likewise making the trip from Florida.

Visitors on business to the shows were Nate Gellman and Ned Torti. H. Lyall McGill, publicity director of the Brandon Exhibition, spent several days here. William Rose, immigration department, Canada, is on the shows to make arrangements for moving across the International border following the final Canadian engagement. Reported by Francis F. Healy.

LINE O' TWO

(Continued from page 38)

and Mary Ross, the midget, who is now the happy mother of a 14 months normal boy and lives at Kulpmont, Pa., paid the shows a visit. Mary was a popular member of the midget family last year and was feted by the shows' personnel.

MERRILL, Wis., Aug. 13.—George Breber, 24, Elkhorn, Wis., carnival concessioner at Lincoln County 4-H Club Free Fair here, may lose hearing in his right ear as result of a gun-shot wound suffered August 8. Breber was struck by a stray bullet fired on the fairgrounds as he was reclining on a couch in his trailer.

Beckmann & Gerety

(Railroad)

Dubuque, Ia. Week ended July 30. Auspices, Electrical Workers' Local Union. Weather, balmy. Business, excellent.

General Representative J. C. McCaffery was saluted by one and all on the show when this date proved surprise of season. Genial J. C. reached deep into his well-known bag of tricks and came up with "Show Hungry" Dubuque after he was forced to cancel Racine, Wis., because of paving operations that made access to showgrounds there an impossibility. *Dubuque Daily Tribune*, owned and operated by Herbert Mann, who also publishes *Racine Journal-Times*, sponsored Saturday children's matinee, which was well attended, again proving worth of newspaper tie-ups. Saturday morning "Popeye" O. J. Neigefind; Prince and Ethel Denes, married midgets, and "Ole Pop Corn Man" Ralph Anderson visited *Tribune* corner, passing out free ride tickets and hot buttered corn. They were almost mobbed by over 1,500 kids, many of whom had waited since dawn. Policemen Edward Daly and William Carroll spent a hectic morning and declared that adult riots were easier to handle than excited youngsters. A revamped and neonized futuristically designed front went up here for Nancy Miller's Gay Paree revue. Jess Shoat, minstrel impresario, began repainting his front, and general renovation activity was noted all over midway. Roy Hewitt, chief electrician, had his various illumination units percolating, while R. O. Bucklin scored for second honors in highly competitive race among carnival salesmen for greatest number of copies of *The Billboard* sold. Recent visitors: Ida E. Cohen, insurance expert; George Johnson, U. S. Tent and Awning Co.; Sunny Bernet, Globe Poster Co.; Harry Burt, former circus man, and George Mann, *Tribune* reporter.

WALTER HALE.

Rubin & Cherry

(Railroad)

Elkhart, Ind. Week ended August 6. Auspices, Building Trades Council. Weather, fair. Business, good.

Elkhart seized eagerly upon its first carnival in several years, affording excellent attendance last half of week. Heat spoiled Saturday's kiddie matinee, but with cool of evening midway packed with humanity. Peasy Hoffman supplied show's own waterworks here, having a well sunk 14 feet into spring-sodden soil back of cookhouse. Tests proved water to be of utmost purity and rich in beneficial minerals. Joe Goodman, sporting a new Plymouth coach, went visiting in Detroit. Mrs. Gertrude Cain back on job in Mrs. Pauline Myers' mentalist booth. Bob Norris' Dipsy Doodle resplendent in new cream and garnet. Nat Workman's shop produced another new wagon, making four built en tour. Mrs. Ray Peterson came from New Orleans to visit her spouse. Mrs. Leo Sennett, of Chicago, joined her husband for a visit. Al Rukin visited his wife in Chicago. Mrs. Mary Sanders revealing latent artistic talent, tinting on photo gallery. New top sheltering Tops of 1938 show.

RALPH WILLIAMS.

Johnny J. Jones

(Railroad)

Muncie, Ind., Aug. 1-5. Great Eastern Indiana Fair. Weather, rain closing night. Business, good.

Ideal fair weather prevailed first four days of engagement here. Business thru-out five days was very good, with riding devices grossing heavily. Early evening rain closing day marred night business. Billingsley's Hopi Indians and village played here with show. Jack E. Dads-well, well-known press agent and photographer, finished his work and will return later in season to make more pictures. He is a great photographer with wonderful ideas. Mrs. W. R. Powers, successfully underwent major operation in an Indianapolis hospital. Ernie-Len, doubled-bodied boy show, went over top at this stand. Eddie Taylor now orating on this attraction. Repainting of show is still going on in all departments. New canvas for Chester Casse's attraction arrived and was in the air. Under direction of Huey Mack, Cavalcade of Girls Revue is now one of cleanest and most worth-while girls shows en tour. Director-General William C. Fleming never misses any part of midway on his daily rounds. He knows what each attraction is doing and ever ready to improve mode of operating as well as equipment. Mrs. Bertha McDaniel was visited by many relatives

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

from Anderson, Ind., headed by Beverly Brothers. Mrs. Howard Ingram, wife of trainmaster and superintendent of Mighty Sheesley Midway, a visitor. Curtiss Berry and Aloha Dean, of Beckmann & Gerety Shows, spent a day on lot. Charles Driver, of O. Henry Tent and Awning Co., visited staff as well as his many friends on show.

STARR DeBELLE.

James E. Strates

(Railroad)

Bradford, Pa. Week ended August 6. Auspices, Community Baseball Association. Location, Seward avenue show-grounds. Weather, rainy. Business, bad.

Monday night completely lost account of rain and muddy lot. Tons of straw, loads of cinders and gravel necessary to put lot in walkable condition for Tuesday. Crowds slim and no money. Rain Thursday kept crowds slim, and to make week complete rain-out, rain Saturday night at 6 o'clock killed evening.

This writer is glad to state that it was no fault of a most able committee that show did not do business. All 100 per cent and leading spirits, Jack Bovaird, Fred Sica, Jack Meldrum and Paul Seward, gave show every co-operation possible. Jack Rich, general manager of Option House, played host to quite a few of folks. They just about filled Jack's popular hotel and enjoyed his hospitality for a week. Jack numbers his friends in show business by hundreds. General

serious charge being sneaking into rear exit after issuing a Foch order. Sidney Webster, sheriff of Sussex County, attended and rendered vocal solo. Following committee elected to handle funds realized from admissions to these weekly affairs: Eddie Lippman, treasurer; William J. Tucker, Ray Dockery and Robert Mansfield, representing concessions, rides and shows, respectively. Nearly \$30 raised by 220 paid admissions and fines. Sick fund to benefit. Louls (The Count) Naples voted next emcee. Mrs. Josephine Weeks given surprise birthday party by a dozen friends. W. J. Tucker purchased four new fronts for fairs.

GLENN IRETON.

Hilderbrand's

(Motorized)

Pendleton, Ore. Week ended August 6. Auspices, VFW. Location, Round-Up grounds. Weather, good. Business, fair.

Pierre Ouellette, general agent, once more set show in Pendleton as first one of season. George Morgan billed town heavy, which helped make it a fairly good stand. Tie-up with Round-Up officials and Junior Rodeo Club made a popular impression on townspeople. Saturday afternoon matinee was quite a success as all rides were well patronized. Tex Cordells' Tilt-a-Whirl topped rides. Bud Cross' Roll-o-Plane made front page of local paper when motor froze as basket was at its height. In basket was



THIS PHOTO IS OF THE FRONT AND BALLYHOO of Claude A. Barie's French Casino attraction with Hilderbrand's United Shows playing the West Coast. This front is built up on two 30-foot semi-trailers and is the only one of its kind in use on the Pacific Coast, according to Barie. The ballyhoo stage is 80 feet in length and is illuminated in neon and other effects. This is the first time a show of this kind has been featured with any of O. H. Hilderbrand's shows, Barie reports. Cast, reading from left to right: Arlene Jordan, tap and toe dancer; Billie Ritchie, rumba, veil and bubble; Babett Yearout, tassel, sleeve and acrobatic; Mitzie LeDoux, hula-hula and Argentine tango; Gus Hustr, electrician and spotlights; Buck Ritchie, drums; Jack Ripley, flageolet; Claude A. Barie, owner and manager, on steps; John Lonos in ticket box; Marion Regie, adagio and apache; Mel Rennick, female impersonator, in dance of two lovers and Memories of Crinoline Days; Leone Barie, producer and featured dancer, fan strip and cellophane models; Dorine Summers, French can-can, Oriental and mirror. Photo taken in Portland, Ore., during recent Rose Festival by Commercial Studios and sent in by Robert Booker, secretary-treasurer of Hilderbrand's Shows.

Agent C. W. Cracraft left on another jaunt in interest of show. Visitors: Art Haggerty and George Duffy, of Fort Plain, N. Y., circus fans, and Gene R. Milton, of Shea's Theater, Buffalo. A congenial soul around show is William Cowan, concessioner, and everybody's friend when in need.

BEN H. VOORHEIS.

Endy Bros.

Newton, N. J. Four days ended August 6. Auspices, Combined Fire Departments of Newton. Weather, rain. Business, good.

Exceptional business considering rain and threatening weather. Mr. and Mrs. Jack D. Wright Jr. arranged several promotional features which helped gate. Couple also had exhibit marquee, with 38 displays. Mrs. Wright stage county-wide popularity contest for girls, with Carnival Queen chosen on Friday night. Family Circle gathered Thursday at midnight. Jack Hornsby emceed smash show, featured by Fat Redding's fan dance and second session of beef court, christened Seminar of Social Negligence. Wilno among those fined, complaint being late hours. Dave B. Endy appeared before docket seven times in all, most

a load of girls who could not get down until fire department came with a ladder. General Manager E. W. Coe was initiated into a tribe of Indians whose name is yet to be pronounced correctly or spelled as it should be. He was presented with full head regalia and named Chief Big Stick. Owner O. H. Hilderbrand returned from a trip to Hood River, Ore. Johnnie Hicks gave an interesting talk on salesmanship to a group of city officials. New Side Show, under management of J. B. Smith, opened here, presenting a nice flashy line-up of oddities.

Rehearsals are on in earnest for show for PCSA Ladies' Auxillary, which is to be presented in Spokane by Betty Coe, Leona Barie and Fern Chaney. Ed and Ma Lahey, of Midway Cafe, should have slogan, "People you like to meet and eat with." Yvonne Dunn joined Barie's French Casino as specialty dancer. Bob Booker, secretary and treasurer, has office wagon appearing and functioning like that of a bank president. Margaret Balcom's Art Studio placed Dorine Summers, tinting expert from Juarez, Tex. Of all fine ladies who visit this show on various occasions writer takes off his hat to Mrs. Pierre Ouellette, wife of General Agent Pierre Ouellette. Many visitors

from White City Shows were Ted and Marlo LeFors, Walton de Pellaton, Frank and Marie Forest, Johnnie Hertl, May Collier and Mr. and Mrs. Jelly Long. Mr. and Mrs. O. H. Hilderbrand entertained Frank and Vera Downie and daughters, Phillis and Doris, of Downie Tent and Awning Co. Downie took a crowd from show to local night club after show hours. Arthur Hockwell, now agent of White City Shows, formerly owner of Georgia Minstrels, put in an appearance and was warmly received.

CLAUDE BARIE.

W. C. Kaus

Hudson, N. Y. Week ended August 6. Auspices, Veterans Foreign Wars Drum Corps. Location, Storm Tract. Weather, rain and fair. Business, good.

Everything ready to go Monday afternoon when storm came early in evening. Deluge of rain and heavy winds, which threatened all tops and at same time flooding midway, making it small lake. No let-up until late next morning. Everyone out and digging ditches as water did not flow away. Mud shoveled and sawdust spread over lot by truckloads. People came out and stayed late and business was very good and continued, increasing every night, and Saturday was an ideal week-end. Speedy Ray's Motor-drome topped shows and Ten-in-One was close. Big Eli Wheel topped rides. Leslie's Tilt-a-Whirl, second; Phil Netzler's U-Drive-It cars third, and new arrival, Gus Elsner's Octopus. Concessioners did fair business. John and Thelma Dill again joined concession row with ball game. Kaus Social Benefit Club held their weekly meeting, with Howard Chase, emcee. Chase entertained with a surprise initiation. Prizes were plentiful, everyone striving to co-operate with Chase. New arrivals: Mr. and Mrs. Gus Elsner and family and Mr. and Mrs. Ernest Evans. Visitors: Mr. and Mrs. Michael Lucas and daughter, Patricia Ann, and Thomas Coleman, of Coleman Bros. Shows. DOT GORGRANT.

Byers & Beach

(Motorized)

Farmer City, Ill. August 1-5. Farmer County Fair. Weather, windstorm Friday. Business, light.

After getting three weeks of good play show hit snag at this fair. Monday, opening night, proved only money-getting night of week, due largely to fact that no charge was made to get on fair-grounds. With advent of a gate, crowds stayed away in large numbers. Despite determined efforts of Secretary E. S. Wrightman and remainder of fair board to offer additional entertainment, crowds dwindled until Friday night, when with fair crowd on grounds severe windstorm hit midway and crowd dispersed in short order. With breathing spell there was considerable painting and redecorating done. Mock Court continues to be a popular weekly feature and has been responsible for several improvements on midway. Jimmy Winters, general agent, returned from Southern Missouri and Arkansas and reports that conditions look favorable. Walter Downs, shooting gallery operator, suffered a severe injury when a portion of lead gallery fell on his left leg while loading Friday night. Blackie Sullivan is well on way to retaining his crown as shows' champion angler. Grace Larsen is rapidly recovering from effects of a broken leg and will soon resume her position in kiddie band. Visitors: Kentucky Ray, Mr. and Mrs. Leon Henry, of Champaign, and Mr. and Mrs. L. Jackson, of Urbana, Ill.

DON TRUEBLOOD.

L. J. Heth

(Motorized and baggage cars)

Beardstown, Ill. August 1-6. Annual Fish Fry celebration. Auspices, American Legion. Location, on city square. Weather, clear. Business, good.

Show opened good Monday and was good all week until Friday, when at 8 p.m. a storm came and tore down tops of minstrel, girl, geek, Merry-Go-Round and side show. Quick work on part of all workers saved several other tops and fronts. Mr. and Mrs. J. A. S. Wallace and son, Chester, joined show at Harrisburg, Ill., with cookhouse. Thomas Wyatt, headwater; Charles Wright and Carl Barefield on counters; Mr. and Mrs. Wallace are in line for a comment on a splendid looking cookhouse. At Beardstown people in show business have a friend that is always ready to give a helping hand. He is Johnnie Glenn, general manager of Glenn Ice and Fuel Co. He

a pleasant one as er of theater. A ger Heth and all un in charge of id support dur- Bain has corn pan and is ably nan. Lester Par- at Radio Station .. and received 's favor. Hooper and Lester Par- er has been ver e *Billboard* sales red on time. He nke at free acts l Show. Writer Midway at Terre very nice time ss agent. Mrs. th Mrs. L. Mus- 1 Greenup and bought a new ving Geek and

(AS PARKER.

(anada)

30. Played ball Club. Weather,

ing painted for how is to play Boys' Reunion. n Cronin, and is working in ' committee in tary. Michael ensive drive to *Billboard* on the RECKELTON.

nded August 6. ch. Auspices,

Ellis, owners, ing anniversary Claude Fletcher, rse Show, and ted their birth- CK STEVENS.

ey
s)

nded August 6. Business, fair. re this season. ith six conces- Bob Jewell joined gallery. Eddie Johnson, J. Tiger Mills now conjunction with old boy for fairs, which London. Show's secre Manager Ellis Baren, is making an exted, Sid Lovett, increase sales of The Tent Show, and Whitey Thompson, of Knoxville, were visitors. F. S. REED.

Blue Ribbon

(Motorized)

Boonville, Ind. August 1-6. Annual fair. Location, patgrounds, four blocks from heart of town. Weather, rainy. Business, fair.

With rain falling in torrents since midnight Saturday night, show pulled into Boonville. Get off lot in Rockport with difficulty, some of new tractors which were on exhibition were used to help get rolling stock off grounds. On arrival at Boonville, only 25 miles away, show found a sea of mud and water with rain falling Sunday. Fair Secretary Derr purchased truckloads of coal to fill in holes, as no clinders were available. With lot just about in shape a heavy cloud-burst came at 7 o'clock ruining all efforts to open. Tuesday morning brought bright sunshine, and tons of sawdust and coal were hauled all day, every truck that was available being used. Thus Kiddies' Day was ruined as lot was in no shape to open as one inch of rain fell during night. Manager L. E. Roth made trip and on arriving back announced he purchased three more rides. Mrs. Trudy Clifton returned from Johnny J. Jones Show where she spent summer and is now cashier in Midway Restaurant, operated by writer. John Gallagan set up new-style corn game, 40 feet long, 20 feet wide. New top is green and red with blue trimming and name on all awnings. Deacon Hampton's Cotton Pickers arrived here and took over Minstrel Show. They consist of father and 11 children. Tuesday night grounds still a bit boggy. Large crowd out due to WLS Barn Dance program showing on that night only. Rides did capacity business for several hours as crowd came late. Wednesday dawned

sunny. By early afternoon when grand stand let out, until late midnight midway was packed, with everyone doing best business of season for one day to date. Thursday, one of big days, brought out early crowds. No records were broken during day as heat was too intense. Night business up to expectations, altho a little off from last year. Friday was too hot for people on midway but night everyone had what was considered a fair night's business. Saturday, rain set in, but cleared up at 7 o'clock to bring out a fair crowd but very little money was spent. Mrs. Pope Hudgins' brother, George Dalley, joined his sister here and will assist her with diggers. JACK GALLUPPO.

Cote's

Paw Paw Lake, Mich. July 24-31. Weather, hot with showers nearly every night. Business, poor.

This is a beautiful summer resort and was first place where showfolks could fish, dance, swim and get away from usual routine. Crowds were large, but there did not seem to be any money. Chief event of week was spaghetti dinner given by ride men in a cottage which they rented for week. Sam McGill was called to New York by death of his father.

Constantine, Mich. August 1-6. Location, center of town on Main street. Annual Merchants' Home-Coming. Weather, ideal. Business, nil.

Crowds were large every day, but they patronized only home concessions. A dinner and dance were held at Three Rivers, Mich., in celebration of writer's birthday August 4. Those who attended were Mrs. E. Cote, Theresa Cote, Rita Cote, Herbert Simpkins, A. P. Sprague, Mr. and Mrs. Red Judd, Joyce Gresland, Larry Schlueter, Jack Cote, Popcorn Pete, B. Bernstein, Joe McKennown, John Boyles, Harold Shupey, Woodrow Groves, Charles Paul, Merle Richman, George Paul, Sam Adams, Claude Horton, Sam McGill, Jack Brogan, Clyde Durnen and writer. MARY SIMPKINS.

Happyland

Mt. Pleasant, Mich. July 26-31. Michigan Petroleum Exposition. Location, Island Park. Weather, fair. Business, good.

This was third annual exposition and third year for Happyland Shows. This year it was strictly a Made-in-Michigan Exposition, all exhibits were of products made in Michigan and with a free gate it turned out to be best of three held. Altho some concessions did not do as well as previously, rides all went over last year. Much credit must be given H. B. Lidstone, secretary of Chamber of Commerce and manager of exposition. A wonderful program was arranged and everything went off as arranged. Large number of free acts. Drawings every day for prizes including two automobiles, fight program Saturday night and fireworks Sunday night. Plenty of advertising was done and people came out and spent freely. Weather man was with show, giving almost perfect weather except for showers Sunday night, which quit about 9 p.m. People stayed and spent till long after midnight. Ray Tahash's Octopus topped the rides, having very good week. Streets of Cairo show under management of Freddie Bedford and Captain Ritz's Motordrome both had a very good week. V. L. DICKEY.

W. S. Curl

Wilmington, O. Week ended July 30. Location, Richardson's lot. Auspices, Disabled American Veterans. Weather, fair, then rain. Business, fair.

Lot was very soft, but luckily there was no rain until Saturday afternoon. Lot was drained and was in shape by opening time Saturday night. A good crowd turned out. It began raining again late Saturday night and continued until Sunday morning. Trucks were unable to get off lot without help of tractors. Writer and part of Girl Show members went to Washington C. H. to play Eagles' Picnic Sunday afternoon, but rain ruined day. L. E. COLLINS.

Dixie Belle

Campbellsville, Ky. Week ended July 30. Taylor County Fair. Weather, ideal. Business, okeh.

Fair opened Tuesday, Children's Day. Each school brought a truck load of children. All trucks were floats and made quite a showing. Fair was first here in eight years. Curley Newbank's Girl Revue went over big, as did Harlem Snake and Athletic Show. Steffen's Me-

FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

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

DEE LANG'S FAMOUS SHOWS CAN PLACE

For the Balance of the Season of 12 Fairs and Celebrations, starting at Kasson, Minn., August 22, and as follows: Preston, Minn.; Cresco, Ia.; Flat River, Mo.; Jackson, Mo.; Leonard, Tex.; Bunham, Tex.; Corsicana, Tex.; Lufkin, Tex.; Huntsville, Tex.; Crockett, Tex.; Groveton, Tex.

CONCESSIONS—Can Place Legitimate Concessions. No racket or grift wanted. CAN PLACE for Colored Minstrel Show, good, fast-stepping Comedians, Dancers, several Chorus Girls, Musicians and Novelty Acts. Salaries and Percentage paid out of office. CAN PLACE several good Dancers for Girl Show. Salaries paid out of office. CAN PLACE several good Ride Men who can drive Big Ell Semi-Trailers.

All address DEE LANG, Mgr., Kasson, Minn., August 22 to 25; Preston, Minn., August 26 to 28; Cresco, Ia., August 29 to September 1; Flat River, Mo., September 4 to 6; Jackson, Mo., September 7 to 10.

WANTS - J. F. SPARKS SHOWS - WANTS

FOR GERMANTOWN, KY., FAIR AUG. 22 - 27 AND BALANCE OF SEASON.

RIDES—Two-Abreast Merry-Go-Round, Octopus, Loop-o-Plane. SHOWS—Ten-in-One, Big Snake, Snake Illusion (Reynolds), Mickey Mouse or Monkey Circus, Motordrome, Penny Arcade. Concessions of all kinds. Must be legitimate and work for stock. Winchester, Ky., this week; then Germantown; Labor Day Celebration, Auspices Central Labor Union, Lexington, Ky., Labor Day only; Smiths Grove, Ky., Fair balance of week; Colina, Tenn., Free Fair; then cream of Alabama and Tennessee Fairs to follow. All replies

J. F. SPARKS, Manager, Winchester, Ky., this week.

ZIMDARS GREATER SHOWS WANT

Cook House, Frozen Custard, Photos, Concessions of all kind come on. SHOWS—Can Place Girl Review (No Blows), Motordrome, Midgets. Showmen, we have Tops, Fronts, etc., if you have something worth while to put in them. We will give you a long season South, with twelve more Fairs. Address this week, Frankfort, Ind., or as per route.

chical City did well, too. A gear on Merry-Go-Round broke, causing a loss of four hours. Committee and Secretary Ellis visited. They wanted to have a 10-cent gate Saturday night after a free gate had been announced all week. Manager Riley thought it unfair to the public and had show torn down Friday night. Homer's Cafe left here and was replaced by Fuller's Cafe. ANNABEL STARKEY.

Huggins' West Coast

Seattle. July 25-31. Location, Denny Regrade. Auspices, Washingtonian's, Inc. Weather, ideal. Business, excellent.

Revival of Potlatch of Progress by Washingtonian's, Inc., made this biggest date of season for show. Tie-ups with program committee and radio-newspaper publicity brought crowds out in spending mood. Weather continued ideal thru-out week and Saturday night 10,000 customers on grounds. All rides, shows and concessions did good. Joe Glacy's Ten-in-One continues to top midway.

Anacortes, Wash. August 2-7. Location, railroad depot grounds. Weather, unsettled. Auspices, Mariner's Pageant. Business, good.

This celebration was an interesting study in effect of adverse business conditions on an ordinarily showgoing public. Locality has been seriously hit by recession of various phases and townspeople actually looked more poverty stricken than in any stand so far. However, urge towards entertainment could not be denied, and show apparently emptied teacups for miles around. This is a two-listed hard-drinking community and there were more beefs on lot this week than in any three spots previous, and 800 sailors in for celebration did little to make going easier and proved conclusively that navy's place is on the seas. Business jumped 50 per cent with their departure. However, everyone did well and there were no complaints. Hickman's Miniature Circus was surprise of week, landing in second place after side show. Dodgem led all rides. Leslie Sanford, of Big Ell Wheel, and former Arlene Hitchens were married as one of seven couples in the celebration's public wedding. Entire show personnel joined in wishing happy couple a long life of connubial bliss and presented a handsome gift as well. Stewart Lile, of Heyday, blossomed

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class. . . . \$12.50 Lapboards, white cards, 3 1/4 x 14. Per C. . . . 1.50 Stapling Bingo Cards on same, Extra, per C.50 Bingo Card Markers, in strips, 25,000 for 1.60 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents. Latest April '37. 1-Piece Bands. Ribbons, \$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 CANDY FLOSS MACHINE CO., 310 East 35th St., New York City.

AT LIBERTY

Small Uniformed Carnival Band

A-No. 1 Work. Wire PROF. VINCENT BELLOMO, City Hotel, Iron River, Mich.

WANTED

FOR LA PLATA, MD., FAIR, SEPTEMBER 12, and balance of season, to book or lease. Rides, exclusive Bingo, Novelties, Ice Cream, Custard, all clean Concessions open. Man Concession Agent. H. L. WRIGHT, Colonial Beach, Va.

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton. Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets, 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.

19 W. JACKSON BLVD. Chicago, Ill.

RIDE WANTED

A client desires to arrange for a Ferris Wheel, Merry-Go-Round, a small car Whip or Boom-rang, Ho-Lo, Roller Skating Rink, or something along these lines for the next six weeks, with the view of making a permanent arrangement for some such amusements for all of next summer in a tourist town visited by many people, especially on week-ends. What and how can you furnish any one or more of the foregoing?

A. W. O'HARRA, Attorney-at-Law,
629 Main Street, Carthage, Ill.

WANTED QUICK FOR 10 S. C. FAIRS RIDES | SHOWS | CONCESSIONS

ONE MORE HIGH ACT	Opening Day SEPT. 6 All Fairs.	FAIRS IN HEART OF TOBACCO SECTION.
-------------------	---	------------------------------------

CONCESSIONS — Wire W. W. McMurdo, Newton, N. C., This Week. All Others Wire JACK ARNOLD, Asst. Mgr., 126 E. Cheves St., Florence, S. C.

"Yes," We Will Like a Circus and Carry No Racket, and Pay Off.
Better Join and Get Your B. R. Now.
R. & A. SHOWS.

SAINT ROCCO'S CATHOLIC CHURCH CELEBRATION

MARTINS CREEK, PA.,
On the Church Grounds,

AUG. 25th TO THE 28th, Sunday Included. FIRE WORKS, BANDS AND FREE ACTS. Frozen Custard and Eats open. CAN ALSO USE a few more Shows. Free Acts write. Tom Fallon write. Grind Stores, Stock Wheels, Ball Games open. Address all mail and wires to R. H. MINER, Port Providence, Pa., this week.

NOTICE TO COMMITTEES

Holding Celebrations, Carnivals, Old Home Weeks. Have two new Rides, Ferris Wheel, Kiddie Auto, Merry-Go-Round and one new Milk Bottle Ball Game. Have week of August 29 and weeks of September 5, 12, 19 open to book same. Address all mail and wires to R. H. MINER, Port Providence, Pa., all this week.

WANTED AGENTS

Those who are capable on Concessions. Jackey Lewis, Jack (Nappy) Rice, Bill Dolling, John Hurley, Robert L. Paxton and Joe Downey get in touch with us at once. Address BOX 86, care Billboard, Arcade Bldg., St. Louis, Mo.

WANTED

Concessions and Shows with own outfits for Metamora, Ill.; Armington, Mackinaw, Minier and Warrensburg, Ill. All of these are home-comings played by the Tilley's No. 2 show. Contact GEORGE WARREN as per route.

CONCESSIONS WANTED

On streets in West Bend, Wis., Labor Day Week, September 2 to 5. All Legitimate Games will work. Also Corn Game and Shows. First doings this summer. All working. V. F. W. Post, Address, wire or mail J. J. RAUEN, West Bend, Wis.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

out in a new wardrobe. Professor Bruno, Ten-in-One, and Jack Green, sound car, entertained for a local police benefit with songs and monologs. Mona Vaughn furnished coronation gown for queen of pageant, and Joe de Mouchelle made his presence felt with one of his collections of crowns. When fuse blow-outs threatened success of Tuesday evening's business, Frank Hatfield, electrician, was on job as ever and restored light to midway in quick time. Eddie Flynn's cookhouse and grab stands did rushing business all week. Eddie is now making preparations for show's date at Vancouver (B. C.) Exhibition. CARL FOREMAN.

Funland

Hardinsburg, Ky. Week ended August 6. Auspices, Volunteer Fire Department. Five-cent gate, free acts and fireworks. Weather, mostly rain. Business, okeh when clear.

New Hawaiian Show joined. Merica's Wild Man Show is clicking. Louis T. Riley, manager of Dixie Belle Shows, visited. Bob Sorensen left to join a circus for two weeks, and Dutch Bender left to join a tab show. Lot Superintendent Ben F. Tosh is keeping his crew busy with new show "Where and When." One ad in *The Billboard* and best cookhouse this show has had joined, George Lombotis and crew. Mrs. Floyd R. Heth topping concessions with her domino wheel. TED C. TAYLOR.

J. L. Landes

Broken Bow, Neb. Week ended August 6. Location, Custer County Fairgrounds. Weather, fine. Business, good.

A band from Burwell, Neb., furnished music here. Minstrel show, "Ethiopian Knights," was center of attraction. Leroy Dorsett, "world's smallest man," drew much attention.

MARY ALICE DEWEY.

Dee Lang's

(Motorized)

East Grand Forks, Minn. July 18-23. Auspices, Firemen's Relief Association. Location, parking lot, South Second street. Business, slow. Weather, rain three nights.

Crowds just did not turn out here, probably due to bad location of lot. Rain also Tuesday, Thursday and closing night spoiled those days. P. E. Vaughan, of Penny Arcade and Digger concessions, left for St. Louis to try to regain his health. New modernistic front is being built by Barney Williams and Ray Miller for Monkey Circus. It will consist of six fluted pilasters of crimped chromium with frames and light troughs of copper-oid. In these are inserted lumiline tubes of alternated orange and emerald colors. At nights these give appearance of neon tubing and front on being finished will be most pretentious on midway. A new speedway track added to Monkey Circus.

Roseau, Minn. July 25-27. Auspices, Roseau County Fair. Location, fairgrounds. Business, good. Weather, fair.

First time here for show. Fairgrounds were nicely located. Officials seemed pleased with show. Crowds turned out fair opening night, better next and good on closing night. Dodgem ride topped all shows and other rides on closing night and also had its best night of season. Due to town's proximity to border much Canadian money noticeable in receipts and many Canadian people were on midway. C. R. NEWCOMB.

White City

(Motorized)

McCall, Ida. Six days ended July 31. Location, streets. Auspices, American Legion. Business, fair. Weather, good. Pay gate, 10 cents.

White City Shows had fair business and showfolk enjoyed all recreations offered by this fashionable summer resort. Free attractions, Marlo and LeFors and May Collier, received ovations nightly and were feted by admiring populace. Beautiful site of MGM at Sylvan Beach was explored and scene of the ancient Indian Village erected for purpose of destroying it by fire was setting of picnic given by Marlo LeFors for all kiddies on show. Those enjoying Marlo's hospitality were Joan Collier Tydings; Dona, Darlene and Billie Hole; Corlaine Taylor, Betty Corey, Bonnie Hole, Ma Slover, Bessie Long, Earl Gold and writer. Mr. and Mrs. C. F. Corey entertained a group of friends at a midnight hot-dog bake and fried chicken luncheon at their beach bungalow. The Weinsteins were guests of Coreys for week-end. Two

semi-trucks arrived from Boise, thus eliminating one baggage car. Celebration scheduled for this week was postponed by calling home at eleventh hour all major players by MGM. Will open August 15. Keith Terwilliger Dinwoody Wolfgang Sutton was captured by a movie director and will remain at resort, where he will be used in several scenes during shooting of *Northwest Passage*. Casey Taylor, master of transportation, was busy all week getting trucks in shape for jump of 450 miles to The Dalles, Oregon. Amato Hayes' unique performance in Frank Forrest's augmented Ten-in-One brought forth high compliments from members of movie colony appearing on the showgrounds nightly, while acrobatic dancing performed by Lu Verne Raymond won a host of friends. Ming Tol and her fan dancers were guests of the McCall Chamber of Commerce at its weekly banquet at Lake Payette Inn. They also appeared as guest artists at "Northwest Passage Inn" connected with the MGM colony. Ted LeFors' bingo and Johnnie Hertl's Octopus topped midway. Lights on show had to be cut due to lack of electric facilities capable of carrying show in its entirety. Kleig lights could not be used except to flash free attractions when entire show was in darkness. New members joining show at this stand were Mr. and Mrs. Ray Sweinhart, Mr. and Mrs. Ray Martin, Mr. and Mrs. Homer Gardner, Victor Muller, F. R. Cootes and R. C. Henden. WALTON DE PELLATON.

Kaus

(Baggage Cars)

Scranton, Pa. Week ended July 30. Auspices, Veterans of Foreign Wars. Weather, ideal. Business, fair.

This stand marked first time this season when weather was good entire week, yet business was nothing to brag about. Newspaper advertising used in addition to regular advertising matter. Sound truck was completed this week, having been equipped with battery service. Used on streets daily, and in addition Cotton Club band was sent out on a platform truck. Location, on old circus lot, was in heart of what looked like good show community. People, however, were not much interested, for crowds each night were not large, with no increase toward latter half. Show, in conjunction with veterans, entertained 200 orphans. They were given rides, a show in the side show, and in addition each one received free lemonade, candy apples and custard. W. H. Hancock added a new snowball store this week. Carrie Sawyer is his agent. Fred Parker, free-act man, framed a new show, "Creation." Si Perkins, of cookhouse staff, took a day off to visit friends in town. China Red Delory was called home by sickness of his mother, who lives in Atlantic City. N. J. Tommy McMahan, of cookhouse, accompanied him to Philadelphia and paid his folks a visit. News has reached us of the marriage of Henley Faulconer and Claudia Woods on B. & V. Shows, and their many friends here wish them much happiness since both were formerly on this show. James Cucca is proudly displaying his Big Ell Wheel button. Jack Maddon, show's billposter, overturned his car but escaped without serious physical damage. Show was without services of its business agent, George Whitehead, latter half of the week. George took trip to Toronto for a reunion with Canadian war veterans. LESTER KERN.

Gruberg's

Warren, Pa. Week ended July 30. Auspices, American Legion. Location, brewery grounds. Ten-cent gate. Weather, fine, then rained out Thursday and part of Friday. Business, poor.

In spite of co-operation on part of Legion, real support from newspapers here and in Sheffield and Youngsville, lot within walking distance and billing that covered territory for miles around, people did not patronize shows. Fair gates some nights, especially Saturday, but little business. Big news of midway is that Jimmy Raftery, who joined as assistant manager, has been promoted to general manager. New featured performer this week on French Casino in Sally Murray, a young lady from Rochester, N. Y. She and Ruby Davis, Miss Alabama, share stellar honors. Lillie Dawn left to go with husband, Sammy, to fairs. New ride, Dipsy Doodle, six-car size, arrived here from factory. Barkoot company is pleased with its appearance in rough and its working out minus paint. Art Pressley, on Midget Village, doing nicely; show much improved. Monday here was Honus Wagner Day, in

honor of former Pittsburgh Pirates. Weekly dinner given with Editor Lowi *Mirror*. Pittsburgh exhibition game with mittee did ever flourish business was not to be had. John L. Pi Jimmy Robson, agent, still after C berg still championing many Coca-proved a little a little business. ing in spite of Monroe brothers, did as well as an and an interesti Gramlich engag strengthen Rain! Mrs. Earle Morri Crime exhibit an Dave Fineman a Fineman most st on midway.

O. J. Bach

(Baggage cars an

Port Henry, N. Auspices, Kiwan Business, fair.

Twenty-one ra of last 23 and off into just a Walters, operati concessions, left dates. Kenneth Walters, Joseph Gagner, Roy Carl Reynolds, Benny DeNicola and Jimmy McCauley, will be missec by all on show. Weekly social party held Wednesday night under direction of Chuck Linn Cowboys. Laugh honors for evening went to George Bezie and Ray LaCappuccia for their impersonation of Tiny, mind-reading horse. Bag race won by Oscar Barrows. Stockbrokers' race, with teams representing shows, rides and concessions, won jointly by Thomas Horan and Bee Chevlier, of concessions. Prof. Quiz contest won by Larry Moomey and Mrs. Arthur McKay. Rag-chewing contest won by Ma Chevlier, whereupon Pa Chevlier was sympathetically presented with box of cotton with which to stuff his ears. Truck belonging to Roy LaFontain was stolen early Thursday morning but quickly recovered by State troopers, thief having abandoned it near Ticonderoga when tire blew out. LEC GRANDY.

Crowley's

Muscatine, Ia. Week ended August 6. Location, South Side grounds. Auspices, American Legion, J. B. Gibson, commander. Pay gate, 10 cents. Weather, ideal, with one night rain. Business, very light.

Arrived in downpour. Monday night fair. Decrease in receipts nightly. Friday rained out. Children's matinee fair. Saturday night almost nil. All Muscatine factories idle. Seventy per cent population on relief. Another light tower installed. Neon effects increased for fair season. Special midnight party for Hon. Herbert Thompson, Muscatine's noted criminal lawyer. Twilight parties for Ernest Moore, world-known Mason, and Frank Wolford, recorder of Masonic Temple. Masons on show special guests at Muscatine's annual Masonic fish fry. Banquet honoring Doc Waddell in Masonic Temple. Waddell talked to YMCA groups and with Dolly the Doll entertained luncheon service clubs. Memorial services for Mrs. W. R. Clingman, mother Walter Clingman, of Mills and Mills, high-wire artists. Also for Joe C. Jones, father of Joe C. Jones Jr., who operates Crime show and high striker. Show Owner George C. Crowley, Myron Clevinger and Otis Vaughan to Burlington, Ia., to lay out fairground midway for Crowley Shows at Tri-State Fair, their second year. Otis Vaughan has taken over banner privilege. Visitors; A. L. Gates, Peter E. McCarthy, Fred McMahon, L. H. Rowland, Clara Bowers, Birdie Miller, A. L. Bieken. Praises wired, signed by entire roster, to veteran Dan Quinlan, Elmira, N. Y., on his "find" of Ted Ayre, smiling lyric tenor. Soon to visit Crowley's. Each person on show presented with "Splinters From the Cross," gift from Mike T. Clark, Santa Clara, Ind., former eminent S. W. Brundage Shows' general agent. A. Grohe, former trouper, banqueted. Effie May Waddell airplaned from Dayton, O., to visit husband, Chaplain Doc Waddell. GEORGE WEBB.

Hennies Bros.
(Railroad)

Great Falls, Mont. North Montana State Fair. Week ending August 6. Weather, good. Attendance, good. Business, very good.

Arriving late Sunday night from Butte show had an all-night set-up, to be in readiness early Monday morning, Children's Day, which proved all right for shows and rides. Business during balance of week ran on a par with that of fair in 1937. Saturday a record crowd in attendance and Hennies Bros. piled up a record business for a single day's business at this fair. Total a substantial increase over previous year's midway gross. Concessions did not fare so well, as fair patrons had too much to see and too many rides on midway, so little time was had to go in for concession row. News leaked out a week late of marriage of Amos Webb, talker on Look Show, and Mary Rimes, of Chez la Femme attraction, July 25 at Butte and also marriage of H. N. Reeves, adjuster, and Katie Beavers, concession agent, also at Butte, July 29. C. F. Zeiger and wife visitors first day at Great Falls and many members of his show on the same day, they playing that week in vicinity. Mr. and Mrs. Harold DePue entertained Harry W. Hennies, Orville W. Hennies and R. L. Lohmar with a dinner at their home during week. Mrs. Jimmy Griffin is reading in Sis Dyer's mentalist booth, which Mrs. Rhea Porritt is managing for Sis while she is engaged in operating her Jungleland, which is having great business since coming to Montana. Ridee-O has been profusely decorated with neon and foreman Jack Drake is justly elated over this new addition to looks of this ride. Loading out of Great Falls, Kenneth Genious, one of polers, suffered a fractured leg and is confined in Great Falls General Hospital. JOSEPH S. SCHOLIBO.

F. H. Bee

Russell Springs, Ky., Annual Fair. Week ended August 6. Weather, rain Monday, Tuesday and Wednesday; last three days hot. Business, very bad.

With rain first of week and long grandstand performances rest of week this stand turned out to be worst fair of season for this show. Thursday, Friday and Saturday there were large crowds on fairgrounds, but they were sans anything to spend, result no business. However, it was a treat to see grounds crowded. One of happiest persons on show is Boss Bee, due, of course, to arrival of a fire daughter Wednesday night, and treats of cigars and other items were plentiful. Writer thought he was going to give away the show and his smile has never left and expansion of chest can still be noticed when anyone asks about their baby. Gus Bethune erected his new cookhouse which seats 50 people. Clarence Krug keeps smiling under his many duties as secretary. Mrs. Leonard McLemore, on sick list for a few days, now out and around kiddie rides. Joe Brown redecorated his photo gallery again and added enlargement equipment which has greatly increased his receipts. Writer purchased a trailer here and is now a full-fledged trailerite. Mrs. Hicks is busy arranging furniture and things to make it comfortable. Dee Hale received another new top. Morris Jarvis, mail and The Billboard sales agent, had his father and daughter visit him and was busy entertaining them during their stay. Visitors: Mr. and Mrs. M. M. Thompson, of Whitley's Novelty House, and Bob Page, of Great Southern Shows.

WILLIAM R. HICKS.

Frisk

Grand Rapids, Minn. July 18-23. Location, circus grounds. Weather, cool and some rain. Business, fair. Auspices, V. F. W.

Orville Truesdale, who had Hawaiian and Monkeytown shows, left show. Mrs. B. C. Frisk, George Hoeshen and Neal Lanigan visited Goodman Wonder Show in Duluth.

Keewatin, Minn. July 25-30. State Moose Conclave. Rain first part of week.

Convention did not start until Thursday. Mines only working part time. Show had played town in spring. Business was light until out-of-town spenders began to arrive and spend, making this a profitable engagement. New arrivals: Mr. and Mrs. H. Norman Smith and company from Reynolds & Wells Shows with Motordrome and concessions; Mr. and Mrs. Jack McCarthy with girl

revue and Mr. and Mrs. Roy Willis and troupe with musical comedy. Concession row new arrivals were: Joe Gordon, dart game, and Mr. and Mrs. A. Nelson, mouse race. Mrs. B. C. Frisk entertained show personnel to a dinner, after which vaudeville acts and dancing until late hours. It was a revelation to writer to learn that so many entertainers are numbered among concessioners and ride men.

Cass Lake, Minn. August 1-6. Location one-half block from town. Weather, good. Business, only fair. Auspices, V. F. W.

Large crowds attended nightly; however, a very noticeable shortage of money, rides and shows doing little more than half of last year's business. S. H. Hall was head of committee. Everyone building and painting. New Big Eli Wheel entrance completed, also a new panel front for Boots and Her Buddies attraction. Dr. Fred Foster joined here with his Nola Show.

NEIL LANIGAN.

Buckeye State
(Motorized)

Philadelphia, Miss. August 1-6. Location, fairgrounds. Auspices, Meschoba County Fair. Weather, showery. Business, excellent.

Fair had its own lighting plant, which cost show Monday night, except about an hour, and periodically went off for a few minutes on other nights. However, crowds which began coming out in morning remained good natteredly until electricians repaired damage, and business was brisk. Credit goes to Russell Cooper, show's electrician for maintaining service. Hon. Hugh C. White, governor of Mississippi, accompanied by Hon. Lester Franklin, prominent in State administration and an old friend of Joe Galler, visited lot this week accompanied by delegates of Jackson and Meridian Chambers of Commerce. Edwards troupe of acrobats rejoined show here after playing several special engagements and were accorded a welcome. Mr. and Mrs. James Wilkes, daughter of Secretary Harry Starbuck, joined with some concessions. Prof. Frank Stark brought his telescope to bear on sunspots during day and moon and stars at night. Frenchie, Human Pincushion, married a local lady. Joe Galler bought a new semi-trailer and let contract for repainting of rides, ticket boxes and other equipment. Splendid co-operation accorded by W. H. Sanford, mayor of Philadelphia and secretary of Meschoba County Fair Association; Editor Weaver of Meschoba Democrat, who published half column of prepared carnival chatter gratis in each issue, and Leader B. F. Ogletree of Ellinsville Junior College Band. TED JOHNSON.

Sims

Collingwood, Ont., Can. August 1-6. Auspices, Old Boys' Reunion. Location, downtown streets. Business and weather, good.

Shows, rides and concessions located on principal business street. Reunion opened its celebration with a parade of welcome to three trainloads of people that returned from all parts of Province, these in addition to returned ones coming in on regular trains and automobiles. Everything opened early each morning and continued thru to capacity business until following morning. Big dance floor was erected in heart of town on which was also provided a floor show. Coleman Sisters, free act with show, gave two performances daily. Horse races and dog races were held at exhibition grounds. With ideal weather engagement was best of season to date. Previous to Collingwood show played in Timmins, auspices of Lions Club. This was a very satisfactory date. Show traveled more than 1,000 miles to get in and out of Collingwood. WILLIAM DAVIS.

Marks

Fairmont, W. Va. Eight-day engagement ended August 6. Location, Edgemont showgrounds. Business, excellent. Weather, hot.

Fairmont, always a good show town, turned out splendid crowds every evening when weather permitted and was one of best stands of season. Town and neighboring communities well billed by Tommy Rice, advertising agent, and assistants, and street-car signs on all lines leading in and out of Fairmont contributed to success of engagement. Morning Times and Evening West Virginian newspapers co-operated liberally

each day. Weekly press dinner was held Wednesday night, with Larry G. Boggs, managing editor and columnist of The Virginian; Eddie Meredith, of Do You Remember? columnist fame of Morning Times; Bill Evans, feature writer, and Joe Anywell, managing editor of The Times, as guests of John H. Marks, in Welch's cookhouse. Daily broadcasts and two half-hour programs over Radio Station WMMN, with Howard Donohue, program director, interviewing members of Marks entourage. Senator Earl, co-publisher of local newspapers, was midway visitor before leaving by airplane for Washington, D. C. Tie-up with the G. C. Murphy store resulted in a large Saturday kids' matinee, store contributing two quarter pages of advertising and 24-foot banner spread across principal street. T. A. Shultz was a speaker at Kiwanis Club Wednesday noon, telling his experience as a simian trainer. Frank Mac Intyre, inside lecturer of Monkey Speedway, a native of Fairmont, was awarded two-column story in Oliver Towne column on Thursday morning in The Times. Thirty-six inmates of Marion County Orphans' Home visited midway attractions Saturday afternoon. Everybody on show engaged in preparations for fair circuit, starting at Ronceverte, W. Va. WALTER D. NEALAND.

Eric B. Hyde

Catonsville, Md. July 26-August 6. Location, school lot. Weather, mostly rain. Business, poor.

During entire engagement only two nights that it was clear and rest of time it either rained just at opening time or shortly thereafter. Boisey De'Legge joined with Minstrel Show and 10-piece band. Marcus Wheeler, manager of Ten-in-One, added several acts to an already strong show. Mr. and Mrs. Tom Hale and son joined with a well-flashed bingo and got good share of business at this stand. Mrs. Betty Barratt joined her husband. Major Scott is out looking over fairs which start next week, this being last still date of season.

WILLIAM C. EARLE.

Western States
(Motorized)

North Platte, Neb. August 1-6. Auspices, American Legion. Ten-cent pay gate. Business, very light.

After having two weeks of busy days and nights this week was a welcomed one of rest for all show members. Leading attractions from writer's standpoint were women's department stores and men's ready to wear. Owner Jack Ruback purchased 1933 Packard, Hypo Denecke a 1938 Pontiac and Scotty Norton a Dodge sedan. Women members, Bernice Kitterman, Snow Denecke, Muriel Woods, Rose

MAKE \$50.00 A DAY ON CANDY FLDSS



More and more people are buying our Candy Floss Machines, the reason is—we make the Best, the Original Only, Guaranteed. The biggest money-maker known. For Service—Satisfaction—Dependence, send us your order. Write TODAY. ELECTRIC CANDY FLOSS MACHINE CO., 202 12th Ave., S., Nashville, Tenn.

SECOND-HAND SHOW PROPERTY FOR SALE. \$5.00 Armor Steel Target & Bell for Shoot'g Gallery. \$140.00 Kiddle Chairplane and Motor, Hoics 10. \$120.00 Van Wick Revolving Ladders. \$19.00 20 Fairbanks Scale with Height Measure. Working order. \$15.00 Elec. Waffle Mach. 2 Burner. Cost \$60.00. W.P. BUCKLEY, KIND OF RINK SKATES. PAY CASH. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

WANTED PIANIST
MALE OR FEMALE.
Also Talented Midget Musicians. Send height, age, photo and weekly terms. Join at once. Office guarantees salaries.
BILLY BILL, Manager Midget Show
Care Goodman Wonder Shows, Until August 19th, Mason City, Ia. August 21-27, Peoria, Ill.

Art Lewis Shows, Inc.
Want for Balance of Our Canadian Exhibitions. Legitimate Concessions, Grab Joints. Can also place Concessions of all kinds at our Circuit of North Carolina Fairs. This Show positively will play a circuit of Florida Fairs again this year.
Address ART LEWIS, Gen. Mgr.
Week Aug. 14, Valleyfield, Quebec, Exhibitors;
Week Aug. 21, Three Rivers Exhibition;
Week Aug. 27, Sherbrooke Exhibition;
Week Sept. 4, Quebec Provincial Exhibition.

WANTED PENNY ARCADE
Complete, ready for the road; no junk. Must be cheap for cash. Please give full description in first letter as to kind, amount, style and condition. ALSO WANT 20x30 Top in good shape with Poles. BOX 157, R. R. 5, Dayton, O.

READING'S SHOWS
Fair, Lexington, Ky., this week; Fair, Gallatin, Tenn., next week.
Want Stock Concessions, Diggers, Must join at Lexington, Ky. Want people for Side Show. Want people for Minstrel Show. W. J. WILLIAMS, Manager.

GRANT COUNTY FAIR
FAIRMOUNT, IND.
TOM BAKER wants Shows and Legitimate Concessions for the GRANT COUNTY FAIR, at FAIRMOUNT, IND., August 28-29-30-31 and September 1. The biggest Tomato Festival in the United States, in the heart of the tomato district. The place to get even. Privilege right. Bingo, Caramel Corn X booked. Lucky boys cash in work. Also SHERIDAN, IND., August 24-25-26-27, on the Streets. "Indiana's Biggest Little Fair."
TOM BAKER, Sheridan, Ind.

OUTDOOR SHOWMEN
The next issue will be the Fall Special. Because of increased size and distribution
FORMS GO TO PRESS EARLIER THAN USUAL.
No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, August 22. Wire important late Show Ads Sunday night.
FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, AUGUST 20.

WANT FREE ACTS
FOR ELIZABETH CITY, N. C., FIREMEN'S FESTIVAL AND FARMVILLE, VA., FAIR — WEEKS SEPTEMBER 12 AND 19.
Can place Grind Concessions and Legitimate Stock Wheels for Fair Circuit. Altamont, next week; Rhinebeck, Fonda, N. Y., and Southern Route, including Elizabeth City, Clinton, Weldon, Woodland, Littleton, N. C.; Farmville and Emporia, Va. Have exclusive all these spots.
Tom Hasson wants Mind Reading Act, Half and Half, or any outstanding Side Show Attraction; also Experienced Talker. Wire or write
O. C. BUCK SHOWS, Gouverneur, N. Y., this week — Altamont, next.

WORLD OF FUN SHOWS
WANT—GENERAL AGENT—WANT
Must be sober and reliable. Legitimate Concessions of all kinds except Bingo and Popcorn. Small Cook House or Grab Joint. WANT Flat Rides. CAN PLACE Grind Shows. Will furnish outfits for reliable Showmen. Fair Secretaries, have few open dates.
P. S.—Jim Conley write me. This week, Floyd, Va. Address all mail to J. J. STEBLAR.

Ruback and Sophia Mullins, spent week playing rummy. Men, Tony Kitterman, Larry Woods, Bennie Hyman, Clyde Davis and Dick Haven, played one game of bridge and disturbed surrounding communities arguing over bidding. Chester Arthur, formerly of the Royal American Shows, and Harry Baron were two new additions to show. Chester Arthur took charge of concession left vacant by Sam Lasky, who departed. Along with Harry Baron came agents Tony Lombardo and Eddie Stone. New contender to Coon-Can championship, held jointly by Owner Jack Ruback and General Manager Albert Wright, made his appearance known by taking Jack Ruback and Albert Wright into camp. Contender's name "Hypo Denecke." LARRY MULLINS.

Cetlin & Wilson

Lewistown, Pa. Week ended August 6. Mifflin County Fair. Weather, showers and clear. Business, fair.

Opened Monday night but showers prevented very large attendance. Good weather rest of week except Saturday night rain. The attendance was slightly off from previous year, midway gross held up to it. Shows and rides had good business, Caterpillar top ride, twin Big Eli Wheels second and Octopus third. Paradise Revue top show, Hall of Science second and Duke Jeannette's Side Show third. Fred Haragan joined here with a new Ro-lo funhouse and did very good business. Visitors during week were numerous, among them were J. F. Fickes and party, of York, Pa.; Carl Flickenstein and party, of Bloomsburg, Pa.; William and Buddy Brice, of Bedford, Pa.; Pearl Haines and mother; Mr. and Mrs. George A. Hamid; J. J. Boyd and party, of Lebanon, Pa.; Mr. and Mrs. Warren J. Mickel, of Harrisburg, Pa.; Charles Swoyer and party, of Reading, Pa.; Mr. and Mrs. C. S. Parnell, of Mebane, N. C., and Frank Cervone, of Pittsburgh. J. E. Ballard, father of Mrs. J. W. Wilson, on for visit, as was Eddie Holman, brother of Mrs. I. Cetlin. Fair association very well pleased with show. Sam Russell, president of fair, is 100 per cent and goes out of his way to make things pleasant. Writer celebrated his birthday August 5 and was recipient of many nice remembrances from many friends. All on show looking forward to a prosperous fair season after a still date season that was not quite up to standard. GEORGE HIRSHBERG.

For Sale Sound Truck

Mounted on Packard Car. Completely equipped with 3 k. w. Kohler light plant in A-1 condition. Light plant can be used at night for lighting show and in the daytime on sound truck for advertising. May be seen in operation with Latlip Rides. If interested wire or write

CAPT. LATLIP

209 Elm St., Charleston, W. Va.

INTERNATIONAL CONGRESS OF ODDITIES

WORLD'S LARGEST AND GREATEST ODDITORIUM OF LIVING FREAKS NOW A MIDWAY FEATURE OF

BANTLY'S ALL-AMERICAN SHOWS

CAN PLACE for a long season of outstanding Southern Fairs and Celebrations, and a pleasant winter engagement in tropical Key West, Fla. Several more Freaks to feature. Slim and Bertha Curtis, Tony Cruller, Sister, Eva La Tour, Cuban Mack or any and all Acts of Strange People who have in the past worked satisfactorily for Ray Marsh Brydon, who is manager of this Freak Odditorium. This is not an ordinary 10-in-1, but housed under a mammoth special built (by Charley Driver of O. Henry) Circus Tent, 60x180. All Acts work from high stages and must be in keeping with the high standard of shows under the Brydon banner. CAN ALSO PLACE A-1 Musical Act, Hawaiians, etc. WANT a high-class Mental Act. Halligans wire. A real Magician such as Rube DeLentz can get a bank roll here. Inside Lecturer who looks and acts the part and can sell the Acts needed. One who does real Punch or Charley McCarthy Act wanted. For the Front can place strong Openers who can work without lushing. Ticket Sellers that grind and make Second Openings. CAN PLACE Girls, single or married, to Bally and work various Acts, such as Sword Ladder, Sword Box, etc. All must be youthful, peppy and have long and short wardrobe. CAN PLACE Otis Hackman or Johnny Stevens. Ray Cramer, Blackie Fredricks, Richard Lorain wire if dissatisfied. Percentages and salaries paid nightly with this Show, and the best Cook House in show business included. State all in first reply. No time to dicker. Thanks to all for the offers received when I returned to the Carnival business, but the Bantly offer was accepted because of the high standing the Show has attained in the past four years. I will play out the season of fairs with this Show and hope to attain the same success I have in years past with major league Carnivals. All reply to RAY MARSH BRYDON, Owner and Manager, International Congress of Oddities, with Bantly's All American Shows. Now playing Firemen's Celebration, Sunbury, Pa. Week of August 22, Central Pennsylvania Firemen's Convention, Du Bois, Pa.

L. J. HETH SHOWS

Want for our Southern Tour of Fairs, going South after August 27. Want Organized Side Show, will furnish outfit; also any Single Attraction of Merit. Will book Loop-o-Plane with own transportation. Can also place another Ferris Wheel. Legitimate Concession open. Centralia, Ill., this week; Fairfield, Ill., Free Fair, next week.

SILVER STATE SHOWS

WANTS FOR THE FOLLOWING FAIRS:

POWELL, WYO., FAIR, August 17-20.
HARRISON, NEB., FAIR, August 24-27.
HAY SPRINGS, NEB., FAIR, August 24-27.
Show Splits.
GORDON, NEB., FAIR, August 31-September 3.
DORRINGTON, WYO., FAIR, September 5-10.
WANT Fun House, Glass House, Midget Show, small Motordrome, Unborn Exhibit, Animal Show, Jungle Land Show, or any money-getting Attraction. Shows with own outfit given preference. CAN PLACE a few Legitimate Concessions. WANT experienced Ride Help. Address as per route.
SILVER STATE SHOWS, Cody, Wyoming.

O. C. Buck

(Baggage cars and trucks)

Boonville, N. Y. Fair. Week ended August 6. Weather, ideal. Business, 20 per cent off previous year.

Boonville Fair, return engagement for this show, did not hold up to 1937, with various reasons contributing. Some few concessioners made a little money, such as bingo and custard. Al Crane left with custard truck, snow and cotton candy to make two stands in Pennsylvania. Will return for Southern tour. Mrs. Crane a visitor to New York for a few days account illness of mother. Mrs. O. C. Buck ill for a few days but again herself and daily visitor to midway. A. L. Sykes opened his Parlor, Bedroom and Bath show for two days here. Has earmarks of getting money. However, front is being changed and repainted. Glenn Kishko, artist, busy redecorating and touching up odds and ends on rides and shows. Mrs. Al Wallace also among those ill but better at this time. Extreme heat blamed for most of sickness. World of Mirth Shows played Utica, 30 miles away, and many visitors back and forth. Among those noted were Mr. and Mrs. Max Linderman, Mr. and Mrs. T. W. Kelly, Jack Gilbert and R. F. Judy. Mirel Show front being repainted and decorated and will remain down temporarily account of ground space for next three weeks, during which time new show will be organized. Bligh Dodds, secretary Gouverneur Fair, on midway for a day and night. O. C. Buck and Billy Ritchey spent Wednesday in Gouverneur trying to find room to place all attractions. Ritchey act taking week off but spending it with show. Will resume at Gouverneur in front of grand stand. Mrs. Ritchey's sister on for a few days' visit. Mr. and Mrs. Irving Lewis entertaining Mrs. Lewis' mother, who will remain with show indefinitely. Mr. and Mrs. Nick Annello have returned for the balance of season, Nick to handle a concession. Mrs. Ray Rehrig, wife of popular bingo manager, on for a week's visit from Lehigh, Pa. R. F. McLENDON.

Beckmann & Gerety

(Railroad)

Rockford, Ill. Week ended August 6. Auspices, 40 and 8 Band of American Legion. Weather, ideal. Business, fair.

There would have been no complaints registered here had there not been unavoidable comparison with last season's record-breaking week to remember. Crowds were only slightly off but inside spending dropped nearly 50 per cent. Thus, what was biggest still date of last season was only a mild success this year. Ringling Bros. and Barnum & Bailey Spe-

cial Features, augmented by Al G. Barnes-Sells-Moto Circus, day and dated Monday, opening night for carnival. Fred Beckmann, Barney S. Gerety, Ralph Anderson and writer were on circus lot to stare in awe at Gargantua, gorilla, beyond a doubt greatest single attraction of a like kind of all time. Rockford Morning Star-Register Tribune annual Carrier Salesmen's Jubilee Thursday went off without a hitch, 2,000 of lads, their families and friends enjoying midway attractions from 1 to 5 p.m. Charley McDougall fed crowd a delicious lunch-noon, cafeteria style. John C. Stafford, circulation manager, loud in his praise of event and newspaper carried full pages of pictures. WALTER HALE.

Jolly Jaillet

Bemus Point, N. Y. Week ended July 23. Auspices, Volunteer Firemen. Weather, good. Business, fair.

This stand was just one of those summer resort spots. Lots of people on lot every night but spent no money. Things did pick up a little parade night, but it was gate that carried show thru. Show layed over an extra day as next date, Fredonia, Pa., called for a five-day engagement, starting Tuesday. Mr. and Mrs. M. Olson, Mr. and Mrs. Howard Jaillet, General Agent Frank Bland and Mr. and Mrs. Frank Warner were guests of George Rappole, of Bemus Point, on his new yacht. Fishing season at its peak on Lake Chautauqua, so all with show could not resist fishing poles. Dick Martin, electrician of show, received some slight burns from a hot wire during electrical storm Friday evening. Rides received a fairly good play considering being so close to Celeron Park. Spencer's Big Eli Wheel topped rides. Frank Warner's Girl Revue tops for shows. Arnold's Barnyard Frolics still keeping paying customers in a joy mood with their free act. Duke Wilson added another concession, making three. General Agent Bland went on another booking trip. DICK MARTIN.

World of Mirth

(Railroad)

Utica, N. Y. Week ended August 6. Location, Trenton road showgrounds. Auspices, B. P. O. E. Weather, good. Business, fair.

Shows opened new lot here which was ideal except for location. Just over city line and half mile from closest public transportation. Shows were hard for many people to reach. To offset this management ran free busses from end of bus line on both Friday and Saturday nights. A quarter-hour schedule was maintained from 7 p.m. on and every free bus was loaded to capacity. Plenty of room made it possible for the lot to be laid out to shows' advantage. Box-office ratings of attractions for this stand did not run true to form. First 10 places were securely clinched by shows, with T. W. Kelley's Oddities and Earl Purtle's Motordrome placing one and two. Roll-o-Plane was top ride, winning 14th position. There was ample free parking space on all sides and show employees handled all traffic on parking lots, making it easy to enter and leave at all times. Parking lots were well illuminated by show floodlights. Many people on lot during week, but show and ride managers reported business as only fair. Altho excessively hot here at times, it was a welcome change in weather after so much rain and mud. General Manager Linderman was host to over 500 newsboys and orphans during week. All youngsters were treated to several rides and shows, and in addition each orphan received an ice cream cone. Scotty McNeil joined Miracles of 1939 as talker. Close of soft-ball season has been announced. With very little time left before fairs and little leisure time after getting into fairs, it has been deemed advisable to discontinue meeting town teams. JIM McHUGH.

Penny's

Concord, N. C. Week ended August 6. Location, downtown behind city hall. Auspices, Lions' Club. Business, good.

Everyone connected with R. D. (Bob) Penny's Amusements had an excellent week, being first out of four with sunshine. All on show are wearing smiles, looking forward to beginning of fair season at Abingdon, Va. Manager R. D. (Bob) Penny has spared neither time nor money to make this a fine truck

show. Roster: R. D. (Bob) Penny, owner and manager; Mrs. R. D. Penny, secretary-treasurer; Eddie Mack, general agent. Rides: Merry-Go-Round, Banks Thomas, foreman; Loop-the-Loop, Paul Haden, foreman; Loop-o-Plane, Carl Isenhour, foreman, also chief electrician; Chairplane, Clyde Kearns; Kiddie rides, two, Facen Smith, foreman. Shows: Minstrel, Purl Shields; Posing, Doc Vennor; entertainers, Pat O'Dell, Jackie Clarke and Frances Vennor, also wardrobe; Gene Page's Western Revue, Tex Johnson, bass viol, comedy and ropes; Curley Frith, tenor guitar; Sandy Olney, guitar; Pain Brothers, Dixie duet, and Mary Jane Starr and Rosetta Lawanda, vocal and dance. Mickey Mouse Circus, Charlie Meyers, talker and manager. Concessions: Bingo, Milton McNeese; Mrs. Penny, penny pitch operator; Mrs. Marie Starnes, ball game; Althea Lowe, pitch-till-you-win; Frank Bradford, Charlie Meyers, two duck ponds and glass wheel; frozen custard, Unice Thompson; shooting gallery, Judge Warren; ball game, Nancy Bailey; Mud Starnes, two penny pitch and pop corn; Mrs. Eddie Mack, mentalist booth and penny pitch; Mr. and Mrs. R. H. Liggins, cookhouse. EDDIE MACK.

New England

(Motorized)

New Bedford, Mass. Week ended August 6. Location, Logan street lot. Auspices, British-American Veterans. Weather, warm and clear. Business, good.

Cy Aurillo is back after playing a blank at Boonville Fair. Tommy Fallon, with his Nights in Paris, and Al Manville, with motordrome, are drawing business. Harry Banton's midway cafe is doing very good. Al Kaplan, with mouse game, new arrival. Ten-in-One is getting business. Doc Miller's mechanical man gets much attention. Ducky Miller is on lot after doing good business with Phil McLaughlin's No. 2 ride unit. Among newcomers are Dan Malloy, balloon pitch; Jack Belaire, short-range shooting gallery; Harry Connors, pitch-till-you-win and dart game; Ann Mitchell, palmistry. Benefit show continues but all miss Clarence and Sonia Groud. Gladys M. Young is visiting her brother. Charley Wulp is with a Western carnival. Slim Aurillo returned to his home at Ossining, N. Y. BILLY GIROUD.

Ideal

Rochester, N. Y. Week ended August 6. Weather, hot. Business, good.

This proved one of best stands of season and was first week in months without some rain. Side show topped midway. Ladies' night Wednesday drew largest crowd of week. Ladies on show spent much time at beach trying to keep cool. Saturday money-spending crowd came out. Manager Glick is having rides painted for fairs. M. LASKY.

Philadelphia

PHILADELPHIA, Aug. 13.—Weather has been exceedingly hot past week, reaching highest temperature of season. Show units operating in this vicinity report somewhat better business.

Sam Tassell operated two units week ending July 30 to good business. One at Roxborough used Les Cottiers' aerial act as free attraction, others at Palmyra, N. J., used Capt. Frank Volt, high-diving act. Thursday night Captain Volt while making his fire dive miscalculated and hit the side of tank, breaking his leg.

Mrs. Al Fisher, sister of Mrs. Carl J. Lauther, was called home of her mother at Millers Tavern, Va., on account of serious illness of Mrs. Eifleda Olson, mother of Mrs. Lauther and Mrs. Fisher. Late reports are that Mrs. Olson is somewhat improved.

Bad weather conditions followed Cetlin & Wilson Shows to their first fair at Harrington, Del. Rain every day of fair made it another total blank for show.

Harry G. Wilson, for many years with various circuses and carnivals, now retired in Philadelphia, is in fair health after going thru a siege of illness for the past two years.

Opening of fair season finds city very quiet with nearly all local concession operators out playing them. Reports are that people are not spending very heavy.

Ak-Sar-Ben Show On Special Stages

OMAHA, Aug. 13.—Barnes-Carruthers' musical show, *Soaring High*, with a cast of 100, including Elinore Perry, blues singer; Ross, Pierre and Schuster, comedians, and Bobby Jeanne, shot from a cannon, has been contracted for Ak-Sar-Ben Market Week Festival here, reports Nat D. Rodgers, B.-C. director of special events. Show, expected to be an annual event, will be held on a 200-foot platform with three revolving stages in front of the grand stand at Ak-Sar-Ben Field. Prices will range from 25 cents for children to \$1.65 for boxes.

More Acts in Jubilesta Array Signed by Dickey

KANSAS CITY, Mo., Aug. 13.—Four more acts were signed by Lincoln G. Dickey, Jubilesta general manager, to appear on the first two days of the city's third annual Jubilesta in Municipal Auditorium.

They include Connie Boswell, singer, of the former Boswell girls' trio; Nick Lucas, crooning guitarist; Joe Cook, vaude and radio comedian, and Jimmy Grier's Orchestra, with Julia Gibson and Dick Webster, singers. Other vaude acts will be signed to complete the review, and the cast will number 100 for the opening two days, said Manager Dickey.

Nine orchestras will be heard at the nine-day Jubilesta, and other numbers already signed include Rudy Vallee and company, George Burns and Gracie Allen, Jimmy Dorsey's Band and cast of a CBS radio show titled *The Laff Liner*, with Billy House. New attractions were signed today thru Rockwell-O'Keefe, said Mr. Dickey, and the list is not complete.

Midway Attractions Used At Ohio Firemen's Annual

NEW WATERFORD, O., Aug. 13.—Opening to the largest crowd in history, Annual Firemen's Home-Coming and Street Fair here on August 3-6 bowed out in rain. Attendance the first three nights gave attractions a break, some concessioners reporting best business this year. Event was advertised with a booster throwaway. C. A. Klein was chairman.

Over \$150 was awarded to drum and bugle corps and fire trucks and organizations from three States were in a parade opening night. There were band concerts nightly. An amateur contest was conducted by Tri-State Mountain Pals, radio act, who were on the midway.

Other attractions were Grenawald's Athletic Show; Buck Maughman's horse, assisted by Marian Clark, and his pit show; a Girl Show; "Texas Slim" Collins' pit show, and Jack Orr's Ten-in-One. Jaydee the Great was high free act. Roy Gooding furnished an Ell Wheel, Merry-Go-Round, Chairplane and Kiddie ride. Among concessioners were Lester Rodgers, peanuts; Vaughn Black, pop corn, and Margaret Klein, grab.

Ohio Pumpkin Show Extended Second Week

ZANESVILLE, O., Aug. 13.—Because of its success, 21st Annual Pumpkin Show here on July 25-30, sponsored by Putnam Amusement Association to raise funds for weekly entertainment programs thru summer, was extended another week by President R. R. Robinson.

Business was big the first week despite failure of several rides to report. Gorman's rides and new free acts were booked for the second week. Event opened with a parade to the show-grounds where there were merchants' exhibits, contests, athletic show and concessions. Free acts were J. J. Evans' mules and dogs; Jaydee the Great, high act, and Tumbling Atwoods.

ON THE MIDWAY of recent Kenmore (O.) American Legion Celebration were Harry H. Winters' Tilt-a-Whirl, Merry-Go-Round, Chairplane and Kiddie ride; William Wells' Ferris Wheel, Jack Orr's Ten-in-One, Brooks' Girl Show, Johnson's Pit Show and concessions.

WANTED CARNIVAL
With Rides and Shows after October 15 for
HELZAPOPIN ANNUAL CELEBRATION
W. A. LATHAM, Buckeyes, Arizona.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Wichita Festival May Be an Annual

WICHITA, Kan., Aug. 13.—Fall Festival, expected to be an annual event and sponsored by business men and Chamber of Commerce here, got out of the planning stage with announcement by president and general manager Carl Hines of the signing of Barnes-Carruthers' *Soaring High* revue, booked by Nat D. Rodgers, B.-C. special events director, who will present the show six nights in the Forum.

Kansas Exposition Corp., non-profit organization, will operate the festival. Officers are R. K. Howse and John McEwen, vice-presidents; Arch N. Booth, secretary, and Dale Critser, treasurer.

Committee on special events is planning airplane, industrial, oil, garden, better homes, housing, agricultural and public health exhibits. Douglas Corrigan has been invited to attend, and it is planned to book a name band.

Italian Religious Fete Big Date for Endy Shows

ROSETO, Pa., Aug. 13.—Sponsored by Our Lady of Mt. Carmel Church, 45th annual three-day religious Italian fete here ending on August 1 was most successful in history, said Glenn Ireton, of Endy Bros.' Shows, which were at the event for the third consecutive year. Show made an eight-day stand and on Saturday 12,000 attended. President David B. Endy said the date equaled the total of any three weeks' business this year. Fireworks were furnished by Alex Zarrillo, Neptune Fireworks Co., and Joseph Girone, Colonial Fireworks Co.

On the committee were Michael E. Falcone, president; Oreste Castellucci, vice-president; Pasquale Vicario, secretary; Rev. Joseph Ducl, C. M., treasurer; Nicola D'Alessandro and Joseph Angelino.

Varied Features Are Set For Pittsburgh Celebration

PITTSBURGH, Aug. 13.—Co-sponsored by county commissioners, who have contributed \$100,000 and city council which has authorized \$25,000, 23-day Allegheny County Sesquicentennial Celebration here is expected to be one of the biggest events in local history, said Director Cliff Ryan.

Over 200 will be in a historical pageant, *Western Gateway*, to be held on a 300-foot stage in South Park's open-air amphitheater for five days. Premiere performances of Judge M. A. Musmanno's play, *Last Full Measure*, will run a week. There will also be the annual county fair, flying fortress, national championship motorboat races, water ballet, athletic events, Mardi Gras and parades. A theme melody, *Song of Steel*, is being written by Homer Ochsenhirt.

Committee chairmen are J. W. McGowan, pageant; Nathan Kaufman and Haydn Bodycombe, water ballet; Lee Curran, publicity; State Senator William B. Rodgers, River Pageant and Marine Day; Clifford B. Connelly, historical program; Charles Arbuthnot III, parades, and H. D. McDonald, exhibits.

Ohio Legion Event Success

MALVERN, O., Aug. 13.—Favored with ideal weather, recent annual three-day Home-Coming Celebration, sponsored by American Legion Post, Merchants and Volunteer Firemen on downtown streets here, attracted largest crowds in several years, said Chairman Clarence Eckley. On Friday night 4,000 attended. Rides and concessions did big business. There was an amateur contest, band concerts and speeches. On the midway were Roy Gooding's Merry-Go-Round, Ell Wheel, Chair-o-Plane and Kiddie ride; Larry Larrimore's eight concessions, including bingo; Vaughn Black, pop corn; a root beer stand, Keller's lunch and Legion grab joint.

Wisconsin Cranberry Fete To Have Versatile Program

WISCONSIN RAPIDS, Wis., Aug. 13.—Third annual Wisconsin Cranberry Harvest Festival, sponsored by Junior Chamber of Commerce here, to be held here Friday, Saturday and Sunday, September 16-18, is expected to draw record crowds over the three-day period. Nation-wide publicity was gained largely thru a visit to last year's celebration by P. D. Shoemaker, Associated Press agricultural editor, and tour thru the South-west by the 1937 Cranberry Queen.

Last year's festival attracted about 20,000 for a parade. Plans of George T. Frechette, chairman, are for a popularity contest, carnival midway, contests in cranberry raking, harvest dances, free acts and parade. Awards totaling \$250 will be distributed. This city is in the heart of a cranberry-producing area and the crop is estimated at close to \$1,000,000 annually. Hundreds of Indians participate.

Crowds Big at Texas Fete

DE LEON, Tex., Aug. 13.—For the fifth consecutive year Bob Hurst Shows were on the midway of the annual Watermelon and Peach Festival, sponsored by De Leon Fair Association and Chamber of Commerce here on August 3-6, and attendance averaged 6,500 daily, said Secretary Frederick G. Harmon. Festival is held to advertise fruit crops. Circulars, cards, press stories and booster trips were used for publicity. Program included crowning of queen and a ball, free watermelon slicing and music by Light Crust Doughboys.

Shorts

DEE LANG SHOWS and free acts will be on streets at the 19th annual Jackson (Mo.) Home-Coming Reunion.

SANTA FE EXPOSITION SHOWS were featured at Axtell (Kan.) Community Club Picnic on August 3-5.

AMONG ACTS at Shade Gap (Pa.) picnic on August 2-6 were Four Kressells Troupe; Tom, Jerry and Butts, and Eva Kelly.

ON THE COMMITTEE for 10th Annual Kolacky Day, Montgomery, Minn., are Joseph T. Rynda Jr., general chairman; E. J. Smith, concessions, and Dr. F. J. Pexa, publicity.

H. E. HILL, John B. Rogers Producing Co., will stage a Pageant of Progress in connection with the six-day High Point (N. C.) Celebration. R. S. Bancroft is director of the spec.

ANNUAL Home-Coming and Street Fair, sponsored by Chester (W. Va.) Volunteer Fire Department, will feature a firemen's parade for \$150 in prizes, a midway and free acts.

AFTER playing Koehler and Sun Prairie, Wis., on July 30 and 31, Bink's (See SHORTS on page 59)

Illinois Home-Coming Fete Is Good for Hoffner Shows

MATHEWVILLE, Ill., Aug. 13.—Attendance was big at the successful Annual Home-Coming Celebration, sponsored by the Booster Club here on July 22-24, reports John M. Stevens, treasurer, who attributes much of the success to their ability to contact features thru an ad in *The Billboard*. Over 3,000 attended on Saturday, while 5,000 visited the midway on Sunday.

Shows, rides and concessions of the Hoffner Amusement Co., occupying two blocks of the business section, reported good business. Baldrige Balloon Co. furnished ascensions and double parachute jumps. On the committee were Jack Maynard, president; Carroll Bopp, vice-president, and Don Hebbeln, secretary.

"Heart of Pittsburgh"

Park on Federal St.—AUG. 29 TO SEPT. 10.
AMERICAN LEGION
SESQUI-CENTENNIAL JUBILEE
WANTED — "Entire Show," or Individual Shows, Rides and Concessions. What Have You? Wire AMERICAN LEGION, Stockton and Federal, N. S., Pittsburgh, Pa.

WANTED

FOR MARION CENTER, PA., FIREMEN'S CELEBRATION, AUGUST 25-26-27, 1938. Independent Rides, Free Acts, Legitimate Concessions. One of Pennsylvania's Biggest Firemen's Celebrations.
B. W. THOMAS, Chief, Marion Center, Pa.

WANTED

Rides, Concessions and Free Act for
FIREMEN'S FAIR
Sept. 10 to 17, Auspices Mt. Pleasant Vol. Fire Dept., Mt. Pleasant, Westmoreland Co., Pa.

CARNIVAL WANTED

Any Week After August 20.
By PDK CLUB—20th Year Showings.
A. Y. ALBER, Box 343, Wabash, Ind.
(35 E. Market Street.)

Annual Fall Festival

SEPTEMBER 14 TO 17, INC.
WANT Promoter, Rides, Shows, Concessions, Small Rodeo on percentage. No grift. Held during Tomato Pack. Factory working. Address:
L. A. MASSEY, Chairman, Shirley, Ind.

WANTED FREE ACTS

for
LABOR DAY, SEPTEMBER 5
Give full description and price.
G. UPDEGRAFF, Farwell, Michigan.

CONCESSIONS WANTED

COUNTY A. T. A. PICNIO, AUGUST 25, TAYLORVILLE, ILL.
MANNERS PARK, Day and Night Speaking, well-known Speakers; Acrobatic Acts, Tap Dancing, Accordion Playing and other Amusement Features.
SOL BROVERMAN, Taylorville, Ill.

Mahomet Fall Festival

SEPTEMBER 8, 9, 10
Concessions Wanted
Address H. K. PASLEY, Secretary, Mahomet, Ill.

WANTED OLD SETTLERS REUNION

At Plymouth, Ill., August 22 to 26
Girl Show, Athletic Show, any small Show, Concessions open except Corn Game and Eating Stand.
J. L. McDERMITT, Plymouth, Ill.

SHELBY COMMUNITY STREET FAIR

September 7-10

WANTED—Free Acts—Shows—Concessions

NO GRIFT

NO GATE

C. L. BEAL, Supt. of Concessions, 31 W. Main St., Shelby, Ohio.

BIGGEST LABOR DAY CELEBRATION IN MICHIGAN

RUNNING SATURDAY, SUNDAY AND MONDAY, SEPTEMBER 3-4-5.
THREE GIGANTIC DAYS AT OLD ESTABLISHED ANNUAL — ONLY 30 MILES FROM DETROIT — ATTENDANCE LAST YEAR, 200,000.
Want Legitimate Concessions, All Types. Will Sell Exclusive on Novelties. Wonderful spot for Shows. Space limited. Cookhouse wanted.

ROMEO PEACH FESTIVAL

FRANK MILLER, 16884 Stansbury, Detroit, Mich., Phone, Davison 9510.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

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

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—300% PROFIT SELLING GOLD LEAF
Letters for store windows. Free samples.
METALLIC CO., 439 North Clark, Chicago. tfnx

AGENTS, DEMONSTRATORS — RUG GUIDES.
Darners, Embroidery Guides, Threaders. Good sellers. Samples, 2 for 25c. **COLBERT**, Box 494, Santa Monica, Calif. au27

AGENTS! SALESMEN! CANVASERS!—BRAND
New Line of Kolorfelt Novelties. Practical household necessities. Sample kit \$1.00. Write today. **ATLANTIC-EASTERN CO.**, 140 W. 42d St., New York.

ATTENTION, SUBSCRIPTION SALESPERSONS—
If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

BE YOUR OWN BOSS—OPERATE USED-NEW
Clothing Business from store, home, auto. 200%-300% profit. Everything furnished. Catalog free. **V. PORTNOY**, 566-B Roosevelt, Chicago. au27x

BIG MONEY TAKING ORDERS—SHIRTS, TIES,
Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. se24x

BIG MONEY APPLYING INITIALS ON AUTO-
mobiles. Easiest thing today. Free samples. Also, sideline salesmen for Name Plate and Tire Cover Transfers. **"RALCO"**, 1305 Washington, Boston, Mass. x

CARTOON BOOKLETS, \$2.00 HUNDRED; ART
Photos, \$3.00 hundred. Large assortment. Books, Photos, Novelties, \$1.00. Catalog, samples 25c. **GOODMAN**, 113 W. 42d St., New York.

CHRISTMAS CARDS — SELL 50 ASSORTED
Folders, name imprinted, \$1.00. Cost you 50c. Samples free. No investment. **DUNBAR**, New Brunswick, N. J.

COSTS 2c—SELLS 25c. FAST SELLING NECES-
sity for agents, crews, demonstrators. Sample 10c. Details free. **LINNELL**, Box 1963-B, Cleveland, O. tfnx

EXPERIENCED SUBSCRIPTION MEN WANTED
—Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. se3x

MAGIC RINGS—NEW ITEM, FAST SELLING,
big profit, real sales helps. Specialty men, concessioners, pitchmen. Write **H. ACKERMAN**, Box 72, Pontiac, Mich. Judge for yourself, sample 35c refundable. x

PERFUME BUDS — COST 1c EACH, SELL 5c.
Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. au27x

PERFUMED PERSONAL STATIONERY—ARTIS-
tically imprinted. Easy seller to refined people. 45% commission. **RIENZI PRESS**, 31 1/2 Sixth Ave., Newark, N. J. x

RESURRECTION PLANT—UNIQUE NOVELTY,
miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

SELL BY MAIL — FORMULAS, BOOKS, PIC-
tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfnx

WESTERN OVERLAP COWHIDE BELTS —
Beautifully decorated, \$1.50 seller; \$9.00 dozen delivered. No C. O. D. **WALTER DE MOSS**, 458 E. Washington, Indianapolis, Ind. au20x

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. se3x

AGENTS AND SALESMEN read DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, MIXED FIXED DENS
Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SNAKE KING**, Brownsville, Tex. au20x

ANIMALS, BIRDS AND REPTILES—IMPORTED
by **MEEMS BROS. & WARD, Inc.**, Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

LIVE ARMADILLOS—ALL SIZES. COMPLETE
Families, \$7.00; each, \$2.00; pair, \$3.50. Prompt delivery. Good feeders. **APELT ARMADILLO FARM**, Comfort, Tex. se24

PLENTY SNAKES — ARMADILLOS, IGUANAS,
Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Guinea Baboons, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. se3x

POP CORN MACHINES — NEW MODELS.
Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. se3x

RINGTAIL MONKEYS, SPIDER MONKEYS,
Marmosettes, Colombian Parrots, BeeBee Parrots, Macaws. Complete list sent. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. se3

SNOOKUM BEARS, \$15.00; JABALINES, \$12.00;
Burrus Colts, \$15.00; Wild Cats, \$7.00; Coyote Cubs, \$6.00; Raccoons, \$6.00; Hairless Dogs, \$14.00; Black Bear Cubs, \$35.00; Armadillos, \$2.00; Prairie Dogs, \$2.00; Horn Toads, \$1.00 doz.; Gila Monsters, \$3.50; Black Leopard Iguanas, \$3.00; Chinese Dragons, \$7.00; large pit dens Snakes, \$10.00. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

BUSINESS OPPORTUNITIES

FOR SALE—SMALL TOWN THEATER, DOING
good business. Give-away price. Reason for selling, leaving state. **J. W. DIXON**, Monett, Mo. x

GO INTO SHOW BUSINESS — PROMOTE
shows for lodges, churches, organizations. Write **SPECIAL EVENTS PUBLISHERS**, 4 Everett Place, East Boston, Mass. se3x

MILLIONS JOBS—GET DOLLARS IN MAIL
daily, like we do; for amazing employment information. Keep money; we fill your orders. "32 Ways to Make \$1,000,000" included for stamp. **CO-OPERATIVE SERVICE**, 77 Swan, Room 211, Buffalo, N. Y. x

PITCHMEN! SOLICITORS! — MAKE EXTRA
money with new Stamping Outfit. Stamp Checks; Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—1c PEANUT OR CANDY MA-
chines. Eveready 4 Compartments, \$6.00; Robbins 2 In 1, like new, \$6.00; new Specialty Chrome, \$3.00. **BOSTON EXCHANGE**, 1326 Washington St., Boston, Mass.

A-1 CONSOLES, LIKE NEW — DERBY DAYS
(Flat Top), \$39.50; (Slant Top), \$47.50; Bally Skill Fields (1937), \$79.50; (1938), \$125.00; Red Head Track Times, \$110.00; Keeney's Free Races, \$59.50. 1/3 deposit with order. **AMUSEMENT SERVICE CO.**, 2606 Detroit Ave., Cleveland, O.

AAA-1 BARGAINS — FAIRGROUNDS, \$59.50;
Flashers, \$59.50; High Cards, \$19.50; Preakness, \$29.50; Quinella, \$62.50; New Latonias, \$22.50; Tanforans, \$49.50; Liberty Bell, Derby Day Consoles, \$49.50; Lincoln Fields, \$119.50; Fast Track, \$25.00; Ray's Track, \$49.50; New Western Baseball, \$110.00; Kentucky Club, \$160.00; Skill Time, \$175.00; Fleetwood, \$59.50; Track Time, \$115.00. Write for our list of guaranteed novelty equipment. **MARKPEP COMPANY**, Cleveland, O.

BALLY RESERVES WITH \$24.75 JACKPOT,
\$42.50; Pacific Dominole Console, \$32.50. **TWIN CITY NOVELTY COMPANY**, 4607 Nicollet Ave., Minneapolis, Minn.

ABOVE REPROACH OR YOUR MONEY BACK—
Bally Reserves, \$42.50; Mills 1-2-3, \$42.50; Golden Wheels, Caroms, Racing Form, \$17.50; Air Ways, Silver Flash, Track Meet, Chico Derbys, Beam Lites, \$16.50. Shipping instructions with 1/3 deposit. **EAGLE VENDING COMPANY**, Tampa, Fla. au20x

ATTRACTIVE BUYS—10 ABT 1c BIG GAME
Hunter Pistol Target Machine, \$10.00 each; 25 Columbus 5c Peanut Vendors, \$3.00 each; 10 Adlee 4-Column 1c Peanut Vendors, \$8.00 each. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. au20

BALLY RESERVE, \$36.00; AIRWAY, \$23.00;
Bulls Eye, \$22.50; Silver Flash, \$20.00; Ski Hi, \$26.00; Stoners Races, \$10.00; Turfking, \$12.50; Vogue, \$13.00; Long Beach, \$11.00; Crossline, \$8.00; Boo-Hoo, Equalite, Ricochet, \$6.50 each; Buttons, East-West, Scoreboard, Neck-Neck, Happy Days, Swingtime, \$5.50 each. **MUNVES**, 555 W. 157 St., New York.

BARGAINS—ARCADE MACHINES. 200 PEANUT
Machines, Snacks, Diggers, Buckleys, Eries, Merchantmen, Mutoscopes, Iron Claws, Candy Bar Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa.

CONSOLE CLOSEOUTS—2 BALLY LINCOLN
Skill Fields, F. S., \$99.50 each; 4 Dark Horse Consoles, \$42.50 each; 1 Gottlieb 9-Coin Console (with clock), \$57.50; 1 Exhibit Shoot the Moon (new), \$54.50; 2 Flashers, \$49.50 each; 1 Fairgrounds, \$59.50; 1 Bally Saddle Club, \$54.50; 1 Exhibit Races, \$52.50; 1 Rosemont, \$29.50; 1 Derby Day Console, slant top (new), \$89.50. Many other Consoles at give-away prices. **SEIDEN DISTRIBUTING CO.**, 1240 Broadway, Albany, N. Y.

DISCONTINUING BUSINESS—\$50,000 STOCK
of Paytables, Novelty, Counter and Bowling Games sacrificed for quick clearance. Advise your requirements. **AUTOMATIC**, 628 Madison, Memphis, Tenn. au27

EVANS' KEENO, \$40.00; BALLY CLUB HOUSE,
\$45.00; Pacific Deluxe Bell, \$40.00; Galloping Domino, \$80.00; Track Time, R.H., \$120.00; Columbia Cigarette Slot, Gold Award, \$35.00; Jennings Electro Vendors, \$30.00; 5c Reliance Dice, \$19.00; Mills Flasher, \$60.00. Will trade for late Q. T.s and Blue Fronts. Exhibit Races (7 coin), \$50.00; Chuckalette, Selector, \$35.00. **DIXIE NOVELTY CO.**, Covington, Tenn. x

FOR SALE — ROCK-O-BALL ALLEYS WITH
Visible Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION**, Station "O", Box 118, New York. au27x

FOR SALE—TWO ONE-CENT SNACKS VENDORS,
in good working condition, \$17.50. 1/3 deposit required. **A. & W. SPECIALTY CO.**, Carbondale, Ill.

FOUR MILLS DANCE MASTERS, CRATED,
\$25.00 each, perfect condition. One Rifle Range, new rifle, \$40.00. One 14-Ft. Stevens Nine Ball, like new, \$50.00. Want 32 Volt, 350 Watt Converter. **ORVILLE WHITE**, 29 W. Sherman, Hutchinson, Kan.

GENCO BATTER-UP, RUNNING WILD,
Skooky, Mystic, Bally Bumper, Replay, Stomery, Genco Football, Mills Tournament, \$7.50 each; Bally Airway, \$25.00; Stoner Racers, \$9.50; Navy One Ball Game, Pikes Peak, Hot Tip, all one ball games, automatic payout, \$15.00 each; Mills 1-2-3, used for Novelty Game only, the automatic units never was used. \$48.00 each. Every machine in perfect condition. 1/3 cash with order. **TRI-STATE AMUSEMENT CO.**, 637 S. W. 12th Ave., Miami, Fla.

GOODBODY'S BARGAIN LIST IS WAITING
for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. au27

GUARANTEED MERCHANTMAN—A-1 CONDI-
tion. 10 Jumbo Streamline, \$60.00; 5 Baby Streamline, \$30.00; 20 Dome Top, \$25.00; 15 Flat Top Factory Roll Chutes, \$20.00; Sportsman Deluxe, \$17.50; Western Grand Prize, \$15.00; Turf Champs, \$20.00; Preakness, \$30.00. Will trade for Fairgrounds. 1/3 deposit with order, balance C. O. D. **ROYAL NOVELTY**, 5020 Chalgrove Ave., Baltimore, Md. x

MILLS BLUE FRONTS—FUTURITYS, \$35.00;
Lion Heads, \$17.50; Penny G. A., \$25.00; Dukes Races, \$12.50; Single Jacks, \$7.50. 1/3 deposit. **E. G. HUNTER**, 309 N. Locust, Pittsburg, Kan. au20x

PERFECT CONDITION, READY TO OPERATE—
Consoles Type, Bangtails, \$110.00; Track-time, C.H., \$119.50; Club House, cash model, \$72.50; Exhibit Races, \$62.50; Fast Track, \$52.50; two Dominole, \$39.50 each; Derby Day, \$52.50; two Daily Dozens, like new, less than 200 play, \$52.50 each. 1/3 deposit; balance C. O. D. **E. WARNER NOVELTY**, 912 Main, Daytona Beach, Fla.

SPECIAL SACRIFICE—WURLITZER PHONO-
graphs, excellent condition, ready to operate. Eighteen 616s, \$135.00 each, four for \$500.00; ten 616-As, like new, \$150.00 each, four for \$560.00; ten 412s, \$65.00 each. Original shipping cases. F. O. B. Wilmington. Third deposit, balance C. O. D. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C. se3x

PHONOGRAPHS WANTED—NEW OR USED.
Will trade Airway, Silver Flash, Ski-Hi, Bulls Eye, Cargo, Long Beach, Track Meet, Mercurys, Tournaments, Forward March, Skookys, Batter Up, Chico Baseball, Latonia, Skippers, Running Wild, Crossline, Scoreboard, Boosters, Bumpers, etc. Every game guaranteed. Will sell cheap or trade for Phonographs, 3-Way Grippers or A.B.T. Model F Targets. Write, giving full details in first letter. **DELONG NOVELTY CO.**, Dade City, Fla. x

THIRTY-THREE SEVEN-WAY FIVE CENT
Package Gum Vending Machines. Regular price \$18.00. Closing out at \$8.00 each. **WM. MICHAEL CO.**, Indianapolis, Ind. x

WANTED IN TRADE — COUNTER GAMES,
music or reserve type games for consoles or automatic payouts. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

WANTED—USED BUCKLEY DIGGERS. WILL
buy or operate on percentage. State price, serial number, model, condition. **O. K. NOVELTY CO.**, Box 111, Crowley, La.

WILL TAKE IN TRADE — COUNTER MA-
chines, Slots, Old Scales, Peanut Machines, Stands, Safes, Sales Boards, Carnival Wheels, Roulette Tables, Arcade Machines for Columbus Peanut Machines, Wurlitzer Phonographs, Watling Scales and National or Mills Cigarette Machines. **O'BRIEN**, 89 Thames, Newport, R. I.

WURLITZER 412s—EXCELLENT CONDITION,
sample, \$79.50; Punctettes, \$9.85; lots of ten; sample, \$15.50. Wanted, Penny Q. T.s. **COLEMAN NOVELTY**, Rockford, Ill.

5/8" BALL GUM, FACTORY FRESH, 11c BOX;
Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. se17x

10 JR. ROCK-O-BALL BOWLING ALLEYS—
10 feet long, used only short time. Cheap. **RIALTO SALES CO.**, 2302 Armitage Ave., Chicago, Ill.

10 LITTLE DUKES—1c PLAY, \$14.50 EACH.
Mills Slots, \$7.50 and up. Write for latest list. **MARION COMPANY**, Wichita, Kan. se10x

20 6-COLUMN GORETTA, 20 4-COLUMN
Stewart McGuire Cigarette Machines, \$14.95, in lots of five. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O. x

COSTUMES, UNIFORMS, WARDROBE

A-1 SHOES, 50c PAIR; EVENING GOWNS,
Wraps, \$2.00 up; Costumes, \$1.00 up; Hulas, Fans, Trimmings. **CONLEY**, 310 W. 47th, New York.

RED BAND CAPS, COATS, MINSTRELS,
Crowns, Trunks, Cycloramas, Chorus Wardrobe, Orientals, Cellophane Hulas, White Jackets. Bargains. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL
Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfnx

FORMULAS — LATEST MONEY MAKERS.
Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT**, 40-42 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

COOKHOUSE — 14x16, COMPLETE, \$50.00;
Peerless Popcorn Machine, \$17.50; Peanut Machine with Roaster, \$10.00. **AL BECK**, 915 Selwyn Rd., Cleveland, O.

CORN POPPERS — FEARLESS, BURCH, LONG-
Eakins, Champion, heavy 12-Quart Popping Kettles; Caramelcorn Equipment; Gasoline Burners, Tanks, Tubing, Repairs. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. se10x

FOR SALE—THREE TEN-FOOT STEEL SHOOT-
ing Galleries. Complete with new guns, 12x8 top. Large trailer to haul them. **ARTHUR ROBINSON**, St. Charles, Minn.

NATIONAL CANDY FLOSS MACHINE—PRA-
ctically new. Cost \$150.00; sell at \$75.00. **POST CARD, NOVELTY STORE**, 126 W. 50th St., New York City.

NEW "VELVO" FROZEN CUSTARD AND ICE-
cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. se3

STEEL COOK'S CHEST, \$1.50. NEW COOKING
Kettles, Tinned Steel, \$1.25; Army Field Stoves, \$3.50, \$5.00. **TAVETIAN**, 61 Rutgers St., New York. x

3 SHORT RANGE ALL METAL JACKPOT Shooting Galleries, like new. Cost new \$199.00 each. \$65.00 or 3 for \$150.00. Will trade for coin machines. SPORTSMAN'S COMPANY, 108-10 E. Oak, Louisville, Ky.

FOR SALE—SECOND-HAND SHOW PROPERTY

APEMAN—PAPIER MACHE AND WAX. Covered with hair. Large size. Wonderful pit attraction, \$40.00. CHRISTOPHEL, 3938 Folsom, St. Louis, Mo.

ATTRACTIVE BALL THROWING GAMES—Bottles, Cats, Dolls, Kids, Tenpins. Complete outfits. Also, one Chairplane. LAMANCE, 782 Marion, S. E., Atlanta, Ga.

CONCESSION TENTS—EVANS BIG SIX, Masons Small Big Six, Portable Dance Floor, 5 Kilowatt Lighting Plants. INCALLS, 142 Burrill, Swampscott, Mass.

OBSERVATION BALLOON—FIVE PASSENGER and advertising, complete equipment, trucks, winch, accessories and trailer. Contracts this year \$5,000. Selling everything account sickness. AERIAL ADVERTISING ASSOCIATION, Minnesota State Fair, St. Paul, Minn. au27

PORTABLE COOKHOUSE AND TRUNK HAMBURGER STAND. In A-1 condition. Will sell reasonably. PHIL RIEMER, Box 663, O'Neill, Neb.

TENT—10x14, CHEAP. DEEP SEA WONDER Show and Curios. 4 Fibre Shoe Trunks. Punch-Judy Figures. 2615 Eads, St. Louis, Mo. x

TWELVE MERRY-GO-ROUND HORSES—Including Brass Rods, Telescopes and Fittings for Allan Herschell Swing. HUGHEY BROS.' SHOWS, Colchester, Ill.

4 PAL CARS WITH FENCE AND TICKET BOX—Good condition, new tires. Permanent address: MR. L. R. McNEECE, General Delivery, Sugar Creek, Mo. au20

HELP WANTED

COWBOYS, COWGIRLS WANTED—FOR Southern Fairs beginning Fulton, Ky., week August 23. Need two Cowgirls with good wardrobe. Cowboys must be all-round hands. Write or wire. C. R. FOLLETTE, A 1-X Ranch Rodeo, Fulton, Ky.

ORCHESTRA WANTED—FAST EIGHT OR Nine-Piece Orchestra, equipped travel. Open August 30th; also Novelty Acts. Mail photo, full particulars immediately. BOX C-613, Billboard, Cincinnati, O.

SAULINE PLAYERS WANT—YOUNG WOMAN with Spedaly who can play Characters. JOSEF SAULINE, Belmont, N. C.

TEAMS - SINGLES - NOVELTY ACTS—MUST know Medicine Acts. Halls in winter. Money sure. State lowest. MARY E. RAGAN, Mooresville, Ind.

WANTED—MED PEOPLE. TEAM OR SINGLES that play String or Brass. Young Musicians that sing. State salary, etc. SATANIC SHOW, Kensington, Kan.

WANT GOOD FIRST ALTO, TRUMPET AND Piano. Young, sober. Hams lay off. ROGER GRAHAM, Magnus Hotel, Cedar Rapids, Ia.

WANTED—SKETCH TEAM WITH CAR, doubling Orchestra. Lady Pianist doubling Stage. All must be under 40. Week stand med show. Write stating lowest. Must join immediately. ELLIOTT SHOW, Strandquist, Minn.

WANTED—NOVELTY ACTS OF ALL KINDS. Comics, Singers, Dancers and Popular Acts for Glorified Hillbilly Shows. Permanent if you click. DON SPENCER, WODD Radio Playhouse, Chattanooga, Tenn.

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. 148 Illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. se3

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. au20x

MAGICAL SUPPLIES—CARDS, READERS, INK, Daubs, Books and Trick Dice. Free literature sent on request. VINE, HILL & CO., Box 35, Dept. B.B., Swanton, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. PINXY, 1261 N. Wells, Chicago, Ill. Illustrated folder free. se3

VENTRILLOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalog. 10c. FRANK MARSHALL, 5515 S. Looms Blvd., Chicago, Ill. Used by all leading ventriloquists. se3

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. se24x

FOR SALE—DELUXE EQUIPT PULLMAN Trailer Home on Wheels for 4 persons. Bargain. Stamp for photo and details. Can be seen at REED, 8915 185th St., Hollis, L. I., N. Y. au27

Show Family Album



THE ABOVE GROUP, members of Wortham's World Best Shows, season of 1919, were photographed at Ukiah, Calif. Among those shown are Elmer and Estelle Hanscome, Mrs. Jordon, Mrs. Bill Williams, Mrs. Goodman, Myrtle Olsen Ybanzie, Mrs. Edgar Nevelle, Mrs. Olga Parillo and Alyne Potter Morency.

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.

M. P. ACCESSORIES & FILMS

"COMPLETE READY-FOR-SHOW" 35MM. Soundonfilm Bargains—Holmes Semi-Portable Twin Outfit with Webster Amplifier, Speaker, \$395.00; Devry Portable (two suitcases) with Amplifier, Speaker, \$169.50; Bell Twin Outfit, Portable, 20W Output with Amplifier, Speaker, \$250.00; Powers Semi-Portable, 20W Amplifier, Speaker, \$215.00; Also Holmes Silent 35MM Projector, 1000W, \$40.00; Acme Silent 1000W, \$35.00; 500W, \$29.50; Victor 16MM. Soundonfilm Portable, with Speaker, Amplifier, \$145.00. Extensive Film Library for roadshows, churches, schools, YMCA, homes; rent or sale. Catalog free. All Movie and Photographic Equipment. Trades accepted. MOGULL'S, 68B W. 48th, New York. x

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway, New York, N. Y. au20x

SOUND FEATURES AND SHORTS—BIG DISCOUNT. Also Late Releases rented reasonable. Send for new list. MOORE BROS. EXCHANGE, Portsmouth, O.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. au20

35MM. SOUND WESTERNS, COMEDIES, SHORTS available. Full line of equipment. Write for new list and special discount sheet. ZENITH, 308 W. 44th, New York, N. Y.

PERSONALS

JACK SUMMER—WRITE BILLBOARD FOR your letter. Important. ANNETTE

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper. 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalogue of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. au27x

ALL 4 FOR 10c OPERATORS WRITE FOR NEW catalogue containing new prices on supplies and equipment. WABASH PHOTO SUPPLY, Terre Haute, Ind. au20

BUILD YOUR OWN—4 FOR DIME PHOTO Machines, Cameras, together with plans for building the booth. Now only \$10.00. Enlarger, makes 3x5 and 5x7 enlargements, \$10.00. Over 700 of these outfits in use. OLSON SALES CO., 815 Walnut, Des Moines, Ia.

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. au27

ROLL DEVELOPER—EIGHT HIGHEST QUALITY Velox Prints, Wide Panded Borders, Deluxe Album, two valuable Enlargement Coupons, Premium Catalogue, all 25c. KNICKERBOCKER LABS, 131 W. 27th, New York City. au27x

SALESMEN WANTED

SALARY AND COMMISSION PAID MONTHLY to honest men. Experience unnecessary. Some good territory now open. PORTRAIT ADVERTISING CO., Quanah, Tex. au20x

SELL BUSINESS CARDS, \$1.50 THOUSAND—Business Stationery, Book Matches, Advertising Tape, Paper Towels, Drinking Cups, Pencils, Salesbooks, Labels, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specials. WILLENS, 2130 Gladys, Dept. AM, 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. au27

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. au20

SIZZLING! HOT!—SNAPPY ILLUSTRATED 3 Color Sho-Cards. Fastest 25c sellers. Cost 4c. Samples 10c. HANSEN SIGNS, 3129 N. Linder, Chicago. x

TENTS—SECOND-HAND

SIDEWALL BARGAINS—7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. KERR COMPANY, 1954 Grand Ave., Chicago. se10x

THEATRICAL PRINTING

PHOTO ENGRAVINGS—LINE CUTS, 10 SQUARE inches for \$1.00. 48-hour service. SUPERIOR ENGRAVING CO., 620 7th St., Parkersburg, W. Va. x

POSTERS AND CARDS FOR ALL OCCASIONS—Special designs for orchestras. Flashy 14x22 cards, \$2.50 per 100. CATO SHOW PRINT, Cato, N. Y. au27x

SPECIAL—1000 6x9 DODGERS, \$1.50. 100 word limit. Extra words half cent each. Price list for stamp. ROSEPRINT, Meriden, Conn. x

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

WANTED TO BUY

WANT—MERRY-GO-ROUND, FERRIS WHEEL, 8-Car Lindy Loop and Whip. Prefer 8-Car Whip. Will lease or buy for cash if reasonable. BATSON'S AMUSEMENTS, Carolina Beach, N. C.

WANTED—USED ELI WHEEL. WILL PAY cash. ED WHYBRO, 409 E. Oklahoma, Enid, Okla.

WANTED—NEW OR USED UNICYCLE, in good condition. Write M. L. HARRIS JR., Washington's Birthplace, Va.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

BRIGADE AGENT OR BILLPOSTER—DESIRES location with reliable Show at once. Write or write L. A. GUNNELS, 225 Missouri Ave., East St. Louis, Ill. au20

ADVANCE AGENT—20 Years' Experience. Can route and book any unit or orchestra anywhere in the United States, Canada. Close contractor. Salary, reliable. BOX 831, Billboard, Chicago.

ADVANCE AGENT—To Singer and Lecturer with schools, clubs etc. Must have car. D. THOMAS, 1713 Johnson, Keokuk, Ia.

AT LIBERTY—Join on wire. Contractor, Biller, Press Booker, Promoter. Handle New Deal Fairs, any kind show. State your limit. TOM AITON, Milner Hotel, Knoxville, Tenn.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—SIX-PIECE DANCE BAND. Modern sweet swing style, suitable for hotel or club. Go anywhere. Wire ORCHESTRA, 1103 Jenny Lind St., McKeesport, Pa.

FIRST-CLASS FOUR-PIECE BAND—PLAY anything. A-1 equipment. Own transportation. Go anywhere. Experience, sing, entertainment. Not a local outfit. BOX 918, Shelby, Mont.

AVAILABLE SEPTEMBER 10—Excellent 9-Piece All Girl Orchestra. Eight musicians, featured vocalist. Floor show specialties. Union, own P.-A. system. Best of references. Prefer location. BOX C-611, care Billboard, Cincinnati. au27

AT LIBERTY CIRCUS AND CARNIVAL

PROMOTER—FOR PUBLIC WEDDINGS AND Banners; also Premium Books for Fairs. Reliable, honest and sober. Have car. Best reference. RUSSELL HILL, 2189 Hurlbut Ave., Detroit, Mich. au27

ELECTRICIAN—35 years old, white, single, 150 pounds and 5 ft. 10 in tall, desires position with some well-organized outfit. Understands all phases of electricity, including transformers and portable power plants. Was former chief electrician of a large manufacturing concern for a number of years. Can master any mechanical or electrical emergency that may arise. Also taught electricity in Chicago school system. JOSEPH KOMM, 223 W. 115 St., Chicago, Ill. au27

FIVE-PIECE NOVELTY BAND—Available September 8 for who have you. Now finishing up week run at the Green Room of Hotel Crystal. We play swing and sweet. Have good library. Comedian, singing trio and master of ceremonies in group. All musicians young, uniformed and union. Augment or cut to suit. Salary? Your limit. For information contact LEADER, Box 124, Accord, N. Y.

GEO. BURKHART—After August 14. Comely Magician. King of Coins and Punch. A laughing riot. Experienced all-around showman and many years manager of circus side shows. Have car. Can join circus. Own high-class equipment for picture theaters, night clubs, units, etc. Anything pays salary. 258 Sumner Ave., Brooklyn, N. Y. au27

AT LIBERTY MAGICIANS

YOUNG LADY—WITH SOME CAPITAL FOR Illusion and Mind Reading Act. Experience unnecessary. CHIEF CANOE, Wade's Shows, Manistee, Mich.

- O'Malley, Pat
- O'Shea, John
- O'Shea, Texas
- O'Steen, J. T.
- Oakes, Ray S.
- Oaks, A. Geo. H.
- Oakley, Geo. H.
- Oden, Freeman
- Odzark, Danny
- Oklahoma Slim
- Oldham, Barney
- Olegario, A. G.
- Olenik, John
- Oliner, Otis L.
- Olsen, John M.
- Oskal, H. I.
- Orpha, Anthony
- Osborn, Irvin
- Osborne, Bill
- Osher, Jack
- Otto, Richard
- Owens, B. W.
- Owens, Jerry
- Owens, Max
- Owens, Marvin
- Padgett, Gene
- Padgett, Doc J. P.
- Page, George
- Page, Nicholas
- Page, Geo. W.
- Paige, Jack
- Palomian, John
- Palooka, Joe
- Paris Jr., Presley
- Parisatto, Louis
- Parker, Tommie
- Parks, George
- Parish, Ralph
- Patronis, Nick
- Patroni, Frank
- Patterson, Harry
- Patterson, J. P.
- Paxton, R. L.
- Payne, Paul
- Paulert, Albert
- Peavy, L. W.
- Peck, Adolph
- Peckins, Elmer
- Pengold, Norman
- Pengelli, H. B.
- Penturf, Frank
- Pepper, O. F.
- Perrell, Jack
- Perkins, Harry
- Perkins, Tom
- Perrier, Doc
- Perrotta, Pat
- Peterman, Henry P.
- Peters, Lee E.
- Peterson, Guy E.
- Pfeiffer, Jack
- Phelps, Joe
- Phillion Bros.
- Phillips, Eddie
- Phillips, D. Ray
- Phillips, J. H.
- Pheon, M. J.
- Phoenix, Speedy
- Pierce, Jim
- Pierce, Matzew
- Pipkin, Charley
- Pittman, A. Skeets
- Pittman, A. Smokey
- Pitts, Shirley
- Plague, Dommitick
- Plummer, Al
- Polk, Coop
- Pons, Jack
- Dope, Wm.
- Porter, Teddy
- Porter, Walter
- Postak, Wm. A.
- Potter, M. C.
- Potter, Roy H.
- Potts, Jolly
- Pathfinders Co.
- Potts, R. A.
- Powers, Leo
- Powers, W. C.
- Price, Arthur
- Price, S. V.
- Price, W. V.
- Pritchard, Bill
- Pritchett, Jack
- Probst Jr., Clyde E.
- Proctor, Geo.
- Public Dars-Devil
- Purl, Billy
- Pyle, Chas. C.
- Quiggin, Ray
- Quizley, Johnnie
- Quinn, Bob
- Quinn, W. R.
- Quirk, Frederick J.
- Rabbitfoot, Al
- Rambo, J. T.
- Rambo, Wesley
- Ramsey, Earl
- Randall, Larry
- Rasmussen, Andy
- Ratcliff, Budgie
- Ravese, Frank
- Raymer, Walter J.
- Raymond, Gene
- Raymond, Geo. G.
- Raymond, W.
- Reaver, Vernon
- Rebman, L. H. Doc
- Red Feathers, Little
- Reddin, Dixie
- Reed, Elwood L.
- Reeves, Howard
- Regan, Mike
- Regan, Tommy
- Reid, Gus
- Reilly, C. T.
- Reilly, R. T.
- Reitler, Eddie
- Renda, Joseph
- Rendezvous, The
- Revo, Paul
- Rever, Walter
- Revolve, Bobbie
- Reynolds, Carl W.
- Reynolds, Eddie
- Reynolds, Frank
- Reynolds, Farry
- Rhodes, John
- Rhodes, Mr. Gracie
- Rhodes, Willie Lee
- Rice, A. C.
- Rice, C. E.
- Rice, Dan Bama
- Rice, Gordon L.
- Rice, Louis
- Rich, Harry
- Richards, Jackie
- Richardson, Steve
- Richling, A.
- Riker, Harold
- Riley, John L.
- Rink, D. E.
- Rippel, Chas. Wm.
- Roarke, Chas.
- Robbins, W. F.
- Roberts, Victor
- Roberts, Adrain
- Roberts, Clint
- Roberts, J. Clint
- Roberts, David A.
- Roberts, L. E.
- Roberts, H.
- Roberts, Okla. R.
- Robert (Popeye the Sailor)
- Roberts, J. C.
- Roberts, Vardaneau
- Robertson, Henry D.
- Robertson, Jack
- Roche, Edward
- Rockford, B.
- Roesler, August
- Rogers, B. E.
- Rogers, Joel
- Roland, Jeff & Mary
- Roland, N. P.
- Rollins, Harry
- Rosania, Mr. Patsy
- Rose, Dave, Chem.
- Rose, George Co.
- Roseana, John
- Rosebrook, Bob
- Rosen, Leonard
- Rosen, Mike
- Rosenberg, Mattie
- Ross, Frank
- Ross, James
- Roules, Orville S.
- Royal Duo
- Rubin, M.
- Ruddy, Gen.
- Rudich, Louis
- Ruffing, B. H.
- Runk, D. E.
- Rush, Chas.
- Rush, Fred
- Rushmer, Wm. C.
- Russell, Bob
- Russell, Christine Co.
- Russells, The Famous
- Rust, Pete
- Ryals, Albert
- Ryan, Joe
- Ryan, Ray
- Sailer, Ervin
- Santo, Al
- Savage, Ted
- Sawyer, C. C.
- Sawyer, Uncle Tom
- Schad, J. P.
- Scheiver, Charles
- Schenk, Al
- Schieberl, Ben
- Schmidt, Elmer
- Schnarr, J. C.
- Schoen, Sam
- Schooley, Wendell
- Schultz, Albert E.
- Schwartz, John
- Scotfield, H. E.
- Scott, C. W.
- Scoville, Raymond
- Seig, Scotty Dog
- Seigriste, Joe
- Self, Frank
- Seibert, Wm.
- Seewald, Val
- Seigler, Wm.
- Sellers, John
- Sells, Virgil
- Seville, Fred
- Sewell, C. M.
- Sexton, Albert
- Shabo, Eddie
- Shank, Stanley
- Tabor, Mike
- Taffett, Joe
- Talley, Kid
- Tanner Jr., Wm.
- Tarr, W. B.
- Tarrington, Rodney
- Tassell, Barney
- Taylor, Harry
- Taylor, Louis
- Taylor, Paul
- Taylor, Shelby
- Taylor, Wyman F.
- Teer, James
- Tennison, Dave
- Terris, Jackie
- Texas, Eddie
- Thames, Gene
- Shipman, S. A.
- Shive, H. B.
- Shortell, Oscar
- Shorty, Icewater
- Shottwell, Doc
- Shover, Mark
- Shocks, Bobby
- Sichel, Michael
- Siechew, Albert
- Silliman, Geo.
- Silverman, Walter
- Silverman, Lew
- Silveston, Gene
- Simpson, James
- Simpson, Wilber
- Sinclair, Wm.
- Singler, Moss
- Sinzel, H. H.
- Sinzel, Chas. C.
- Sintz, Doc H. W.
- Sisk, Pat
- Six, Harry Show
- Slappey, Eugene
- Slunker, Lloyd G.
- Sluan, Lee R.
- Slusser, Earl
- Smallwood, Robert
- Smallwood, Roy
- Smith, Bob
- Smith, M.
- Smith, H. T. Doc
- Smith, Fanchon
- Smith, Jack Dot
- Smith, J. Davis
- Smith, John I.
- Smith Jr., Geo.
- Smith, Lewis
- Smith, Pete
- Smith, Roland
- Smith, Roy & Shirley
- Smith, Steve
- Smith, Tom
- Smith, Virgil
- Smith, Wm. Robt.
- Smith, Jack
- Smoket, Joe Pedro
- Smoker, B. W.
- Snyder, Bill
- Snyder, Bob
- Snyder, Sol
- Southern, Carl
- Sony & Tanya
- Sons, Ernest
- Southpol, Earl
- Spahr, Leon
- Spain, Bill
- Spangler, Dr.
- Sparks, W. Gordon S.
- Sparks, W. Pete
- Spears, Dallas H.
- Spears, Henry
- Spears, Cecil L.
- Spencer, Travis
- Spickler, Samuel
- Spidle, Roscoe
- Spraggins, George W.
- Spring, Tony
- Sproca, Ellwyn
- Spurgat Bros.
- St. Johns, Art
- St. Leon, Alfred
- Stalker, Ben
- Stands, Frank
- Stanford, Walter
- Stanley, Bob
- Stanley, Geo. & Lizzie
- Stanley, Gus
- Stanley, L. L.
- Stanley, Stanley
- Stanley, Willard E.
- Stanton, L. P.
- Starr, Bill
- Steele, H. L.
- Steinfeldt, Walter
- Stephenson, Geo. L.
- Stephens, Bill
- Stevens, G. W.
- Stevens, Geo. Watta
- Stevens, Mickey
- Stevens, Mitchell
- Stevens, Pete
- Stevenson, Beta
- Stewart, B. W.
- Stewart, Royal
- Sticker, Buau
- Stultz, Charles
- Stunnes, Dr.
- Strik, Stanley
- Stokes, John
- Stokes, Frank
- Stone, Harry Clown
- Stone, Kurt
- Stoney, John R.
- Stoney, W. L.
- Stottsberrry, E. V.
- Stowe, John F.
- Strankman, A. L.
- Strickland, Amos
- Strider, Bill
- Stuart, Bob
- Stuart, L. W.
- Stumpley, Harold
- Stull, Sam & Phil
- Stull, S. C.
- Sturges, Ben
- Suber, Buck
- Suikkonen, Edwin
- Sullivan, Bill
- Sullivan, Kokomo
- Sullivan, Robert F.
- Sully, John
- Summers, Julius
- Summers, R. L.
- Summers, Robt. L.
- Summers, Shorty
- Sumner, Jack
- Sumpkin, Lamar
- Sunshine, Doc
- Sunset Amuse. Co.
- Sutherland, Pat & Wife
- Sutton, Chas.
- Sutton, Frank
- Sweeney, John
- Swicegood, Earl
- Swisher, Jerry
- Switzer, Charley
- Sylvian, Wm.
- Szalek, Stanley
- Tabor, Mike
- Taffett, Joe
- Talley, Kid
- Tanner Jr., Wm.
- Tarr, W. B.
- Tarrington, Rodney
- Tassell, Barney
- Taylor, Harry
- Taylor, Louis
- Taylor, Paul
- Taylor, Shelby
- Taylor, Wyman F.
- Teer, James
- Tennison, Dave
- Terris, Jackie
- Texas, Eddie
- Thames, Gene
- Theodosia, the Clown
- Thomas, Cecil
- Thomas, Leo
- Thomas, Leo
- Thomas, Ralph
- Thompson, Victor
- Thompson, Chas.
- Thompson, Ephraim
- Thompson, Ewell P.
- Thompson, Frank
- Thompson, Fred
- Thompson, J. L.
- Thompson, Lawrence
- Thompson, Lester
- Thompson, Mr.
- Thompson, Marion
- Thompson, Paul
- Thompson, Willie
- Thompson, Willie B.
- Thornblom, Ray A.
- Thorne, Gerald R.
- Thorne, Tommy
- Thunderbird, Chief
- Thrush, W. W.
- Tipton, Jake
- Todd, Kath W.
- Tollen, Louis B.
- Tolvin, Jack
- Tom, Geo.
- Tompkins, Chas.
- Tompson, Sam L.
- Toms, Frank
- Tosvlin, Jack
- Towel, Eddie
- Trainer, Raymond
- Travis, Doc A.
- Travis, L. H.
- Trenarrie, Frank
- Trulson, Gale
- Tucker, Ernest H.
- Tullis, Wm. A.
- Turley, H. O.
- Turner, Frank
- Turner, James
- Turner, Terry
- Turner, Doc W. H.
- Tutson, King
- Upton, Edward G.
- Upton, Geo.
- Trusy, Clifford
- Vagge, Milo
- Valentine, Geo.
- Valmar, Rudolph
- Van Demark, Tex
- Van Dyke, Robt.
- Van Zandt, Jelly
- Vanasse, Charles O.
- Vandervort, Perry
- Varnell, Chick
- Vaughan, Rue
- Vdovitz, Irwin
- Velock, Ray
- Vern, Jimmy
- Vernick, Jas. A.
- Vierick, Wm.
- Vinancuz, Joe
- Vire, W. L.
- Voight, Ralph L.
- Von Miller, Carl
- Wade, Ralph L.
- Wade, Wm.
- Wadsworth, H. S.
- Wagoner, Carl
- Wagoner, M. E.
- Walden, Merrill
- Walker, Chester & Vera
- Walker, Mr. Garnet
- Walker, Mr. Sweetie
- Walker, Jean E.
- Walker, Slim
- Walker, T. Duffey
- Wallace, John H.
- Wallace, Joseph
- Wallingfords, The
- Walls, C. W.
- Walsh, Danny
- Walsh, Patrick O.
- Walters, Bob
- Walters, Herb
- Walters, Joe
- Walters, John F.
- Wanapony, Wm.
- Ward, Mickey B.
- Ward, Ralph
- Ward, T. C.
- Warner, Geo.
- Warr, Leroy
- Watson, Eddie
- Watson, Ira
- Watts, Donald
- Waver, Anthony
- Wayland, Fred
- Webb, Joe B.
- Webb, Mack
- Webb & Brooks
- Webber, A. R.
- Weer, Roy
- Wegner, Geo. M.
- Weinburg, Jack
- Weir, Alexander D.
- Welch, Chas.
- Wells, Dick
- Wells, Brog
- Welock, Roy
- Wendt, Charles
- Werner, Joe
- Werry, Charles H.
- Wesselman, L. B.
- West, Jack
- West, Edna
- Western, Malone
- Western, S. J.
- Wetter, Victor
- Whalen, James E.
- Wharton, G. W.
- Whidding, Christian
- White, Eddie M.C.
- White, Doc G. W. J.
- White Horse, Chief
- Whitt, Thos. J.
- Whitten, W. H.
- Whitworth, Harry
- Whitberley, R. W.
- Wideman, John
- Wiedsmann, Thos. F.
- Wiedman, Fred
- Wightman, Burt
- Wilkinson, Edwin
- Willander, J. M.
- Willard, Clyde
- Willard, Vernon
- Williams, Arthur
- Williams, Bob
- Williams, Doc A.
- Williams, H.
- Williams, Doc Less
- Williams, Dome
- Williams, Donald
- Williams, Eddie
- Williams, Eddie Chick
- Williams, (Snuffy)
- Williams, James
- Williams, Blackie
- Williams, Mike J.
- Williams, Morris
- Williams, Robt. J.
- Williams, Texas
- Williams, Slim
- Williams, Woodrow
- Williams, Wm. B.
- Wilson, Earl G.
- Wilson, Ernest O.
- Wilson, Geo.
- Wilson, H. D.
- Wilson, Loyd
- Wilson, Mickey
- Winegarner, Ernest
- Witt, Mark
- Wong, Jim Troupe
- Wong, Nee
- Woodall, Billy
- Woods, Clarence
- Woods, F. A.
- Woods, J. B.
- Working Village
- Wright, H. C.
- Wyatt, Buck
- Wyatt, I. L.
- Wyatt, Thomas
- Wyble, Glenn
- Yaege, Chas.
- Yancey, Elmer
- Yandell, Lee
- Yelton, Bob
- Yerger, H.
- Young, Green
- Young, James
- Zaino, Count
- Zanin Pete
- Zarate, Lupo
- Zerk, Ernest
- Zell, Bob
- Zenoz L.
- Zimmerman, Sam
- Zogi, Prince
- Zolar, Prof.
- Zorda, Frank
- Joyce, Flora
- Kane, Mrs. Ruby
- Kassow, Blanche
- Koch, Marge L.
- Larosa, Ledy
- Le Roy, June
- McArthur, Alice
- McKenna, Ann
- Marston, Babe
- Mitchell, Gerry
- Neff, Floy
- Neugebauer, Beatrice
- O'Keefe, Theresa
- Parker, Gerry
- Pine, Ruth
- Renner, Georgette
- Robbins, Pat
- Roberts, Geraldine
- Roberts, Kitty
- Sarri, Violet
- Sharow, Gail
- Shihman, Nellie
- Thomes, Zitt
- Trevor, Madeline
- Waters, Gerry
- Wrayne, Shirley
- Wright, Jeannette
- Gordon, James
- Goswell, Julian
- Green, Joe
- Allen, Happy
- Harding, J. J.
- Harding, Gene
- Harris, Buddy
- Hart, Hugh "Red"
- Hassan, Prince
- Healy, Frank
- Henderson, Billy
- Holland, C. Maurice
- Hottle, B. W.
- Howards Pony Co., H. M.
- Howard, Phil
- (Peanuts)
- Jacobson, Harry
- Johnson, Hank
- Jones, Billy
- Keenan, Ed S.
- Kelly, Thomas
- Kennedy, Raymond
- King, Frank
- King, Ernest
- Kunats, Stanley
- Holland, "Pollock"
- La Starr, S.
- Laurello, Martin
- Lawson Jr., Eric J.
- Lealand, Robert
- Lee, Carl E.
- Leutz, Eddie A.
- Lewis, Ed
- Lowndes, Harry
- Lundwitz, Nor. Bert
- Lynn, Grady B.
- MacDougall, Samuel
- Malos, Mike
- Martin, Al
- Mason, Billy
- McDonal, Mickey
- McKenna, Chuck
- Melnie, Frankie
- Mercogliano, Arthur
- Metropolitan
- Greater Show
- Miller, Carroll
- Mitchell, Frank C.
- Morgan, D. J.
- Mosier, George
- Morrison, C. P.
- Murphy, Eddie
- Newman, Harry
- Noble, Larry
- Perdue, Elmer
- Pickford, Murray
- Plunkett, Arthur C.
- Powers, Arthur C.
- Powers, Jack
- Prorencher, Lucien
- Quirks, Five
- Rehrig, Ray
- Ricco, Joe
- Rieger, Merle H.
- Russell, Frank
- Russell, Jack B.
- Russell, Leonard
- Shoup, R. F.
- Spielman
- Staples, Harry
- Stanton, Steve
- Three Sailors
- (Jason, Robson & Blue)
- Trent, Paul B.
- Trimmer, Frank
- Weston, Stanley J.
- White, Billy
- White, Jack
- Wilkesman, Donald
- Wilson, Gerard
- Winnie, Capt. Dave
- Zingaro, Frank
- Zuckerman, Abie
- Zupan, Samuel
- Hill, Lonnie
- Hunt, Tom
- Hutcheson, Richard
- Johns, H. S.
- Johnson, Edward A.
- Johnson, W. J.
- Judd, H. (Red)
- Kimberly, Robert
- King, Clarence
- Kirk, John (Jack)
- Langford, Harold
- Larman, Johnny
- Le Beau, Pee Wee
- Libondia, Bob
- Lichty, George
- Lorette, Billy
- McGrail, John
- McDonald, Roy
- Machedon, Nick
- Marianni, Peter J.
- Mark, James
- Martin, Ed
- Mason, Sherman
- Mascos, Nick
- (Loyd)
- Miller, Chas.
- Miller, Jew Jake
- Milo, Bob
- Morris, O. O.
- Morris, Roy
- Morrison, Sandy
- Munn, Bernard
- Nathansen, Ray
- (Parent's Cannon Act)
- Phillips, Tip
- Quirk, Wm. E.
- Redman, E. R.
- Renard, Al
- Richardson, Vaugh
- Roberts, Phillip & Boyd, Frank
- Roland, Jeff & Mary
- Romick, Herman
- Roscam, Chas. A.
- Rose, H.
- Rosenbaum, Herbert V.
- Roy, Del
- Royster, Mr. & Mrs. W. L.
- Sales Jr., William
- Samuel, Billy
- Sanders, C. L.
- Sherriff, Isidor
- Siegel, Fred
- Silliman, Mr. & Mrs. Walter
- Steffenhagen, George
- Stroph, F. M.
- Sylvester, Robert
- Teeter, Virgil
- Terry, J. C.
- (Jimmy)
- Terry, Little
- Vogel, Ralph
- Wecker, W. B.
- Weston, Sam
- White, Hal
- William, Grover C.
- Williams, Ward
- Parent, W. O.
- Winslow, Harry
- Wright, Vernon
- Zelund
- Zier, Wm.
- Bryer, Bill
- Burroughs, John R.
- Butcher, Stanley
- Castle, W. J.
- Clark, James
- Coffelt, W. R.
- Conley, Ted
- Davis, R. W. (Whitey)
- Dentler, Cecil
- Dickerson, Ralph
- Donahue, George C.
- Duffy, Joe
- Dunphy, Roy T.
- Moran, Joe
- Ford, Pat
- Gailer, Tex
- Garrett, Jack
- Goad, Charles
- Goldstein, The
- Goldstine, Flackey
- Hale, Bill
- Hall, Edward L.
- Hamblin, Clarde
- Helman, Maurice
- Hendricks, Joe
- Hogan, Wm. J.
- Holzer, J. A.
- Howard, Joe
- Howe, Rex
- Hudson, Harry A.
- Huff, Lewis
- Hutton, M. C.
- Kuhn, Fred
- Lamb, R. Scott
- LaPuri, Charles
- Leonard, Harry
- (Clown)
- Lockman, B. H.
- McCrorey, J. M.
- McCrorey, Donald
- McCrorey, Shows
- Mansur, Shady
- Martin, Terry
- Marx Jr., Paul
- Maye Jr., D. J.
- Mel-Roi, Dr. A.
- Miltona, Leon
- Minsner, Clyde
- Moran, Russ
- Morlock, R. W.
- Morris, Don
- Mullin, Jim
- Nielson, Jimmy
- Opsal, Abe N.
- Parker, M. E.
- Parks, Robert N.
- Parish, Dale
- Paslay, Bert
- Passo, Romeo
- Popham, E. O.
- Potts, Walter
- Reed, Ted
- Robter, Laurence S.
- Sacond, Ernest
- Skidmore, A. G.
- Smallwood, Bruce
- (Orville)
- Smith, H. Norman
- Stanley, Pan
- Stanley, Reddie
- Stearns, James
- Stober, Tex
- Stodard, E. L. (Art)
- Taylor, D. A.
- Tommy, Texas
- Vinson, Virgil
- Webster, Fred
- Webster, Wayne
- Wells, Delmo
- Westmoreland
- Williams, Mark
- Wilson, H. D.
- Woods & Knox Co.
- Zogi, Prince F.

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Women

- Bailey, Miss Bill
- Bailey, Marie
- Baird, Cay
- Bernard, Myra
- Bernardo, Billie
- Brand, Mrs. Irene
- Butler, Evelyn
- Coral, Renita
- Dennis, Phyllis
- Dennis, Alice & Jack
- Droege, Bonnie
- Ellison, Joyce
- Farmer, Mrs. Pauline
- Fernham, G.
- Fischer, Marie
- Flanagan, Mickey
- Genders, Mrs. Grace
- Worton, Miss G.
- Zelund
- Zeralda, Miss
- Hall, Mrs. E.
- Hart, Mrs. O. J.
- Herbert, Lillian
- Adams, Ray Pete
- Albanese, Ben
- Albanese, Jimmy
- Allen, Mickey
- Alvarado, Mr.
- Anderson, Charles
- Avery, Tommie
- Bailey, F. R.
- Beebe, B.
- Bell, Charlie
- Bengston, Carl
- Berry, L. M.
- Bloom, Oscar
- Bradley, Niles
- Brady, D. & Mrs. Lorraine
- Brammer, Larry
- Brady, Edward
- Brown, Hal
- Bunch, Mr. & Mrs. Carey, R. E.
- Carn, Earl
- Carter, Eugene A.
- Chavez, Benito
- Chisholm, James
- Conley's, Ted
- Cox, Dennis
- Cox, Claud M.
- Day, Doc
- DeForrest, Dr. Harry
- Donahue, George C.
- Donahue, Jack
- Edwards, G. A.
- Elders, U. (Jerry)
- Eldridge, William
- Feinstiel, Benny
- Fenstel, Joseph B.
- Forrest, Charles
- (Barnett Bros. Circus)
- Fraines, Mickey
- Freitas, Alfred I.
- Gardner, George S.
- Gofas, George
- Golding, Fred
- Hale, Willie
- Hamid, Hamido
- Hammon, Cherrilee
- (Adams Rodeo)
- Hathaways, Sensational
- Hendrix, M. C.
- Kells, Mrs. Jack
- Kline, Dorothy
- La Salle, Connie
- Levine, Mrs. Ben
- Martin, Kittle
- May, Kathleen
- O'Connor, Mrs. Peggy
- Powers, Babe
- Patricia
- Roebuck, Shirley A.
- Smith, Fannie A.
- Sugg, Mrs. J. M.
- Tait, Thelma
- Teager, Jaque
- Walsh, Marie
- Wilson, Mrs. Sylvia
- Ellis, Mickey
- Williams, Eddie
- Williams, James
- Williams, Blackie
- Williams, Mike J.
- Williams, Morris
- Williams, Robt. J.
- Williams, Texas
- Williams, Slim
- Williams, Woodrow
- Williams, Wm. B.
- Wilson, Earl G.
- Wilson, Ernest O.
- Wilson, Geo.
- Wilson, H. D.
- Wilson, Loyd
- Wilson, Mickey
- Winegarner, Ernest
- Witt, Mark
- Wong, Jim Troupe
- Wong, Nee
- Woodall, Billy
- Woods, Clarence
- Woods, F. A.
- Woods, J. B.
- Working Village
- Wright, H. C.
- Wyatt, Buck
- Wyatt, I. L.
- Wyatt, Thomas
- Wyble, Glenn
- Yaege, Chas.
- Yancey, Elmer
- Yandell, Lee
- Yelton, Bob
- Yerger, H.
- Young, Green
- Young, James
- Zaino, Count
- Zanin Pete
- Zarate, Lupo
- Zerk, Ernest
- Zell, Bob
- Zenoz L.
- Zimmerman, Sam
- Zogi, Prince
- Zolar, Prof.
- Zorda, Frank

Men

- Archer, Lucille
- Banks, Dora
- Beck, Gerlie
- Blackburn, Mrs. H. B.
- Blanchard, Mrs. Thos. A.
- Brooks Anna
- Bryer, Mrs. Bill
- Buchanan, Miss Queenabeth
- Buley, Mrs. Sarah
- Conley, Mrs. Ted
- Davidson, Mrs. G. E.
- Parker, Mrs. Myrtle
- Parks, Eulalo
- Russell, Helen
- Schafer, Mrs. Lucille
- Timmons, Mrs. Bobbie
- Hester, Mrs. Mae
- Jackson, Dixie
- Jonas, Mrs. Edna
- Kemp, Miss Viola
- Kantell, Miss Jackie
- Kelly, Mrs. Ted
- Kinsey, Kathryn Co.
- LaRue, Dolores
- Locke, Mrs. Marie
- McCrady, Mrs. Violet
- O'Brien, Mrs. Lou
- Parker, Mrs. Myrtle
- Parks, Eulalo
- Russell, Helen
- Schafer, Mrs. Lucille
- Timmons, Mrs. Bobbie
- Adams, George V.
- Barbee, Ray
- Boelter, William
- Boman, John
- Bourne, W. E.
- Brand, N.
- Bridges, J. C.
- Brooks, George
- Barber, Ray
- Boelter, William
- Boman, John
- Bourne, W. E.
- Brand, N.
- Bridges, J. C.
- Brooks, George

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Parcel Post

Huff, Lewis, 9c Reynolds, E. L. 5c

Women

- Blanchard, Mrs. Thos. A.
- Brooks Anna
- Bryer, Mrs. Bill
- Buchanan, Miss Queenabeth
- Buley, Mrs. Sarah
- Conley, Mrs. Ted
- Davidson, Mrs. G. E.
- Parker, Mrs. Myrtle
- Parks, Eulalo
- Russell, Helen
- Schafer, Mrs. Lucille
- Timmons, Mrs. Bobbie
- Hester, Mrs. Mae
- Jackson, Dixie
- Jonas, Mrs. Edna
- Kemp, Miss Viola
- Kantell, Miss Jackie
- Kelly, Mrs. Ted
- Kinsey, Kathryn Co.
- LaRue, Dolores
- Locke, Mrs. Marie
- McCrady, Mrs. Violet
- O'Brien, Mrs. Lou
- Parker, Mrs. Myrtle
- Parks, Eulalo
- Russell, Helen
- Schafer, Mrs. Lucille
- Timmons, Mrs. Bobbie

Men

- Adams, George V.
- Barbee, Ray
- Boelter, William
- Boman, John
- Bourne, W. E.
- Brand, N.
- Bridges, J. C.
- Brooks, George

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, Women

- Andrews, Noella
- Appleby, Edna

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Mayor Okehs Mdse. Bingos

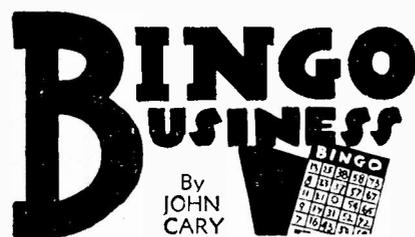
Games okeh in Ft. Wayne —cash games banned—up in attendance seen

FT. WAYNE, Ind., Aug. 13.—Insistence that bingo prizes be merchandise awards and not cash was made last week by Mayor Harry W. Baals when he issued an order to the police department to close all gambling houses and bingo halls where cash prizes were being used as bait to lure customers. Amusement park bingo and games sponsored by churches, fraternal organizations and other groups where merchandise prizes are offered are not affected by the ruling. Official attitude of his honor appears to be, "Bingo games are okeh as long as merchandise prizes are awarded."

Local observers concurred in the opinion that the action was a healthy step for bingo's future here. Cash prize policies adopted by a half dozen or so buck-hungry operators gave birth to so many complaints that Mayor Baals' ruling was inevitable, it is reported.

Seasoned operators feel that the curb on cash games will serve to increase attendance at games featuring a good display of prizes. They point out that the merchandise games have always been popular with the people here, and ops expect fans who've been patronizing the cash games to continue playing for merchandise prizes.

Mayor Baals' ruling is being hailed as a decided victory for merchandise bingo games. Veteran ops point out that games where prizes are awarded afford relaxation and much fun to the players for a small, flat sum. Not so, however, when the greenback is dangled before the players. At these cash games the player pays and pays with the hope of winning, only to wind up the evening with an empty pocket and a dark-brown taste in the mouth.



By JOHN CARY

WE DON'T WANT TO take too much credit for it, but recent occurrences seem to indicate that our crusade against cash prizes at bingo games has had some effect. Fort Wayne, Ind., recently put thru legislation forbidding cash prizes, but expressly stating that games at which merchandise is awarded are perfectly okeh. And almost simultaneously in Davenport, Ia., Mayor John Jebens issued orders to the police to inform all operators that arrests would be made at all games at which cash prizes were given. Merchandise prizes in Davenport, too, are okeh.

THE WISE OPERATOR if he has paid heed to our ravings and rantings will take a lesson from the developments in Fort Wayne and Davenport. In our opinion many other territories will soon pass legislation against cash prizes at bingos. The operator who builds up his game now on a good solid merchandise prize foundation will run into no trouble at all and will be ready for big takes when the anti-cash prize measures go into effect. Operators who run cash prize games solely will be caught with their pants down and will take an awful financial beating as well as risk arrest by the police.

ANOTHER ENCOURAGING NOTE

Look for

This Feature:
The Players' Side of Bingo—A Symposium

in the
Fall Special of The Billboard

Dated August 27

M. Pressner Moves Into New Quarters

NEW YORK, Aug. 13.—Displaying the aggressive confidence in the future of the wholesale merchandise business which has been responsible for its phenomenal growth in the last 25 years, M. Pressner & Co. this week moved into their new building at 22d and Broadway here.

Building, four stories high, is in the latest streamlined modern architecture and was designed with an eye toward giving the ultimate in service to the many jobbers who periodically make buying trips to the Pressner establishment. Firm will occupy 30,000 square feet of space in its new home.

Wisconsin De Luxe, Gellman Bros. and many other jobbers who have for years supplied the concession, bingo and salesboard trades are among the Pressner Co.'s outstanding customers. Firm abides by a policy of selling to jobbers only.

Mdse. Men Watching Eastern Gift Shows

CHICAGO, Aug. 13.—Following the close of the Chicago Gift Show's most successful annual exposition yesterday at the Palmer House, attention of many concessioners, bingo operators and pitchmen was turned toward the several Eastern gift shows to be held soon.

New York City Gift Show will be held at the Pennsylvania Hotel August 22-26; the Boston Gift Show at the Hotel Statler in Boston September 12-16, and Philadelphia will also have a gift show at the Benjamin Franklin Hotel September 26-30.

George F. Little, who for years has directed these expositions, again is in charge of the shows. It is reported that a major percentage of all manufacturers and importers exhibiting have guaranteed to show some items that have never before been displayed. Because much of the merchandise to be shown will be new and of individual specialty origin of the type in which bingo operators, carnival, fair and concession workers are primarily interested, it is expected that these groups will be well represented at the shows.

about bingo business these days is that many public officials are coming to the realization that bingo is a popular public pastime and can be classified as gambling only by the most narrow-minded bluenoses. A perfect example of this new enlightened attitude toward the game on the part of public officials is the current situation in Scranton, Pa., where District Attorney Michael J. Eagen, feeling that bingo is a harmless form of entertainment, refuses to take any action against the games, despite

(See BINGO BUSINESS on page 56)

Figures Show Mdse. Industry Holding Up Despite Recession

Health of industry good in comparison to drops in other lines of business—aggressive firms getting dough—see big fair and Christmas seasons

NEW YORK, Aug. 13.—Even the general business is off about 26 per cent of last year, according to *The New York Times* business index, the wholesale merchandise industry appears to be holding its own despite the lethal rights and lefts that old man recession has been tossing in an effort to bring it down to other business levels. Of course, not all manufacturers and distributors report their business up to last year's mark, but others that have either been blessed with hot items during the past seven months or got behind old winners with big promotion campaigns report sales totals ahead of last year.



By BEN SMITH

How often have you said to yourself, "Why didn't I get on to that item from scratch?" Referring to a number which went over big but which you did not pick up until most of the cream had already been taken out of it by others. Check back and you will find that that is probably the answer to why you didn't make as much money last year as you figured you should.

This business is a fast business. The average life of a deal is comparatively short and in most cases money must be made quickly if at all. Operators know that, but sometimes many of them forget or suddenly become ultra-conservative. They'll see a new deal, a new item—but instead of taking a little flyer to test its possibilities they'll say, "We're from Missouri; we want to be shown." By the time they are shown it is often too late for them to cash in on it.

We believe that every new deal is worth a test if nothing more. There is no terrific gamble involved in placing a few cards out just to see how they'll go. Maybe the operator who does this will lose a couple of bucks occasionally and his time. But in testing all possibilities the chances of missing out on the BIG DEAL will be measurably lessened. It's something to think about anyway.

The Candid Camera has had a terrific run. Operators who were fortunate enough to hop on the band wagon at the start of the craze have experienced the busiest summer in years. And the end is nowhere in sight. However, some of the boys believe that another type, the moving picture camera, will come back into its own this fall. Before the candid grabbed the spotlights several makes of moving picture cameras received much play on cards, and we wouldn't be very much surprised to see them again labeled "hit."

One operating group is lining up a deal on a moving picture camera which looks like a honey.

Here is something else the smart manufacturer can do to help the operator. Create new, inexpensive items which can supplement the conventional pen and pencil as consolation awards on a deal. A little more attention given to the type of consolation awards offered should lend more zest to a deal and turn it over faster.

HAPPY LANDING.

One of the best indications of the health of the industry is reflected in the advertising lineage of firms advertising in the Wholesale Merchandise department of *The Billboard*. Figures for the 33 issues published to date show that advertising lineage totals are line for line the same as last year.

Perhaps this isn't absolute proof of the present status of the wholesale merchandise industry, but with advertising in general 17 per cent below last year it does show that the industry's present health is good. Advertising lineage figures have long been regarded by financial experts as a true barometer for gauging business conditions. Firms naturally cannot afford to advertise extensively when the people haven't money to buy.

What's especially interesting about the wholesale merchandise figures maintaining last year's levels is that they have done so despite current business conditions and despite the fact that rain has played havoc with outdoor show business to date. This fact indicates that concessioners and demonstrators have been purchasing and using merchandise in good quantities.

Of course, bingo's popularity has done a lot to increase prize merchandise consumption. With 10,000 or more games being held weekly in the East alone, wholesale houses have found them a ready market for their wares. Salesboard operators, too, haven't been leaving any grass grow under their feet. With a present dearth of new items they have rigged up boards featuring some of the winners of the past years and are reported to be doing a good business.

Future Outlook

What is the outlook for the rest of the year? Judging by the past, there is every indication that business for wholesale merchandisers should equal if not surpass last year's totals. Record-breaking crops indicate that the estimated 60,000,000 people who will attend the 2,000 or more county, district and State fairs scheduled during the next few months will come with plenty of money in their pockets. Concessioners, corn game operators, demonstrators and other fair workers are sure to cash in on this market, which in turn will mean increased purchases from their supply houses. When the fair season ends Christmas business will be right around the corner, and indications here are that Santa will have a bag full of big orders for firms this year, especially in view of the unexpected dive Christmas business took last year.

Viewing the industry as a whole, decided similarities are noticeable to conditions existing in other industries. Some firms have used ingenuity in ferreting out and developing new ideas. Instead of crying about how bad business is, they have spent their time telling the markets about their products. Instead of taking things easy with the excuse that there's no use working your head off, because there's no business to be had, these firms have stolen a march on their competitors by powerful promotion.

(See FIGURES SHOW on page 56)

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.

Med Supplies

Devore Mfg. Co., formerly located in Ohio, but now situated in New York, has long been established as a manufacturer of remedies such as tonics, pills and tablets particularly adapted for medical show workers and others who specialize in medical products. Firm has a wide acquaintance among medical showmen which goes back over a long period of years. Company recently announced publication of a new catalog listing its specialties which it will be glad to forward on request.

vacuum rubber cells pick up water and dirt and hold them until they are mechanically wrung out. Used dry, the Master Mop draws out dirt with vacuum cleaner effect from rugs, upholstery and walls. A rubber squeegee is at once a wiping blade as well as the means of wringing out dirt and water, so the hands never touch either mop head or water. Item has been priced so low, it is claimed, as to make its use widely possible not only for prize and award uses but also for demonstrators and agents as well.

Salem Ash Trays

Concessioners, fair and carnival workers seeking something flashy will do well to look into Salem China Co.'s distinctive line of china ash trays in a great variety of shapes and designs, all in the modern manner. The trays combine the best features of the prize, the novelty and the souvenir, and their low cost makes them available for scores of uses, it is said. Souvenir or other message may be applied either back or front in gold or platinum letters.

Sponge Mop

A new-type self-wringing self-cleaning Master Mop now is being offered by Werdin Mfg. Co. The head, or business end of the mop, instead of being cloth or cords, is of long-lived sponge rubber. Firm claims the thousands of tiny

**DO YOU WANT
A PERMANENT
RAPIDLY GROWING
INCOME?**

**WE HAVE THE
GREATEST SALES
STIMULATING PLAN
EVER OFFERED**

**TERRITORY AVAILABLE
THROUGHOUT THE
UNITED STATES**

For Full Particulars Write to

TRAVEL STAMPS

11 W. 42d St., New York, N. Y.

DON'T BUY FUR COATS

Until you get our new catalog featuring a complete line. Send for it today!

FUR FOX TAILS \$5.00 Per 100

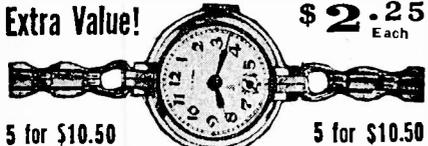
The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Rush your order today for same day shipment.

GENUINE LAMBSKIN FUR RUGS \$1.00 each

White, brown or gray fur shags. 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. 28 St., New York, N. Y.

Extra Value! \$2.25 Each



5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 1 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.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

ATTENTION

Lord's Prayer and Ten Commandments on new gold finished metal, polished, lacquered and carded, 90¢ per 100. They sell on sight. Trial order will convince you. Bracelets, \$5.00 a 100. Those are the year around prices. 3 Samples 10¢.

DAVE MARKUS, Chicago, Ill.
131 South Honor St.

SPECIALS!—REAL BARGAINS!

DOUBLE EDGE RAZOR BLADES—\$2.25
5s, Cello, Wrapped, 1000

SINGLE EDGE RAZOR BLADES—4.50
5s, Cello, Wrapped, 1000

POCKET COMBS—USA, Black with Leatherette Pocket, Gr. 2.45

CLIP COMBS—USA, Black, Gr. \$2.45

ARMY & NAVY NEEDLE BOOKS, Gr. 2.10

HANDI STRIPS—8 Mercurochrome Strips to a Cardboard Folder, Gr. 2.00

ADHESIVE PLASTER—1 x 2 1/2 and 1/2 x 5, Gr. 4.50

25% Deposit, Balance C. O. D.
1938 CATALOGUE NOW READY!
Over 3,000 Numbers, 164 Pages.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

CONCESSIONAIRES!!

MERCHANDISE FOR EVERY GAME ON THE MIDWAY

**LOWEST PRICES
SAME DAY SERVICE**

CATALOG FREE FOR THE ASKING

HEX MFG. CO.
468-470 SENECA ST.
BUFFALO, N. Y.

LATEST STYLE FUR COATS \$9.00 Each

Genuine Fur Coats, all types, all sizes, Pe'd Real, Swagger or Semi-Fitted Models. Finest quality, A-1 workmanship. Excellent prizes for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest C. O. D. prices in fur history.

1/3 Deposit.
M. SEIDEL & SON
243 W. 30th St., New York, N. Y.

Your Dollars Buy Real Values Here!

Get Going with this Hot Number!
Good Luck Key Chain

Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.

B26 C22

Per Gross \$4.20



TRIXO Hand Monkey

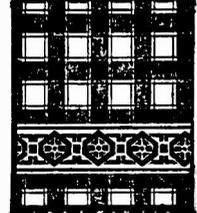
Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11

Per Gross \$16.50
Per Dozen \$1.50



We Have a Full Line of Beacon Blankets for Immediate Delivery



Combination Glass Cutter Knife

2 Blades, Glass Cutter and Corkscrew, Nickel finish, metal handle, center has colored celluloid inlay. Shackle for chain. Size closed, 3 1/2 in. 1 dozen in package.

B10C 178

Per Gross \$12.00 | Per Dozen \$1.05



Write for Our Big Catalog No. B130

Features Everything for the Show World

State Business You Are In, As We Do Not Sell Consumers

N. SHURE CO. 200 WEST ADAMS ST. CHICAGO

Carnival Novelties New Stock—Just Arrived



BB1 Men's Toy Wrist Watches, 1 in box Gro. \$3.75

BB2 Gillette Style Blue Blades Per 1000 3.00

BB3 Flying Birds, Outside Whistle Gro. 1.85

BB4 Flying Birds, Inside Whistle Gro. 2.35

BB5 High Hat Fur Monks, 6 1/2 in. Gro. 3.50

BB6 High Hat Fur Monks, 8 in. Gro. \$8.75

BB7 Piggy Wiggy, Compo, 8 3/4 in. Doz. 1.25

BB8 Cell. Doll, 7 in., with Plume Dress Gro. 8.50

BB9 Swagger Sticks, 36 in. Gro. 5.50

BB10 China Head Swagger Sticks. Gro. 6.75

BB11 Jap Cig. Cases Gro. 4.50

BB12 Reach Bouncer Balls Doz. 1.15

BB13 Carnival Print Balloons, No. 8 Gro. 2.35

BB14 Spiral Balloons, 45 in. Gro. 3.50

1938 CATALOG NOW READY. WRITE FOR YOUR COPY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

A VALUE SENSATION!
The ELGIN DE LUXE Electric Dry Shaver

Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market—yet is astoundingly low priced. Each Elgin DeLuxe is complete with a genuine leather carrying wallet.

OPERATORS—Write for Confidential Prices!

SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG

Hundreds of illustrated pages featuring thousands of clever, original novelty creations for Concessionaires, Pitchmen, Novelty Workers, Etc. Don't fail to send for your free copy of this big "Buyers Guide" today!

NOTE THESE FEATURES

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

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

- Premiums, Sales Boards, Notions, Lotions, Perfumes, Carded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.
- Wagonmen, Pitchmen, Home and Office Canvassers, Get Free Catalog Listing Money-Making Items.

CHAMPION SPECIALTY CO. 814-C CENTRAL ST., KANSAS CITY, MO.

WE MAKE THEM

AUTO JOKERS

Also known as Whiz Bangs or Auto Burglar Alarm; it shoots, smokes, screams and shoots again. The best joke you can pull, that gives a thrill; furthermore, you laugh until you cry.

Now Available to You Everywhere. Samples, \$1.50 for Two Dozen. Original Made Here.

ILLINOIS FIREWORKS CO., Inc. P. O. Box 792. Danville, Ill.

YOU SELL THEM

60 to 90 PHOTOS an HOUR!

Perfect **BLACK and WHITE** Photos . . . over **700% Profit**

P D Q
AUTOMATIC
ONE - MINUTE CAMERA

New — Amazing — Startling!
Takes, finishes and delivers from 60 to 90 **BLACK AND WHITE** pictures per hour. Think of it!



No Plates — No Films — No Dark Room. Tremendous attraction. Pictures develop in broad daylight while customers stare in wonder and amazement.

NO EXPERIENCE REQUIRED. Simple instructions quickly show you how to make beautiful pictures with the P D Q.

Remember Him?

It's L. Mandel himself—the man who invented the "Wonder Cannon" and many other automatic and sleeve cameras for "One Minute Photographers." Every man in this game knows—when L. Mandel offers something new, it's **REALLY NEW!** And now he is proud to offer you his newest and

GREATEST INVENTION

DIFFERENT! SENSATIONAL!
It will earn Big Money for you. Get all the facts. Write today and in a week you can be "all set" to "Go to Town" with this Ace of all profit getters.

P D Q CAMERA CO. 111 EAST 35TH STREET, CHICAGO, ILLINOIS.

Boy! What a Moneymaker

Take this portable, complete, self-contained photo-gallery with you wherever folks gather. They will swarm around you and hand you dimes, and quarters, for perfect photos of themselves—beautiful **BLACK and WHITE** pictures on real photo paper. They simply can't resist them.

P D Q brings new thrills—new profits to the One Minute Photographers. No need to mess around with the old-fashioned tintypes or "Blackbacks" when you can give 'em the handsome **BLACK and WHITE** pictures made with P D Q. **AUTOMATIC.** Not a Sleeve Camera.

Carnivals, Fairs, Picnics, front porches and back yards, street corners—everywhere—you will make money with this amazing, New P D Q. Get full particulars. **WRITE AT ONCE.**

NOTES from SUPPLY HOUSES

Continuing its great parade of premium successes, Evans Novelty Co. is now offering its Univex Cine 8, fast-selling movie camera, to salesboard operators. An amazing volume of business is already reported for the unique cameras on both the specially designed 1,500-hole Evans salesboard and in straight quantity orders.

Olympic Novelty Co., manufacturer of whitestone and cameo rings and other jewelry novelties for the concession and souvenir trade, states that it has a new catalog which should be of interest to jewelry workers. Firm not only manufactures but imports novelties from various parts of the world.

BINGO BUSINESS

(Continued from page 54)

the fact that Mayor Fred J. Heuster thinks he should. A much similar situation prevails in Wilkes-Barre and several other cities.

J. V. COLLINS, of Charlestown, Mass., writes us about a new bingo lapboard which he claims to have invented. With this board, says Collins, one can play bingo sitting down or standing up; the markers cannot slide off the card and if the player desires, he can easily hide his markers from all the other players. Board can be cleared quickly and easily and every number called is clearly visible at all times.

ARE YOU GETTING set now for a bigger and better fall season? Drop us a line and let us know what your plans are.

Heavy Tobacco Sales On N. C.'s Border Belt

RALEIGH, N. C., Aug. 13.—Heavy sales continue on North Carolina's Border Belt tobacco markets, with official averages ranging around \$25 per 100 pounds. Prices so far have held fairly close to the money received by farmers last year. Among towns in the border markets located along the South Carolina line are Lumberton, Clarkton, Whiteville and Fairmont. Fairmont is turning loose over a quarter of a million dollars daily to tobacco growers, and Lumberton's sales are ranging over \$100,000 daily.

Warehousemen now are preparing for market openings in the big Eastern Belt August 24. This belt includes Rocky Mount, Wilson, Greenville, Kinston, Farmville and Williamston.

The U. S. Department of Agriculture reported recently that the income for North Carolina farmers in the first six months of 1938 was substantially the same as in 1937 despite a sharp decline in the country as a whole. This, too, in spite of the fact that North Carolina farmers harvest their cotton and tobacco—largest money crops—in the last half of the year. For the first six months of 1938 the cash income of North Carolina farmers amounted to \$48,095,000 as compared with \$48,976,000 for the corresponding period in 1937 and \$44,381,000 in 1936.

ELGIN & WALTHAM

RENEWED WATCHES
\$1.65
New Case.
NEVER UNDERSOLD. Send for **FREE** Catalog.

LOU MALTZ, 139 SO. 9TH ST. PHILA., PA.

FIGURES SHOW

(Continued from page 54)

tion of their products and good hard work. They are getting their business by creating it and are not content to exist on the crumbs that come their way. Well do they deserve the success they are enjoying.

★ Hand Lettered
10c
Each
in 100
Lots.

WALT DISNEY'S SNOW WHITE AND 7 DWARFS

DOPEY

POSITIVE SENSATION ON LIVE LUCKY TURTLES

An immense hit! Profits galore, selling for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. About 2 inches long. Decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in waterproof, full colors. Name of your attraction, town or person's name, hand lettered. Immediate delivery.

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 Cellophane Envelopes (10c seller). For 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

HEIGH HOI HEIGH HOI
and how the **PROFITS GROW!**
GIANT DOPEY DOLLS

You will "Whistle While You Work" with Dopeys out on locations bringing in the dough. Has mouth that opens, turning head. Big, flashy, colorful dress. Giant 25 inch size, complete with 300 hole one-shot board. Order No. B311, complete deal, Each \$2.45

Deal No. B312—600 Holes pays out 3 Giant Dopeys, takes in \$30.00. Complete deal, board and 3 Dopeys, \$8.45.
B313—Giant Dopey Doll, only Each. \$2.00
B314—11" Dopey Doll, Dozen 8.50

WRITE — WIRE TODAY.

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.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

OPERATORS! CHECK (<) THIS ONE!

A Brand New Idea In Ticket Games!
Revolutionary! Sensational!
Never Before Offered.

Don't Wait! Get In On The Big Profits Now!

Every live wire operator that wants to give his locations something new, something hot, something so different that it's an instant hit wherever shown, should send for our circular immediately. Unusual novelty appeal and big, quick profits make it the fastest-selling deal on the market today.

WRITE TO: EVANS NOVELTY COMPANY CHICAGO
946 W. DIVERSEY,

SENSATIONAL LOW PRICE OFFER!

ON THIS
NEW and REVOLUTIONARY
ELECTRIC DRY SHAVER

All the features of electric dry shavers costing many times more—yet priced so astoundingly low that you will be amazed at the tremendous profits to you.

INVESTIGATE OUR OFFER BEFORE YOU BUY!



INQUIRE TODAY

LEE DISTRIBUTING COMPANY
10 SOUTH LA SALLE STREET, CHICAGO, ILLINOIS.

HANDEE
TOOL OF 1001 USES

ACTUALLY A WHOLE SHOP FULL OF TOOLS IN ONE

Uses 200 different accessories, instantly interchangeable in easy-working chuck. For faster, better work on all materials, at home, in shop, or take to job. Plugs in any AC or DC socket, 110 volts.

STANDARD, 13,000 r.p.m. \$10.75 postpaid.
3 Accessories Free.
DE LUXE (Illustrated) 25,000 r.p.m. \$18.50 postpaid. 8 Accessories Free.

GET A DEMONSTRATION at Hardware, Tool, Dept. Stores, or order on 10-Days' Money-Back Trial. Catalog Free.

CHICAGO WHEEL & MFG. CO., 107 S. Aberdeen, Chicago, Ill.

Grinds Drills Polishes Engraves Sharpens Carves Cleans Sands Cuts Saws

HAN-DEE Project Book. Easy working plans for many interesting objects, 26c.

SPECIAL—CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

REMINGTON
THEY'RE NEW **THEY SELL**
 SPRING-O-MATIC. PLUNGER VAC. TATTLE-TALE. INK GAUGE PENS.
 PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 458 Broadway, NEW YORK CITY.

SOCIAL SECURITY PLATES
 Size 3 1/2 x 2
 100 Plates — \$ 6.00
 1000 Plates — \$55.00
 100 Cases — \$ 4.00
 Sample Plate 10c. Send for Circular.
 311 Degraw St., Brooklyn, N. Y.
HART MFG. CO.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO., 398 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$2.95
 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.
 Manufacturers Since 1913.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

SOCIAL SECURITY PLATES
UNION LABEL In Each Corner
 Gold Bronze—In Beautiful Tan Leather Case
 Fast Selling to Industrial Workers.
 Write for Wholesale Prices, Territory. Sample 15c.
IDENTIFICATION PLATE CO.
 301 FLYNN BLDG., DES MOINES, IA.

There's only one Pen like a Banker and that's another Banker. Box Levers, Can't Lose Me Clips, 2-Tone Points. Price List Now Ready.

JAS. KELLEY, The Fountain Pen King,
 487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
 1054 Mission St., San Francisco, Calif.

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, Distra, write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
 1500 West Madison, Chicago.
 Dept. BG-8.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
 Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

MEDICINE MEN
 Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Sprng St., Columbus, Ohio.

Veterans Wake Up!
 Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Mazurkas—2c to 5c. Sell 10c to 25c. Other seasonable features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE,** 189 Duane St., New York City.

PHOTO SLIP IN RING
 NEW IMPROVED
 FOR 4 FOR 10 PHOTOGRAPHERS
 Colored Composition, Water Tight, Easily Operated. Sample 20c.
COLEMAN PHOTO PRODUCTS
 1811 Brewster Ave., Cincinnati, O.

PIPES for PITCHMEN
 A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

FRED X. WILLIAMS
 of sheet fame, accompanied by Harry Reed, better known as The Senator, blew into Cincinnati last week after working the California rodeos. During a short visit to the pipes desk Fred indicated he plans to work several Ohio fairs. Also traveling with Fred are his two American pit terriers.

PITCHDOM WILL NEVER die. It does, however, change a little from time to time.

AFTER A RECORD RUN
 of five years and 4 1/2 months of continuous operation under canvas, Ricton, Barnum of the Sticks, has placed his show in winter quarters at Gainesville, Ga. Writing from the Georgia city, the Barnum says: "On the advice of some of our friends, who predicted a nervous breakdown for my wife and I if we continued, and due to the fact that we are sort of fed up with the road, we decided to quit until 1939 at least and take a much-needed vacation. We plan to vacation, visit friends, fish a little and for the first time in years take life easy. After we have rested, we may play a school, theater or church date with our dog circus just to keep our hand in the field. We'll probably spend the winter in Florida, after which we plan to visit relatives in New York and Pennsylvania."

COME ON, boys and girls. Decorate the column with a line or two.

"JUST BLEW IN" letters Morris Kahntroff from Baltimore. "I'm feeling and doing well working my same territory and still managing to get the dough. Would like to read pipes from Bill Sherrick, Roy Crandall, Salem Bedonie, Sam Jones, Harry Corry, Ben Grass, Max Gelbstein, Harry Scheiber and S. B. Bills."

HOW ARE CONDITIONS in Canadian territory, Bob Posey? Pipe in and tell the boys about it.

WE BELIEVE it was Doc Marcus who once remarked: "You can't expect to make money these days unless you are up to snuff in more ways than one." That condition never changes.

"EARLY FAIRS in Minnesota haven't been so hot, with very little money in evidence," rifles Al Decker from Minneapolis. "Shops and parking lots in this city, however, are open and okeh. Jim Osborne is still confined in the General Hospital here. He's seriously ill and the docs are building him up so he may be able to undergo an operation. He reports that he is anxious to hear from his many friends in the profession. Let's have some dope

from the boys working Oklahoma in regards to conditions there. Almost all of the fair's can be worked in this territory. Many of the towns have the Green River Law in force, but it was recently defeated in fertile Minneapolis."

WHERE AND WHAT are you working at fairs?

JERRY KAHLER
 who is working New England territory, comes thru with the following: "Saw Blanche Belanger and her partner, Eddie Robertson, at Rouses Point, N. Y., recently. They have a swell layout; three station wagons, classy trailer and a crew that would knock your eye out. They're heading for Elkhart, Ind., and piling up subscriptions. I also saw Sam Freed in Plattsburg, N. Y., and Harry Morris and his crew in Malone, N. Y., and encountered a number of Rosebury crews in New England."

CHARLES CLARK
 is still working Maxwell street, Chicago, according to reports emanating from that neck of the woods.

WHO IS TRYING out the many new specialty items that have hit the market? Why not report your progress?

DONALD E. CRABB
 fogs thru from Rochester, Minn.: "Since leaving Fargo, N. D., I worked Winona, Minn., and found it a good spot and exceptionally good for a warm weather spot on the last three days of the week. There's an empty store front two doors from the 10-cent store that is open and it's a honey. You don't need a reader, just permission from the owner. I'd advise you fellows to steer clear of the larger North Dakota towns at least until after the harvest. I noticed the slump in my sales just after the farmers started to work. I canceled a fair date in La Crosse, Wis., to give this town a return play, but the weather is too hot. The natives just aren't coming out. Enjoyed a visit with Dr. Morgan, astrology worker, and his wife in St. Paul recently. This week will be my last inside date until the cold weather sets in. It's the fairs from now on. How about reading a pipe from Clarence Smith?"

IT DOESN'T PAY to bull the public.

WHAT'S DOING in Alabama, Mississippi Kid? Haven't had much news from that sector lately.

JACK DARE is reported to be working Carthage, Tenn., to fair-to-middlin' business.

COLONEL BAKER
 erstwhile med show conductor, is now operating a cafe in Crouse, N. D. Writing from that city, he says: "All show property is in winter quarters here, but I may open in the fall. Bill Cothran and Doc Miles visited me recently."

LET'S HAVE more pipes from the subscriptionists.

HANG OUT AN EAR
 boys and girls, and listen to the following effusion from T. D. (Senator) Rockwell from Seattle: "Spokane, Wash.," says the Senator, "is closed tight. In addition to the \$100 per day license the city council has passed a new ordinance called the Green River Law, which forbids peddling from house to house, on corners, in doorways or anywhere in the city limits. It is punishable with 60 days in jail and a fine. It's becoming more and more difficult for us to make an honest living in the West. No fooling, sooner or later we'll probably have our choice of working with the WPA, go to jail or starve. I've been here for about a week and I'm just managing to get by. I plan to winter in South San Francisco this year."

MAURICE (SPEED) HASCAL
 tells from Portage, Wis.: "Among the boys waiting for the fair to open here are Herb Johnston, Eddie St. Matthews, Dutch Hendrickson and wife and Jack Flowers and wife. I plan to work a few

OAK-HYTEX BALLOONS



for the **FAIRS**

Oak's Souvenir-of-the-Fair prints, Walt Disney character items and other hits get big money. Ask your jobber, or write us for information.

The OAK RUBBER CO.
 RAVENNA, OHIO.

New Catalog
 Showing Fast-Selling Newest Items in Whitestone and Games
 Rings, Lockets, Crosses, Signet Rings and Jewelry for Engravers. Send \$2.00 for Samples.
OLYMPIC NOVELTY COMPANY
 307 5TH AVE. NEW YORK

SELL
ACE RAZOR BLADES
 Single, Double Edge, Snappy packages. **LOWEST FACTORY PRICES.** **FREE SAMPLES**
 From Delivery
ACE BLADE CO. 37 South Ave., Dept. 108, ROCHESTER, N. Y.

MIDGET BIBLE
Big Profit - Fast Seller - Sells Itself
Costs You 3c, Sells Hot At 15c!
 World's smallest Bible! Size of a postage stamp. Over 200 pages of New Testament. Every word legible. Said to bring good luck. A hot seller at all carnivals, fairs, churches, etc. Send cash with order or 25c per cent deposit, balance C.O.D.
 Sample Dozen 55c, \$4.00 per 100, \$30.00 per 1000.
 Send 5c for sample & literature on Midget Bible and Fanny Dance.
Globe Novelty Co., 403 Bellevue, Detroit, Mich.

HEADQUARTERS FOR
SOCIAL SECURITY PLATES \$ 6.00 per 100
 50.00 per 1000
 CASES \$2.00 & \$4.00 per 100
 STAMPING MACHINES \$85.00
 ENGRAVING NEEDLES 13.50
 HAND DIE SETS (Complete) 5.25
 Beautiful 24-Gauge ETCHED BRONZE PLATE. Sells on sight. 25c to \$1.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Must have 25c deposit with order. Immediate shipment. Same day service.
H. O. STRIKER
 Established 1919.
 7320 Tireman Ave., Detroit, Mich.

Social Security Etched Bronze Cards
 Your own business. Take all the profits. We furnish complete equipment, 1 Electric Marking Tool. Easy to use—Simple as writing with a pencil. Cuts like a shisel. No skill necessary. Ready to plug into any A. C. Outlet. Snap on switch, that's all there is to it. Tool guaranteed for life time. (100 Bronze Plates, 1 Electric Marking Tool, \$12.50 Comp etc.) Additional Plates, \$5.00 per Hundred. Act quickly.
MACHINERY SALES
 132 North Clark St. (Dept. BB), Chicago, Ill.

WANTED
MEDICINE PEOPLE
 Musicians, Piano Player. Name salary and age.
NATIVE MEDICINE CO.
 Ardmore, Okla.

Next Issue
LIST NUMBER
 Will Feature the Following Lists:
FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
 Order a copy from your news-dealer NOW or mail 15c in postage or cash to
The Billboard
 Circulation Dept.,
 25 Opera Place
 Cincinnati, Ohio

Just Out NEW CATALOG
OVER 100 NEW Engraving Numbers



NEW POPULAR STYLES
 In Whitestone Rings, Cameos, Photo Jewelry, Lockets, Crosses, Electric Razors to retail \$2.99. Also engraving Machines for engraving Security Plates. Write for catalog No. 23 today.

HARRY PAKULA & CO.
 5 No. Wabash Ave., Chicago, Ill.

LIMITED LOT ... FIRST COME - FIRST SERVED ... ACT QUICKLY ... SALESMEN

Tremendous Profits on a Tremendous Bargain. WONDROUS SUMMER BEVERAGE. A National Carbonated Drink that FIZZES. 8 Different Concentrated and Delicious TRUE-FRUIT Flavors. Packed in very attractive four-color envelopes. Each envelope makes 8 Bottles of Carbonated Soda. Carton of 48 envelopes in a beautiful six-color Counter Display Carton, made especially for Eye-Appeal. Retail Price 5c prominently displayed.

YOUR COST GROSS ENVELOPES 72c

Figures 1/2 c an envelope, or for 1/2 c you make 8 Bottles of Genuine Soda Pop.

Full payment on all orders below \$5.00. On larger orders 50% deposit.

MILLS SALES CO.
 Out Only Mailing Address OF NEW YORK INC.
 901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALERS

50c VALUE FOR 4.15c
 Sample Prepaid 10c
WORLD'S FAIR GIFT

Contains 30 useful needs. Sells fast.

NEEDLE THREADERS, with loop, on card, with directions. Gross... \$.35

SELF THREADING NEEDLES, 10 to package, 100 packages... 1.70

FLASH NEEDLE PACKAGES, Silver Eye, 20 to a package stuck, 100 superior packages... .63

TRANSPARENT HANDY NEEDLE PKGS., contains 15 asst. Artwork Needles... 1.45

ARMY and NAVY NEEDLE BOOK in a 25c envelope. Gross... 1.15

SAFETY PINS, 12 to card, asst. sizes, fine grade. Gross Cards... 1.44

RAZOR BLADES, 5 to a package, cello. wrapped, 100 Blades... .25

RAZOR BLADES, Single Edge, 5s, high grade quality, 1000 Blades... 4.25

SHOE LACES, American made, paired, banded and boxed. Gross. Deposit With All Orders... .29

1000's Other Bargains - Free Catalog.

MONARCH IMPORT CORP.
 874 BROADWAY, NEW YORK, N. Y.

DREXEL BLADES

Buy Direct From the Manufacturers.
 20 Million DREXELS Sold in 1937.
 50 Million Will Be Sold in 1938.
 Send 10c for Samples.

REGENT MFG. CO.
 134 W. 32d Street. NEW YORK CITY.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
 113 N. Broadway, St. Louis, Mo.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

Minnesota fairs soon. Would like to read a pipe from Ray Quiggin.

REMEMBER, FELLOWS, this pillar is the pitchmen and demonstrators' column. Do your part for its support by sending in brief and concise communications. There are many in the business who have never piped a line.

R. GUILD STEWART... has returned to Portland, Ore., again after a tour of the Olympic Peninsula and points north.

CARL E. LEANDER... of jar-wrench fame, is in Seattle, Wash., recovering from a foot infection which had him on the shelf for several weeks.

CONTENT YOURSELF with a little money at a time and you'll wind up with plenty of dimes.

R. G. BERG... former sheetie, is now the proprietor of a flourishing chemical products company in Garrison, N. D.

"CARL SWANSON... and I are laying claim to the world's championship in horsebacking," blasts Eddie Kiehl from Monroe, Wis. "We traveled from Charlottesville, Va., to Kenosha, Wis., a distance of 1,100 miles, without making one pitch, but we scattered joy and glass cutters to all garages on the way. We've encountered plenty of rain and very few farmers thus far, but suppose the illusive quarters will find their way into our pockets soon."

YOU CAN'T MAKE good if you don't get started.

LEO E. EYMAN... wigwags the following anent prevalent conditions in Washington and Oregon: "Spokane," says Leo, "has a \$100 per day license, but it's not enforced. The lot near Sears is okeh when it's not too hot. Doorways can be worked if you can rent or obtain permission. Walla Walla is reported open, and Yakima can be worked on private property. Wenatchee is reported open on street corners to a \$1 per day reader. Seattle is practically closed. I made the Potlatch of Progress to a \$5 reader but was closed by police. Bremerton shipyards can be worked for \$5 per day but it's worth it. In Everett you may work street corners for \$5 per day and it's okeh if you're a strong worker. Tacoma, open to doorways, is on the skids now, but Olympia is open on o. m. and s. r. Chehalis also is reported to be open. Portland can be worked on a three-month \$50 reader, but there are no spots in the money and the markets there are only fair. Oregon City is okeh on private property. Salem is open on private property but the spots are out of the money. Albany, Corvallis and Eugene also are reported to be open. Would like to read pipes from Jack Anthony, Jockey Ross, Filippo, Bill Ellis, Harvey Kennedy, W. P. Danker, Larry Friedman, Harry Malers, Bert Evans and C. W. Smith."

THINGS WE NEVER HEAR: "We want you fellows to work our town. That's why we have no readers."

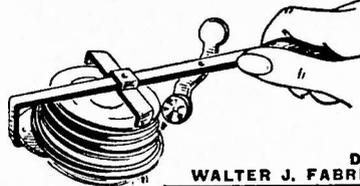
AMONG THE PITCH... fraternity now in Darlington, Wis., are White Alm, Glen Bernard, Tony Tracyer, Charlie Ross and Bill Dyke.

"HAVE BEEN... working novelties at the zoo here," rifles Al (Slim) Clark from Brookfield, Ill. "It's supposedly on the q. t., but so far the law has passed by with no more than a mere glance. Sunday noon last week was a red one and the pandas went like hot cakes. I worked right out of my car and kept the tip moving to play safe. Few of the boys are in Chicago because they won't let 'em work. Conditions aren't so hot there anyway."

FAMOUS LAST WORDS: "Gosh, I forgot to lift that C. O. D. and the post office is closed."

V. W. TATE... scribes from Bloomington, Ind., that his White Owl Med Show has been playing the Hoosier State to big crowds but little money.

THE PROPOSED MERGER... of Chief Silver Fox's and Doc H. J. Clayton's med opries has been completed and the combined shows opened in Scottville, Ill., August 1 to fair business. Roster, according to Clayton, includes Ruth Swan, singing and talking specialties; Rusty Woodward, blackface and comedy juggling; Bobby Duncan and Charley Cox, novelty guitars and sing-



WALTER J. FABRICK MANUFACTURING CO., Box 62, South Elgin, Ill.

ing; Duncan also does magic; Jimmie Duncan and her miniature piano, and Doc Clayton, assisted by son, Willie, ventriloquism. Show will remain in Illinois for the next four weeks and then begin its Southwestern trek. Business end is being handled by Clayton and Silver Fox. Clayton says he would like to read pipes from all the boys, especially Paul Zaltee and Doc Franklin Streets."

"THERE'S NO MONEY... in this town," blasts Eddie Debold from Chicago. "Have been here for four weeks but am leaving for Birmingham to open an indefinite demonstration in the H. L. Green store there. Pipe in, Fred MacFadden and Eddie Gillespie."

OUR VOTE for the most splendid example of unflinching courage in the face of misfortune and adversity goes to the pitchman. We encountered one the other day who hadn't been feeling any too well physically and whose footsteps Old Dame Fortune had been dodging for many long months. Despite all this he wore a smile all the time and his eyes had a gleam of hope which told the world that it would be a matter of a few days only until everything would be all right again. Needless to say, such a display of courage and optimism is contagious. We left the man with the thought that if such men as he can take adversity and face it with a smile, why should anyone even think of ever giving up? Perish the thought, boys and girls, and let's carry on.

Events for 2 Weeks

- (August 15-20)
- ARK.—Manmoth Springs. Soldiers, Sailors & Marines' Reunion, 15-20.
 - CALIF.—Balboa. Tournament of Lights, 20. Santa Barbara. Dog Show, 20-21. Woodland. Beet Sugar Week Jubilee, 19-21.
 - COLO.—Akron. Round-Up, 17-19. Colorado Springs. Rodeo, 19-21. Denver. Market Week & Merchants' Festival, 15-20.
 - CONN.—Saybrook. Horse Show, 20.
 - IDAHO.—Caldwell. Rodeo, 18-20. Preston. Rodeo, 19-20.
 - ILL.—New Windsor. Homecoming & Horse Show, 17-18. Savannah. Fall Festival, 18-20. Scales. Mound. Cheese Day, 18. Wood River. Homecoming, 20-21.
 - IND.—Boswell. Live Stock Show, 18-20. Carmel. Street Fair & Celebration, 17-20. Columbia City. Old Settlers' Day, 18. Modoc. Homecoming & Street Fair, 19-20. Odon. Old Settlers' Meeting, 18-20. Whitestown. Picnic, 19-20. Wolcott. Festival, 17-20.
 - IA.—Denison. 4-H Club Fair & Co. Centennial, 17-19. Monroe. Old Settlers' Reunion, 18. Mount Ayr. Fall Festival & Stock Show, 17-19. Sidney. Rodeo, 16-19.
 - KAN.—Waverly. Ohio Days, 18-19.
 - ME.—Saco. Horse Show, 20.
 - MD.—Sharpstown. Firemen's Celebration, 4-23.
 - MASS.—Southbridge. Celebration, 15-20. MICH.—Union City. Legion Home-Coming Festival, 15-20.
 - MO.—Buffalo. Soldiers' Reunion, 18-20. Hopkins. Street Fair & Picnic, 18-20. Puxico. Homecoming, 15-20. Ulrich. Homecoming & Reunion, 16-19.
 - MONT.—Missoula. Lions' Club Race Meet, 18-20.
 - NEB.—Falls City. 4-H Club Show & Horse & Mule Show, 17-18.
 - N. J.—Raritan. St. Rocco Celebration, 19-20.
 - N. Y.—Lake George. Dog Show, 20. Oneida. Police Field Day, 20. Saratoga Springs. Dog Show, 21. Wayland. Firemen's Carnival, 18-20.
 - N. C.—Newton. Soldiers' Reunion, 15-20.
 - O.—Bryan. Horse Show, 17-20. Luckey. Homecoming, 19-20. Minerva. Homecoming & Expo. of Progress, 14-20. Quaker City. Homecoming, 18-20. Warsaw. Homecoming, 17-20.

New Series of Legal Opinions

In the next issue of the Carnival Department, will appear the sixth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Agents--Fairworkers--Pitchmen--RED HOT

29 MILLION HOUSEWIVES this Canning Season will buy "ELGIN MAID"—Takes one minute to demonstrate—Show Housewife how "ELGIN MAID" can guarantee 100% against spoiling of contents in jar—Also reclaims all old covers—Simply take a used jar cover and dent flange against jar—leaving dents in cover—Then show housewife how to seal her jars by a single twist of her wrist—Fastest selling item on market—35c Each, \$2.10 Doz. 100% PROFIT—Sample, 18c. Write for Free Details.

WALTER J. FABRICK MANUFACTURING CO., Box 62, South Elgin, Ill.

SOCIAL SECURITY MACHINES AND PLATES

MACHINES \$65
PLATES 5c
LEATHERETTE COVERS 1 1/2c

A practical portable Machine for stamping names and numbers on Social Security Plates. No skill required.

24 gauge Richlow Brass Social Security Plates. Polished front and back. 5c EACH—ANY QUANTITY.

Salesmen... Agents. Operators write, wire for Special Introductory Deal. Complete samples and details, 10c.

SOCIAL IDENTIFICATION CO.
 1560 BROADWAY, NEW YORK CITY.

BUY DIRECT FROM MANUFACTURERS COMEX BLADES

100 D. E. BLADES (20—5s) Display Cartons. Per Carton... 30c
 10 Cartons, \$2.90.

100 D. E. BLADES (20—5s) Display Cards. Per Card... 36c
 10 Cards, \$3.50.

All Fully Guaranteed. 1/3 Dep. With Order.
JEDRO 132 West 32nd Street COMPANY New York City

FREE 1938 Wholesale Catalog

Has 260 pages of world-wide bargains; 4,000 salesmen's specialties; selling plans; new creations; outstanding values — at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

SPORS COMPANY
 8-38 Erie St., LeCenter, Minn.

AUGUST BARGAINS

No.	Item.	Gross.
C211	Wash Ties	\$4.50
T358	Wm. A. Woodbury Dental Cream	5.95
7p 15"	Reproduction Pearl Necklaces	2.25
T622	Quality Face Powder	2.75
N284	Clip Combs	2.95
N310	Men's Quality Black Pocket Comb	2.25
K55	Zinc Pot Cleaner	2.10
V89	Assorted Charms	55
	Small Camera with 2 films	3.85
	Army & Navy Needle Book	1.09
N145	Chinese 8" Sewing Basket. Doz.	.59
A101	Star Razor Blades on card	1.17
H354	Hamilton Electric Shaver	1.95
V840	Candex Candid Camera	2.33
	Single Edge Razor Blades, 1,000	4.35
	Double Edge Razor Blades, 1,000	2.20

- OKLA.—Stroud. Farmers' Picnic, 15-20.
 - PA.—New Milford. Firemen's Celebration, 18-20. Windgap. St. Mary's Celebration, 15-21. S. D.—Hudson. Firemen's Sports Day, 19. Irene. Freya Day, 18.
 - TENN.—Pulaski. Dairy Festival, 14-20.
 - VA.—Berryville. Horse Show & Fair, 15-20.
 - W. VA.—Bluefield. Industrial Exhibit, 18-20.
 - WIS.—Berlin. Historical Pageant, 16-18. Hustisford. Bridge Opening Celebration, 20-21. Oregon. Festival, 20-21. Reeseville. Harvest Festival, 21.
 - WYO.—Casper. Wyoming on Parade, 16-20.
- (Aug. 22-27)
- CALIF.—San Leandro. Dahlia Show, 27-28. Stockton. Dog Show, 27-28.
 - COLO.—Englewood. Fall Festival, 25-27. Sterling. Rodeo, 24-26. Trinidad. Roundup, 23-25.
 - CONN.—Lakeville. Horse Show, 27-28.
 - FLA.—Quincy. Tobacco Festival, 24-27.
 - IDAHO.—Boise. Rodeo, 23-27.
 - ILL.—Aledo. Fall Festival, 24-27. Ashkum. Homecoming, 27-28. Assumption. Homecoming & Street Fair, 24-27. Biggsville. Harvest Home Picnic, 25-26. Bluffs. Homecoming, 25-27. Glenview. Glenview Days, 27-28. Clayton. Old Settlers' Celebration, 25-26. Joliet. Will Co. Republican Picnic, 28. Lacon. Old Settlers' Picnic, 25. Lanark. Old Settlers' Day, 25. Mackinaw. Harvest Homecoming, 24-25. Miner. Homecoming, 26-27. Palmyra. Soldiers & Sailors' Reunion, 24-25. Stonefort. Soldiers & Sailors' Reunion, 24-27. Taylorville. A. T. A. County Picnic, 25. Windsor. Harvest Picnic, 24-27.
 - IND.—Attica. Celebration, 22-27. French Lick. Fall Festival, 25-27. Galveston. Firemen's Street Fair, 24-27. Linton. Fall Festival, 25-27. Mentone. Celebration, 24-27. Ridgeville. Lions' Homecoming, 22-25.
 - IA.—Carroll. Carroll Co. 4-H Club Show, 22-23. Des Moines. Rodeo, 26-Sept. 1. (See EVENTS on page 65)



National Showmen's Association

Palace Theater Building,
New York.

NEW YORK, Aug. 13.—H. F. O'Malley, director of Playland, Rye, N. Y., writes Executive Secretary John M. Liddy: "Yours was an effective reminder. Membership application and check is returned herewith." So another outstanding showman joins. Other applications received this week, proposed by Alfred McKee, who has started on his way to a life membership in the NSA by enrolling 50 or more applicants, are from Russell Herbert Jackson and Fred Nasle.

The bulletin board donated by *The Billboard* is at the service of all members. Send in your notes and they will be given prompt attention.

That indoor show people are displaying keen interest in the development of the NSA is evidenced by the many recent visitors to the clubrooms from that branch of the business, among them Henry Coote, Boston representative of the Shubert office; Uncle Jim Harkins, Fred Allen's associate of radio; Dolph Singer, well-known writer of productions, screen, radio and vaudeville; Pat Liddy, of the Treasurers' Club of America; Harry and Leo Leavitt, of the Theatrical Agents, Managers and Treasurers' Union; Frank Gerard, of the Bison City Four; Ben Ross, Mort Fox, Major Johnson, Arthur Ward, Joe Rose, Frank Killian, and Frank J. Duncan, night club booker. They and many others of the indoor field will send in their applications just as soon as the indoor season gets under way.

If there ever was a doubt in the mind of any showman as to the necessity of an organization such as this with headquarters in New York it should forever be dispelled by the remarkable response from the employees of the Rosenthal brothers' Palisades Amusement Park. To date over 65 applications have been filed from this park alone.

Applicants sponsored by Brother Joe McKee in addition to the three acknowledged in this column last week

are James J. Corcoran, Richard J. Wahlen, Louis Faber, Alfred C. McKee, Harry Shepard, Adolph Schwartz, Doc Morris Jr., Robert M. Drew, Joseph Weissman, Rene J. Zouary, H. W. Dyer, Harry De Mattoo, V. C. Brodie, Plato Guimes, Norval D. Jennings, James Davis, Charles Haweeny, Sol Waxman, Barney Cunningham, Nick Dobrovolsky, John Ottens, Hyman Schutts, Victor Kay, Joseph Phillips, Clem White, Harry Haddad, Walter Kelly, Thomas Douglas, Vincent Sirico, Alec Nahhas, William J. Hallenbeck, F. L. Ferguson, George Schurr, Edward McEvoy, Leo T. Jordan, Richard A. Bowe, Peter Macauley, Clarence Kirkpatrick, Al Darkas, Joseph Rinaldi, Ray Curtis, Joseph Salerno, Michael Furek, Johnny Kersnowski, Daniel DiPrite, John Lannan, Clairmont Scofield, Charles Susskind, Frederick H. Luff Jr., Edward S. Raffa, Salvatore Prisco, Ed J. Reicher, Harry Frankel, Philip B. Mazzacchi, Bert Nevins and James Maffia.

Ladies' Auxiliary

The pace at which membership applications have been coming in continues unabated. Recent applications have come from Mrs. J. R. Bozeman, Pearl Walker, Ethel Purtle and Elsie Kelly, of World of Mirth Shows; Marlon Nevins, of Palisades Park, and Mrs. Bob Morton.

Books are going fine. Much credit is due Brother Don Solti for the manner in which he has been disposing of so many books. Sisters Helen Rothstein and Peggy Handry are enjoying a vacation in Saratoga, N. Y., with their husbands. Dorothy Packtman, president of the auxiliary, reports she would appreciate receiving more books for the library.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Aug. 13. — A letter from President Abner K. Kilns inclosing applications for five new members, Ralph W. Forsythe, Mearlen J. Brown, Sam K. Goodman, Arthur L. Brandner and Merle M. Sharp. In his letter he also stated that soon he will be visiting various shows for his company and will secure more new members for the club.

Mr. and Mrs. Glen Hyder returned from a week's vacation visiting his folks at Blum, Tex. Hyder reports that the crops on his father's farm near Blum are in excellent condition. He is a member of the club and former showman, on night duty at the Reid Hotel cigar stand.

Mr. and Mrs. John R. Castle left the city after an extended stay.

H. L. Whitesell was in the city for a short stay on business and returned to the W. A. Gibbs Shows. He will secure new members for the club on that show.

George Elser is now living at the Reid Hotel and is no longer connected with the Swope Park Zoo.

Latest donations to the Hospital and Cemetery Fund are: A. N. Rice, \$25; Roy Marr, \$5, and Dewey Thomas, \$5.

What kind of benefits are you going to give for the club this summer," ask the officers and directors. Let them have some action. Reported by G. C. McGinnis, secretary.

Missouri Show Women's Club

ST. LOUIS, Aug. 13. — Since August heat wave struck St. Louis homeguards are quiet and there is not much news from those on road since fairs started.

During the recent engagement of the Johnny J. Jones Exposition at Salem, Ill., Mrs. Millicent Navarro spent a day with her son and daughter-in-law, Mr. and Mrs. George Davis. With Mrs. Navarro were Mr. and Mrs. Morgan Todd and C. D. Todd Jr., and Mr. and Mrs. C. D. Todd, of Dee Lang's Shows. C. D. Todd Jr. left for New York, where he was married to Patricia O'Brien, of that city, August 1. They will live in St. Louis, where Todd practices law.

The mid-summer contest is going over big. Estelle Rudick will be glad to know that her gift added much to club's treasury. Good reports from membership committee continue to come in and it looks like a close race for top money. Reported by Kathleen Riebe.

SHORTS

(Continued from page 49)

Circus Attractions jumped to Hanover, Kan., for Days of '49 celebration on August 3-5, then to Milford (Ind.) Street Fair on August 10-13, reports Leo Demers.

MAGIC

(Continued from page 22)

City under Morman Church auspices. . . . PAUL HUBBARD is readying his magic show for opening in Northern Ohio territory about the middle of next month. . . . HULL and Ricardo, currently presenting their magical Moods of Mentalism at Lou Paccereilli's New Penn. Pittsburg, will tour Ohio territory soon. . . . GALVANDA AND CO. are playing fairs in Michigan territory, featuring Galvanda's "Burned Alive" stunt.

EARN \$25.00 DAILY SELLING THE

MIDGET BURGLAR ALARM

"EXPLODES, LOUD AS A GUN." EASY TO INSTALL. PROVIDES PROTECTION FOR WINDOWS, DOORS, AUTOS, GARAGES, ETC.

Over 1,000 Sold in Atlantic City at 2133 Boardwalk First Day. Demonstrating Sample. 50c. \$1.50 Per Doz. Circulars Free.

ROYAL NOVELTY CO.,
512 Washington St., Johnstown, Pa.

STATE FAIR OF RHODE ISLAND.
AUGUST 31 THRU SEPTEMBER 5
KINGSTON, R. I.

WE CAN PLACE A FEW MORE GAMES, GRAB JOINTS, OR WHAT HAVE YOU?
ALL CONCESSIONS MUST BE ABSOLUTELY WITHIN THE LAW.
FAIR AT HOME, INC., IS FURNISHING THE RIDES.
GRAND-STAND ACTS BY HAMID, INC.

FIRST CALL SOUTHERN STATES SHOWS WANT FIRST CALL

FOR THE BEST CIRCUIT OF COUNTY FAIRS IN THE SOUTH, STARTING AT THOMASVILLE, GA., SEPTEMBER 19, WITH NINE MORE TO FOLLOW.

RIDES—Merry-Go-Round and one Novelty Ride.
SHOWS—Minstrel, Ten-in-One, Fun House, Illusion, Wild West, Monkey Circus, or any other high-class Show with transportation, and be able to open Monday nights.
CONCESSIONS—Room for a few more legitimate Concessions. Must work strictly for stock and not over ten cents. No P. C. No Coupons. No Sticks.
WANT one more Free Act. State all. All people engaged with this organization acknowledge this call at once. All communications to JOHN B. DAVIS, Ocala, Ga.
P. S.—Jack Mitchell get in touch with me at once.

WANTED BARKOOT BROS.' SHOW WANTED

Four more Shows and Chairplane, Tilt-a-Whirl. CAN PLACE legitimate Concessions of all kinds, also Bingo Game for the following Fairs and Celebrations and balance of season: Reed City, 18 to 20; Grand Rapids Homecoming, week of 22; Berlin Fair, August 30 to September 2; Farwell Labor Day Celebration, 5; West Branch Fair, September 6 to 10; Gladwin Fair, September 20 to 24; all Michigan. Address all communications as per route.

FAIRS --- BLUE RIBBON SHOWS, INC. --- FAIRS

Will place Shows and Concessions for following Fairs: Attica, Ind.; Goshen, Ind.; Linton, Ind.; Henderson, Ky.; Lawrenceburg, Tenn.; Florence, Ala.; Alexander City, Ala.; Montgomery, Ala. This week, New Albany, Ind., Fair.

WANT SHOWS, RIDES, CONCESSIONS

WANT RIDE HELP, HAMMONTON; BINGO, DIGGERS, FOR FOLLOWING FAIRS AND CELEBRATIONS:

HAMMONTON, N. J., August 15 to 20; RED LION, PA., FAIR, August 22 to 27; YORK, PA., CELEBRATION, August 29-September 3; LIMONICUM, MARYLAND, STATE FAIR, September 4 to 15; NORTHERN NECK FAIR, Warsaw, Va., September 19 to 24. All address HELLER'S ACME SHOWS, per route: South River, N. J., this week.

WANTED AT ONCE

Cook House, Wheels and Grind Stores, Lead Gallery, Scales, Novelties, Penny Arcade. No exclusives at Fairs except Cook House and Corn Game. Rides, Octopus, Tilt or Whip, all Kiddie Rides, Side Show, Monkey Show, Fun House, Motordrome. Reasonable percentage. People to handle Snake Show. Have complete outfit. All Fairs and heading South until Thanksgiving Week. All address SAM LAWRENCE SHOWS Millersburg, Pa., this week; Hughesville, Pa., Fair follows. Bradley Springtime wants Musicians. Rags Henderson write.

KAUS EXPOSITION SHOWS, INC.

Now booking for the following Fairs starting August 22, 1938: At Marlinton, W. Va., Pocahontas Co. Fair, August 22; Charleston, W. Va., West Virginia State Free Fair, September 3 to 11, inclusive; Galax, Va., Great Galax Fair, September 12; Lexington, Va., Rockbridge Co. Fair, September 19; Asheboro, N. C., Randolph Co. Fair, September 26; Kingston, N. C., Neuse Atlantic Fair, October 3; Chase City, Va., Mecklenburg Co. Fair, October 11; Greenville, N. C., Pitt Co. Fair, October 17; Greenville, S. C., Greenville Co. Fair, October 24; Newberry, S. C., Newberry Co. Fair, October 31; Warsaw, N. C., Duplin County Fair, November 7, and Anderson, S. C., Anderson Co. Colored Fair, November 7. Can place Fun House, Crime or any Walk Thru Shows. Consideration given Shows with own outfits. Pony Ride. All Legitimate Concessions open except Bingo and Long Range Shooting Gallery. Want Novelties. Want experienced Ride Help on all Rides. State all in first letter. Essie Traylor wants Acts for Side Show. Harvey Potts wants Girls for Girl Revue. Geo. Whitehead has two Evans County Store Wheels with Trunk for sale for \$30.00; quick sale. Ike Wallace wants Ferris Wheel Help.

J. J. PAGE SHOWS WANT

For Fulton, Ky., Fair all next week, and Bowling Green, Ky., to follow. Legitimate Concessions and one more Flat Ride and Automobile Kiddie Ride. Also Grind Shows. Address J. J. PAGE SHOWS, Lebanon, Tenn., Fair, this week; Fulton, Ky., Fair next week.

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

ORANGE STATE SHOWS WANT

To open Danville, Va., August 22, American Legion Celebration—Rides, Shows, Concessions, Fairs South, to follow with Florida park location for winter. People in all lines get in touch if interested in real money-getting route. Use one more Promoter. LEO BISTANY, Clifton Forge, Va., this week.

GOLDEN GATE SHOWS WANT

Cook House, Ball Games, Fish Pond, Hoop-La, Pitch-Till-I-Win, any Stock or Grind Concession. \$10.00. WANT General Agent that can get Banners, Good Talker, Jig Show and Geek Show. WANT Brass and Performers for Jig Show. Have outfit for Athletic Show. Mitt Camp and Diggers, Penny Pitch open. WANT Ride Help that can drive Trucks. Come on. Will book you. Galatia, Ill., 15 to 20 of August, then Stonefort, Ill., Big Homecoming, August 22 to 27; then South. F. A. OWENS, Manager.

WANT ADDRESS OF BEN DAVIS MARANZ
(BEN DAVIS)

Formerly with Royal American Shows. Will compensate for satisfactory information received. Wire collect or write R. L. HOLGATE, 1989 University Ave., St. Paul, Minn.

Now READY CONCESSIONAIRES!

Send for Your Copy Today. Contains Largest Selection Corn Game Items, Flash, Canes, Chromeware, Glass, Plaster, Slum and Novelties

— AT LOWEST PRICES —

Continental PREMIUM MART

3 RD. + WELLS ST. MILWAUKEE, WIS.



ROUTES

(Continued from page 24)

Sedgewick, Edna (Casa Manana) Ft. Worth, nc.
 Seeley, Winnie (Chez Paree) Chi. nc.
 Severin, Billy & Joy (Bon-Air) Chi. cc.
 Shandor (Buckingham) NYC, h.
 Shannon, Virginia (Club Plantation) New Orleans, nc.
 Shtatlen, Anna (Roumanian Village) NYC, re.
 Shaw, Helen (Meadowbrook) Saratoga, N. Y., nc.
 Sherman Bros. & Tessie (Sky Harbor Club) Lake George, N. Y., nc.
 Sherrick, Art (Continental) Kansas City, Mo., nc.
 Shore, Willie (Hi-Hat) Chi. nc.
 Shutta, Ethel (Chez Paree) Chi. nc.
 Simmons, Lee (Plantation) NYC, nc.
 Simms, Virginia (Pennsylvania) NYC, h.
 Singing Strings Trio (Katsinas Cafe) Champaign, Ill.
 Smith & Dale (Casa Manana) NYC, nc.
 South & Lane (Babette's) Atlantic City, nc.
 Spec & Spot (Colosimo's) Chi. nc.
 Sperry, Frank (Roosevelt) NYC, h.
 Starr, Bob (Sanford's Showboat) NYC, s.
 Stephani Sisters (Palsades Park) Fort Lee, N. J., p.
 Sterling, Wynne (Roumanian Village) NYC, re.
 Stewart, Jackie (Old Roumanian) NYC, re.
 Stockwell, Harry (Earle) Washington, D. C., t.
 Stone, Mary (Alabam') Chi. nc.
 Stoooges, Three (Stanley) Pittsburgh, t.
 Swann, Russell (Piping Rock) Saratoga, N. Y., nc.
 Sylvio & Melba (Havana-Madrid) NYC, nc.

FAIR GRAND-STAND ATTRACTIONS

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

Baldwin & Bristol (Riverview Park) Pennsville, N. J.
 Beno, Ben: Warsaw, Ky.
 Carman, Frank & Ethel: Corunna, Mich., 15-18; Northville 19-20.
 Crovans, Peerless: Middletown, N. Y.; Lewisburg, W. Va., Aug. 29-Sept. 3.
 Dean, Skip, & Nebraska Sandhill Billies: Marquette, Mich., 23-28.
 Donahue & LaSalle: Little Valley, N. Y.; Penn Yan, N. Y., 22-27.
 Everett & Conway: Waterloo, Que., Can.
 Eugene, Bob, Troupe: Minerva, O.
 Ferguson, Alzora & Hank: Nashville, Mich.; Marne, Mich., Aug. 29-Sept. 3.
 Frazer, Jack: (Playland Park) Rye, N. Y., to Sept. 11.
 George, Great, & Anita: Appleton, Minn., 18-21; Redwood Falls 22-24.
 Harvey & Dale: Bagley, Minn.; Fosston 22-27.
 Hodgini Bros. & Sister: Newman, Ill., 16-20; Gibsonburg, O., 24-27.
 Jaydee, Great: Kearney, Neb.; Arlington 22-27.
 Kressells, Four: Hampton, Ia., 23-25; Fosston, Minn., 25-28.
 La Tona Troupe: Paulina, Ia., 17-18; Bassett, Neb., 19-21.
 LaZellas, Aerial: Lancaster, Wis., 16-19; Hampton, Ia., 23-25.
 Levolo, Pat: Alta, Ia., 17-19; Knoxville 20.
 Lorenzo, Paul: Manitowoc, Wis., 18-20; La Porte, Ind., 22-27.
 Melzers, Flying: Harlan, Ky.
 Meriman, Ted: (Riverside Park) Springfield, Mass.
 Morris, Will & Bobby: Peterboro, Ont., Can.; Bangor, Me., 22-27.
 Reynolds, Helen, Skaters: (Canadian Natl. Exhibition) Toronto, Ont., Can., 21-29.
 Sky Rockets, Three: Newman, Ill., 16-20; Gibsonburg, O., 24-27.
 Spiller, Capt. Albert: Mauston, Wis.; Caro, Mich., 22-27.
 Unicus Troupe: Meadville, Pa.
 Watkins Animals: Troy, O.
 Webb, Capt. George: Springfield, Mo.; Anadarko, Okla., 23-27.

T
 Tavares, Freddy Kaulana (Biltmore) NYC, h.
 Taylor, Peggy, Trio (Casa Manana) Ft. Worth, nc.
 Taylor, Sonny (Armando's) NYC, re.
 Termini, Joe (Grosvenor House) London, h.
 Terrace Boys (Barney Gallant's) NYC, nc.
 Texas Tommy (Leon & Eddie's) NYC, nc.
 Theodore & Denesha (Village Barn) NYC, nc.
 Thomashefsky, Boris (Rainbow Inn) NYC, re.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.
 Tisdale Trio (Le Mirage) NYC, nc.
 Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.
 Tracy, Ray (Sanford's Showboat) NYC, s.
 Trahan, Al (Pal.) Chi. t.
 Tucker, Sunny (Ivan Frank's) NYC, c.
 Tucker, Sophie (Bath & Turf) Atlantic City, nc.
 Tyler, Smiling Tex (Green Tree) Cincinnati, nc.

U
 Uherle, Helen (Butler's) NYC, nc.
 Uppman, John (Manny Wolf's) NYC, re.

V
 Valdez, Vern (Finocchios) San Francisco, nc.
 Valera, Adelita (Havana-Madrid) NYC, nc.
 Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies.
 Varones, The (Southern Dinner Club) Houston, nc.
 Velez, Angela (Chateau Moderne) NYC, re.
 Veloz & Yolanda (Palmer House) Chi. h.
 Venezia, Chiquita (Arcola Inn) Arcola, N. J., ro.
 Venuta, Benay (Casa Manana) NYC, cb.
 Verne, Miriam (Capitol) Washington, t.
 Vernon, Dal (Radio City Rainbow Grill) NYC, nc.
 Vernons, The (Riley's) Saratoga, N. Y., nc.
 Verrill, Virginia (Capitol) Washington, t.
 Vestoff, Floria (Torch) Atlantic City, nc.
 Vickers, Jean (Sanford's City of N. Y.) NYC, s.
 Volta (Lexington) NYC, h.
 Von Gassner & Vernon (International) NYC, nc.

W
 Wahl, Dorothy (Colosimo's) Chi. nc.
 Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
 Wainwright, Helen (Leon & Eddie's) NYC, nc.
 Walker, Ted & Ethel (Green Gables) Drums, Pa., nc.
 Wallace Bros. (Black Cat) NYC, nc.
 Wallenda Troupe (Palsades Park) Fort Lee, N. J., p.
 Walley, Nathan (International Casino) NYC, nc.
 Ward, Aida (Surfside) Long Beach, N. Y., nc.
 Waring, Ruth (Wivel) NYC, re.
 Warren, Ruth (Arcola Inn) Arcola, N. J., ro.
 Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.
 Waters, Ethel (Casa Manana) NYC, nc.
 Wayne, Iris (Greyhound) Louisville, Ky., nc.
 Wayne, Nick (Settler's Inn) Vineland, N. J., nc.
 Webb, Chick (Paramount) NYC, t.
 Welch, Muriel (La Marquise) NYC, nc.
 Wences (Chicago) Chicago 12-19, t.
 Wences, Senor (Chicago) Chi. t.
 Wessels, Henri (Plantation) NYC, nc.
 West, Buster (Casa Manana) NYC, nc.
 White, Jack (18) NYC, nc.
 White, Ann (Queen Mary) NYC, re.
 Whitney, Marjorie (Skyrocket) Chi. rh.
 Wicke, Gus "Poppey" (Radio Franks') NYC, nc.
 Wickse Bros. & Armida (Opera House) Port Elizabeth, South Africa, Aug. 13-20; (Alhambra) Capetown 23-Sept. 17, t.
 Willard, Harold (Gay Nineties) NYC, nc.
 Withee, Jerry (Villanova) Saratoga, N. Y., nc.
 Wolfe, Lorna (Villa Venice) Venice, Calif., nc.
 Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.

Y
 Yacopis (Casa Manana) NYC, nc.
 Yevo & Doro (Royal Pines) Lake George, N. Y., h.
 Youngman, Henny (Bath & Turf) Atlantic City, nc.
 Yvette (Colosimo's) Chi. nc.

Z
 Zito (Claremont) NYC, ro.

DRAMATIC AND MUSICAL

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

Bankhead, Tallulah, in I Am Different: (Savoy) San Diego, Calif., 18-20.
 Lawrence, Gertrude, in Susan & God: (Curran) San Francisco.
 On Borrowed Time: (Biltmore) Los Angeles.
 Pins & Needles: (Geary) San Francisco.

REPERTOIRE

Aulger Bros.' Show: Hudson, Wis., 15-20.
 Bishop Tent Show: Paris, Va., 15-20.
 Blythe Players: Bombay, N. Y., 15-20.
 Brooks Players: Bloomington, Wis., 15-20.
 Ginnivan, Norma, Dramatic Co.: Tecumseh, Mich., 15-20.
 Ginnivan, Frank R., Dramatic Co.: Woodburn, Ind., 15-20.
 Heffner-Vinson Co.: Waynesville, N. C., 17-18; Franklin 19-20.
 Kinsey, Kathryn, Ko.: Bowling Green, O., 15-21; North Baltimore 22-28.
 Sadler's Own Co.: Shamrock, Tex., 20.
 Schaffner Players: Carthage, Ill., 15-20.
 Toby's Comedians: Ottawa, O., 15-20.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Independence, Ia.
 All-American Shows: Broken Arrow, Okla.
 American United: Idaho Falls, Ida.
 American Expo.: Connorsville, Ind.
 Anderson-Grader: Kearney, Neb.; Goodland, Kan., 22-27.
 Arena: (Fair) Butler, Pa.
 B. & H. Am. Co.: Minturn, S. C.
 Bach, O. J.: Middleburg, N. Y.
 Barfield's Cosmopolitan: Harlan, Ky.
 Bantley's All-American: Sunbury, Pa.; Du Bois 22-27.
 Barnhart's Golden West: (Fair) Avoca, Ia., 18-20; (Fair) Dell Rapids, S. D., 22-24; (Fair) Luverne, Minn., 25-27.
 Barker: Noble, Ill.; Assumption 22-27.
 Barkoot Bros.: (Fair) Reed City, Mich., 18-20; Grand Rapids 22-27.
 Bass & Lane Am. Co.: Patrons' Union, Lake Miss., (Fair) Sebastopol 22-27.
 Bazinet & Sons: (Fair) Neillsville, Wis., 16-19.
 Beckmann & Gerety: (State Fair) Springfield, Ill., 15-21.
 Bee, F. H.: (Fair) Lawrenceburg, Ky.; (Fair) Lebanon 22-27.
 Blue Ribbon: (Fair) New Albany, Ind.
 Bortz: Mountain View, Mo.
 Bremer Tri-State: (Fair) White Bear Lake, Minn., 15-17; (Fair) Le Center 18-20; (Fair) Janesville 23-24; (Fair) Plainview 25-28.
 Brown Family Rides: Douglas, Ga.
 Brown Novelty: Waycross, Ga.
 Buck, O. C.: Gouverneur, N. Y.
 Buckeye: Winona, Miss.
 Buffalo Shows: Lockport, N. Y., 15-21; (Fair) Attica 23-26.
 Bullock Am. Co.: Flat Top, W. Va.
 Burdick's All-Texas: McGregor, Tex.; (Fair) Fredericksburg 22-27.
 Byers & Beach: Pontiac, Ill.
 Byers Greater: (Fair) State Center, Ia., 15-17; (Fair) Gladbrook 18-20; (Fair) Monticello 22-26.
 Campbell United: Pearson, Ga.
 Central State: Superior, Neb.
 Cetlin & Wilson: Latrobe, Pa.
 Clyde's United: Houtzdale, Pa.
 Coleman Bros.: (Fair) Middletown, N. Y.
 Colley, J. J.: Stroud, Okla.
 Conklin: Peterborough, Ont., Can.
 Crafts 20 Big: Dinuba, Calif., 16-21; Bakersfield 23-28.
 Crescent Am. Co.: Pamlico, S. C.; Mullins 22-27.

Gruberg's World's Exposition Shows

Can place for Alexandria, Va., week August 22, Veterans of Foreign Wars Celebration, Location on the Main Street: Concessions of all kinds, no exclusive. This is known as one of the best concession spots. Wire by Western Union, Harrisburg, Pa., this week; Alexandria, Va., next week.

CAN PLACE

Rides and other Concessions week August 22. Jim Eskew Rodeo, Albany and Troy jointly. Write or wire

CHARLES PAUL, 11 North Pearl St., Albany, N. Y.

MR. SHOWMAN—ATTENTION!!

HAVE YOU A TOP? DO YOU WANT A REAL MONEY-GETTER TO PUT IN IT? "MIRACLE OF LIFE"

Showing the Birth of a Child has been adapted for Carnivals. THE MOST SENSATIONAL ATTRACTION ever seen on any Midway. Unborn Specimens, Moulages, Films, Lectures, Models. Eastern territory only. For Quick Action. Wire What You Have and Terms to

JEWEL PRODUCTIONS, Inc., 410 East 32d St., New York City.

C. W. NAILL SHOWS CAN PLACE

Stock Concessions. Must use Stock. Also Ball Game. WANT Cook House for balance of season. Good cook house territory. CAN PLACE Scales, Candy Floss, Lead Gallery, Custard, any Show of merit. Have contract for Louisiana Fairs and best cotton spots under auspices. Salary for capable Ride Operators. Wire C. W. NAILL, Naill Shows, Smackover, Ark., August 15-20. Route to interested parties.

DIXIE BELLE SHOWS

WANTS Stock Concessions of all kind. No X, but won't overload Midway. I have 3 Show Tops that are not working. What have you? Greenfield, Ind., Free Fair opens Sunday, August 21, to Friday, 26. Tell City, Ind., week August 29, through Labor Day. Seven Factories working full time. Lot uptown, sweet spot. Ohio County Fair, Hartford, Ky., opens September 7, to 10. A real old-fashioned Fair. Address

LOUIS T. RILEY, Owner, Austin, Ind., this week; then per route.

W. C. KAUS SHOWS, INC.

WANT: Legitimate Concessions of all kinds, such as Bowling Alley, Fish Pond, Ball Games, Stock Wheels, Pitch-Til-Win, Scales, Penny Arcade, Diggers, Novelties and American Palmistry. Good prices. RIDES: Ride-O, or Single or Double Loop-o-Plane. Organized Min-strel Show and Musical Comedy Show. Have you something new or novel? WANT Dancing Girls and Freaks to feature for Side Show. WANT Musicians, either Accordion Player or Hawaiian Guitar Player. Also Girls to dance in Hawaiian Show by Princess Luana. Our Fairs beginning August 29 in Huntington, Pa., thru to November wailan Show by Princess Luana. Our Fairs beginning August 29 in Huntington, Pa., thru to November 12, going South. Address all communications to

W. C. KAUS, Manager, Binghamton, N. Y.

MILLER AMUSEMENTS

CAN PLACE AT ONCE RIDE FOREMAN FOR CHAIRPLANE, LOOP-THE-LOOP, WHIP AND HEY-DEY.

Top Salaries and Sure Work Until Christmas. CONCESSIONS ALL OPEN, except Bingo.

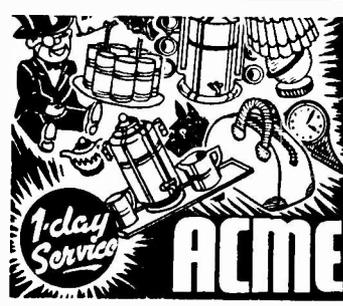
CAN PLACE SHOWS WITH THEIR OWN OUTFITS. Popcorn, Diggers, Penny Pitch and Eats.

HAVE FOR SALE—Little Beauty Merry-Go-Round, Motordrome and Fun on the Farm. Priced to Sell. WORKMEN IN ALL DEPARTMENTS COME ON.

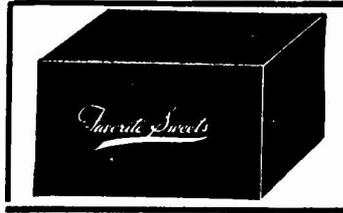
Address Alexandria, La., This Week (Uptown Location).

Crowley's United: Springfield, Mo. Crystal Expo.: Oneida, Tenn. Cumberland Valley: (Fair) Wartrace, Tenn.; (Fair) Tracy City 22-27. Cunningham's Expo.: Wellston, O. Curl, W. S.: Franklin, O.; Greenfield 22-25. De Luxe: Ithaca, N. Y. Dick's Paramount: Middleboro, Mass.; (Fair) Marshfield 22-27. Dixie Belle: Austin, Ind. Dyer's Greater: Cornell, Wis., 16-18. Edwards, J. R.: (Fair) Berea, O.; (Fair) Wellington 22-27. Elite Expo.: (Fair) Beaver City, Neb.; (Fair) Orleans 22-27. Ellman: Fond du Lac, Wis., 15-18; (50th & Vliet) Milwaukee 20-28. Endy Bros.: (Fair) Kutztown, Pa. Evangelina: Harrison, Ark.; Rogers 22-27. Fair at Home: Nashua, N. H. Fairly & Little: Davenport, Ia. Falls City: (Mellwood & Frankfort ave.) Louisville, Ky. Fidler's United: Stanton, Ill.; Highland 22-27. Frisk Greater: Osseo, Minn., 18-21; (Fair) St. James 22-24; (Fair) Hopkins 25-27. Funland: (Fair) Brownsville, Ky.; (Fair) Livermore 22-27. Gibbs, W. A.: (Fair) Auburn, Neb. Gold Medal: Northwood, Ia., 15-17; Decorah 18-20. Golden State: Atwater, Calif., 16-21; Antioch 23-28.

Gooding Greater: Crown Point, Ind. Goodman Wonder: (Fair) Mason City, Ia., 11-19; Peoria, Ill., 21-27. Great Southern: Cowan, Tenn. Greater American: Fairfield, Ia. Greater Expo.: Jasonville, Ind. Greater United: (Fair) Parsons, Kan.; (Fair) Columbus 22-27. Grove Greater: (Fair) Vienna, Ill. Gruber's World Expo.: Harrisburg, Pa. Happyland: (Fair) Bad Axe, Mich., 16-20; (Fair) Ludington 23-27. Harris: (Fair) Ewing, Ky. Heller's Acme: Hammonton, N. J.; (Fair) Red Lion, Pa., 22-27. Henke Bros.: (Fair) Madison, Wis.; (Fair) Marquette, Mich., 23-27. Hennies Bros.: Owatonna, Minn. Heth, L. J.: Centralia, Ill.; Fairfield 22-27. Hilderbrand: Colfax, Wash., 18-20. Hippodrome: (Fair) Lancaster, Wis.; (Fair) Bloomington 22-27. Hodge, Al G.: Iron River, Mich. Hoffner Am. Co.: New Windsor, Ill. Home State: (Fair) East Rutherford, W. Va.; Buckhannon 22-27. Hughey Bros.: Colchester, Ill.; Clayton 22-27. Hurst, Bob: Covington, Tex.; Honeygrove 22-27. Hyde: Strasburg, Va.; (Fair) Abingdon, Va., 22-27. Ideal: Massena, N. Y. Imperial: Canton, Ill. Inland-Empire: Harrington, W. Va. Jolly Jaiilet: Union City, Pa. Jones, Johnny J.: Expo.: Bloomington, Ill.; (Fair) La Porte, Ind., 22-27. Joyland: Bend, Ore. Joyland: Bay City, Mich. K. G. Am.: Bevier, Mo. Kaus Expo.: Charlottesville, Va. Keystone: Meadville, Pa. Krokos West Coast Am. Co.: (Fair) Multnomah, Ore., 22-30. Kilne's Greater: (Fair) Warsaw, Ky. Landes, J. L.: (Fair) Colby, Kan.; (Fair) Wakeeney 22-27. Lang's, Dea. Famous: (Fair) St. Charles, Minn., 19-21; (Fair) Kasson 22-25. Large, H. P.: Belzoni, Miss. Lawrence, Sam: Millersburg, Pa. Lewis, Art: (Exhibition) Valleyfield, Que., Can.; (Exhibition) Three Rivers 21-26. Liberty National: Eddyville, Ky. McKee: Thomas, Okla. Magic Empire: (Fair) Pattonsburg Mo.; (Fair) Erie, Kan., 22-26. Marcy: Afton, N. Y. Marks, Oak Hill, W. Va.: Richmond 22-27. Midwest: Onida, S. D., 17-20; Faith 24-27. Miller Amusements: Alexandria, La.; Winnfield 22-27. Miller Bros.: (Fair) Onawa, Ia. Miner Model: Port Providence, Pa. Miner Model Ride Unit: Lambertville, N. J. Model: (Fair) Hodgenville, Ky.; (Fair) Springfield 22-27. Modern Amusements: St. Johnsbury, Vt. Nall, C. W.: Shows: Smackover, Ark., week Aug. 15. New England Motorized: (Fair) Cambridge, N. Y. Northwestern: Angola, Ind.; (Fair) Mason, Mich., 24-27. Oklahoma Ranch: Selling, Okla. Oliver Am. Co.: Paris, Mo. Page, J. J., Expo.: (Fair) Lebanon, Tenn.; (Fair) Fulton, Ky., 22-27. Pan-American: (Fair) Pocatonic, Ill. Pearson: Cayuga, Ind. Peerless: Moon Run, Pa. Penny, R. D., Am.: Lenorh, N. C. Pine Tree State: Ellsworth, Me. Pryor: Falmouth, Ky. Rainbow Am. Co.: Lake, Miss. (Patrons' Union); (Fair) Sebastopol 24-27. Reading's: (Fair) Lexington, Ky.; (Fair) Gallatin, Tenn., 22-27. Regal United: (Fair) Columbus Junction, Ia.; (Fair) What Cheer 23-26. Rogers & Powell: Corning, Ark. Rogers Greater: Gallatin, Tenn. Roland: Stuart, Va. Royal American: (Exhn.) Ft. William, Ont., Can.; (Fair) Superior, Wis., 22-30. Royal Expo.: Port Allegany, Pa. Royal Midway: (Fair) Carmi, Ill.; (Fair) Anna 22-27. Royal United: Tennessee, Ill.; (Fair) Farmington 23-27. Rubin & Cherry Expo.: (Fair) Ionia, Mich.; (Fair) Hamburg, N. Y., 23-27. Santa Fe: Clifton, Kan. Savidge, Walter, Rides: Wall Lake, Ia., 17-18. Scott Bros.: (Fair) Pulaski, Tenn. Shugart, Dr.: (Rodeo) Antlers, Okla., 18-20; (Fair) Kiowa 25-27. Slebrand Bros.: Townsend, Mont. Silver State: (Fair) Powell, Wyo., 17-20; (Fair) Harrison, Neb.; (Fair) Hay Springs (split), 24-27. Sims Greater: Sudbury, Ont., Can. Skerbeck Am. Co.: Antigo, Wis.; Sturgeon Bay 22-27. Smith Bros.: Willow, Okla. Smith's Atlantic: Berryville, Va. Sol's Liberty: (Fair) Wausau, Wis., 15-18; (Fair) Menomonee 20-25. Southern States: Ocala, Ga. Sparks, J. F.: Winchester, Ky.; (Fair) Germantown 22-27. State Fair: Falls City, Neb. Stephens: Mt. Airy, Ia. Strates Shows Corp.: Batavia, N. Y., week Aug. 15; Cortland, N. Y., next. Stumbo, Fred, No. 1: Golden City, Mo., 18-20. Sunset Am. Co.: (Fair) Bloomfield, Ia.; (Fair) Eldon 22-25; (Fair) Salem 26-27. Swisher, H. C.: Waverly, Kan., 18-29; Richmond 24-26. Terrill & Morohl: East Bernstadt, Ky.; Stearns 22-27. Texas Kidd: (Fair) Mule Shoe, Tex.; (Fair) Atoka, Okla., 22-27. Texas Longhorn: Hobart, Okla.; Shamrock, Tex., 22-27. Thomas, Art B., No. 1: Northome, Minn., 17; Black Duck 18; Bagley 19-22; Red Lake Falls 23-24; Fosston 25-28. Thomas, Art B., No. 2: Dows, Ia., 17; Shergburn 18; Waconia, Minn., 19-21; Orange City, Ia., 23-25. Tidwell, T. J.: Wichita, Kan. Tiley, No. 1: Clinton, Ia. Tillet, No. 2: Metamora, Ill., 17-18; Armington 19-20.



ARE YOU A LIVE WIRE CONCESSIONER
PARK MAN — SPECIALTY MAN
NOVELTY WORKER — PITCHMAN
 YOU WILL WANT OUR NEW CATALOG.
 Write Today for Our 150-Page Book.
 Please state your business.
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.



FAVORITE SWEETS ONE OF MY NEW 1938 CANDY FLASHES
 It's a High-Class Box. Size 11 1/2 x 5 1/2 x 2, and packed with First Quality Summer Candy that is Guaranteed to withstand all weather. Wrapped in Assorted Colored Cellophane. Packed 4 Dozen to Carton.
Dozen, \$1.10—\$4.40 Per Carton
 25% Deposit With All Orders, Balance C. O. D. Send for Free Illustrated Catalog.
MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY.

WANTED
 Reliable Athletic Show Manager. Will book Cookhouse and legitimate Concessions for long list of Fairs, starting Girard, Kan., week August 21, including Tulsa State Fair. Musicians to strengthen Minstrel Show. This show carries Greggs Cannon Act, Free Attraction.
STATE FAIR SHOWS
 Falls City, Neb., this week.

Tri-State: Hackett, Ark.; Booneville 22-27. Valley, Nixon, Tex. Wade, W. G.: (Fair) Corunna, Mich., 17-20. Wallace Bros.: (Fair) Indianola, Ia., 15-19; (Fair) Knoxville 20-22. Wallace Bros. of Can.: Waterloo, Que., Can., 15-17. Ward, John R.: Robinson, Ill.; (Fair) St. Joseph 22-27. West Bros.: (Fair) Appleton, Minn., 18-21; (Fair) New Ulm 25-28. West Coast: Bellingham, Wash. West World Wonder: (Fair) Cumberland, Md.; (Fair) Luray, Va., 22-27. West, W. E., Motorized: (Fair) Alta, Ia. Western States: Casper, Wyo. Weydt Am. Co.: Plainfield, Wis. Weyls Production Co.: Berlin, Pa.; Confluence 22-27. White City: La Grande, Ore.; Baker 22-27. Williams, Ben: Skowhegan, Me. Wilson Am.: Chatsworth, Ill. Wolf's Am. Co.: Pembroke, N. C. World of Fun: Floyd, Va. World & Knox Am. Co.: (Fair) Vinton, Ia., 17-19; (Fair) Nashua 22-26. World of Mirth: Watertown, N. Y., 15-18; Ottawa, Ont., Can., 22-27. Young, Monty: Caldwell, Ida. Zeiger, C. F., United: Dodson, Mont.; Havre 23-25. Zimdars Greater: (Fair) Frankfort, Ind.; (Fair) Fairbury, Ill., 22-27.

BEAT THIS DRUM MAJOR!
DOLLS WITH HATS
 Per Gross... **\$18.50**
 Per Doz., \$1.60.
THE IDEAL NUMBER FOR SCALES, BALL GAMES, NOVELTY STANDS
 Write for our Special Listings: Corn Games, Grind Stores.
 Write for Information on Our Latest Plaster Item—State Your Business.
WIS. DE LUXE CORP.
 1900 N. 3rd St., Milwaukee.

CIRCUS AND WILD WEST
 Barnes, Al G., and Sells-Floto: Mitchell, S. D., 16; Yankton 17; Sioux Falls 18; Sioux City, Ia., 19; Omaha, Neb., 20-21; Ottumwa, Ia., 22; Keokuk 23; Hannibal, Mo., 24; St. Louis 25-28. Beers-Barnes: Knox, Pa., 18; Parkers Landing 19; East Brady 20. Downie Bros.: Albany, Ga., 16; Tifton 17; Waycross 18; Douglas 19; Vidalia 20. Gould's, Jay, Circus & Revue: Dawson, Minn., 17-18; Heron Lake 19-20; Britt, Ia., 22; Sioux Rapids, Ia., 25-27. Haag Bros.: Elkins, W. Va., Aug. 17; Franklin 18; Hot Springs, Va., 19; Buena Vista 20. Hagenbeck-Wallace: Salt Lake City, Utah, 18; Ogden 19. Kelly, Al G., & Miller Bros.: Dwight, Kan., 16; Alta Vista 17; Allen 18; Hartford 19; Lebo 20. Lewis Bros.: Zanesville, O., 17-18. Mix, Tom: Salina, Kan., 17; Wichita 18. Parker & Watts: Liberal, Kan., 16; Meade 17; Dodge City 18; Pratt 19; Holsington 20. Polack Bros.: Sheridan, Wyo., 15-20; Regina, Sask., Can., 27-Sept. 3. Robbins Bros.: Williamson, W. Va., 16; Gary 17; Wytchville, Va., 18; Bristol, Va.-Tenn., 19; Morristown, Tenn., 20; Middleboro, Ky., 22; Harlan 23; Corbin 24; Elizabethtown 25; Glasgow 26; Bowling Green 27. WPA: Hempstead, L. I., N. Y., 17-19.

INSURANCE
 CIRCUS, RIDES, TRUCKS, CARNIVALS.
 Showman's Insurance Man.
CHARLES A. LENZ
 Permanent Address, Chicago, Ill.
 440 Insurance Exchange Bldg., Chicago, Ill.
TRUCKS
 AUTOMOBILES — MOTORIZED YOUR SHOW
 Write
CHARLIE T. GOSS
 With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

MISCELLANEOUS
 Arthur, Magician: Weir, Ga., 17-18; Emma 19-20. Burke & Gordon Show: Bourbon, Ill., 15-20. By-Gosh Vaude Tent Show: Kingwood, Pa., 15-21. Coriell Family Show: Le Center, Minn., 18-20. De Cleo, Magician: Winchester, Ind., 15-27. Deltmar, Hypnotist, Escape: (Rialto) Boise, Ida., 18-20. Fred's Kiddie Circus: Tripp, S. D., 17. Hubert's Tent Show: Branchville, Va., 15-20. Levant Show: Morehouse, Mo., 15-20. Lewis, H. Kay, & Hollywood Varieties: Brown-ing, Mont., 18. Long, Leon, Magician: Harlan, Ky., 15-25; Pineville 26-27. Magrum, C. Thomas, Magician: Becket, Mass., 17; Warner, N. H., 18; Plymouth, Vt., 19. Marquis, Magician: Riverton, Utah, 17; Lehi 18; Murray 19; Salt Lake City 22; Tooele 23-24; Magna 25; Salt Lake City 26-27. Miller, Al H., Show: Ray City, Ga., 15-20. Miller's, Ralph, Donkey Baseball: Moorepark, Mich., 18; Lansing, Ill., 19; Chicago 20-23. Proctor's, George H., Ethiopia: Hinton, Ia., 17; Hudson, S. D., 19. Ricton's Show: Murrayville, Ga., 15-20. Seccalum Park Rides: (Fair) Celina, O., 14-19; (Street Fair) Bradner 16-20.

WANT ADDRESS OF JOHN APPLEBAUM
 Formerly with Royal American Shows. Will compensate for satisfactory information received. Wire collect or write R. L. HOLGATE, 1389 University Ave., St. Paul, Minn.
 PEXICO, MO., this week; PIEDMONT, MO., next week; Ellington, Mo., week August 29; all Home-Comings.
BARLOW SHOWS
 WANT Foreman and Ride Help on Eli, Allan Herschell Merry-Go-Round, Chairplane, Electrician, Organ Repairman, Show Carpenter, Advance Agent with car who can post. Legitimate Concessions only. WILL BOOK Loop-o-Plane, Howard Goodlett, Jack Troy answer. Outfit open for Shows.
TWO BIG LABOR DAY CELEBRATIONS:
GORDONVILLE, VA., Auspices: Fire Dept.; **APPOMATTOX, VA.**, Auspices: American Legion, September 6-10. Business conditions excellent. WANT for Gordonville, legitimate Concessions. WANT for Appomattox, Flat Ride, Potts get in touch, 3 Grind Shows, Grab/Joint, legitimate Concessions. No Girl Shows, Gypsies or Flat Joints. Write **WEISEMAN AMUSEMENT CO.** (Formerly Georgia Attractions), Box 362, Danville, Va.

J. Lacy Smith Attractions
 WANT First and Second Man for Ferris Wheel. Second man for Plane. Salary must be right as I pay off weekly. WANT Agents for Ball Game and Pitch-To-Win. Fairs in Virginia and South Carolina. get in touch with me for open dates. Callao, Va., August 15 to 20; Urbana, Va., August 22 to 27.
W. E. WEST
MOTORIZED CARNIVAL
 WANT experienced Ride Help. Long season, going South. Babe Enswilder wants capable, sober Agents. Who wants to make money? Playing all Fairs and Celebrations. Alta, Ia., this week, Hamburg, then Valley Falls, Kan.

CUNNINGHAM'S EXPO. SHOWS
 RIDES — WANTED — CONCESSIONS
 For Ohio and West Virginia Fairs—Home Comings.
 WANT Rides, Shows. Also want legitimate Concessions who work for stock.
CUNNINGHAM'S EXPO. SHOWS,
 Wellston, O.

HUGHEY BROS. SHOWS
 Wants for American Legion Festival, Colchester, Ill., this week; 70th Annual Old Settlers' Reunion, Clayton, Ill., August 22-27; Soldiers and Sailors' Reunion and Free Barbecue, La Harpe, Ill., August 29 to September 3, then straight south—Shows with or without outfits. Want: Eli Operator. Must be sober and reliable. Concessions: Want Cookhouse, good proposition; Photos open; (Bill Gracer wire), Bumpers, Cane Rack, Devil's Bowling Alley, Scales, Snow Cones, Slum Spindle, String Game and Cigarette Gallery. Address Colchester, Ill.

HAAG BROS.' 3-RING CIRCUS
 Wants for Side Show: Inside Man doing Punch and Judy, also Magic. Colored Musicians on all instruments. Also Boss Canvasman who can keep top in repair for big show. Acts to feature preferred. Good Triple Ground Bar Act doing comedy and Acrobats, Musicians for big show. Trombone and Baritone. Address L. CLAUDE MYERS, Band Mgr. Other useful people write. Route, Eldins, W. Va., August 17; Franklin, W. Va., 18; Hot Springs, Va., 19; Buena Vista, Va., 20.

WOLFE AMUSEMENTS WANTS
 For the following up-town locations in the tobacco belt. This week Pembroke, N. C.; week of August 22, Lumberton; week of August 29, Red Springs; week of September 5, Rowland; week of September 12, Fairmont. Four fairs in Georgia following. Concessions wanted—Pop Corn, Snow, small Grab Joint. Can place any Legitimate Concessions. Can place Ride Help. Will buy No. 5 Eli Wheel or book same. This is wonderful territory for Rides and Concessions.

INLAND EMPIRE SHOWS
GEO. T. SCOTT, Manager
 Can place for the following fair dates: Odessa, Wash., Fall Festival; Winchester, Ida., Rodeo; Neversue, Ia., Fair and Festival; Cottonwood, Ida., Stock Show and Fair; Council, Ida., Fair. All legitimate Concessions open except Housy and Cookhouse. Can place Grind Shows, Hot Merry, Big Eli and Baby Eli. Can use any other Rides that don't conflict. These are good Ride spots. You pay your wires, I pay mine. Harrington, W. Va., August 15 to 20; others in order. **GEO. T. SCOTT.**

WANTED QUICK
 Ferris Wheel Operator, Ball Game Agents.
OLIVER AMUSEMENT CO.
 Paris, Mo.

WHIP FOR SALE
 Complete, now in operation. First \$1,500 takes it. Good buy. Will pay for itself fair you play. Now showing at 144th Street and Jackson avenue, Bronx, New York. After August 22 all mail
CHARLES GERARD,
 1547 Broadway, Room 614, New York City.

FALLS CITY SHOWS
 Want to join at once for Southern tour: Chair-plane and Tilt-a-Whirl. Clean Shows with own outfits and transportation. Legitimate Concessions of all kinds. No racket. Experienced Carnival Electrician with light plant experience. Now playing Mellwood and Frankfort Ave., Louisville, Ky.

WANTED
Free Acts of Merit
For Our Fair, Sept. 20-23.
ROBESON COUNTY FAIR
Lumberton, N. C.

WANT
FOR SOUTH'S FINEST FAIR ROUTE
Grind Shows of merit. Concessions that work for dime, Chairplane Foreman to join on wire. Address as per route: Winona, this week, followed by Greenville and Belzoni; all Mississippi. Address **JOE GALLER, Mgr.**
BUCKEYE STATE SHOWS

WANTED
"GREATER" LITTLE ROCK CENTRAL TRADES "COUNCIL" MAMMOTH LABOR DAY CELEBRATION AND PROGRESS OF LABOR EXPOSITION.
One Week, Commencing Labor Day, September 5, State Fair Park, Little Rock, Ark. Independent Riding Devices, Shows, Concessions. Wire or write
ELMER BROWN, Director, Headquarters, 115 West Second Street, Little Rock, Ark.

MILLER BROS. SHOWS
— WANT —
for Sac City (Ia.) Fair and Fort Dodge National Beef Stock Show and Fair. Concessions of all kinds, wire or wire. Shows: Can place shows with or without outfits. Can place Freaks for Side Show and all winter's work. Frank Zorda write or wire.
MILLER BROS.' SHOWS
ONAWA, IA., FAIR THIS WEEK.

First-Class Wheel Operator
Have had 12 years experience. Also have '35 Model Car with P. A. System. Am 38 years old and married.
T. J. MARLIN, Troy, Tenn., R. No. 1.

Byers and Beach Want
Organized Minstrel. Have new Frameup for same. WANT Custard. Pontiac, Ill., this week; Jacksonville, Ill., Fair, next.

GREAT SOUTHERN SHOWS
All Fairs—Fairs—Fairs
Rides, Shows, Concessions. Grind Shows, Minstrel People, Five or Ten-in-One. Will furnish tops. One Flat Ride, also Kiddie Rides. Legitimate Concessions, also Agents. Cowan, Tenn., this week. Out all winter. Free gate, all still spots. No fair gate over 10 cents. **A. H. MURPHY.**

WANTED AT ONCE
Rides, Concessions and Free Acts for **Veedersburg Street Fair and Fall Festival**
On Main street. No gyms. September 12 to 17, inclusive. **HOMER ROBINETTE, Secy-Treas., Veedersburg, Ind.**

WANT
Circus Acts, Stage Acts, Man with Side Show. Sampson write. Al Beck, Banner Man, write. Musicians, Sound Truck. Show going South. Money sure. Everything new.
COMMUNITY CIRCUS CORP.
Harrisburg, Ill.

WANTED
RIDES, CONCESSIONS, SHOWS,
For Three-Day Labor Day Homecoming Celebration. Good crowds. Write
NOVINGER ACTIVITY CLUB
Novinger, Mo.

WANTED
3 Chorus Girls, Trumpet and Trombone. Berths on Shipper. To enlarge Minstrel Show in Fairs; also Talker. **SAMUEL GREEN, Care Strates Shows Corp., Batavia, N. Y.,** week August 15; Cortland, N. Y., week August 22.

Showmen's League of America
165 W. Madison St., Chicago, Ill.



CHICAGO, Aug. 13.—The Showmen's Home campaign goes merrily on with interest. Each week finds additions to this fund. The Conklin Shows started the ball rolling with a benefit performance at Prince Albert, Sask., August 9. Max Goodman sends the good news that he contemplates holding one at Memphis, and Hennies Bros. will follow their usual custom with a rouser at Detroit. President J. C. McCaffery, Fred Beckmann, Carl J. Sedlmayr and M. H. Barnes have been in consultation and will bring up discussion which may result in some real news after the next meeting of the Showmen's Home trustees.

Membership drive is taking a spurt. Applications sent in this week number nine and are for Gerald Fox, Thomas Iles, Stanley Kunat, Emmett Hennessy, Paul Kleider, Dave Shanker, Evald Erikson, John Yazvoc, Avery Christy. These are credited to Harold Paddock, Joe Goodman and R. W. Rocco. Joe advises that in the next few weeks many more will be coming in from the Goodman Wonder Show.

Tom Rankine, Col. F. J. Owens and Bob Miller are still on the sick list at their homes. T. Brent still in the American Hospital. Brother W. R. Hirsch at the Mayo Clinic, Rochester, Minn., for necessary attention, as is also John Miller, of the West Coast. Ben Landes out and expects to be back to work soon. Secretary's visit to the Goodman and Fairly & Little shows finds everybody

happy and optimistic about the fair season. A welcome greets you as a visitor with these showmen.

Frank D. and Mrs. Shean back in town for a short time, busy as can be in interest of the Kansas City Jubilesta. Bob Parker, Mrs. Rubin Gruberg, Joe Rogers and Jack Tavlin were among those in town on business. J. C. (Tommy) Thomas dropped in for a short stay. Lou Leonard off for the fair at Springfield, Ill. J. C. Simpson, George Paige, J. D. Newman and L. C. Kelley among those at Sherman Hotel. Whitey Lehrter back to work after a vacation.

Other callers at the rooms were Julius Wagner, Larry O'Keefe, H. Neitlich, William Young and A. L. Rossman.

Do not forget 1939 dues are payable September 1. Please keep this in mind and send in your \$10.

Ladies' Auxiliary

Meetings of August 4 and 11 were well attended, with Edith Strelbich and Clara Hollie Harker respective hostesses. Many beautiful prizes were awarded at each meeting. At the August 4 meeting Secretary Frances Keller got the award and received a pair of hand-crocheted pillow slips; President Leah M. Brumleve a linen luncheon set. Members were happy to have Frances Keller, Phoebe Carsky and Mattie Corsby present again. Most of the members are out on the road.

Edith Strelbich got the award at August 11 meeting and received a pair of handmade pillow slips. Leora McCrea, a guest, got first prize and selected a silk and lace jade green pillow. Members were pleased to have Elizabeth Ernst back again. She got a cut-glass salt and pepper set. President Leah M. Brumleve left for the South this week for a short visit. She is expected to return in time for Maude Geller's social on August 18. Reported by Elsie Miller.

Showmen's League of America
165 W. Madison St., Chicago



SHOWMEN'S HOME FUND
Previously Acknowledged . . . \$14,435.00
Received This Week 400.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.
WRITE FOR PLEDGE CARD.
A Home for Aged and Infirm Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary
J. W. Conklin — W. R. Hirsch
M. J. Doolan — Max Linderman
Max Goodman — E. Lawrence Phillips
Rubin Gruberg — Carl Sedlmayr
Harry W. Hennies — Elmer C. Velare

Worthy of Your Co-Operation

LABOR DAY WEEK CELEBRATION
LINTON, IND.
Account disagreement will book complete Carnival or Independent Rides, Shows and Concessions.
ROBERT RANEY, Secy.

WANTED FOR SILVER LAKE
On the Streets—Aug. 31-Sept. 1, 2, 3. Rides, Shows and Concessions. Pitchmen, Demonstrators for Merchants' Exposition. This is Northern Indiana's biggest Free Agricultural Event. Sponsored by Lions. Can use two more good Free Acts. Wire or write.
THEO. BRAUDE, Silver Lake, Ind.

Wanted Girl Revue
No Coach, join immediately. Have new panel front complete. Must have wardrobe and music. Wanted Legitimate Concession. Everything open except Bingo and Cookhouse for six West Virginia Fairs. East Rainelle, this week; Buckhannon, next week.
HOME STATE SHOWS
MORRIS VOLTAGGIO, Mgr.

KNIGHTS OF PYTHIAS
Macomb County Home-Coming
AUGUST 23 TO 27, BELVIDERE PARK, Inc.
Wants Shows, Rides and Concessions. Circus Acts, Bands. Will consider first-class carnival. Johnny Quinn contact. Address L. E. POWERS, 503 Price Bldg., Mt. Clemens, Mich.

Many Thanks and Good Luck to Everyone on the
AL G. BARNES SELLS-FLOTO CIRCUS
GLAD HILL

WANT
Drome Riders, Kiddie Rides, Concessions. Galatin, Tenn., this week; Fayetteville Fair follows.
ROGERS GREATER SHOWS

Carnival Wanted
Small organization having several Rides and Attractions for Labor Day Celebration. First in 22 years. Sponsored by Central Labor Union, Joplin, Mo. Address **DAVE MILLER, 2306 Virginia.**

OUTDOOR SHOWMEN
The next issue will be the Fall Special. Because of increased size and distribution
FORMS GO TO PRESS EARLIER THAN USUAL.
No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, August 22. Wire important late Show Ads Sunday night.
FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, AUGUST 20.

ATTENTION OF WEST COAST CONCESSIONAIRES
CRAFTS GOLDEN STATE SHOWS
NATIVE SONS CONVENTION and CELEBRATION—VALLEJO, CALIF.
SEPTEMBER 8-9-10-11—(4) Big Days and Nights (4)
Best Show Town in the State—First Carnival in 15 Years
Can place few more legitimate Concessions, also have exclusive on up-town Concessions and Novelities. Can use Shows of Merit with own outfit. Address all communications to
PHIL H. WILLIAMS, California Hotel, Oakland.

JOHN R. WARD SHOWS
WANTS competent, A-1 Merry-Go-Round Foreman who thoroughly understands Allan-Herschell machine, capable Ride Help, Man who knows Ponies for Pony Ride, A-1 Mechanic. We pay every week. WANT White Musicians and Girls for Girl Revue, Minstrel Performers and Colored Musicians, legitimate Concessions. WANT Photo Gallery, Agents for Scales, Knife Rack and Grind Store Concessions. Long season Fairs and Celebrations. St. Joseph, Ill., August 22-27; Rensselaer, Ind., August 29-September 3; Boonville, Ind., Southern Labor Assn., September 4-10; Madisonville, Ky., September 12-17; Paducah, Ky., September 19-24; Clarksdale, Miss., Delta Cotton Carnival, September 26-October 1, and Donaldsonville, La. Address Robinson, Ill., this week.

LEBANON, KY., FAIR, AUG. 22
Followed by Hodgenville and Russellville Fairs. All fairs to November 1, no still dates. CAN PLACE STOCK CONCESSIONS. Have exclusive Frozen Custard open, \$30 per week. \$60 cash deposit required. Wire. Have Single Loop-o-Plane and Silo Drome complete for sale cheap. Address
F. H. BEE SHOWS, INC.
Lawrenceburg, Ky., Fair, this week. Yes, this the carnival that plays so many fairs.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 13.—Despite unseasonable heat there were 36 members present at Monday night's meeting. First Vice-President Harry Hargraves presided. Ross R. Davis only other executive present. Usual business procedure, reading and approval of minutes of previous meeting and ordering current bills paid.

New Members: Al Maney, sponsored by Al Miller and Frank J. Morgan; Frank

Smith, of Seattle, sponsored by Joe Glacy and Billy Williams; William F. Duncan, Seattle, credited to them also; Ellis Freeman Hendry, sponsored by Charles M. Miller, of Crafts Shows; Charles Gammon, sponsored by John D. Ward and Harry Hargraves; Thomas Francis Heney, of San Francisco, sponsored by Steve Henry and Jack Bigelow.

Calling on standing committees for important reports, Harry Fink, in a new role as watchdog of the treasury, went into detail as to how to operate with economy. He made two very nice talks, with Ben Dobbert and Doc Harris in advisory capacities.

Recess for weekly award and lion's head. Award went to Al E. Weber. Resuming business, Doc Harris brought up matter of home for aged and indigent showmen. This much discussed, but action deferred. First Vice-President Harry Hargraves, after a talk from Ed J. Walsh, chairman of the house committee, went into the matter of securing new quarters. There has been many suggestions to have quarters removed from the center of downtown Los Angeles. There was much discussion on this, most members being favorable to getting PCSA into other quarters. It is of general opinion that there should be a different arrangement, a reception room, room for bridge and rummy games, a commissary and changes in lodge room. Ben Dobbert, Harry Fink, Doc Harris, George Tipton, Ed J. Walsh, Jack Arnott, John T. Backman, Hugh Weir, Johnny Ward and Harry Hargraves entered the discussion with suggestions that were considered timely and of importance. The chair then added the names of Harry Fink, Ben Dobbert and Charley Haley to the original committee of Ed Walsh, George Tipton and John M. Miller, who were appointed by President C. F. Zeiger for this purpose. Ed J. Walsh was made chairman and the committee is to report at each meeting until suitable quarters are secured.

Harry Hargraves said details of the "Gigantic" were being worked out and that it would measure up to advance notices.

Letters from stewards on several shows charged with the matter of new members and reinstatements report that everything indicates a fine showing will be made, and the small cost of a membership, with no penalty attached for reinstatement, \$10 paying all until September, 1939, should prompt those who are members to send in '38 and '39 dues, those in arrears to reinstate and those eligible to affiliate with this splendid organization.

Hamid's Hub Rodeo Tallies Even Break; 7-Day Event for '39

BOSTON, Aug. 15.—Altho the second annual Rodeo and Wild West Combined at Suffolk Downs July 31-August 14 was no bonanza, the George A. Hamid presentation of Col. Jim Eskew's J-E Ranch Rodeo tallied an even break on finances, according to Bob Morton, speaking on behalf of Hamid. The 15-day 22-performance outdoor show at the elaborate East Boston race-horse plant attracted more than 30,000 people. General admission was 40 cents, reserve seats \$1 and boxes \$1.50.

Option for a third-year event was taken by Hamid with the Eastern Racing Association for 1939 on a seven-day run such as the preem year of 1937.

Working against an expected success were the extremely blistering weather; competition from the near-by dog track at Revere, Mass., which absorbs the cream of the proletariat and who control the support of an event like the rodeo; Shirley Temple's appearance, Douglas Corrigan's Hub reception, rain and the invitation that the Bay State's beaches gave crowds attempting to avoid the sultry weather. On top of this was the ill-advised policy of sprawling the date over a 15-day set-up, permitting the public to put off its visit until another day which apparently never came. Hence the reversion to the seven-day period.

Injuries Minimized

Injury list was minimized by the sole hospitalization of Omer Whitesell, who sustained a broken and three torn ribs in the steer-riding event August 4. Other injuries which were treated on the field included a left knee injury to Bill Parks; Jack Wahley and Buck Dowell, hand abrasions; Jack Kennedy, back injury, and George Ward, torn leg muscle.

A tremendous amount of advance publicity and promotion was unloaded onto the populace here. David Malkiel Agency; Bob Morton, Tex Sherman and Fog-Horn Clancy, rodeo press agents; Floyd Bell, Suffolk Downs press agent, co-operated. The 1937 seven-day engagement drew 84,750 for eight performances.

Rodeo this year carried 150 head of stock, 97 contestants and 22 events. Cowgirls rode bronks but not for contest.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWEN SHOW PRINT FOWLER, IND.

SPERONI SHOWS

WANT Concessions, Man to manage Bingo. Get in touch with me at once. Foreman for Eli Ferris Wheel and Mix-Up. Toulon, Ill., until 18th; then South Wilmington, Ill. Wire ESTHER SPERONI.

LAST CALL! FIREMEN'S FAIR

Aug. 22 to 27, Arbor, N. J., Near Plainfield. Concessions, Shows, Free Acts, High Dive, Ella Carver wire. Address CHAIRMAN, Pullman Hotel, New Brunswick, N. J.

WANTED

Shows, Rides and Concessions for ANNUAL HOME-COMING Antwerp, O. Sponsored by Cottrell-Boylan Post 253 September 9, 10, 11, 1938. Address H. J. SNYDER, Antwerp, O.

Montrose, Pa., Fair, August 24-26. Harford, Pa., Fair, August 31-September 1-2. Can place clean Shows and Concessions. No rackets. Reasonable prices. Free Acts that do two or more wire or wire, stating all. F. EUGENE SYKES, Harford, Pa.

CENTRAL LABOR CELEBRATION

Labor Day Week Place three to five Rides, and one more Free Act. L. B. HOLTKAMP, Leavenworth, Kan.

For Sale

BEST SINGLE PERFORMING ELEPHANT IN THE COUNTRY. Very gentle. Will sell, including a real Truck, at bargain price for cash. L. B. HOLTKAMP, Leavenworth, Kan. BOX D-152, care Billboard, Cincinnati, O.

Doc Hefferan Wants

Privilege People. Mickey O'Brien and Johnnie Stevens wire. Guy Smuck wants Colored Performers and Oriental Dancers. Elizabeth Webb wire. Augusta, Ga.

WANT ADDRESS OF ALFORD (TOM) CUMMINGS

Formerly with Royal American Shows. Will compensate for satisfactory information received. Wire collect or write R. L. HOLGATE, 1389 University Ave., St. Paul, Minn.

BERGEN COUNTY INDUSTRIAL FAIR AUGUST 22-27.

All Concessions open. Prices reasonable. Shows with own outfits, 20%. One Million People to draw from. No depression. Wire or phone Nutley 2-0752. MICHAEL GRASSO, Velodrome, Nutley, N. J.

MERRILL, MICHIGAN ANNUAL FIREMEN'S HOME COMING, September 7 to 10, Inc.

CAN PLACE Carnival Attractions and Legitimate Concessions of all kinds. This spot has always been good. Address MANAGER HOME COMING COMMITTEE, Merrill, Mich.

Musicians Wanted

Join at once. All Instruments. Trailer Sleepers. Ed Mitsen wire. BEERS-BARNES CIRCUS Knox, Pa., 18; Parker, 19; East Brady, 20.

Los Angeles

LOS ANGELES, Aug. 13. — Outdoor amusements are on an upward trend in Southern California. News stories carried in the press of large sums available for different work programs has stimulated business in this section. As regarding carnivals, some of the stands that have been very good in the past are being showed to death, one leaving and another coming in.

J. Ed Brown is getting Virginia Park set for formal opening August 15 at Long Beach.

J. E. Pepin will have an exhibit at California Exposition and is building the equipment, long-tailed Korean birds being featured.

Leslie Borinstein and Winston's Seals are at Goebel's lion farm at Camarillo. Jack Pierce here in interest of a Venezuelan company that is to open new parks in that country.

Capt. William D. Ament working dates, billed as Uncle Billy.

Lee Keener is in town working night clubs and special events. Mr. and Mrs. Jack Arnett working contracted events.

Jack Hurd is back in town without any definitely announced plans.

I. J. Miller made the Long Beach Regatta with novelties and did good.

Jones Cancels Gary in Favor of Bloomington

CINCINNATI, Aug. 13.—The Billboard received the following wire today from W. C. Fleming, general director of the Johnny J. Jones Exposition, from Danville, Ill.: "Due to industrial conditions and excessive electrical construction charges the Johnny J. Jones Exposition has canceled its engagement at Gary, Ind. This was done thru the mutual consent of the committee there and the Jones organization and the show will exhibit at Bloomington, Ill., week of August 15."

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vita-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash. EVERYTHING FURNISHED — You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking. DON'T BUY ANYTHING—Just send your name and address on a postcard for all this Free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. HARDT, 620 N. Michigan Ave., Dept. D-128 A, Chicago, Ill.

W. A. GIBBS SHOWS

Want for our fairs ending third week of October, Cookhouse, Grab Joint, Pop Corn, High Striker, Erie Diggers, Candy Apples, Ball Games, Others open. What have you? Want Colored Sax and Slide for balance of season and to work on winter show in theaters. All mail W. A. GIBBS, Auburn, Neb., this week; Osceola next.

Wanted Circus Acts

Team or Family doing four or more Circus Acts. Also put on concert. Good proposition to right people. Can place Side Show with own transportation.

BUCK BROS. CIRCUS 103 S. Main St., Tulsa, Okla.

WANTED

Rides and Concessions For Central Wisconsin Gigantic Labor Day Celebration—September 3-4-5. Annual crowds 10,000 or more. Write or wire JOHN LAWRIE, Redgranite, Wis.

7th ANNUAL LABOR DAY CELEBRATION

POCAHONTAS, VA., BIGGEST IN THE VIRGINIA COALFIELDS, AUGUST 29 TO SEPTEMBER 5, INCLUSIVE, COMBINED LABOR AND LEGION COMMITTEE.

WANT Shows with or without outfits, especially Monkey Show, Illusion, Rep Posing Side Show and Penny Arcade. Mark Williams, Frank Zoria, George Haverstick, Ray Chapman, Lawrence Hoffman communicate quick. Reasonable terms. RIDES—Want Kiddie Autos, Octopus, Loop-o-Plane, Barn-hill, Ernest Jones, Harry Morris wire. FREE ACTS—Pearl and Griffin be in Pocahontas for opening date. Fonda and Gladys, Fred Reckless and others, let's hear from you. CONCESSIONS—Grab, Juice and all kinds of 10c Merchandise Concessions except Bingo, Custard, Popcorn, Cook House and Photos, which are sold. Bill Pinkston, Eddie Cole, Charles Engle, Lon Weiss, M. S. Earl, Johnny Caburri, Duke Wilson wire. Dunganonni, Va.; Honaker, Va.; Burnsville, N. C.; Madison, N. C., and solid ten weeks of bona-fide Fairs follows. Write or wire quick to

DIXIE MODEL SHOWS or CHRIS SMITH or LABOR AND LEGION COMMITTEE

POCAHONTAS, VA. P. S.—Slim Young, Mosco Arnold and other Minstrel People communicate.

ROLAND SHOWS WANT

FOR STRING OF FAIRS IN VIRGINIA AND THE CAROLINA TOBACCO MARKET SECTION, Concessions of all kinds. PLACE Diggers, Arcade, Pitch, String Game, Custards and few choice Wheels. WANT Shows of all kinds, Pit Shows, Snake Shows, or anything that can get Money. WANT Kiddie Ride and Flat Ride. What have you to place in good ride territory? Joe Sparks, Bam Rice, Johnny Lash, Mike Lane, Mike Gravis wire or come on. Tobacco season best ever. All wire or write N. P. ROLAND, Stuart, Va., this week.

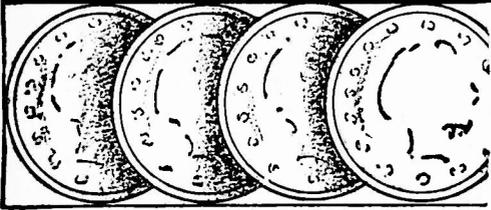
SCOTT BROS. SHOWS WANT

FOR TWELVE FAIRS AND CELEBRATIONS, TENNESSEE AND ALABAMA, CHOICE SPOTS, AND ALL WINTER IN AND AROUND MOBILE, ALA. NEVER CLOSE. WANT Merry-Go-Round and Ride-o-O, Ride Help for Wheel, Tilt, Mix-Up, Loop and Octopus. Colored Musicians and Performers. Side Shows, Stock Concessions. Will sell X on Ball Games. Shelbyville, Tenn., week August 22; Murfreesboro, Tenn., week 29; Pulaski, Tenn., Fair, this week. Address C. D. SCOTT.

ITALIAN FEAST AND LABOR DAY FESTIVAL

SEPT. 2-3-4-5, AKRON, OHIO, HEART OF CITY, OLIVE AND BUTLER STS. ITALIANS—Americans from All Over Ohio will stage this great Song Pageant, Sponsored by Sons of Italy. Parades—Bands, \$1,000.00 in Prizes Given Away. Prominent Civic and Political Personages. Truly a Colorful Event. WANTED—Rides, Flashy Shows, legitimate Concessions only. Positively no Gambling. No Wheels. Will sell X on Corn Game, Erie Diggers, American Palmistry. All mail and wires to 90 BROOKSIDE AVE., AKRON, O. Phone: Hamlock 9378.

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.

ABUSES

American business has developed a bad habit of abusing regulative and tax laws to such an extent that as soon as one law is passed business puts its lawyers to work to find loopholes. Which means that the legislative mills must also be set in motion to grind out new laws to plug the loopholes which business and its lawyers are sure to find.

How much more sensible it would be to observe the spirit of a law at least until it had been given a fair trial. But business is not in the habit of giving any law a fair trial. So we have our law-making machinery geared to high speed and business geared to high spending in trying to find loopholes in each new law.



WALTER W. HURD

The coin-operated machine industry has the same good American habit of trying to find a loophole or chance to abuse every law or tax which has ever been passed by any city, State or the nation in relation to coin machines. To the critics of the coin machine industry I would say that the industry is not any more apt at abusing every law about coin machines than general business is at abusing laws passed for the general welfare. It is just a good American habit that we have of abusing laws, and the coin machine industry is hardly any more lawless than the rest of us.

But there are good reasons why the coin-operated machine industry should be more careful not to abuse laws than other industries. The coin machine industry is still a small minority and any abuses that can be laid at its door will make a bonfire in unfavorable publicity. The coin machine industry should watch every step carefully when it comes to abusing laws or shunning taxes.

This applies especially to the amusement games industry. The amusement games division has set a high mark in abusing every law that has ever been passed for its special regulation. That the games business now is drinking some of the bitter gall of its own recklessness, everyone who checks back over the past will readily agree. If there is anybody in the country who ought to be interested in keeping the letter of special laws relating to amusement games it ought to be the manufacturers, distributors and operators who expect to make money with amusement games.

There was a time when the majority of the people in the amusement games business had dreams of promoting widespread licensing of amusement games, so that everybody in the games business might feel there was something definite and permanent about the business. Licensing, of course, meant setting up very strict regulations on the operating of games. In most cases the license laws set up some unreasonable regulations. Taxes in many cases were too high.

But looking back over every city and State that has tried licensing games the question still remains whether it would not have been better to toe the mark for a few years when strict laws were set up than to be in the present state of uncertainty.

Those who read this editorial will please keep in mind that it is not permissible to call names and put the finger exactly where the blame lies. All that can be said today is that the records show the majority of licensing plans and laws passed by cities and States to have been a failure.

Here is part of an editorial published in a large city daily in July, 1938, a city where a license law has been under trial. This editorial might well be an epitaph for most of the games license laws, and all of them given a black eye by members of the trade itself who abuse the laws:

"The mayor signed the ordinance with some misgivings after its passage by the city council. Many considered it experimental. . . . One fact in relation to the ordinance is that its prohibitions have been widely violated. The ordinance declares that the machines must be used for amusement only and the slugs it returns shall not be redeemable in merchandise or put back into the machines. Common report is that these prohibitions have been commonly ignored."

The same big city daily that published this epitaph to a city license law was considerate enough, when the ordinance was passed, to express on its editorial page that the law was a trial, an experiment which might show some practical way to operate the games. The same paper is now saying repeatedly that the law is a failure and that the games serve no good purpose. That same story could be repeated in many cities and in more than one State.

This newspaper says the reason for the failure of the law is that most of the people in the games business abused the law.

It is perfectly plain that the city law has some very impractical features in it. No person today who really thinks things thru would pass a law that rules out any and all use of merchandise awards with amusement games. The newspaper in question is much more cold-blooded in its attitude toward the games business than it would be about abuses of law by the horse and dog-racing interests whose news and advertising it carries. But we in the games business can't be as independent as the racing interests or as the newspapers.

The situation stands today that city and State licensing laws are abused grossly as soon as passed and the industry gets another black eye. Slot machine interests quickly ruin licenses for payout games, and payout game interests quickly ruin any license for novelty games. The situation is such today that any city or State license law can be quickly undermined by a small group that undertakes to abuse the law. Which leaves the games business in an almost hopeless and helpless position. The house which we call our industry is divided against itself, and those who are left seem to be grabbing the nickels while they last.

These are not very pleasant thoughts for hot summer days. But there still remains some hope for the licensing here and there of token payout games and novelty games. But why try to license such games when, just as soon as the law is passed, the people in the business start abusing the law in every possible way? Remember, a lot of astonishing facts could be put on paper if it were permissible.

Chi Coin Ad Men Stumped; Op Aids

CHICAGO, Aug. 13.—“Our advertising gang were racking their brains in trying to figure out a new publicity angle that would explain the merits of our new novelty game Exposition,” said Sam Wolberg, Chicago Coin Co. exec, “when we received a letter from Jack Kersten, a prominent Southern operator. After reading the letter our problems were solved. He had said everything we wanted to say.

“Here’s what he said: ‘I’ve found that in order to sustain interest on my locations I had to keep up with things by having all the new releases spread around in my better spots. Lately, however, even the interest in the new games waned and my receipts dropped off considerably.

“I dropped into several of my ‘hot spots’ and chinned a bit with the players. I asked them why they stopped after one or two plays where formerly a game was usually tied up for at least 20 minutes by just a single player. They told me that they were getting tired of playing the same games over and over again and that practically all of my new games were alike in playing principle. They said they wanted something new and different. Now when you said you had something new in Exposition I was naturally extremely interested and ordered 10 right away.

“When my Expositions arrived I put the first one into the same spot where I made my first inquiry. It so happened that one of the boys I was talking to was there, so I invited him to play the first game on me. When he stepped up to Exposition he said that it looked pretty much like the rest of the games. However, as soon as he started to play his face became illuminated by a big smile.

“The two-way bumpers in Exposition got him right away and, believe me, he played while I stood around for over a half hour. I found that Exposition clicked on each and every one of the spots.”

W. B. Novelty Host To St. Louis Ops

ST. LOUIS, Aug. 13.—William Betz, owner and general manager of the W. B. Novelty Co. of this city, was host to over 150 operators and their friends Thursday night, August 11, at a big party in the main ballroom of the Fairgrounds Hotel.

Promptly at 8:15 p.m. Betz welcomed those present and told them that the party was merely a get-together to foster a more friendly feeling among operators of Missouri and Southern Illinois. He introduced Marie Muellner, Emma Muellner, Charles Grose, Ray Fields, Frank Faulstick, John Lukefahr, Bill Gaefney and Albert Buescher, members of his firm.

Betz then introduced Frank P. Merkle, of the Seeburg Corp., who made a talk. As an attendance prize a Seeburg phonograph was won by Leo Biederman. Following the short business session a delicious luncheon was served. Those present then danced until the wee sma’ hours of the morning.

Among operators present were George Berkdoll, R. O. Denton, W. F. Emge, R. Dunham, William Fairbanks, C. W. Brzostowski, T. E. Heffernan, George Buescher, Glenn Liebig, George L. Mareschal, E. Massa, E. W. Morlance, Nile Plemons, G. Ripley, John Grotewil, John Beckmann, A. McCall, Dick Westbrook, Michael Ogilvie, Al Lebrock, John Stewart, G. J. Morris Sr., G. J. Morris Jr.,

Baby Production

NEW YORK, Aug. 13.—Mac Perlman, of Acme Automatics, Inc., is handing out the cigars in celebration of the new addition to the Perlman menage. The new arrival is a boy who tipped the beam on arrival at eight pounds and five ounces. He’s been named Alvin Paul Perlman. This is the second boy for the Perlmans.

A. Lemay, Abe Jeffers, Dan Landsbaum, Mike Salchin, Duke Sterner, O. K. Greif, William (Bill) Illig, George Selzer, A. E. Newhouse, John Cummings, Martin C. Balenseifer, William Marks, Leo Biederman, Joe Russo, George Rowland, Herman Tipton, Hugh Turpin, Vincent Siede, James French, Randy White, Joe Westman and George Proctor, also Frank B. Joerling, of *The Billboard*.

Oriole Reports Biz on Upswing

BALTIMORE, Aug. 13.—“The upswing in business which we are enjoying at present,” states Eddie V. Ross, head of the Oriole Coin Machine Corp., “is proof of what hard work plus the proper promotion will do in this business. We’ve always adhered strictly to the policy of giving operators the equipment they want when they want it. Our staff has been working tirelessly and efficiently despite the heat to render the best service possible.

“Of course,” Ross continued, “we are somewhat lucky in that we do not face the territorial difficulties here that some of the other boys have to combat. Still this advantage does not offset entirely the decided upswing in business we are enjoying. Ever since early spring we’ve been helping our business along with a real promotion campaign. Thru it hundreds of new accounts have been added to our customer list which has been a major factor in the business we are now doing. We’re not going to stop now, however; on the contrary, we are formulating bigger plans than ever for fall.”

Sam Gensburg of Chi Coin in Europe

CHICAGO, Aug. 13.—Here’s a newsy clipping taken from a British publication, *World’s Fair*, dated July 30:

“LONDON.—Sam Gensburg Here: On Monday Hymie Seener went along to Southampton to meet Mr. and Mrs. Sam Gensburg and their son, who arrived from America on board the Queen Mary. While in England they will be entertained by the principals of the Coin Machine Supply, Ltd. Sam Gensburg is principal of Chicago Coin, which has been sending over some useful tables, such as Snappy, Swing and Fiesta.”

EVENTS

(Continued from page 58)

Jefferson. Harvest Festival, 24.
KAN.—Mankato. Fall Festival, 25-27.
Minneapolis. Horse Show, 24-26.
Oskaloosa. Old Settlers’ Picnic & Reunion, 19-20.
Summerfield. Golden Jubilee Celebration, 25-27.
KY.—Franklin. Horse Show, 24-26.
ME.—Bar Harbor. Dog Show, 25.
MASS.—Charlestown. Intl. Fishermen’s Exhn. & Carnival, 22-27.
Milton. Dog Show, 27.
MICH.—Alma. Harvest Jubilee, 26.
Dundee. Legion Celebration, 24-27.
Fennville. Homecoming, 26-28.
Grand Ledge. Summer Festival, 25-27.
Weldman. Weldman Day, 27.

Phono to Newsies

BOSTON, Aug. 13.—Homer E. Capehart, vice-president of the Wurlitzer Co., thru impromptu philanthropy during his Boston visit made hundreds upon hundreds of newsboys happy thru the gift of a Model 24 music machine.

During the Hotel Statler banquet, July 11, when Capehart was outlining his program Sam Landau, Boston music merchant, broke up the procedure by asking for a point of information. Capehart consented to listen to him after his talk. As a result Capehart announced before the 500 assembled that the Wurlitzer company would donate a machine for the Burroughs Newsboys’ Foundation camp at Agassiz Village, Me.

Recently J. A. McIlhenny, New England Wurlitzer district manager, presented the Foundation, on behalf of Capehart, the machine. Ben D. Palastrant, of the Supreme Amusement Co. of New England, Inc., from whom the machine was ordered, was present. Ralph C. Morris accepted on behalf of the officials and newsboys of the Foundation. The presentation was made at 10 Somerset street, Boston. The machine will be shipped to the camp and back to headquarters for winter enjoyment, benefiting many hundreds of newsboys.

‘way ahead of all others in the field!

BALLOT

Console Games

- ☒ Triple Entry
- ☒ 1938 Track Time

Payout Tables

- ☒ Winning Ticket
- ☒ Non-Payout Pin Games
- ☒ Multi-Free Races

Largest sales volume of any coin game factory!

J. H. KEENEY & COMPANY

NOT INC.

“The House that Jack Built” • 2001 Calumet Ave., Chicago

MINN.—Henderson. Sauerkraut Days, 27-28.
MO.—Appleton City. Picnic, 24-26.
Hamilton. American Legion Race Meet, 23-26.
Herrnan. Homecoming, 27-28.
NEB.—Elgin. Harvest Festival, 24-25.
Hebron. Firemen’s Picnic, 24.
Ravenna. Ann-e-Var Celebration, 25-27.
NEV.—Elko. Elko Rodeo, 28-28.
N. J.—Atlantic City. Golden Jubilee Encampment of Army & Navy Union, 24-27.
Bellmead. Farmers’ Picnic, 24.
N. Y.—Nutley. Bergen Co. Indust. Fair, 22-27.
East Islip. L. I. Dog Show, 28.
New York. Gift Show, 22-26.
O.—Cincinnati. Food Show at Zoo, 23-Sept. 5.
East Palestine. American Legion Street Fair, 26-28.
Frazersburg. Homecoming, 25-27.
Gibsonburg. Homecoming & Ox Roast, 24-27.

Holland. Homecoming, 27-28.
Hoytville. Homecoming, 22-27.
Willard. Celebration, 15-20.
Winchester. Street Fair, 24-27.
OKLA.—Duncan. Horse Races, 21-26.
ORE.—Heppner. Rodeo, 26-28.
S. D.—Dell Rapids. Cootie Days, 22-24.
Madison. Turtle Days, 26-27.
Vale. Sugar Day, 27.
TENN.—Humboldt. Homecoming, 22-27.
TEX.—Port Isabel. Fishing Rodeo, 25-28.
Roaring Springs. Old Settlers’ Reunion, 25-28.
VT.—Hartland. Horse Show, 26.
WASH.—Hillyard. Spokane. Hi Jinks Celebration, 24-27.
Odessa. Harvest Festival, 27.
W. VA.—Point Pleasant. Potato Festival, 25-27.
Richmond. Spud & Splinter Festival, 25-27.
WIS.—Milwaukee. Dog Show, 27.
WYO.—Wheatland. Days of ‘49 & Rodeo, 26-28.

NEW DATE BOOKS

FOR 1938
NOW ON SALE

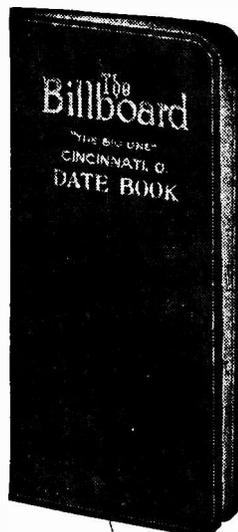
Arranged Especially for Your Needs
Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS
For sale at all offices of *The Billboard*. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.



Name in gold letters on covers, 15c extra for each line.

Rock-Ola Phonos Busy at Resorts

ST. PAUL, Aug. 13.—“Operators thruout the resort country in Minnesota and Wisconsin are reporting excellent phonograph business, according to A. J. La Beau, of the La Beau Novelty Sales Co. and Rock-Ola distributor. He observes that during the past few months the highways have been choked with tourists, vacationists and week-end travelers,” commented Rock-Ola officials.

“Naturally when people are away from home going to some vacation spot they stop en route for relaxation and refreshments,” said Mr. La Beau. “This makes for good business all along their route. Many operators who have phonographs in locations along well-traveled highways and towns say that nearly every tourist group that comes into a location spends a few nickels in the phonograph and the music encourages them to stay a little longer and spend more money in the location.”

Said the Rock-Ola exec: “In the resorts scattered thruout Minnesota and Wisconsin Mr. La Beau says the Rock-Ola phonograph is a popular form of musical entertainment, according to the heavy receipts operators report to him. “Roy Komitche, of Brainerd, Minn., who recently purchased new Monarch 20s to place in resort locations, told Archie La Beau that collections were piling in.

“Bill Larson, of the B. & L. Sales Co. in St. Paul, placed his new Monarch 20s out in St. Paul locations and is enthusiastic over the popular reception which they were given by patrons.

“I hardly know what the folks like best,” he said. “The streamline design is something new in phonographs and it is most certainly pleasing to the eye. The new light-up grille has them standing around looking at the changing colors, as does the record-changing mechanism. They like the tone because it sounds just like their favorite orchestras. It's a good phonograph and it's making us money. That's the important thing.”

“Earl Mondor, Richmond, Wis., who is an operator of the first water, according to La Beau, is up and coming with a big string of new Monarchs,” concluded the Rock-Ola official.

“I've mentioned just a few of the boys,” said La Beau, “but this suggests a rather accurate index of the general situation in the phonograph operating business up here. Personally we think a lot of credit should go to the new Rock-Ola phonographs. There's one feature that every location owner and operator mentions and that's the 99 per cent slugproof coin chute which comes on every new 1938 Rock-Ola phonograph. Another thing, the Rock-Ola phonograph fits into any location anywhere and there it stays attracting attention and play.”

Swing Is Jazz, Says Dance Prez

NEW YORK, Aug. 13.—“Swing music is a degenerated form of jazz and its devotees, ‘jitterbugs,’ are the unfortunate victims of economic instability,” opined Donald Grant, prez of the Dancing Teachers' Business Association, at its recent convention.

“The current furor over swing dance music is a sign of our uncertain times,”

Record-Buying Guide

Going Strong—Keep 'Em Around

A-Ticket A-Tasket
Music, Maestro, Please
I Let a Song Go Out of My Heart
When They Played the Polka
Flat Foot Floogee
I Hadn't Anyone Till You

On Way Up—Better Stock Them

Now It Can Be Told
You Go to My Head
I've Got a Pocketful of Dreams
Stop Beatin' Round the Mulberry Bush
I'm Gonna Lock My Heart
Don't Cross Your Fingers

On Way Down—Not Worth Pushing

Lovelight in the Starlight
You Leave Me Breathless
Oh, Ma, Ma
Little Lady Make Believe
Says My Heart



he declared. “Our young people, disturbed by uncertainties of their economic situation, have found in swing neurotic and erotic expressions of physical activity. There is little or no display of natural grace in a good jitterbug.”

Thus devotees of the waltz, the folk dances and other types of formal dancing condemned the current rage of swing that is sweeping the country. The biggest bands and the No. 1 hits on the “hit parade” are “swinging.” Yet the dance teachers predict that the popularity of swing will dim with returning prosperity.

Others, however, take divergent views on the music situation. Said one informed person: “Swing has its devotees—all feel a sort of uplift from it. But it is only a small period in the evolution of a new type of folk dance just as the waltz was the result of a long evolution of different types of dancing. To be permanent a dance has to be the type that can be ably performed by the greater majority of the people—but heck! I simply can't do the ‘big apple.’ But that doesn't mean I don't try. That ‘swing’ really puts rhythm in your bones.”

Minneapolis Disc Picks

MINNEAPOLIS, Aug. 13.—As per his regular weekly report, Murray M. Kirschbaum, Minneapolis disc distributor, reports the following discs to be outstanding in his territory:

Going strong: 1. *I'm Gonna Lock My Heart*; 2. *A Tisket, a Tasket*; 3. *Music, Maestro, Please*; 4. *Little Drummer Boy*; 5. *I've Got a Pocket Full of Dreams*.

Coming up: 1. *Tuli Tulip Time*; 2. *On the Bumpy Road to Love*; 3. *Meet the Beat of My Heart*; 4. *Small Fry*; 5. *A Little Kiss at Twilight*.

Ops Add 'Pocketful,' 'Moon' To Must List as Tunes Climb

By DANIEL RICHMAN

NEW YORK, Aug. 13.—Most promising of new songs climbing to the top and therefore most necessary for operators to be on the watch for are *I've Got a Pocketful of Dreams*, *Don't Let That Moon Get Away*, *Stop Beatin' Round the Mulberry Bush*, *I'm Gonna Lock My Heart* and a total of six new Irving Berlin tunes from two movies. The first-named pair above are sung by Bing Crosby in *Sing, You Sinners*, which is practically enough to guarantee their popularity with the public. *Pocketful* has already made a nice start. Mark this a must immediately. Its companion is slower in getting started, but it will probably eventually outdistance *Pocketful* because of a catchier, more lilting and more singable melody. The same picture boasts another number that also has more than a fair chance for success—Hoagy Carmichael's follow-up to his enormously popular ditty of several years ago, *Lazy Bones*. The new one is *Small Fry*, and if it comes your way hold on to it. It's the kind of homespun, down-to-earth song that makes them part with their nickels.

Stop Beatin' Round the Mulberry Bush appears the natural runner-up to *A Tisket, a Tasket*. Since swing versions of nursery rhymes seem to be the order of the day, *Mulberry Bush* is important in the machines, especially so because it's one of the better dressed-up jingles. *I'm Gonna Lock My Heart* is of the *I Double Dare You and Cry, Baby, Cry* school (and by the same writers) and figures to repeat the success of those two.

The six Berlin songs mentioned are *Now It Can Be Told* and *My Walking Stick*, from *Alexander's Rag Time Band*, and *The Yam*, *Change Partners*, *The Night Is Filled With Music* and *I Used to Be Color Blind*, from the forthcoming *Fred Astaire-Ginger Rogers* picture, *Care Free*. *Told* and *Stick* are already established in public favor, but not to the extent that they will be during the coming weeks. These two should be spinning around in the phonos right now, and operators should be on the lookout for the “carefree” numbers.

Present indications point to the largest measure of success going to *The Yam*, a new dance step which Astaire and Rogers will no doubt sweep into popularity, and *The Night Is Filled With Music*, a lovely ballad that has all the sentimental appeal that Berlin can put into a song. The remaining duo, however, should not be overlooked, for each has plenty of what it takes to make a hit.

You Go to My Head is starting to sell in addition to maintaining its high place as an air leader, just missing out this week on being among the glorified 15. It's doing well enough, however, to warrant plenty of attention on the turntables, so don't pass it up.

Says My Heart, a leader for many weeks, is at last beginning to slip and there's no reason to hold on to it any longer. The same applies to *You Leave Me Breathless* and *Lovelight in the Starlight*, two more film tunes which have passed their peak.

Capehart To Host GOP

National Republican leaders to attend Washington, Ind., gathering on Aug. 27

SEATTLE, Aug. 13.—Homer Capehart, vice-president of Wurlitzer and coin machine notable, has announced that he will be host to Republican leaders from all over the country at his Washington (Ind.) farm on August 27.

Reports are that Capehart plans to “put up the biggest circus tent ever put up and show the boys some good entertainment in the way of circus acts,” etc. His able showmanship in presenting this type of affair is well known and is attested to by the thousands of coin machine operators and distributors who attended the banquets given in 21 cities on the recent Wurlitzer Transcontinental Limited tour.

It is said that political organizations in Capehart's home State, Indiana, have been attempting to influence him to run for some office. It has always been his policy to cultivate friendship in political circles and he is highly respected by them. Should he run as a candidate thousands of admiring coin machine men will be plugging for him to win.

Further plans for the gathering will be published in the next issue of *The Billboard*.

Legal News

(PHONOGRAPH OPERATION)

CHICAGO, Aug. 13.—Recently *The Billboard* received a communication from a phono location owner in New Mexico who was puzzled over license application blanks which he had received from ASCAP. They requested, if he was presenting music, that he pay the fee for the use of copyrighted music controlled by them as provided for by copyright law.

It is assumed that they did not refer to the phonograph music, because *The Billboard* representatives contacted ASCAP's Chicago agent upon the receipt of the license blanks from the New Mexico operator and learned that ASCAP was not interested in licensing coin-operated phonographs.

As per the request of the RCA Mfg. Co. in a letter dated July 4, wherein they invited ops to send such requests to them, *The Billboard* forwarded the New Mexico op's letter to RCA. RCA replied as follows:

Dear Mr. —: The *Billboard* of Chicago has forwarded us your letter to it of July 26.

In the event you are not acquainted with it, we are quoting below the last paragraph of Section 1 (e) of the United States Copyright Law:

“The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs.”

If you are using copyrighted music in your establishment in accordance with the provisions of this section of the law you do not need to have a license from American Society of Composers, Authors and Publishers. If you are using copyrighted music in any other manner and if your use thereof constitutes a public performance for profit you do require an ASCAP license. If you are in doubt as to whether you need such a license we suggest you consult with your attorney before acting in the matter.

Our letter of June 4, addressed to all operators of coin phonographs, does not relate to any problem you may be having with ASCAP. It relates only to demands currently being made by organizations known as National Association of Performing Artists (NAPA) and American Society of Recording Artists (ASRA) that operators of coin phonographs and the owners of locations in which such machines are used take licenses from them or from recording artists whom they claim to represent.

The papers sent to us with your letter are returned to you herewith.

Very truly yours,
W. W. EARLY,

Ass't. Mgr. Recording & Record Sales.

In other words, if location owners do not charge admission to their premises they need not have any license in order to have installed and operate a coin-operated phonograph.

Sheet-Music Leaders

(For Week Ending August 13)

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

Position
Last Wk. This Wk.

1	1. Music, Maestro, Please
7	2. A Tisket, A Tasket
2	3. I Let a Song Go Out of My Heart
4	4. Cathedral in the Pines
8	5. When They Played the Polka
3	6. Says My Heart
5	7. When Mother Nature Sings Her Lullaby
13	8. Now It Can Be Told
9	9. I'm Gonna Lock My Heart
6	10. Little Lady Make Believe
10	11. I Hadn't Anyone Till You
11	12. I Married an Angel
..	13. I've Got a Pocketful of Dreams
14	14. Flat Foot Floogee
..	15. Lovelight in the Starlight

OFF THE RECORD

(Continued from page 13)
BLUE BARRON has bright sides on Bluebird with *Bambina*, enhanced by semi-swing choir gymnastics, and *Garden of the Moon*. But gives little reason for reviving the yesteryear popularity of *Garden in the Rain* and *While Others Are Building Castles in the Air*. There's no swing and no sway, yet **SAMMY KAYE** is plenty swell on Vocalion for *I've Got a Pocketful of Dreams* and *Don't Let That Moon Get Away*.

Battle of Lullabies

The hot vs. sweet debating teams get another round on Victor with **GUY LOMBARDO** giving a sweet seasoning to *Russian Lullaby* and **BUNNY BERIGAN** backing the plate with a sock arrange-

ment of the same song that's plenty socko. And for another intermission lull, there's the corn-husking of **FRED-DIE FISHER** for a rowdy-dowdy *Red Wing* on Decca. Diskmate, *When They Played the Polka*, is strictly for the tall corn country polkiers.

Music impresario **IRVING MILLS** has always prided himself in that his musical tastes forecast musical trends. He's lent his name on labels to swingouts and swingettes; in fact, he has thrived primarily on swing. But instead of a Mills Blue Rhythm Band, he now goes commercial—and painfully so. Actually, it's **Andy Sanella** conducting a slap-together crew on Brunswick for *Manhattan Holiday*, one of those pseudo-descripto piano pieces that has the orchestra swarming all over it, and with a

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.

STRAIGHT MUSIC

FRED ASTAIRE Brunswick 8190
 The Yam (the dancing idol of the flickers exercises his tonsils and tapology to introduce this newest dance step from his forthcoming film, *Carefree*. Songs are by Irving Berlin, which adds to the selling strength, and Ray Noble's background music is a deft rhythmic touch. Mated with *The Yam Step* wherein he explains the dance intricacies. More for parlor audiences where they'll pay attention to his speeches).

RUSS MORGAN Decca 1936
 I've Got a Pocketful of Dreams and Don't Let That Moon Get Away (the potential hit songs from Bing Crosby's new screen show. Market is flooded with the songs from this picture so let it be your favorite band that makes the slot. These sides are in the same smooth and suave Morgan manner).

OZZIE NELSON Bluebird 7723
 On Wisconsin and Ramblin' Wreck From Georgia Tech (they'll soon be clouting the pigskin about so save these sides for the football season. Nelson offers them up in straight foxtrot tempo. Songs are favorites on every campus, especially the Georgia Tech tune).

LOUIE ARMSTRONG Decca 1937
 Naturally (this is up the avenue for Louie and he doesn't have to strain himself to make it a snap yo' fingers dish. In fact, it's plenty mild and conforms to the commercial standards. Diskmate is the *Pocketful of Dreams* song. But then again Armstrong's fans will pay for anything).

TOMMY DORSEY Victor 26005
 My Own (Tommy rounded up his Clambake Seven for this sweet-swing session. And with Edythe Wright singing it's the same kind of honey they gave for *You're a Sweetheart*. Plattermate is *You're as Pretty as a Picture*, a pretty ballad. Both in a slow, sweet tempo and from the new Deanna Durbin flicker).

SWING MUSIC

GENE KRUPA Brunswick 8188
 Nagasaki (the drum king makes this one of those fast killers. And the scat singing is just as furious. Mated with *Meet the Beat of My Heart*, a weakie).

JIMMY DORSEY Decca 1939
 Darktown Strutters' Ball (it's a Dixieland dandy for this all-time favorite with dusky June Richmond shouting the goings on. Pared with *Dusk in Upper Sandusky*, one of those traffic-stopping stomps that fares well with folks who enjoy the drums. Side features the beatings of Dorsey's ace drummer man).

VOCAL

BING CROSBY Decca 1933
 I've Got a Pocketful of Dreams (Bing barys it here in same grand style they'll hear him do it on the screen. Paired with *A Blues Serenade*, a pop ballad that's plenty fashy. Also has a dandy double in Decca 1934 with songs from his *Sing You Sinners* film).

TONY MARTIN Vocalion 4254
 My Sweetheart (with the backing of a wailing trumpet and Hawaiian strummers, Martin bowls 'em over with this native sweetheart song. He sings it sweet and semi-swingy. And since he's taken to the hinterlands with a dance band, the screen singer should prove better box office for the phonos. Couples it with a dreamy hula chant, *A Song of Old Hawaii*, all well done).

MILDRED BAILEY Vocalion 4253
 As Long as You Live (the rockin' chair lady lets this out with a terrific lift. Paired with *So Help Me*, a slower side with the singing just as swell).

INSTRUMENTAL AND NOVELTY

RICHARD HIMBER Victor 26007
 The Parade of Bands (impersonations of bands are always favored and on this number Hember has his fun on both sides with the favorites. Let 'em both run, for Part 1 has a time of it with Ted Lewis, being kinder to Morace Heidt and Benny Goodman; while Part 2 has Rudy Vallee's announcing speeches over the hurdles, while Glen Gray and Hal Kemp theme songs conform strictly to style).

\$8.40 WEEKLY AVERAGE ON MUSIC
 Proven, Produced and Maintained by the Use of
SHYVERS NEW STREAMLINED BAR AND WALL BOXES

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new Boxes will make you money. Original Steel Armored Cable manufactured for us and tested to pass Underwriters Laboratories at 660 volts, is furnished by us, enabling quick foolproof installations. We know the music business and how to get money from music machines without extra service calls.
 Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. **YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."** People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with **STREAMLINE BOXES AND EXTRA SPEAKERS.**

NATIONALLY PRICED
 STREAMLINE WALL BOX, \$6.75; STREAMLINE BAR BOX, \$7.50.
 CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.
SHYVERS MANUFACTURING COMPANY
 2315 West Huron Street Chicago, Illinois
 PHONE: Armitage 0896.

24-Hour Service. Express Orders Receive Preference.

choir of mixed voices, a soulful but sluggish pop, *Dream of Me*. For more handwriting on the wall, there's the Mills-supervised recording on Vocalion of **TITO** and his **SWINGTETTE** (trio of accordions, guitar and bass). But you'll never recognize 'em as the same swing-teters heard on the airlines. For the record, unfortunately one that'll be hard to live down, they've built a production around 'em with trumpet, clary and rhythm instruments in addition to the mixed vocal group. And the tunes are those that make you rhyme tin-pan alley with trash, *Nami-Nami*, the left-overs that nobody wanted in *Ti-Pi-Tin*, and a very lonesome hillbilly butchery, *The Lonesome Trail Ain't Lonesome Any More*.

Sweet Swingo

TOMMY DORSEY rounds up again his Clambake Seven at Victor and cuts an encore for his classic *You're a Sweetheart*. This time it's the melodic content of *My Own*, with Edythe Wright singing and Dorsey tromboning so sweetly while the clambakers ride the entire side on the same riff. Plattermate is *You're as Pretty as a Picture*, a chorus each to the slip-horn and singer inspiring soft lights. In a more rhythmic register, with Miss Wright's warbling dominating the disk, the Seven are strictly background for *A Tisket, A Tasket* and *As Long as You Live*, both sides very commercial and plenty lito.

BENNY GOODMAN subdues the swing entirely and cuts forthright foxtrotology for Victor with *I've Got a Date With a Dream* and *Could You Pass in Love?* It's strictly for dancing, as are the right rhythmic sides cut on Vocalion by **BUDDY ROGERS** for *Meet the Beat of My Heart* and *Figaro* and by **OZZIE NELSON** on Bluebird for *On the Bumpy Road to Love* and *Put Your Heart in a Song*. Less inspiring dance-tooting, only stock standard filler-inners, are pressed by songwriter-songster **TERRY SHAND** and a Decca studio combo for *Hold My Hand* and *On the Bumpy Road to Love*, and by **TOMMY TUCKER** on Vocalion with a band much inferior to the one he disbanded on the Coast in *Mirrors Don't Tell Lies* and *There's a Brand New Picture in My Picture Frame*.

Uptown Lowdown

THE NORVO-BAILEY combination are ever dependable to produce a rhythmic punch to their delightful doubles. And it's never a dull side when they give out. The gal really gets under a lyric in fashion that ever inspires the Norvo tootlers. On Brunswick they give grand for *The Sunny Side of Things* and *Put Your Heart in a Song*. But it's to the better on the Vocalion label to which Miss Bailey lends her own name and the songs are more to suit, splitting *Small Fry*, a lazy-bones lullaby, with the hosanna shoutings of *Born To Swing*, and the bawl ballad, *So Help Me*, with the done-up-brown *As Long as You Live You'll Be Dead If You Die*.

A sepla songstress that commands attention is buried on a Vocalion side cut by the **ERSKINE BUTTERFIELD TRIO** (an unhappy combination of organ, drums and trumpet). Gal is labeled **Lu Blue** and her *A Tisket, A Tasket* is true bluesy with plenty of Ella Fitzgerald's delta in her pipes. **FATS WALLER** is in fine form for Victor's *If I Were You* and

EXPERIENCED MUSIC MEN
 Insist on
PERMO POINT
 More Than 2000 Perfect Plays!
 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.
 It's All in the Patented Elliptical Point!
PERMO PRODUCTS CORP.
 Metallurgists—Manufacturers
 6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

75,000 POPULAR PHONOGRAPH RECORDS
 FOR SALE AT 3c EACH.
FRANCIS SARACENO
 1543 Central Ave., Cincinnati, O.
 Phone: PA. 9002.

a parody on cowboy chants, *The Wide Open Spaces*. **SLIM** and **SLAM** follow their *Flat Foot Floogee* doggerel on Vocalion with more hot choruses on the bass viol and scat singing to *Tutti-Frutti* and *Look-a-There*.

JIMMY LUNCEFORD isn't a killer but cuts it plenty keen and in sock style for Decca with *Sweet Sue* and *Down by the Old Mill Stream*. It's uncanny the way the key changes on each phrase for the *Sweet Sue* trombone passage.

Viennese Waltzes

The simplicity and melodic warmth of Viennese music sans any embellishments in orchestral colorations is offered in a Decca album of Frank Lehár and Emmerich Kalman waltzes played by **HARRY HORLICK** and a solon orchestra. Tho it lacks class in style and warmth in interpretation, there's enough body in the rich and sensuous undiluted melodies to make it pleasant listening. Besides, the offerings are mostly all-time favorites, the 10 sides comprising *The Merry Widow*, *Gypsy Princess*, *Count of Luxemburg*, *Eva*, *Countess Maritza*, *Gypsy Love*, *Yankee Princess*, *Sari*, *Gold and Silver* and *First Love*.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BARGAINS GALORE!

at Northwest's Largest Distributor for Bally, Evans, Mills, Stoner, Groetchen

NEW GAMES

IN ORIGINAL CRATES

WESTERN BASEBALL	\$95.00
WESTERN GRAND DERBY	79.50
GREEN LIGHTS	59.50
BALLY RESERVE	50.00
BALLY ENTRY	49.50
BALLY RACER	39.50
RINGO	39.50

CONSOLES

EVERYONE A BUY

KENTUCKY CLUB F. S.	\$199.50
LATE 1937 GALLOPING DOMINO F. S.	170.00
LINCOLN FIELD	119.50
TRACK ODDS	119.50
TRACK TIME (Red)	119.00
GOTTLIEB RACES	109.50
GALLOPING DOMINO	99.50
JENNINGS CIGAROLA	99.50
TRACK TIME (Black)	90.00
SADDLE CLUB	89.50
CLUB HOUSE	59.50
FAVORITE	49.50
JENNINGS BUNCO	39.50
DOMINOLE	30.00
KEENO	29.50

PHONOGRAPHS

616A WURLITZER	\$175.00
616 WURLITZER	149.50
ROCK-OLA 20-32 VOLT	129.50
412 WURLITZER	90.00
P12 WURLITZER	65.00
SEEBURG SYMPHONOLA	55.00
P10 WURLITZER	50.00

ROTARY MERCHANDISER	\$55.00
KEENEY TARGETTE	39.50
MARKSMAN	29.50
EXHIBIT'S SHOOT-A-LITE	29.50
BALLY ROLL	29.50

1/3 Deposit With Order. Balance C. O. D.

Reconditioned Games

100% PERFECT

SPORT PACE	\$120.00
STONER CHAMP	120.00
KEENEY DERBY CHAMP	99.50
SKILL DERBY	99.00
HEY DAY	90.00
ACROSS THE BOARD	89.50
QUINELLA MULTIPLE	79.50
FLASHER	69.50
FAIRGROUNDS	64.50
FLEETWOOD	64.50
AK SAR BEN MULTIPLE	64.50
STABLES	59.50
PARLAY VOZU	59.50
PADDLES MULTIPLE	55.00
GOTTLIEB MULTIPLE	55.00
ONE TWO THREE	55.00
BALLY RESERVE	44.50
BALLY FLEET	44.50
PREAKNESS	34.50
TERMINAL	30.00
GOTTLIEB DERBY	30.00
CLOCKER	25.00
POLICY	20.00
BEAT 'EM	20.00
MCCOY	20.00
GRAND PRIZE	20.00
PHANTOM	15.00
HEAVYWEIGHT	15.00
FLYING HIGH	15.00
PAMCO RACES	15.00
TEN GRAND	15.00
FOTO FINISH	15.00

PACES RACES, No. 5,000	\$175.00
PACES RACES, No. 4,000	165.00
PACES RACES, No. 1,900	90.00
PACES RACES, No. 1,500	80.00
PACES RACES, No. 2,500	50.00

woman to evolve the present formula for a dinner menu was a physiologist. Certainly the form developed long before we knew anything about the physiological effect of sugar. But that formula put the dessert at the end of the menu. And however the idea arose, it was wisdom. It put the sweet where its satiety value would make the individual leave the dinner table with satisfaction.

Types Particularly Fitted

"There are types of candy abundant in sugar content which are particularly fitted for this purpose.

"I know well the value of satiety. I still consider that the most important contribution the nutrition division made in the AEF was working out desserts that could be made from the army ration. Those desserts made men satisfied with the cook, maintained morale and prevented grouches. This added to our knowledge of how to feed men and keep them happy as well as properly nourished.

"What about the effect of sugar alone on appetites for wholesome foods? The fact that sugar alone has satiety value which makes it valuable as a dessert should indicate its moderation in use when we wish to develop appetite for some other food. It is for this reason that the modern candy maker combines many other foods with sugar in the manufacture of confections.

"What about effect on tooth decay. That inhibition is not so strong today as when it was universally believed that all tooth decay was due to lactic acid bacteria in the mouth living on carbohydrates caught between and on the teeth. It is doubtful, with its easy solubility in saliva, whether candy or sugar stays long enough in the mouth to permit this action, and we know today that tooth decay is probably generated by other dietary deficiencies or environmental conditions rather than by sugar fermentation.

"The origin then of the inhibitions against candy eating by true students of nutrition lies in their attempt to formulate how to use it. They are not real attacks on the product itself. A recent president of the American Medical Association, Dr. McLester, in his book on nutrition and diet, puts the position very fairly: 'Large quantities of cane sugar in concentrated form delay the evacuation of the stomach, but smaller quantities in solution have no such effect. Candies taken in large amounts have similar effects; the addition of flavoring extracts and other substances such as milk have a modifying effect. Hard candies eaten slowly have little influence, but soft candies have the delaying effect of concentrated sugar solutions.'

"Perhaps then there is a significant suggestion for candy makers here. Perhaps you have not fully exhausted all efforts to produce candy mixtures for various dietary needs. Perhaps you have not done enough of public education in how to achieve the maximum nutritive benefits.

Educating Parents

"I have a feeling that one reason why candy is sometimes frowned upon by many parents today is that little has been done to acquaint them with the advances which have been made in combining so many valuable food elements in candy. Perhaps you can develop such education so that instead of enemies you will make friends. Other products have faced and overcome such inhibitions. If you are in doubt ask the banana and white-bread people. They have spent a lot of time and effort to show people the true merits of their products. They consider this smart merchandising.

"May I cite one personal experience that I think justifies the above suggestion. When the dextrose people were appealing to the secretary of agriculture to permit jams and jellies to be made with dextrose without having to declare the presence of dextrose or glucose on the label I opposed the suggestion. I gave, however, a reason and it was this. I told the dextrose people that the prejudice against dextrose as food was silly and unfounded. But I insisted that the way to overcome this prejudice was not to conceal its presence, but to put it on the label and in their advertising and propaganda and describe just what it was and what were its virtues. I told them further that I believed further research would produce valuable additional scientific data in its favor.

"A year later the same company gave

me a job of research along those lines. I made an extensive study of the behavior of dextrose in canning processes and discovered some new values. I had only a small part in the body of research that has developed by studying dextrose and teaching people how to use it. But I need not tell you today that the study and the preaching of its values have produced results and really removed prejudices against this form of sugar. I am not here to stress the qualities of dextrose. I merely wish to point out how the prejudices against it are being overcome. I believe there is a similar job to be done for candy by popular education thru publicity and advertising. You gentlemen have a sound scientific basis for praising your product. For instance, track-team trainers give candy to their runners before a race because of its quick-energy properties. Our soldiers in France needed candy when on hikes with heavy equipment to enable them to overcome fatigue.

"And I know of doctors who have made good use of candy to prevent ketosis on reducing diets. There's a lot to tell about candy and a lot of ways to secure its use with profit to individuals who from fear of getting fat or other reasons now carefully avoid even limited use of it. They're potential customers.

"The saturation point in candy sales has by no means been reached. Many people can eat more of it to their advantage. Many people who now avoid it because of misconceptions would become candy buyers if they were acquainted with the real facts. My suggestion today then is more accurate, more intensive and more widespread educational propaganda on the subject of candy as a food."

Avon Novelty in New Location

CLEVELAND, Aug. 13.—Says Art Nagel, of the Avon Novelty Sales: "In anticipation of a banner year, we have recently moved to larger quarters. Our friends can now find us at 2923-25 Prospect avenue, Cleveland.

"Our staff has also been stepped up. To the many local and out-of-town customers who are used to dropping in we wish to announce that J. R. (Mickey) Finn has been appointed sales manager. I am sure that his many friends will be glad to hear that he is ready, willing and able to take care of any of their coin machine requirements."

When contacted Mickey Finn stated: "It's a great business and we're going along fine. All I wish is that we could have even more games as successful as Stoner's Zeta and Genco's Oscar and Splash."

It is reported that with an increase in business, due to the increased demand for good used equipment at "Avon's low price," Art Nagel has been forced to devote a good portion of his time on the road to take care of the needs and wants of the operators in his territory.

MAYFLOWER NOVELTY CO., INC.

1507-09 UNIVERSITY AVE.

ST. PAUL, MINN.

Nutrition Expert Tells Value And Necessity of Good Candy

CHICAGO, Aug. 13.—In connection with the confectionery industry's drive to make the country candy-conscious, Dr. Walter H. Eddy, noted expert on nutrition and head of the Good Housekeeping Institute, praised candy as a valuable product and boosted the candy men's slogan, "Candy Is Delicious Food—Enjoy Some Every Day!" in a recent speech.

We present it herewith to the operators of candy vending machines because it tells in a very simple and convincing way the reasons why candy is an important food and why a good quality of candy is necessary if sales are to maintain a high level.

Dr. Eddy's address follows: "In General Orders 176, G. H. Q., American Expeditionary Forces in France, under date of October 11, 1918, appears this item in the prescribed garrison ration:

"Candy 0.8 ozs. (issued 1/2 lb. in 10 days)."

"This item appeared following a recommendation of the Nutrition Division of the AEF, which reads as follows: 'There is a universal demand from men living in the open for sweets, which demand cannot be supplied or is not by the sales commissary. It is believed that in addition to being a good and concentrated food candy will tend to decrease the consumption of wine, much of which is objectionable from its alcoholic content.'

"That is history. For my purpose today it is concrete evidence that a group of nutrition advisers to the surgeon general of the AEF, of which I was one, decided that the soldier needed candy, was not able at the front to get enough from the sales commissary, and so put it into the ration to insure its continuous delivery to him.

"I could give you much more detail of how this came about; of the front-line observations that showed candy's value and the men's need thereof, but I haven't time for that here. I merely stress it here as evidence that our group of nutrition experts had a good word to say for candy.

Cause of Trouble

"Nutrition advisers are often cited as being opposed to candy eating. Don't give it to children! It will cause tooth decay! It spoils the appetite for wholesome foods! These are some of the statements often heard. Are they contradictory to the recommendations of the army advisers? Which are right?

"The answer is 'both!' But that answer requires explanation.

"Most any single food taken in excess or at the wrong time will cause trouble. That holds even for milk. Digestive disturbances are always due to eating too much of anything at a time or eating anything at the wrong time. That is no reflection on the wholesomeness of the food eaten or on its value when properly used in the dietary. Let me outline briefly what we know of the physiology of candy digestion and assimilation.

"First, not all sugars act in the same way. I'll come back to distinctions between sucrose, or cane sugar, and dextrose later. But first I'd like to talk about cane or beet sugar, or, as we chemists call it, sucrose.

"Sucrose is sweet. That is one reason we like candy. But when sucrose alone is taken in too large amounts on an empty stomach it irritates the stomach lining. It also dehydrates it and puckers the stomach.

"But if your stomach already contains food when you swallow sugar the food will dilute it and prevent it from dehydrating and puckering the stomach lining.

"Fortunately, the candy industry, in keeping abreast of modern scientific development, has evolved candy formulas which in themselves supply some of the necessary additional foods to dilute the sugar and prevent this puckering.

"Most modern candies contain butter, eggs, milk, nuts, corn syrup, chocolate and other such valuable food ingredients.

"I don't suppose the first man or

Look for

These Features:

When Business Is a Pleasure

By GEORGE B. ANDERSON

Phonograph Records--the New Talent Medium

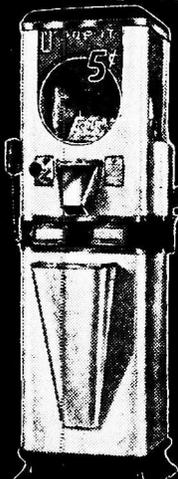
By IRVING MILLS

in the

Fall Special of The Billboard

Dated August 27

U. POP-IT



The only thoroughly perfected automatic corn popper and vendor!

PRECISION BUILT and FULLY GUARANTEED

DAVAL MFG. CO.
325 N. HOYNE AVE., CHICAGO

MERCHANDISE MACHINES

Tydings Hits Tobacco Tax

Advises tobacco men to fight levies to insure higher returns for their crops

BALTIMORE, Aug. 13.—Taxation on tobacco was scored by Millard E. Tydings, well-known figure in national politics, when he addressed more than 7,000 tobacco growers at their annual gathering, under auspices of the Maryland Tobacco Growers' Association recently.

The U. S. senator from Maryland directed practically all of his address to tobacco taxation, declaring it was unjust that tobacco should bear one-tenth of the burden of the cost of the federal government, or \$500,000,000 annually. The senator declared that one of the greatest evils of today was the tax on commodities, particularly agricultural products, such as tobacco and others.

He stated that there will never be any real relief for agriculture until this practice of taxation is curtailed. He said he would like to see every commodity tax imposed by the national government repealed and every citizen taxed according to his ability to pay.

The senator asserted there is no more reason to tax tobacco than there is to tax cotton, wheat or corn. The products of farms, he further stated, should be free from all taxation, federal and State.

Exhibiting a package of cigarettes, the senator called attention to the federal tax stamp that requires the payment of 6 cents to the government before the merchandise can be sold. He declared that if this tax on cigarettes were eliminated the growers of tobacco would receive, to a large extent, higher prices for their crops.

The senator said: "I have fought this (taxation on tobacco) unfair and unjust tax on the floor of the Senate and what I have said has been used in many States where a cigarette tax was sought."

Suppose, he pointed out, there was proposed a tax on wheat—the representatives of the wheat States would rise and fight it until doomsday. Or suppose, he further pointed out, there was proposed a tax on corn, on coal or any other single product?

David J. Lewis, representative in Congress, also addressed the tobacco growers at their annual frolic and stated that Senator Tydings' statement on tobacco was most excellent and that he concurred with it.

Ops Acclaim Triselector Vender

CHICAGO, Aug. 13.—"Here are some of the letters we receive praising our Triselector bulk vender," said an official of the Northwestern Corp. "Listen to this: 'It not only triples but even quadruples the receipts of my single compartment machines!' Another says: 'I've had my Triselector on location for 30 days and the sales have jumped five times the regular amount!' Still another remarks: 'Placed a number of my Triselectors in resort locations. It's the ideal machine for such spots!' It's amazing," concluded the official.

"Wisconsin operators have discovered the many advantages of using the modern three-compartment Triselector," says Harry Jacobs Jr., sales manager of the Badger Novelty Co., Milwaukee. "Never before have we seen operators so enthused over a bulk vender. Its striking, modern appearance commands instant attention and makes it a simple matter to secure locations. The earnings from this machine far outclass anything they have ever received from a bulk vender. 'They are completely sold on Triselector's perfect performance, its striking design and dependable construction,

and when they once learn what the machine accomplishes on location they claim it is the most outstanding money maker on the market today."

Seattle Parking Plan Hits Snag

SEATTLE, Aug. 13.—Announced in *The Billboard* last week was the plan to install parking meters in Seattle. It appears that the plan has hit a snag. Seattle councilmen insist that the machines have been quoted to them at a higher price than other cities have paid. They declare that they will insist that the city not pay a higher price for the meters than other cities have paid.

"We haven't bought our meters yet," one councilman declared. "When we do we aren't going to pay the prices quoted to us at the round table by the meter companies, or else . . ." Meanwhile one of the staunchest objectors to the meters had journeyed to the near-by city of Portland and said that he had been "converted" in favor of the meters.

One observation that the council made was that one type of meter, altho cheaper to install, would cost more in the long run. They stated that other meters with an electric mechanism, altho costing more, would eventually save the city the cost of maintaining the cheaper meters. It was also pointed out that electricity could be used from the municipal power station.

Denver May Impose Cigaret Tax

DENVER, Aug. 13.—A city tax of 2 cents on every package of cigarettes sold in Denver is being considered by the city council, it was disclosed at the meeting of that body recently. Councilmen predicted the tax would raise a half million dollars annually. The cigarette tax was viewed as a way to pay for Denver-sponsored PWA and WPA projects. Three of the four members of the council finance committee said the proposed tax was discussed with Mayor Ben F. Stapleton "informally" and is now being studied.

Opponents of the proposal pointed out that a city tax would merely serve to drive smokers out of the city to buy their cigarettes. Councilman William Knight said local retail merchants would lose their cigarette trade to drug stores on the edge of the city. "While I haven't given this measure much consideration," he said, "the history of such local taxes is usually the same. Smokers will drive out of town to buy their supplies of cigarettes by the carton and save the 20 cents on each 10 packages. I doubt very much whether a cigarette tax would have any material financial effect except to take trade away from local merchants. It would be a failure as a money raiser unless the tax was made State wide and the proceeds returned to the respective communities for indirect relief."

At present there is no local or State tax on cigarettes in Colorado.



JACK QUICK THINKER: MY POPMATIC ROUTE PAYS ME REAL CASH DIVIDENDS. I ACTUALLY HAVE SEEN HOT LOCATIONS BEGGING ME TO INSTALL A POPMATIC UNIT. YOU SHOULD PUT POPMATICS IN YOUR TERRITORY, GEORGE, WHILE THE BEST LOCATIONS ARE STILL AVAILABLE.



GEORGE DOUBTFUL: YES, I'M FINALLY CONVINCED. I HAVE HEARD THAT MANY OTHER POPMATIC OPERATORS HAVE HAD THE SAME RESULTS AS YOU. I'M GOING TO PLACE MY ORDER TODAY.

You, Too, Can Be a Successful POPMATIC Operator!
DON'T DELAY ANOTHER MINUTE!
PHONE - WIRE - WRITE
for complete details and prices
Many letters from progressive POPMATIC operators are in our files and available for your inspection.

POPMATIC MFG. CO., Inc.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

AN OVERNIGHT HIT!

Bob White

"A Whistling Good Machine!"

BOB WHITE has EVERYTHING! BEAUTY! DURABILITY! SLUG-PROOF, Perfect Mechanism! BIG CAPACITY! Vends EVERYTHING! AND PRICED LOW!!

\$6.00 EACH

Lower Prices to Quantity Purchasers!

RUSH YOUR ORDER TODAY!

EASTERN 350 MULBERRY ST. NEWARK, N. J.



Perfume Bar Sets Hot Sales Pace

NEW YORK, Aug. 13.—The present torrid heat wave that has descended on the Eastern seaboard is a mere breeze in comparison to the hot sales pace being set by the Perfume Bar, the perfume vender that has made such a hit with the merchandise machine ops, according to Bob Grenner, of Mechanical Sales Corp.

"Our sales haven't slackened for a moment," he said. "We have found that the intelligent merchandising machine operator realizes that there is no other package vender made that gives him such a fine margin of profit with the possibilities of the machine remaining on location for such a long period of time. That's why ops who have purchased this machine have come back again and again.

"This sales pace is only the beginning," Grenner continued. "It is only a sign of the business we can expect to do this fall. Up until now we've been hampered by being unable to make real volume deliveries to any one territory. We've had to split up the production among as many distributors as possible to satisfy the demand. Soon, however, the machines will be rolling off the lines at a merry clip, then watch us go."



\$200 Weekly Profit
WITH EACH 2 IN 1 VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

Write for details today

D. ROBBINS & CO., MFRS.
11418 DEKALB AVE., BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

MODEL "E" SEL-MOR

\$6.25 SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings **BIGGER PROFIT.** (Specify whether BALL GUM or Candy Machine.)

GREAT STATES MFG. CO.
DEPT. E • 1601-09 E. 39TH ST. • KANSAS CITY MO.



For the Better Location

SILVER KING

Bulk Vender
\$6.50
30 Days' Free Trial
Money-Back Guarantee

ROY TORR
2047A So. 68th St.
PHILADELPHIA, PA.
Factory Distributor

IT'S TOPPER 2 to 1

TOPPER Vends Everything

Capacity: 5 Lbs. Mdse. — 900 Balls of Gum. See your Jobber for Complete Details and LOW PRICES, or Write

VICTOR VENDING CORP.
4203 FULLERTON AVENUE, CHICAGO.




CALVERT CONVERTIBLE VENDOR

Astounding new Vendor is easily and quickly adapted to several different types of play! Unique portion adjusting device allows use of wide range of merchandise. Many other exclusive features described in attractive circular. Write today for full details of this phenomenal profit-puller.

TOWNSEND MANUFACTURING COMPANY
434 North Front Street, Baltimore, Md.

NOW DELIVERING

Chicago Coin's
**PEPPY AND
EXPOSITION**

Daval's
**GREEN LIGHT
ROBIN HOOD**

Keeney's
**MULTI-FREE
RACES
TRIPLE ENTRY**

ALSO LARGE SELEC-
TION OF FINEST
CONDITION USED
MACHINES.
WRITE FOR PRICES!

EXTRA SPECIAL

Keeney's 1937 Red Head
Track Times\$127.50

EXTRA SPECIAL

Genco's Magic Rolls, 8' 4"
Roll Down Game\$59.50

GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
980 North Franklin, PHILADELPHIA, PA.

8-COLUMN USED CIGARETTE MACHINES. A-1 CONDITION. \$15.00 EA. 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.

Hart Tells About Bob White Vender

NEWARK, N. J., Aug. 13.—Altho Frank Hart, of Eastern Machine Exchange, is still laid up due to a recent operation on his leg, he forgets all about being incapacitated when he starts talking about the new Bob White bulk vending machine which his firm announced this week, according to reports.

"This machine is modernistically designed," Hart stated, "featuring an armor-clad crinkle-proof finish and trimmed in highly polished aluminum. It has a large capacity for a machine its size and will handle every type of bulk merchandise ranging from nuts to candies, toys, ball gum, etc. The mechanism is slug proof and the mechanical construction of the machine is absolutely tops.

"Bob White is a machine the operator can depend on. All the experience we've acquired since being in this business has been poured into this machine. There are no corners on this machine. We feel that it will be one of the steadiest money makers that the operator can obtain."

cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

WHAT is a Cigaret Merchandisers' Association? Doubtless, many readers of this column who are not members of a CMA have wondered just what the aims and purpose of the various CMAs are. Well, the most simple explanation is that a Cigaret Merchandisers' Association is a trade association incorporated to foster trade and commerce in the automatic cigaret vending machine business; to settle equitably and justly differences between its members; to promote a more enlarged and friendly intercourse among automatic cigaret venders, and to exchange such information as will promote the conditions of members. These organizations are not incorporated for profit and collect dues from members in order to carry out the purposes of the organization.

All preparations are reported to have been completed for the Interstate CMA meeting to be held August 13-14 at Atlantic City. Judging by the number of advance reservations it looks like the attendance will surpass the regional meeting held by the CMA of New Jersey at Trenton a few months ago and perhaps overshadow the attendance at the Camp Stuts outing. Many members of other CMAs, as well as executives of cigaret vending machine manufacturers, match companies and other allied lines, will be on hand.

A representative of a prominent insurance company is making the rounds of New York members explaining in detail the insurance plan outlined in the July 16 issue. There appears to be definite assurance that the New York group will adopt such a plan by fall. . . . Several requests have been received for copies of the constitution, by-laws and trade practices of the New York association. Looks like the CMA influence is spreading. These copies are being forwarded as rapidly as possible. . . . From New Jersey comes word that the annual boat trip the Malkin-Illion Corp. stages for its employees is all set. The yacht Talofa has been engaged for the trip up the Hudson to Hook Mountain. . . . A new member of the New Jersey group is the Dierick Vending Co., of Newark. . . . George Dorian, of East Orange, N. J., was stricken with appendicitis during the past week. He's reported to be resting comfortably in the Orange Memorial Hospital. George is a member of the board of directors of the New Jersey group. . . . Vice-President Milton H. Lewis, of the New Jersey association, is reported to be recovering rapidly from the illness that confined him to the Beth Israel Hospital, Newark.

While New York executives of leading cigaret manufacturers report they know nothing of a coming price rise, rumors are flying thick and fast in the New York wholesale markets of an advance of 15 to 25 cents on the wholesale price of the Big Four brands. Plans to oppose the move are reported to be in the making.

An interesting communication was received from an up-State operator seeking information as to just what is the best way to combat a competitor who persists in offering an exorbitant commission to locations. Just as regularly as summer follows spring, this evil crops up periodically in most cities. An operator gets the hair-brained notion that he can secure all the locations in town simply by upping his commission a half a cent or cent. He figures that even though his profit margin will be smaller, his take will increase due to an increase in volume. Experience, however, proves that seldom does this dream work out.

There are many ways of combating the "excess commission evil." Operators can raise their commissions to a still higher level than that of the competitor and thus make the war a short but bloody one. They can meet his rate and suffer a loss of earnings. Or they can follow the time-proved sensible course of sitting tight and using salesmanship to offset the competitor's unsound commission rates until he mends his ways or puts himself out of business.

The last method has been found to be the best in many cases, especially in localities where the operator maintains a close relationship with the location owner. By emphasizing the quality of the service that has been rendered on different occasions at all hours; by recalling to the location owner's mind any unusual favors extended during the past; by pointing out that the location has always received a new machine every so often, etc., operators can neatly explode the dream that a higher commission is all that's needed to take away their locations.

It won't be long before the higher commission bird will have to cease his tactics or go bankrupt. Just look at the facts for a moment. Suppose a firm is doing a business of \$25,000 a year before it increases its commission rates. The greatest possible gross profit this amount of sales could give the firm would be 25 per cent or \$6,250. Out of this amount must come all expenses, sales, delivery and servicing expense plus general overhead. Let's say before upping the rate the firm's commission expense was close to \$2,500, leaving a gross profit of \$3,750 to cover all the above expenses excluding commissions.

Now this firm decides to up its commission rate one-half cent, and this increase is not offset by any lower price from the tobacco jobber. The amount of money it loses by virtue of higher commissions reduces its gross profit to \$2,617 without allowing anything for overhead or operating expenses. In order to bring the gross profit back to the level it previously enjoyed it would have to increase its business by \$7,000 a year or approximately 30 per cent. Then the firm would be realizing the same gross profit of \$3,750 which it had made on a \$25,000 gross, only it would have to take in \$32,000 to do it. To accomplish this the firm has to secure almost one-third again as many locations, purchase new equipment and necessarily add to its service cost and other expenses due to the increased volume of business.

Understand that the above figures show that a man must get approximately one-third as many locations to realize the same profit as he formerly enjoyed when he increases his commission just one-half cent. So it's easily seen that if the other operators in the community simply stick to their guns and see to it that their service is up to snuff, etc., it won't take long for the higher commission op to be in bad straits financially. For it's surprising how many location owners will not be able to see the wisdom of changing operators for the sake of a few extra pennies. Without the extra locations that are needed to bolster his volume of business the excess commission op is soon licked.

Coinography: Irving Silverman, of the New York group, has been head of the Metro Cigaret Service for the past eight years. Before becoming an operator he was associated with one of the prominent manufacturers of cigaret vending equipment. His many years' experience have given him a thoro knowledge of all angles of the business. Starting out in a small way, Silverman has been a solicitor, service man, an adjuster and is now head of an organization employing a good number of people.

Happily married for the past 18 years, the apple of his eye is his son Jerry, who proved to be an ace first baseman in the recent ball game between the New York and New Jersey CMAs. Silverman's hobbies are any and all sports. His pet vice is those long black cigars he smokes. Recognizing the value of an association to correlate all the activities of the industry, his organization was one of the first to enroll under the CMA banner, and from the very beginning he has been a valuable member to the group.

Candy Men Are To Meet in Chicago

CHICAGO, Aug. 13.—Of interest to all operators and manufacturers of candy vending machines is the candy show to be held in Chicago in the near future. At this show it is customary to discuss plans for the successful merchandising of confectionery thru all mediums. The gathering of ideas from all over the country results in many new ideas being imparted to those present. It is expected that many coiners will be present.

All advance plans for the candy show and exposition to be staged at Hotel Sherman on August 24-26 by the Chicago Candy Club indicate it will be one of the biggest events of its kind ever held. The exhibition hall will be beautifully decorated to provide an attractive setting for the displays of manufacturers. The trade will distribute 25,000 admission tickets, and confection distributors of every kind, jobbers, brokers and retailers thruout Illinois, Western Michigan, Northern Indiana, Eastern Iowa and Southern Wisconsin, will be urged to visit Chicago for this event.

On Wednesday evening, August 24, it is hoped that Mayor Edward J. Kelly will be present to formally open the show, and among other well-known speakers on that occasion will be Otto Y. Schnering, president of the Curtiss Candy Co. and chairman of the merchandising-advertising committee of the National Confectioners' Association. Another important feature will be the selection of a candy queen, who will be formally crowned and presented with a gift of \$100. The runner-up in this contest will be presented \$50, and each girl to enter will receive a box of candy. Judges will be fashion editors of Chicago's daily newspapers.

The show has been purposely set for late in August as the most favorable time of the year for fall buying, and visitors will be given every encouragement to study the various displays assembled for their convenience and to place orders for early-season requirements.

Pan Offers New Cinnamon Peanuts

CHICAGO, Aug. 13.—Introduction of a new hard-shell candy, cinnamon peanuts, has been well received by the trade, Pan Confectionery officials report. They say that there has been a definite need for a new hard-shell candy in order that penny vending machine operators might change the contents of the machines on their routes. Reports are, they state, that operators who change the contents of their machines from one product to another on a rotation basis have noticed increased returns.

The need for a confection of this type has been stressed by operators who declare that a tasty candy which is able to stand up without crumbling is needed to satisfy the consumer's jaded summer appetite for candies.

"Pan Confectionery Factory, which has specialized in the manufacture of hard-shell candies for bulk vending machines, has made many important advances in its determination to furnish operators with good candies which have high sales appeal for the ultimate consumer," said Willard Seefeldt, spokesman for the firm. "This new candy in our line is destined to become one of our best sellers judging from sales to date. That is understandable for the reason that everyone likes the refreshing taste of cinnamon, and customers are going for it in a big way."

Hershey Chocolates Profits Up

HERSHEY, Pa., Aug. 13.—The Hershey Chocolate Corp. reports a profit of \$810,273 for the quarter ending June 30. After taxes and charges this is equal to 81 cents a share on 685,749 shares of common stock and compares with \$658,820, or 58 cents a share on 701,749 shares, in the June quarter last year.

The firm reported a profit of \$1,390,187, or \$1.29 a share in the March quarter of this year.

For the six months to June 30 the profit was \$2,200,460, or \$2.10 a share, as against \$2,014,972, or \$1.79 a share, in the corresponding period of last year.

Damon Runyon Suggests Referendum on Gambling

Says that muddled situation allowing some kinds of gambling and not others should be left to voters—advises local control

CHICAGO, Aug. 13.—In his syndicated column, *The Brighter Side*, Damon Runyon comments on gambling as it is today. Runyon, widely known columnist and author of pithy, often sarcastic tales, comments also on the New York Constitutional Convention and the Hirschberg Bill to eliminate all existing laws against gambling. "In New York State, as in most other States, gambling is against the law and where open gambling is permitted it must be thru the tolerance of the officials. That brings us to the problem of whether officials, sworn to uphold the law, may rightfully tolerate violations thereof under any circumstances.

"Here again some say yes and some say no. It is a situation that is constantly producing arguments in favor of legalized gambling for all manner of games of chance, the same as horse racing, and we are now inclined to think that the only way a matter of this kind can be decided is thru referendum to the voters with local option permitted. "A State like New York might vote favorably on gambling thru the preponderance of votes in New York City, but we do not think the big cities should decide how the smaller and perhaps more moral communities should carry on their affairs. Incidentally, we note that Henry Hirschberg, district attorney of Orange County and delegate to the New York Constitutional Convention, has revived his proposal to eliminate existing laws against gambling in the Empire State in a somewhat modified form.

"His original proposal failed by a margin of three votes and he now intends amending his proposal to forbid the State from sponsoring any form of lottery which he thinks is objectionable to the other delegates."

Dallas

DALLAS, Aug. 13.—The Kidd Sales Co., manufacturer of jar deals and salesboards, has just announced its removal to enlarged quarters at 2201 South Harwood street. New office and shipping rooms just been completed at the new location. The company's rapidly expanding business necessitated the move. Charles G. Kidd, president, says that two new jar deals will be announced by his firm in the next few days.

Mr. and Mrs. W. T. Daniels were hosts recently to Harry I. Drollinger and other friends for their regular annual fishing party in the waters of the Gulf of Mexico. Several hundred pounds of fine fish were caught and shipped to Dallas.

On Friday evening, July 29, Mr. and Mrs. W. W. (Mike) Ackman gave a fish fry and party. Mr. and Mrs. Harry Drollinger were guests of honor. Many local and North Texas operators attended the party. Numerous Dallas city and county officials were in attendance, among them being Ed Cobb, county tax collector; Judge King Williamson; Archie Lewis, of tax collector's office, and Wade Williams, candidate for district clerk.

The Ackman party was a double celebration, as Mr. and Mrs. Ackman were just taking over their new home, the Nickelbuilt Jr., which they recently purchased from Harry Drollinger. They have renamed their beautiful estate Edwall Acres.

A postcard received by friends of Bert Davis, local operator who is on a tour of Europe, said he was in Hell, a city in Norway.

Mrs. Mary Noedel and Geraldine Lake, of St. Louis, were guests of Mr. and Mrs. Charles G. Kidd the past week. After a visit to the Kidd home in Dallas the visitors were guests at a seashore party at Galveston over the week-end.

The Modern Music Co. is the name of the new firm composed of Harry I. Drollinger and his son, C. O. (Buddy) Drollinger, who joined the firm a few weeks ago after graduating from A. & M. College. The company is distributor for AMI phonographs and other coin-operated machines in the Dallas territory. W. W. (Mike) Ackman is associated with the firm as service manager.

Charles G. Kidd returned last week from a combination business and vacation trip thru East Texas, Louisiana, Arkansas and Missouri.

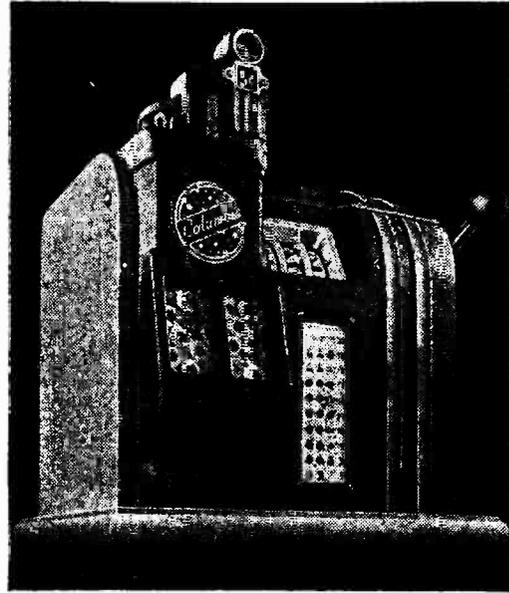
Houston

HOUSTON, Aug. 13.—Hans Von Reydt, Wurlitzer dealer with headquarters in Houston, was gratified to see the large number of Houston coinmen who attended the Wurlitzer party at Dallas. Among those present were operators Lester Hearn, P. D. Stroup, John E. Williams, Mr. and Mrs. J. R. Hazlett, Mr. and Mrs. W. H. Benton, Mr. and Mrs. John Wilson and several friends of these operators. Others from Houston included John G. Wright, publicity chairman for Music Operators' Association of Houston, and Mrs. Wright; E. W. Daily, Wurlitzer dealer; and others.

Operator and Mrs. Joe Quartararo and their attractive daughter, Josephine; operator and Mrs. Joe Baine, Juliet Angelo, and I. D. Phillips and Guy Neece, of Texas Novelty Co., represented Beaumont at the party.

Operators who claimed the distinction of traveling the greatest distance to attend were A. S. Rodriguez and J. E. Garua Jr. (and their wives), from the Laredo Music Co., Laredo, Tex. Laredo is located on the Mexican border, and these people traveled across the entire State to reach Dallas. Rodriguez is owner of the company and Garua an operator.

A party composed of L. A. Blackwell; his brother, Fisher Brown, and his son, "the Colonel"; H. H. Horton, Mr. and Mrs. Tom Winn and Mr. and Mrs. J. D. Sivil went deep-sea fishing and really



MODERN STYLING

of the latest Model Columbia Jackpot Bells focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters, change from nickels to other coins quickly made.

Completely slugproof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

GROETCHEN TOOL CO.
130 N. UNION ST. CHICAGO

Attention Foreign Buyers: COLUMBIA is built to handle most foreign coins; send sample coins with your inquiry.

caught the fish. Sixty-five kings, four mackerel and a 40-pound ling were the catch. Fisher Brown, Southwestern distributor for Rock-Ola phonographs, landed the ling and thus proved himself top fisherman for the day. F. H. Horton, not so optimistic as the rest, hooked a big one that wrecked his tackle in short order. Of course, Horton lost both fish and tackle.

L. A. Blackwell got a nice movie strip of the affair that was viewed with interest by local operators. The shots of Brown wrestling with the big ling were especially stirring.

W. B. Henderson, formerly of Twin City Vending Co., Miami Beach, Fla., was recently appointed service manager for the Hans von Reydt Wurlitzer service department. F. Cruz is cabinet man and in charge of parts department.

Operator O. M. Rutledge, of Austin, was a recent visitor at the A. M. I. office of this city.

A. H. Shannon, well-known coinman in Texas, reports excellent business with his National cigaret machine operations and fair sales on his coin-operated equipment. Shannon is owner of Coin Machine Sales Co., located uptown.

BARGAINS

CONSOLES

- Jennings Pick 'Em \$149.00
- Gottlieb High Card, 9 Coin Head 89.00
- Jennings Liberty Bell 69.00
- Gottlieb Derby Single 69.00
- Pace Race 69.00
- Pamco Deluxe Bell 39.00
- Keeney DERBY CHAMP (7 Coin Head) \$125.00

PAY TABLES

- Fairgrounds \$ 69.00
- Gottlieb Multiple Races 69.00
- Bally Reserve \$ 39.00
- Gottlieb Horseshoes 39.00
- Gottlieb Derby Day \$ 32.00
- Preakness 32.00

Foto Finish Navy '37 Daily Races (Red Cabinet) **\$19.50**

Spot Lite Classic Daily Races Spring Time Paddock Hi De Ho Bee Jay Royal Races Heavy Weight Ten Strike Pamco Tout Phantom Carom Multiplay **\$12.95**

Jennings Premier Scales \$ 19.00
POP-O-MATIC (Floor Sample) . \$75.00
Pop Corn Machine **\$25.00**

PHONOGRAPHS

- Wurlitzer 616A \$175.00
- Wurlitzer 616 149.00
- Wurlitzer 412 79.00
- Wurlitzer P12 59.00
- Mills Dance Master 29.00
- Mills Troubador 15.00
- Seeburg (Sample) REX 159.00
- Seeburg, Model H 125.00
- Seeburg Selectophone Deluxe 49.00
- Seeburg Selectophone Regular 29.00

HY-G GAMES CO.

1641 Hennepin Ave. MINNEAPOLIS, MINN.

-EXTRA SPECIAL- BALLY RESERVES

Operated Three Days. Guaranteed Perfect Condition and Like New.

ONLY \$79.50 EACH

NOTE—Quantity Buyers 'Phone, Wire or Write for Quantity Prices.

TERMS: 1/3 With Order, Bal. C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

SPECIAL

10 BALLY RESERVES OR DAILY DOZEN, Latest Model — \$49.50.
MARION COMPANY
WICHITA, KAN.



DAVAL'S "JOKER LADY" smiles her invitation to all to try Daval's new style counter game Joker Wild.

315 Reconditioned Mills Blue Fronts

Serials from 360,000 to 400,000 and over. All original light oak cabinets. Single and double jackpots. With and without gold awards. Each machine has been buffed, cleaned and repainted by expert workmen and all are guaranteed to look like brand new. Money back and no questions asked if not thoroughly satisfied.

Nickels, Dimes, Quarters and Pennies. Each **\$39.50**
 Half Dollars. Each \$49.50

215 Reconditioned Jennings Chiefs

These are remarkably clean jobs, repainted in original factory colors. They have seen very little play, and will give excellent service on location.

Nickels, Dimes and Quarters. Serials Below 125,000. Each **\$29.50**
 Serials Above 125,000. Each \$34.50
 Half Dollars. Serials Above 125,000. Each \$44.50
 Silver Dollars. Serials Above 125,000. Like Brand New. Each \$89.50

Other Reconditioned Slots

Each Machine Buffed, Repainted and Guaranteed

Mills Golden Bells and Venders. Mystery Pay. Nickels Only \$29.50	Jennings Victoria. Half Dollars \$24.50
Mills Skyscrapers. Pennies, Nickels and Dimes. 3-5 Pay 19.75	Watling Rotatops. Dimes and Quarters 24.50
Mills F.O.K. Venders. 20 Stops. 3-5 Pay 19.75	Caille Commanders. 1937 Models. Pennies, Dimes and Quarters 29.50
Mills QT. Green Front. Latest Serial. Nickel Play 32.50	Caille Cadets. 1936 Model. Nickels, Dimes and Quarters 17.50
Mills Extraordinary. Dimes 29.50	Caille Doughboys. Nickels and Quarters 14.50
Mills Futurity. Nickels and Dimes 29.50	

Mills Extra Heavy Duty Folding Stands, \$1.25 Each.

Numbers of Gooseneck Machines, \$9.75. Various Makes. Write for List.

Hundreds of Consoles, Automatic Payouts, Novelty Games, Counter Games and Other Coin-Controlled Devices ready to operate. WRITE FOR COMPLETE LIST.

Authorized Distributors for ALL the Leading Manufacturers

Write for Prices on New Equipment.

Terms—All Prices F. O. B. Valdosta. 1/3 Deposit, Balance C. O. D. Subject to Prior Sale.

SOUTHERN NOVELTY COMPANY

Largest Distributors in Extreme South

123-131 WEST CENTRAL AVENUE, VALDOSTA, GA.

Ponser to Chicago To Speed Delivery

NEW YORK, Aug. 13.—George Ponser left on a hurry-up trip to Chicago this week to contact heads of various manufacturing firms he represents in this territory. The purpose of his trip was to make arrangements for faster delivery of games in this area, it was reported.

Before leaving Ponser stated: "With Daval's Green Light and Robin Hood among the leading hits here and with Chicago Coin's Peppy and Exposition games in big demand, not to mention the pace being set by Keeney's Free Races and Entry, the demand for games has been so great that we must visit the manufacturers to see what can be done about receiving these games faster. The games now being released by the above firms in our opinion are among the best pin games ever seen in Eastern coin circles. Ops are demanding large quantity shipments immediately to cash in on the business these games will do for them, and we are making this trip to see what can be done to meet their orders promptly.

"You can bet I'll also be keeping my eyes open for anything new that these manufacturers might be planning to release. I've heard a lot of rumors about the releases the firms are getting ready to unveil. Perhaps I'll be able to get in on a few sneak previews on this trip."

Lane's New Sales Plan Catching On

NEW YORK, Aug. 13.—"I'm so busy I'm dizzy." In that simple sentence Bert Lane, of Seaboard Sales, indicated the response of jobbers and distributors all over the East to Lane's new plan of acting as direct factory sales agent for coin machine manufacturers, it is reported.

"Coinmen from the whole Eastern seaboard and Canada are showing a red-blooded interest in the new kind of 'super distribution' brought into the coin machine picture by Seaboard Sales," Lane stated. "Where before there was often a lot of needless expense and

wasting of time in passing coin machines along, our new plan of bringing the factory right to the doorsteps of jobbers and distributors is saving them time, money and headaches. Now the boys can fill their coin machine needs from a swift, inexpensive, non-competitive source. So they're saying 'thanks' by rushing orders direct to our main offices here and thru our regional sales manager, Fred Iverson, in up-State New York, New England and Pennsylvania."

Lane made a flying trip to acquaint Canadian jobbers and distributors with his new plan during the past week. "Canadian jobbers and distributors were quick to see the profit-making possibilities in our new direct factory sales-agent plan. They have shown that they are more than glad to co-operate with someone who can eliminate some of the

needless expenses and loss of time in the coin sales set-up," Lane stated. He also reported he returned from his Dominion trip with a pocketful of orders for Genco's Splash and Oscar.

"Robin Hood" Pic Helps Daval Game

NEWARK, N. J., Aug. 13.—One of the leading ops, it is reported, revealed that profits on one of the Robin Hood games he has on location soared sky high as the result of the current movie, *Robin Hood*.

"This machine really was on a test location in a candy store next door to one of the neighborhood theaters here," the op said. "It occurred to me that the

play on this game might be helped by the picture that was showing next door of the same name. At the conclusion of the picture I found that the machine had taken in twice as much as any game I'd ever had in the spot. On inquiring from the owner of the location I discovered that many of the theatergoers drop into this spot after the show. Most of them thought there was some tie-up between the picture and the game. It wasn't long before they were playing the game. Everyone liked it, the location owner reported. The name of this game surely is a honey, for it really attracts the public."

Becker Predicts Perfect Games

CHICAGO, Aug. 13.—"It isn't going to be long now before we are going to see 100 per cent perfect coin games. By that," said Ray Becker, Keeney sales manager, "I mean we are now approaching the time when a game can be so designed and built to permit the operator to put it on location without any thought as to its mechanical performance from that time on. And also so perfect in playing appeal and principle it will be good for six months to a year on the same location.

"These all-perfect games are going to introduce new angles into operating. First, the operator will be able to cover wider territories. Second, he won't have 'location worries,' as he will be enabled to leave the game on the same location for a greater length of time."

He also said: "The game that doesn't work today has as much chance of reaching volume production as the proverbial snowball has in a Turkish bath. Nor does the limited appeal game get to first base. As a result the operators are now giving preference to games which are well established as 'winners.'"

Becker concluded: "Take our Track Time, for example. This game is now nearly 18 months old and yet it continues to be one of our leading sellers, because it has demonstrated its mechanical perfection as well as long life to the players. The same is true of our Free Races, which was introduced almost a year ago and which is now selling better than ever before."



WALTER LAND, Mills Detroit salesman; Charles Hess, Indiana op, and Bun Carr, of J. N. Carr & Son, Indiana, examine the loading chambers of the Mills cigaret vender.

The Importance of Color and Design

By H. F. BURT

Automat Games, Chicago

Perhaps the question most often asked by the operator when considering the purchase of new machines is "Will it make me any more money?" This question is best answered by pointing out some of the concrete examples of color and design that have increased the profit for other industries.

The popular "streamliners" introduced by the railroads to meet the bus competition have shown remarkable results. The rebuilding of our theaters along modern lines and hundreds of other examples have proven without question that color and design do increase profits.

In many of our modern air-conditioned stores where equipment for dispensing drugs, drinks, etc., are used, an old-fashioned or poorly designed line of coin machine shows up very badly in comparison with units that cost thousands of dollars to design and are furnished to these stores by nationally advertised producers.

Not so long ago any board with holes in it and a few marbles on top was accepted as a pin table. Likewise, any square box with a globe on it passed as a vender. Today the progress in the industry has been so rapid and modern that nothing but the most attractive and pleasing games and venders are noticed by the public.

Vast sums of money have been spent by gasoline companies and others to find the most attractive colors with which to draw the trade. Other research has been carried on to determine colors most pleasing and most restful to the eye. New machines are now being designed in accordance with these new facts about color appeal. Particularly noteworthy is the trend toward the pastel shades of yellow, blue, tangerine and green.

Prominent design engineers recognize that the youth of today accept all present improvements and inventions as a matter of fact, and more important, expect it.

The youth of today are the potential buyers of tomorrow. Poorly designed and unappealing merchandise or machines that have not kept pace with the times will be classed as obsolete and become as extinct as the famed "dodo" bird.

Another important fact that operators must bear in mind is that the fair sex spend 90 per cent of the nation's income and any machine whose nature or color appeals to the women is unquestionably bound to make money.

The modern motif, however, must not be overdone by too excessive streamlining or too many colors. When this is done the equipment at once evolves into the novelty class and will be very short-lived. The design should be modern and slightly modernistic with a modest color appeal that will not clash or offend and will stay popular for many years.

Strom of The Billboard Chicago Staff To Marry

CHICAGO, Aug. 13.—The *Billboard's* Chicago staff feels like the proverbial proud papa since it has the pleasure to announce the approaching marriage of its most eligible bachelor, Clifford Strom, to June Ostrand, also of Chi. The knot will be tied August 20 "somewhere in Chicago." They will take a two weeks' honeymoon trip to the Smoky Mountains in Tennessee.

Strom has been with *The Billboard* for five years in the advertising department. *The Billboard's* staff congratulates him—and his future wife.

Chewing Gum Tax Lifted

WASHINGTON, D. C., Aug. 13.—The tax on chewing gum has been lifted, according to an item from the magazine *Confectionery—Ice Cream World*. The article as it appeared in the trade paper read as follows:

"Internal revenue collections on chewing gum sales amounted to \$94,333.15 for June, the last month the tax was collected. Under the revenue act which became law recently without the President's signature, the levy on chewing gum was eliminated effective July 1."

Detroit

DETROIT, Aug. 13.—Detroit music operators continue their steady buying, according to reports. Among regular customers are Harry White, Mickey Power and the Commercial Music Co. No large numbers of machines are involved, but apparently older models are being replaced and routes expanded steadily.

"They say business is picking up now," said Eddie Clemons, manager of Modern Music Co. "I know from experience in my own operations that it is holding its own and I am looking for things to break even better in the next few weeks."

E. H. Spackman Co. has moved headquarters from the Central Detroit Warehouse to 10352 Beaconsfield avenue, on the east side of the city. Elwood Spackman, owner, represents the C. E. Britton Co. in the distribution of Nesley candy venders.

Spackman, who holds a commission in the U. S. Army, has been spending quite a bit of his time at Camp Custer, Mich., for the past few weeks. He plans to boost the venders more strongly when the fall season arrives, at which time this type of merchandise moves much faster.

Safeway Cigaret Service continued its program of expansion with the addition of more U-Need-a-Pak venders.

J. W. S. Langley and George Hawley, both well known in the vending machine field, have, with Alexandra M. Carnegie, formed Faucette, Inc.

William Girlock, of Electrical Motor Repair Co., has purchased 28 hot-dog vending machines of the make known as Smackers.

John Fink, former owner of the Circle S Rifle Club, which operated a chain of miniature shooting galleries in Detroit, is now district representative for the Popmatic Mfg. Co. Fink has established headquarters in Detroit's coin machine section at 11016 Broad street.

Fink is spending a large amount of his time on the road and now has local distributors appointed in most large cities in his territory except Detroit, where the appointment is shortly to be made, he said. He is quite enthusiastic over the way the Popmatic machine is going over in his territory.

An unusual location for one of the Popmatics was reported in a restaurant which does not even have a street entrance but faces on an alley. It is near a newspaper publishing plant and drivers of delivery trucks, pressmen and others come into it frequently from the press building and have made the machine a real money maker in this obscure location that would not at first appearance even support a machine.

Jack O'Hara is looking forward to a business pick-up in November, he reports, O'Hara is operating up-State.

Don C. Kline, head of the Kline Coin Machine Sales Co., who formerly operated weighing machines only, is now in the music machine field as well.

R. W. McAuley entered the ranks of operators this week with an order for a number of Pop-Corn Robots, new popcorn vender manufactured in this city.

Thomas Berdis, one of Detroit's newer music machine operators, devoting only his spare time to the music machines, is planning on a steady expansion of his route.

Berdis' main objective in establishing the business is to have a means of getting outdoors more than he does in his other work. He finds the route an ideal way of accomplishing this objective so that he can be outside as much as possible, and he looks the proverbial picture of health as a result.

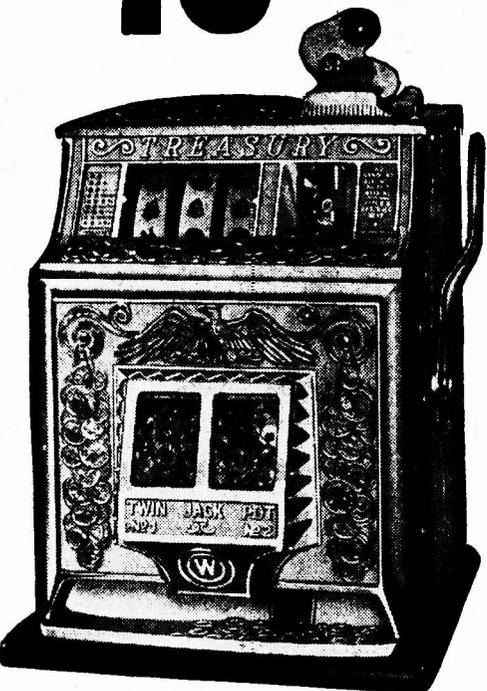
Berdis' wife, Mrs. Lottie Berdis, is associated with him in the operation of the business. He operates, incidentally, under the firm name of the Ritzy Music Co. and is commonly known by the nickname of Mac.

Berdis is a believer in organization and is a staunch member of the newly organized Wayne County Music Operators' Association.

Michigan Vending Service is getting in readiness for an increased volume of business within the next few weeks. "We are looking for a very good business

\$ 49⁵⁰ EACH

NO
TAX



BRAND
NEW

TREASURY BELL

Equipped with the Mystery Payout. Built in 1c, 5c, 10c or 25c Play.

15-DAY MONEY BACK GUARANTEE

WATLING MANUFACTURING COMPANY

4640-4660 W. FULTON ST., CHICAGO, ILL.

Est. 1889. Tel.: Columbus 2770.
Cable Address: "Watlingite," Chicago.

from all parts of the country, according to responses we have received thru *The Billboard*," said Ralph Radner, member of the firm. "We now have several live-wire distributors and have several sections still open for which we will make appointments shortly."

Kansas City

KANSAS CITY, Mo., Aug. 13.—Coin machine men are ready for fall. Altho business has been excellent thruout the hot months, the many days of 100-degree temperatures have made work unpleasant. Indications are that the fall season will compare favorably with past months. Coin machine workers hope so, inasmuch as June, July and the first half of August have proved extremely profitable for virtually everyone here.

In the spotlight the last several weeks has been the automatic phonograph, sales of which have risen to new peaks. Tim Crummett and Rue F. Mason, enterprising heads of the Central Distributing Co., are disposing of a huge order of new Wurlitzer models which they ordered when the Wurlitzer Transcontinental Special passed thru Kaycee last month. Both the "500" and "600" units, as well as the smaller table model, are proving extremely popular on location, and Crummett and Mason are convinced they cannot be topped for appearance, mechanical design and performance. Carl Hoelzel, president of the United Amusement Co., also declares coin-operated phonographs to be among his best sellers. Hoelzel's complete line of Bally games continues to sell well and he reports business as a whole is excellent. Several new night clubs and restaurants, opening in the downtown business district next month, will have phonos installed to lure patronage.

Increasing number of Popmatic popcorn machines and cigaret venders are noticeable thruout the city. Both types are receiving good plays from patrons.

A. E. Sandhaus is busy perfecting a fancy new 5-cent Sel-Mor vender which soon will make its appearance on the national market. Judging from the success of the famed Penny Sel-Mor, the new addition should be a sensational success. Sandhaus is well known as the enterprising president of the Great

States Mfg. Co., one of the city's largest vending machine manufacturers.

Hamilton Enterprises, Inc., reports an unusually large demand for the novel Walt Disney machines and charms. The organization was formed less than two months ago but already it is coming up nationally as an important concern.

Joseph Berkowitz and Dick Chandler, who together preside over the destinies of the Universal Mfg. Co., are assigning territories to experienced salesboard and jar-game salesmen. Universal factory production is at a new high peak.

Coin-operated parking meters are still being tested in Independence, a K. C. suburb. Several hundred were recently installed on orders of Mayor Roger T. Sermon Maurice Carey, city treasurer, reports Kansas City's meters to be showing consistent profits in the downtown business district. They were purchased more than a year ago from the Dual Co., Oklahoma City, and have proved a success financially and from the traffic angle.

WANTED SALESMEN

Experienced Salesboard or Jar Game Salesmen wanted. Good territory and drawing account granted to right man. Best proposition ever offered to live wire, experienced man. Call in person at our office for best consideration. Mail applications considered.

UNIVERSAL MFG. CO.,

104 E. 8th, Kansas City, Mo.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BINGO

NEW to LEGAL COUNTER SKILL GAME. Amazing Money Maker! Write for Details Today!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

"Dear Sir: To prevent rough handling of my games on location I have used a simple expedient that has prevented the abuse that games oftentimes receive. I install two or three flashlight batteries conveniently in a corner of the cabinet. Then I attach an ordinary doorbell against the bottom of the cabinet. Connected in series with the batteries and the bell is an extra plumb bob tilt. If the game is pushed, struck or banged around excessively the bell will ring when the plumb bob swings against the brass contact plate.

"I have also utilized a switch with a weight soldered at the end of one of the switch leaves in place of the plumb bob. This switch leaf will make and break the bell circuit when the game is jarred, ringing the bell and warning the location owner that the game is being handled too roughly. Both the tilt plumb bob and the weighted switch may be adjusted to ring at any degree of roughness. An ordinary doorbell may be used and with it attached to the bottom of the cabinet it will sound loudly as the cabinet makes a fine sounding board.—P. G. Natting, Rochester, N. Y."

"Dear Sir: Having experimented with a number of different ways of cleaning the contact edge of phosphor bronze wipers, I believe that I have discovered the easiest method of doing it. I place a narrow thin piece of fine emery cloth around the wiping edge of the contact wiper and run it back and forth around the arc of the wiper. This action is similar to that performed by the bootblack when shining shoes with the shining cloth. When he places the cloth at the heel of the shoe and shines he also shines at both sides of the heel. This is the action that should be done on the wiper, with the wiper taking the place of the shoe.

"A wiper cleaned this way will always retain its shape and maintain the correct arc to easily ride over the contact buttons. Be sure not to apply too much strain against the wiper or it will be bent out of shape and will not make contact against the buttons.

"If the wipers are cleaned regularly on the inspection trips they will last longer and make a positive contact at all times.—H. G. Klein, Colorado."

This letter not only contains a sound suggestion, but shows that Mr. Klein is a careful operator by his mention of regular inspection trips. It is the clever way to keep everything operating the maximum length of time by regular check-ups. In a future issue will appear an article dealing with general check-up details.

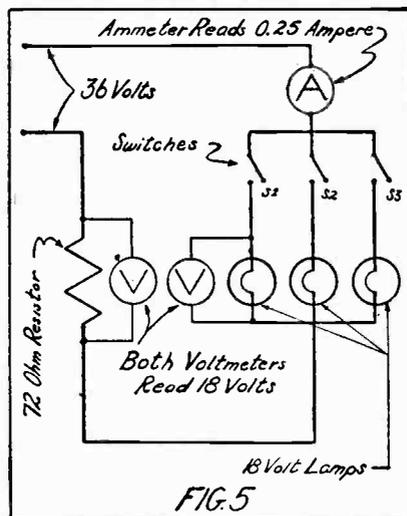
"Dear Sir: I have learned by experience to leave the wipers on my payout unit strictly alone. In the past when I experienced trouble with the payout circuit failing to complete the circuit and consequently failing to operate the payout unit, I would invariably start poking around the wipers. Just as invariably I would discover my trouble elsewhere. Finally it dawned on me that the wipers were usually protected on the payout unit and furthermore usually kept themselves clean by their very inherent action of wiping themselves clean as they passed over their contact drum.

"Do not misunderstand me and assume that I haven't had my share of trouble now and then. What used to make my trouble all the harder was the fact that I used to start trying everything without first locating the trouble. I check my payout units periodically now by gently rubbing fine emery paper on the drum part and then cleaning the wipers themselves by inserting a wide piece of emery paper on the underside of all the wipers and moving it back and forth. That's all; no bending of the wipers. They will probably never need it.—B. A. Stewart, Pennsylvania."

Mr. Stewart also has the right idea, that of periodic inspection. After all the idea is fundamental, just like the doctor and the dentist in their regular examinations: find the source before the trouble begins.

How To Calculate Resistor Values Part IV

In Figure 5 is shown a circuit that illustrates the use of one resistor for a number of lamps. In this application the current is supplied to the lamps by means of closing any one of the three switches shown, marked S1, S2 and S3. It is assumed, however, that only one switch may be closed at a time. Each switch may be under a hole and arranged in such a way that only one of them at any time may be closed.



As the circuit is shown in Figure 5, no current is flowing when the switches are all open. However, if we close switch S1, the ammeter will indicate 0.25 ampere and the voltmeter connected as shown across the lamp will indicate 18 volts. Now open switch S1 and close switch S2. The ammeter will again read 0.25 ampere, but the voltmeter connected as shown will not indicate any voltage across the first lamp, as no current is flowing in this lamp with switch S1 open. But if we connect the voltmeter into the second switch circuit in the same manner as it is connected into the first switch circuit it will again indicate 18 volts. Likewise if switch S2 is opened and switch S3 is closed the meters will indicate the same value as indicated for the first and second lamp, namely, 0.25 of an ampere and 18 volts across the lamp or the resistor.

Let us quickly check by calculation the value of resistance employed. The power source delivers 36 volts, which must be reduced to 18 volts for the lamps.

ROBIN HOOD

5 BALL NOVELTY GAME RESERVE BANK UP TO \$50.95!
with INTERMEDIATE PAYOUTS OR STRAIGHT HIGH SCORE.

PROVEN A HUGE SUCCESS ON LOCATION!

COMPLETELY METERED FOR YOUR PROTECTION!

GUARANTEED 100% MECHANICALLY PERFECT!

PRICE REGULAR MODEL \$69.50 WITH RESERVE BANK FEATURE \$10 EXTRA

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

"SOMETHING NEW—SOMETHING DIFFERENT"

We take pleasure in announcing our new patented Jar tickets. None others made like it or similar. Full protection code slips with each set for your insurance against chiselers. Positively full sets, no short counts. As an added attraction for the player we have a desired amount of tickets in each set that read "Free Play Pick Again."

With the introduction of these new Tickets we are also introducing a new Streamlined Jar with full view from back of Jar so merchant can better see what player is doing. Tilted top of big, attractive, roomy Jar makes it easy for player to select tickets.

Samples of our new Tickets can be had for the asking, or better still, order a few Deals of the following that contain our new Tickets.

BOX SCORE

The Jar deal that is still scoring for operators; 3 deals complete for \$10.00.

Takes in 2280 tickets @ 5c \$114.00
Average payout..... 75.00
Average profit..... 39.00

If 2520 tickets are desired add 25c per deal to the above price.

One-half deposit of Post Office or Express money order must accompany all orders.
All prices F. O. B. Louisville, Ky.

LOUISVILLE NOVELTY MFG. COMPANY,
Manufacturers of Quality Jar Deals,
330 EAST BRECKENRIDGE ST.,
LOUISVILLE, KY.

PUT & TAKE

A Fast-Selling Deal. \$1.00 complete as pictured in dozen lots. \$1.25 for single orders.

Takes in..... \$25.00
Pays out..... 15.00
Profit..... 10.00

Each set has different serial numbers.

One-half deposit of Post Office or Express money order must accompany all orders.
All prices F. O. B. Louisville, Ky.

LOUISVILLE NOVELTY MFG. COMPANY,
Manufacturers of Quality Jar Deals,
330 EAST BRECKENRIDGE ST.,
LOUISVILLE, KY.

ATTENTION:— REAL BUY IN NOVELTY GAMES

Bally Reserve	\$37.50	Vogue	\$15.00	Home Stretch	\$8.00
Daily Dozen	45.00	Long Beach	14.00	Daval Baseball	7.00
Marksmen	30.00	Exhibit Basketball	12.50	Ricochet	5.00
Ski-Hi	27.50	Mercury	12.50	Fire Cracker	5.00
Coney Island	25.00	Dux	12.00	Short Sox	4.00
Stoner's Electro	25.00	Rose Bowl	11.00	PAYOUT MACHINES:	
Stoner's Baseball	25.00	Auroran (Stoner's)	10.00	Gotlieb's Hollywood	\$20.00
Airway	22.50	Stoner's Races	10.00	Preview	12.00
Silver Flash	20.00	Great Gun	10.00	Challenger	12.00

SPECIAL—100 RECORDS FOR \$3.00—LATE NUMBERS
One-Third Deposit With Each Order.

YALE AMUSEMENT COMPANY, 952 Grand Ave., New Haven, Conn.

WURLITZER \$144.50 ea.

— 616 — (Lots of 10)
SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.

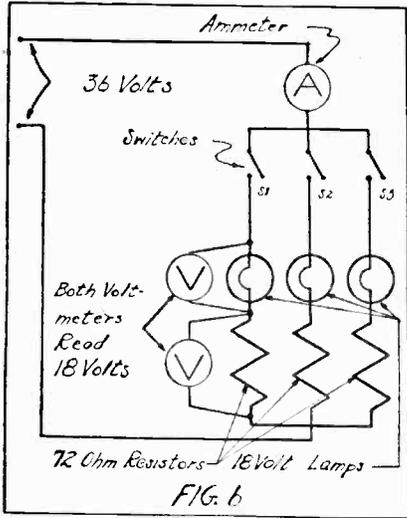
ROWE ARISTOCRAT (8 Columns)	\$22.50	KEENEY'S BOWLETTE \$29.50 (PRACTICALLY NEW)
STEWART & MCGUIRE (8 Columns)	\$27.50	
NATIONAL 1937—9-30	\$74.50	

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y. C.

Therefore 36 minus 18 equals 18 volts to be dropped by the resistor. Using equation (3), which states that, and substituting, we find that,
 $18 \text{ (volts)} = 0.25 \text{ (amperes)} \times 72 \text{ (ohms)}$.

These values check with those shown in Figure 5.
 Do not confuse Figure 5 with Figure 4, which showed two lamps in parallel, operating with one resistor of 36 ohms. In Figure 4 both lamps were lit at the same time, which required a resistor to reduce 18 volts when the current was 0.50 ampere, or 0.25 ampere for each lamp. In Figure 5 there are three lamps, with only one 72 ohm resistor, but in this case remember that only one lamp may be lit at a time.

Now look at Figure 6, which shows the same general circuit layout as in Figure 5, with the exception that each lamp has a resistor of 72 ohms resistance in series with it. As the circuit is shown no current is indicated by the ammeter, or voltage by the voltmeter, and neither are the lamps lit. However, if we close



switch S1 the ammeter will indicate 0.25 ampere, both voltmeters will indicate 18 volts, and the first lamp will light. The main difference between this circuit shown in Figure 6 and the one shown in Figure 5 is that in Figure 6 we may close any one or any two or all three switches. If we leave switch S1 closed and also close switch S2 the ammeter will now read 0.50 ampere, and if the voltmeters are left as shown they will still indicate 18 volts each. They would also indicate 18 volts each if they were connected into the second switch circuit in the same manner as they are shown connected into the first switch circuit.

We may also close switch S3 and leave switches S2 and S1 closed. With all three switches closed the ammeter reads 0.75 amperes and the voltmeters (connected into any switch circuit in the same manner as they are shown connected into the first switch circuit) will indicate 18 volts. As the lamps are shown in Figure 6, they are arranged in what is known as a parallel circuit. By this it is meant that the lamp circuits are in parallel and that the current divides equally among the lamps. If all three switches are closed then the ammeter will indicate 0.75 of an ampere, but the current in any one of three branch lamp circuits will only be 0.25 of an ampere. All other circuits illustrated except Figure 6 have been series circuits. Figure 5 might be confusing, appearing as if it were a parallel circuit also, but as only one lamp at a time may be lit, it must be considered as a series circuit.

Small Retail Stores Here To Stay, Says Marketing Research Group

(Location Story)

WASHINGTON, Aug. 13.—Disappearance of small retail stores from the merchandising picture seems extremely remote, despite the expressed belief of some persons that such stores are on the road to extinction, according to a study of small-scale retailing made public by the Marketing Research Division, Bureau of Foreign and Domestic Commerce.

While the vast number of retail stores in the United States account for only a comparatively small per cent of the total retail sales of the country, the social aspects of their occurrence and economy are exceedingly important, it was stated.

Social significance of these places of business lies in the fact that they provide direct employment for about 1,500,000 persons; furnish employment indirectly for a large number of persons in production, manufacturing and transportation; provide occupancy for a great number of retail store properties that might otherwise be unproductive, and made available continuous or emergency retail facilities for the population, according to the study.

Owing to their large proportion of the total number of stores, while accounting for only a small proportion of the total volume of sales, very small stores will probably continue to be a problem to the supplier. They have been, however, and are now a great service to the consumer in many ways and will continue to exist so long as they provide service for which society is willing to pay, it was stated.

While the overnight disappearance of all small stores, with their retail sales volume spread out among the stores remaining, would not spectacularly increase the prosperity or the average sales volume of the latter, such disappearance would result in a severe shortage of retail facilities for many consumers, the commerce department study states.

Comparison of census data for 1929 with that for 1933 shows that as the nation plunged from the 1929 crest to the trough of the depression there was a great increase in the number of small stores and a lesser, tho still great, increase in the volume of business done by this group, it was stated.

Increase in the number of small stores during this period was due to a decrease in the volume of sales of many stores which in years prior to 1933 had enjoyed a volume in excess of \$10,000 and the opening of many new small stores.

Any reasonable estimate of dollar profit of small stores leaves no doubt of the smallness of dollar incomes provided to their proprietors. The average potential amount available in 1933 (a depression year) for proprietor's withdrawal, including wages and profits, was as little as \$44 a week, even on the most liberal estimate, for all retail stores. For the small stores the average potential for withdrawal amounted to only \$9 a week, while for the large stores it approximated \$107, according to the commerce department.

Since such estimate normally does not consider the income not measured in dollars, such as the opportunity of the proprietor to consume goods at wholesale prices, it usually understates the case for the small store.

Advantage of consuming goods at wholesale prices may indeed be the initial reason for the operation of many small stores; or the profit may exist in the form of employment that might not otherwise be available.

The study covers all retail stores, with special emphasis on a group of 982,184 stores, none of which had sales in 1933 exceeding \$10,000. The small-store group as a whole had in that year a total volume of business amounting to \$3,466,983,000, which was 13.8 per cent of the total retail sales in that year.

Ted Stoner

NOVEMBER 14th, 1904--JULY 19th, 1938

The Stoner Corporation personnel wishes to extend their appreciation to the many friends who have shared our mutual loss.

It is gratifying to know that these friends knew our Chief not only as a business associate but as a true friend.

Stoner Corp.

Oklahoma City

OKLAHOMA CITY, Aug. 13.—Oklahoma ops are enjoying a spell of prosperity and are now running many machines, including vendors, amusement, music and service. The small towns, especially those in the wheat belt, are blessed with a large flow of cash due to a bumper wheat crop and a fair price for same. The wheat belt has called in thousands of laborers, many of whom are good coin machine players.

The spreading out of the oil field activities in the State is affording the Oklahoma operators a chance to expand along with the "wildcatting" and small production activities.

Distributors report heavy sales for July and everyone is looking forward to even increased selling during the early fall.

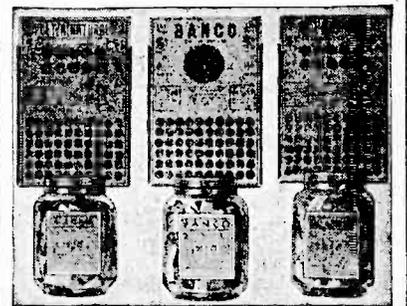
During the past few months the Boyle Amusement Co. has sold more than two carloads of the Rock-Ola phonographs, according to statement released by Bernard Boyle.

Harold Miller, head of the Miller Novelty Co., will leave with his wife and daughter, Betty Jo, for Fort Worth, Dallas, Galveston and points in Louisiana.

Jimmy Boyle, Boyle Amusement Co., accompanied by H. J. Morrison, Wichita, Kan., operator, is on the West Coast for a month's vacation, including stops in Oregon, Washington and California. Glen Repasey, formerly operating in and around Tulsa, is a newcomer to the Boyle staff.

Harold Miller's junior partner, Ed Herrick, has purchased a new home in

3 Complete New \$888! JAR DEALS for only \$33.00 Each



Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71 Av. Profit, \$43.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60.	Half A Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
---	--	---

\$21.00 PER DOZEN
 COMPLETE Deals \$26.40 per dozen. Reels and cards \$21.00 per dozen. If 2,520 tickets are desired, add 25c on each deal. Send only \$4.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time. Send for Catalog Other Winners.

WINNER SALES CO.
 "Pick a Winner with Winner."
 3307 ARMITAGE AVE., CHICAGO, ILL.

the Nichols Hills section of Oklahoma City.

Rice Music Co. reports Wurlitzer phono sales ahead the last few months. Rice, along with all other Oklahoma column, looks forward to a busy fall season.

L. L. Barrett, of the Rice Music Co., has returned from a pleasant vacation on the West Coast.

BELIEVE YOU ME..

says

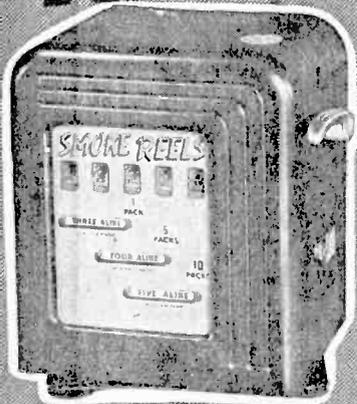
GEORGE PONSER

NEW YORK, N.Y.



... smart operators these days are capitalizing on the sure-fire steady money-making penny cigarette appeal of ...

SMOKE REELS



NEW STYLE PENNY CIGARETTE COUNTER SENSATION!

WHAT OPERATOR DOESN'T PREFER 5000 PENNIES FROM HIS SMOKE REELS CASHBOX RATHER THAN TWENTY OR EVEN FORTY NICKELS FROM A GAME WITH LESS APPEAL? YES, OPERATORS ARE CONSISTENTLY REPORTING A TAKE OF 5000 AND 6000 PENNIES AT ONE TIME FROM THE CASH-BOX OF SMOKE REELS! THAT'S REAL PROFIT FOR ANY OPERATOR!

SMOKE REELS is the FIRST 5 REEL CIGARETTE GAME . . . precision built by DAVAL, makers of the famous Penny Pack . . . easy to play . . . easy to understand . . . beautiful and convenient in its radio-type cabinet of solid walnut . . . equipped with exclusive Daval swivel turntable base . . . and priced amazingly low . . .

SMOKE REELS IS A WOW! Gets Profits—And How! Order Yours Now!

PRICE \$22.50
F.B.B. CHICAGO

DAVAL

325 N. Hoyne CHICAGO

British Ops Haled to Court on Building Ruling

Authorities arrest machine owners on demand that they submit plans of machines for approval before "erection"—case dismissed by court

CHICAGO, Aug. 13.—Great Britain's coin machine trade paper, *World's Fair*, reports a somewhat amusing incident, or so it appears to us, in its issue dated July 30. It appears to have been a very serious proposition that machine operators were up against when British authorities brought action against them for "erecting temporary structures" on an amusement site without first presenting plans of the "structure" to the authorities. The "structure" in this instance was a skill merchandiser. The summons was issued under the Blackpool Improvement Act, 1901, which states that a person erecting either movable, permanent or temporary structures must secure the approval of the "Corporation" (authorities).

The defendant gave evidence that the machine was an automatic one, and that he had used this type for the last 20 years. He had had all sorts of machines on the promenade during that time. They were no larger than this one, but the working had been of different construction. The machine was moved from one place to another, according to where most money was likely to be taken, and it stood on a stool. The machine itself was a box 2 feet 10 inches high.

I. McAuley, counsel for the defense, submitted that the Act was never widened to include an automatic game. There was no evidence whatever that the machine was a structure within the meaning of the Act.

"It is more like a radio-gramophone. If he had put a radio-gramophone there, even if he had not played it, it would probably have been called a structure. If that is the case, it would be rather inconvenient if one placed a radio-gramophone in a backyard during spring-cleaning time.

"I say the section applies to a building or structures of the same nature and character as a building. If this is a structure within the meaning of the Act, a cigaret machine outside a shop would be a structure, but it would be a very vexatious position if the traders in a great boro like this had to submit a plan for cigaret machines. Surely it would be most intolerable if everything placed outside one's house or business required the submission of a plan to the Corporation.

"That is really the position the Corporation are asking you to bring about, and force may be given to my argument by the fact that, altho this Act was passed in 1901, it is not until 1937 that for some reason the Corporation began to take the view that these machines are structures. They have been using this Section to maintain and improve buildings in the boro, yet they never had

Bally Klondike Okeh, Says Moloney

CHICAGO, Aug. 13.—Ray Moloney, president of Bally Mfg. Co., reports "approval by ops has been noticed over a widespread area of the new change-over switch by which Bally's Klondike one-shot may be operated either as a single coin game or a four-coin multiple."

"This idea," Moloney said, "means greater operating flexibility, as the operator can adapt the machine to changes in territorial conditions. This flexibility, of course, also increases the resale value of the machine. However, it will be a long time before any Klondike operator starts worrying about resale. The game is really going over, thanks to the big appeal of the odds-booster feature whereby all 16 holes on the board can pay up to 150 points. This feature, as well as the electric Ballyhole with free play and progressive payouts, is making a hit wherever Klondike has been placed on location."

occasion until last year to utilize this Section for the purpose of maintaining that games are structures in the nature of buildings.

"Suddenly they bring a string of summonses before you. For 36 years the Corporation held the view as I have put before you, that these machines were not structures within the meaning of the Act.

"I say it is fantastic that machines which resemble radio-gramophones should be approved as structures by the Corporation's boro surveyor."

After retiring the judges said that careful consideration had been given to the case, and the bench were of the opinion that this machine did not come within the meaning of the Act, and therefore the summons would be dismissed.

"ROLL-A-ROUND!"
The New GUARANTEED SAFE Machine Cabinet
BUILT IN ONE PIECE OF FINISH STEEL

STOP THE HI-JACKER
With Our Heavy All-Steel Machine Cabinets. Write for literature and prices. Guaranteed re-conditioned games. You don't gamble when buying from us.

Seeburg Ray-O-Lite Guns	\$135.00
Rock-Ola 14-Ft. Rock-O-Balls	75.00
Mills 25c and 5c Play Futurities, Each	37.50
Alrpop-it Machines, Used 6 Weeks, Each	140.00
Ray's Tracks	59.50
Paces Races, 4700 Series, Each	175.00
Mills Single Slot Cabinets, Each	17.50
Chicago Metal Single Cabinets, Each	17.50
Double Heavy Steel Cabinets, Each	40.00
Callie Centuer, 5c Play, J.P.	100.00

THE STARK NOVELTY CO.
1510 Tuscarawas St., W. Canton, O.
WALTER ANGELI, Manager.

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

THE VENDING MACHINE COMPANY
205-11 Franklin Street Fayetteville, N. C.

Royal Coin Exec Finds Biz Good

CHICAGO, Aug. 13.—Reynold Pollard, of the Royal Coin Machine Co., reports that there was a decided change for the better in business during the past week. "If it keeps up we will have to look for larger quarters," he said.

"Whether this new spurt is caused by the government's spend-lead program or some other agency I do not know, but I do know that business for us is steady, with the accent bearing heavily upward.

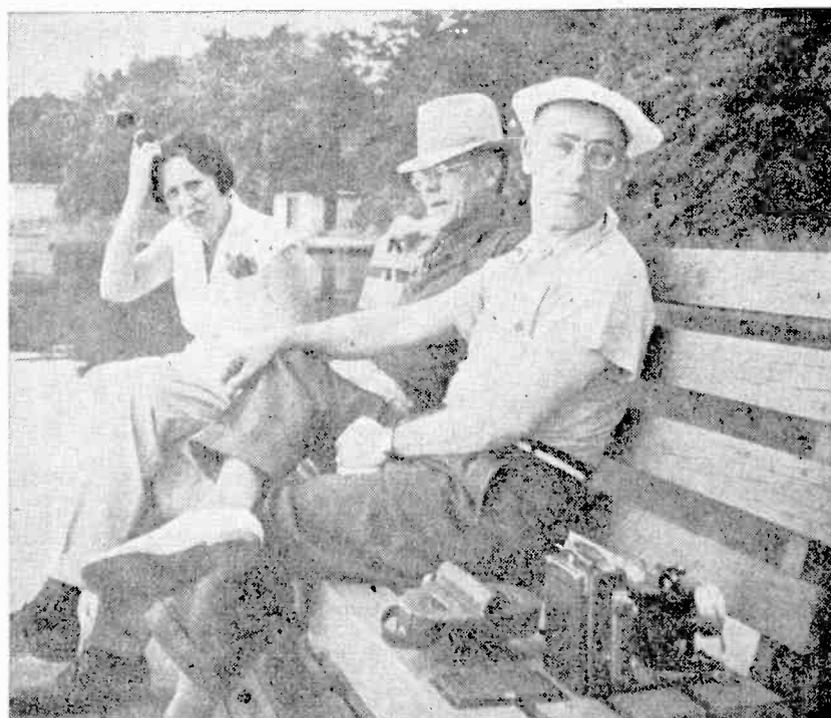
"If we of the coin machine field would take inventory and look ahead on the bright side of things instead of looking on the black side we would be much better off. It is my opinion that it is the 'morally big man' who is going ahead because he does not bother to look around for small, petty things to worry about. He is always looking to the future. I say that we should all get set for better times and give it all of our support instead of finding fault with it.

"We out here at Royal, while admitting we are not the world's biggest or oldest coin machine distributor, will say that we are trying our best. All our merchandise is the best and is shipped out in the best of condition. And, what's more, we are making friends fast."

Fort Worth

FORT WORTH, Aug. 13.—Fort Worth operators are elated over the election of W. Lee O'Daniels as governor. O'Daniels has always been a very considerate chap—a really friendly "hill-billy"—and ops believe that he will treat them square. He swept to victory in the first primary election, beating his opponents so badly that there will be no usual August runoff. The hill-billy banjo player from Kansas is Texas' next governor and will take the oath of office on January 12, 1939. In his first radio speech after being elected he said: "The latchstring will hang on the outside at the mansion. Come on down to see me and the family. Bring your own horse feed and stay all night." From now on everything in Texas will be known as "hillbillies." Already cafes are offering hillbilly chili and plate lunches, and shoe-shine boys are crying, "Get a hillbilly shoe shine here." Texas operators are going to need a high, wide and handsome novelty marble game named Hillbilly, so manufacturers take a tip.

Counter games still lead the parade among amusement devices in this city, with marble tables running second. Phonographs are holding their own with many new pieces of equipment being placed weekly by the leading music mer-



RECENT PIER PARKERS at the Keeney Kottage at Eagle Lake, Wis., were (left to right) Mrs. J. H. Keeney, Carl Lax and Bill (The Sphinx) Cohen.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

in the areas defined by each of such openings, a cover plate for the cards in the hand adjacent to the player and in the hand opposite the player, and a movable cover plate for closing each of the two other openings, each of said latter plates having an aperture therein of such size as to uncover only one card representation at one time, the playing surface being marked with spaced numerical designations indicating sequence of play of said latter hands and the sheet being marked with numerical designations indicating sequence of play of the cards in the two first-mentioned hands.

Patent No. 2,124,575.
Pertaining to Acoustic Device for Phonographs and Radios.

Application October 30, 1934.
Issued July 26, 1938.
Number of Claims, 5.
Inventor's Name—James C. Karnes, Buffalo, N. Y.

Claim No. 2—In an acoustic device, a container comprising inclosing walls, the side of the walls of one corner of the container being planar and constituting sound diffusing baffle, a sound radiator including a horn within the container and having its axis directed towards the corner constituting the baffle, whereby sound waves delivered against the baffle are reflected uniformly with respect to the sound radiator, and the portion of the container inclosing the sound radiator having sound emergent openings.

Patent No. 20,818.
Pertaining to Selective Phonographic Playing Machine.

Original Application June 4, 1935.
Renewed November 24, 1936.
Application for Reissue May 20, 1937.
Issued August 2, 1938.
Inventor's Name—Paul H. Smyth Jr., Evanston, Ill.

Number of Claims, 71.
Claim No. 12—In phonographic mechanism of the class described, the combination of a set of ring-shaped record carriers normally standing in column relaxation, each provided with an extension, vertically extending pivoting means for the several extension, a universal latch bar associated with the set of carriers and mounted to swing inwardly, a latching finger on each of the carrier extensions adapted when tripped to be engaged by the universal latch bar, selector means for tripping the latching finger of the selected carrier to position to be engaged by the universal latch bar, and means for swinging the universal latch bar to carry with it the engaged record carrier, a restoring bar associated with the universal latch bar and mounted to swing therewith and adapted to engage a previously swung record and restore it to column position, a turntable and means for rotating the same, and means for raising and lowering the turntable thru the planes occupied by the respective carrier rings when swung inwardly to engage and elevate a selected record and subsequently restore the same to its carrier ring, and means for playing the selected record when elevated.

Patent No. 2,124,939.
Pertaining to Park Amusement Device.

Application October 7, 1936.
Issued July 26, 1938.
Number of Claims, 13.
Inventor's Name—Edward A. Zebulski, North Tonawanda, N. Y.

Claim No. 1—In an installation for amusement rides, an inclined trackway having an elevated front portion and being declined rearwardly, a passenger car having back and seating portions, means for supporting the car on the front portion of the trackway with the car back rearwardly facing the rearwardly declined track portion, means for guiding the car rearwardly down the inclined trackway, and means in the car and trackway for varying the angular relationship of the car with respect to the supporting track.

Patent No. 2,125,696.
Pertaining to Game Apparatus.

Application July 18, 1936.
Issued August 2, 1938.
Number of Claims, 3.
Inventor's Name—Glenn M. Surprise, Cedar Lake, Ind.

Claim No. 1—Apparatus of the class described comprising a base member described with a laterally inclined discharge chute; a transparent cylinder charge container; a top member having a top surface and an open bottom and side with an inclined entry der and providing intermediate chute within chute, and an intaged to receive dice said cylinder arrange, deflect them and discharge them on said discharge chute.

Patent No. 2,124,241.
Pertaining to Game Apparatus.
Application March 23, 1938.
Issued July 26, 1938.
Number of Claims, 11.
Inventor's Name—Albert Ellis, New York, N. Y.

Assigned to Bridge Master, Inc. New York, N. Y.
Claim No. 1—A card game adapted to be played by a single player and simulating a four-handed game normally played by four players, the game comprising a playing board having an opening adjacent to each marginal edge thereof, a sheet removably positioned on the lower surface of said playing board, the sheet being inscribed with representations of a plurality of playing cards

CHICAGO

TRADE IN YOUR AMUSEMENT GAMES
as a down payment on **SEEBURG SYMPHONOLAS**

EXTRA JUICY ALLOWANCES to operators in New York, New Jersey, Eastern Pennsylvania, Delaware and Maryland on every type and make of amusement game. We've got a really remarkable deal for coinmen who want to convert amusement games into live, gorgeous, money-making SEEBURG SYMPHONOLAS. Grab this opportunity quick! Let us know what you have and we'll shoot back some sweet figures!

WRITE, WIRE, CALL

EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.
625 10th Ave., New York, L Ongacre 5-4877

FREE TO OPERATORS

Weekly List of All the Latest Prices of PIN GAMES. Just Send Us Your Name and Address.

Us for Used Games That Are Really in Excellent Condition, All Nice and Clean, Repainted When Necessary and CAREFULLY PACKED.

ATLANTIC CITY . . . \$49.50	CHICO BASEBALL . . . \$21.00
DAILY DOZEN . . . 49.50	SLUGGER . . . 19.50
TURF KINGS . . . 14.00	WAR ADMIRAL . . . 23.50
NEW ROCKET . . . 19.00	

Auroran—Exhibit Basketball—East & West—Replay, \$7.45 Each (3 for \$21.00).
1/3 Deposit With Order, Balance C. O. D.
NATIONAL NOVELTY CO., Merrick, L. I., N. Y.

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.



CENT-A-PACK
THE ORIGINAL PENNY CIGARETTE MACHINE.
More Popular Than Ever
At Your Jobber, or Direct From Factory.
PRICE \$16.50
BUCKLEY MFG. CO., 2158 Washington Blvd., Chicago, Ill.

Get in the Money With
GENCO'S SPLASH & OSCAR
We Buy—Trade—or Sell . . .
AVON NOVELTY SALES CO.
2923-25 PROSPECT AVE., CLEVELAND, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



BILL HAPPEL, Badger Novelty Co., Milwaukee, smiles as he looks over Bally Mfg. Co.'s new Grandstand, a multiple one shot with "reserve" feature.

FREE GIFT OFFER with our SUMMER CLEARANCE SALE

WHILE THEY LAST

Beautiful Rubber Blade Electric Fan Free with purchase of any three Paytables or Consoles listed. Two speeds—assorted colors—ideal for office or home—\$8.95 value.

PAYTABLES

MILLS 1-2-3 (Latest model, factory reconditioned)	\$ 87.50
KEENEY DERBY CHAMPS (Combination Paytable & Console)	129.50
QUINELLA (7 coin drop head)	89.50
BALLY ENTRY	47.50
FAIRGROUNDS	75.00
MILLS BIG RACE	69.50
CLASSIC	19.50
GOLDEN WHEEL	24.50
GOTTLEB DERBY DAY	27.50
BREAKNESS (Multiple)	34.50
AK-SAR-BEN (Multiple)	69.50
MILLS FLASHER	67.50
BALLY SNAPPY	47.50
FOTO FINISH	22.50
DE LUXE SPORTSMAN	24.50
MILLS CLOCKER	21.50

CONSOLES

Ray's Track	\$ 89.50	Galloping Dominos	\$104.50
Favorite	64.50	Rollette, Jr.	
Bally Saddle Club	99.50	Rosemont	52.50
Bally Teaser	39.50	De Luxe Bell	52.50
Dark Horse	59.50	Keeney Skill Time (Red Head)	137.50
Western Dewey, Jr.	52.50	Saratoga	43.50
Bally Skillfield	119.50	Dominole	42.50
Mills Rio	84.50	Jennings Ogarola	119.50

PHONOGRAPHS

WURLITZER 716 (16 Records)	\$147.50
WURLITZER 816 (16 records)	142.50
ROCK-OLA RHYTHM MASTER (16 records)	82.50
WURLITZER 412 (12 records)	84.50
MILLS DO-RE-MI (12 records)	69.50
MILLS DANCE MASTER (12 records)	27.50
SEEBURG MODEL A (12 records)	59.50
SEEBURG MODEL B (12 records)	59.50
SEEBURG SELECTOPHONE (10 records)	39.50

COUNTER GAMES

MILLS KOUNTER KINGS	\$14.50
DAVAL BELL SLIDE	10.50
ABT TARGET, Model F	16.50
TRIPLE GRIP	7.50
TURF FLASH	8.50
REEL DICE	5.00
REEL RACES	5.00

All machines reconditioned and cleaned. Write for complete list of Automatic Paytables, Novelty Games, Consoles, Slots, Counter Games and Phonographs.

Write for sensational list of closeout prices on other pay tables, consoles and legal equipment.

Terms 1/3 Deposit, Balance O. O. D.

ATLAS NOVELTY CO.

The House of Friendly Personal Service. 2200 N. Western Ave., Chicago. Branches—Pittsburgh, Pa.; Miami, Fla. Cable Address Atnovco. Fla.

New Orleans

NEW ORLEANS, Aug. 13.—New coin machine equipment is pouring into the Crescent City this week as locations re-close-down for the city after a payoff machines several months. Non-dozens and both are popping up by the owners report operators and location a very good play.

The Dixie Coin Machine Co. has received a shipment of new Bally Fleets including Reserves, Arcades, rapidly led Bambinos and these are up being placed on location as set-

Jules Peres, of the Peres Novelty Co., announces that his firm has the Genco line of machines in stock and he forecasts a good fall business for Double Track, Grand Slam, Oscar and other Genco games. Several of the first shipments of the line have been placed on location in the city.

Ed Rodriguez has joined the Peres Novelty Co. as territory salesman. Rodriguez and Jules Peres, head of the firm, are planning to leave in a few days for a short vacation in Havana, hoping to take along with them Julius Pace, president of the coin machine association here.

Among out-of-town callers at local distributors' display rooms this week were O. E. Sirley, of Gulfport, Miss., and Henry Hymele, of Wallace, La. Frank

Sansone, of Morganza, stopped in for a few hours and among purchases took home a paid slip for several new Jennings Dixie Belle machines. Charles Glorioso, of Thibodaux, was also a buyer of a line of Dixie Belles.

Jakey Atz, for several years prominently connected with the coin machine industry in this section, spent a few days in New Orleans this week before returning to Mexico, where he is interested in operations. Atz is the son of the famous Jakey Atz, of baseball fame.

Ruth Bosworth, secretary of the New Orleans Novelty Co., brings the Bosworth majority in that organization to three. Three brothers, Ralph, Ray and Bob, are also members of the firm.

R. E. Williams, North Louisiana phonograph and pin game operator, looks for a big pick-up in business within a few weeks with his section of the State raising its biggest cotton crop in several years. When the cotton belt is prosperous so is Williams' section.

Operations of phonographs in the New Orleans area by the Star Amusement Co. have been purchased outright by the Jules Peres Novelty Company. New offices have been opened by the new operating firm at 938 Poydras street and Frank De Barros appointed manager of operations. The Star company was only recently bought from Ed Krame by Jerry Germentis, who in turn quit the operating field to enter the selling field.

Dan Cohen, head of the Pleasure Amusement Co. and Direct Sales Co., has now fully recovered from a recent operation which confined him to a local hospital for several days. He reports a very good summer business and looks for new peaks in operations the coming fall and winter.

The newly created New Orleans territory branch office of Brunswick will be located at Baronne and Union streets and in charge of Ernie Oertle, for several years hard-working territory factory representative of the company. The new office should be opened in about two or three weeks, when the building will also be occupied by the Grunewald Music Co., one of the largest and oldest general music houses in the South.

R. N. McCormick, Southern sales manager for Decca Distributing Corp., left for a trip of about 10 days to the firm's Dallas and Memphis branches and intermediate territory. Mac looks for a continued heavy demand for recordings and credits much of his best summer turnover to the increased demand coming from the coin phonograph operators. He says that sales of Flat Foot Floogee are leading toward setting a high individual record for the Southern area.

Sam Gentilich, manager of Dixie Music Co., reports large sales of new J. P. Seeburg phonographs to operators in the Mississippi delta as cotton money begins to circulate. The firm recently received its third large shipment of Seeburgs since its organization early this summer and finds itself on the verge of ordering more for an expected fall improvement.

Keeney Reports Good Sales Level

CHICAGO, Aug. 13.—"We, as is customary in this business, looked for the usual August slump in orders, but these so-called 'dog days' have been 'hot dog' days for us," was the manner in which the J. H. Keeney Co. reported business conditions.

"July saw us receiving more orders for Keeney games than we have had for this month in any year in our history, and August, from all indications, will beat July. These record-breaking sales are due to our having three winners at one time, namely, Triple Entry, Winning Ticket and Multi-Free Races. Of course, the 1938 Track Time is still a tremendous seller with us.

"Triple Entry is Keeney's new nine-coin three-dial console game which issues an award for the appearance of a played number coming up on any one of three dials.

"Winning Ticket is a new one-ball multiple-play payout table patterned after the famous Handicapper.

"Multi-Free Races is a non-payout pin game issuing awards in 'free plays.' Winning awards are 'played off.' This game is going strong in 42 major ter-

H. C. EVANS & C.

WANTED TO BUY	Saddle Club	\$ 59.50	Big Game Hunter	
PENNY PACK	Jockey Club	37.50	PAYOUT TABLES.	
RESERVES	Gottlieb Derby Day, 9-		Flashers	\$ 55.00
1938 SKILL TIMES	Coin Head	69.50	Breakness	25.00
LONGCHAMPS	Cart Horse	49.50	Fairgrounds	69.00
CONSOLES FOR SALE	Fay's Track, over 4000		Golden Wheel	15.50
1938 Skill Fields	Serial	47.50	Caroms	15.00
1938 Skill Times	Turf Special, Like		Classic	15.00
Kentucky Clubs	New	49.50	Flicker	12.50
Track Times, R. H.	NOVELTY TABLES.		Derby Days	26.00
Rosemonts	Eally Reserves	\$47.50	High Cards	20.00
Derby Days	Silver Flash	19.50	Pamco Palooka	8.50
Liberty Bell	Hare & Hound	19.50	Stoner Champs	109.50
Bally Favorite	Auto Derby	12.50	Arlingtons	30.00
Club House	A. S. T. Targets	15.00	Turf Champs	19.50

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

Guaranteed The Best Deal From The Best

Kentucky Clubs	\$149.99	Exhibit Jockey Club		Fleetwoods	\$ 59.99
Track Times	109.99	7 Play; Ray's Track		Stoner's Lotion, Tick-	
Skill Times	119.99	No. 3600; Tanforan		et & Cash; High	
Grey Heads	99.99	Shoot the Moon,		Card, Clock	19.99
		Mills Flasher	\$49.99		

Pamco Toot, Broadway Angel, Bally Rambler, Classic, Home Stretch, Carom, Ball Fan, \$9.99; Scoreboards, Reel "21", Fruit & Poker Red, \$4.99. Will buy Cigarette Reels. What Have You?

BEST NOVELTY CO., 1047 ST. CLAIR, CLEVELAND, OHIO

Wanted: Exclusive Distributors

Prefer men who are operating, selling or have sold or operated salesboards, jar deals, merchandise deals, etc. Exclusive franchises will be given to proper men to sell to operators and jobbers in his State or County. Commission basis only. \$5,000.00 to \$10,000.00 a year possible to right man. Give complete history in first letter. All replies held confidential. BOX No. 333, care The Billboard, 54 W. Randolph St., Chicago, Ill.

territories, such as New Orleans, Los Angeles and other points."

J. H. (Jack) Keeney is now visiting Keeney distributors along the Pacific Coast arranging for fall shipments on regular schedules to the Western markets. Multi-Free Races, according to Keeney, is being ordered heavily in the many non-payout territories of the section.

Coinmen in Luck On Second Trip

NEWARK, N. J., Aug. 13.—The second deep-sea fishing expedition of local coinmen was a decided contrast to the one a few weeks ago, according to Irving Orenstein. "This time we came in with a record catch of 167 fish," he stated. "The fish were really hungry, it seemed.

They grabbed the bait as soon as it hit the water. This trip was quite a contrast to our last one when we had to buy fish on the dock to save our face. This time we couldn't find enough people to give them to. We are planning another expedition very soon."

Those making up the party this trip were Leo and Sam Waldor, former manufacturers of the Target Roll game; Harry Pearl, of Ace Vending; Charley Folgaar and Irving Orenstein.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



AUGUST CLEARANCE BARGAINS

The Following Machines Are Slightly Used and in Perfect Condition:

- 1—Paces Races, black cabinet, cash pay, Serial No. 2741, \$100.00
 - 4—Ray's Tracked 5c play, check separator, like new, Serial Nos. 4571, 4545, 4795, 4416, Ea. 75.00
 - 4—Galloping Dominoes, 5c play, regular style coin head, high serials, perfect condition, Each 75.00
 - 4—Exhibit Single Slot Chuck-A-Lettes, 5c play, Each 32.50
 - 1—Gottlieb, 9-slot, 5c play, Console Horse Race, floor sample 85.00
 - 1—Bally Skillfield, slightly used, like new, Serial No. 2143, 65.00
 - 1—King Pin, cash pay, Serial No. 5740, 210.00
-
- 15—Bally Reserves, guaranteed like new, Each 37.50
-
- 1—Foto-Finish, ticket model, like new 25.00
 - 3—Air Races, ticket model, like new, Each 10.00
 - 1—Bally Racing Form, like new, cash pay 27.50
 - 2—Airways, like new, Each 22.50
 - 1—Flying High, ticket model, like new 15.00
 - 1—Genco Football Touchdown, floor sample 35.00
 - 1—Green Lights, with meter, floor sample 45.00
 - 1—Stoner's Miss America, like new 15.00
 - 6—Mills Kounter King, like new, Ea. 15.50
 - 1—Jennings Grand Stands, 1c play 15.00
 - 1—Bally Entry, like new 60.00
 - 20—Gottlieb Deluxe Grip Testers, S. U. Each 11.00
 - 1—Bally Entry, like new 65.00
 - 1—Bally Fairground, like new 65.00
 - 2—Stoner Air Races, Perfect 11.00
 - 2—Bally Fleetwoods, like new 65.00
 - 1—Genco Recorder, like new 35.00
 - 4—Bally Babys Kounter Game, Each 4.00
 - 4—Mills Q. T.'s 5c play, jackpot venders, Serials over 17,000, Used 6 weeks, Each 44.50
 - 2—Western Baby Grand Kounter Game, Each 4.00
 - 10—Deuces Wild, with ball gum venders, brand new, Each 20.00
-
- 10—Lucky Packs, Brand new, with gum venders, Each \$20.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale and all of the above prices are effective August 20, 1938. We have all latest hits available for immediate delivery, Stoner's Zeta, Bally Grand Stand, Arcade, Klondike, Paul Bennett's Deuces Wild.

MOSELEY VEND. MACH. EX. Inc.
 00 Broad St., Richmond, Va.
 Day Phone 3-4511. Night Phone 5-5328.

Coinography

By the Coinographer

ST. PAUL, Aug. 13.—This city's broad University avenue, so named because it traverses the campus of the University of Minnesota, is rapidly earning the name "Pin-Table Avenue." Another growing amusement machine concern, the Midwest Novelty Sales and Supply Co., seeking more room for its growing business, has moved into new spacious quarters at 777-779 University avenue.

The new location, with 3,000 square feet of floor space, is more than twice the size of the old one. Even the name grew with the change when it was decided that the word "Sales" should be added.

Jack N. Karter, proprietor, tried a lot of things before he landed in the amusement-game business. He might still have been skipping about from candy factory to a bookkeeping job and back again if it had not been for an ingenious pioneering amusement-game stunt.

Back in the days when counter games were new a stranger stopped in at Jack's grocery store and asked if he might leave a contraption he was carrying for a few days. Jack, always willing to oblige, acquiesced. It was a counter baseball game. Curiosity got the better of him and he decided to do some experimenting. Before the stranger returned the machine had netted \$14. The stranger, who turned out to be an operator, sold Jack his route.

That was in 1928. About that time

Karter went into the confectionery business. He later abandoned that and set himself up in the night club business. Meanwhile he had continued to operate on the side. The Midwest was organized in 1931. Finally the sale of amusement games became his sole occupation. Two years ago he went into the distributing field. He says he doubled his business the first year and tripled it the second.

Jack Karter has been a pioneer in the business in more ways than one. When the pinball machine first made its advent a number of persons with "Carry Nation ideas" began pointing fingers and shouting from the housetops. They branded the machine a menace. One of the first resultant court cases involved one of Mr. Karter's machines.

It was located in a drug store. The trial had hardly gotten under way when, because many people present, including the presiding judge, had not seen one of the new-fangled devices, it was decided to adjourn and repair to the drug store in question to investigate. News cameras flashed to catch the prosecuting attorney and the judge playing the machine. As a result the judge ruled the machines were games of skill and not gambling devices.

Recently operators, finding the going rough, organized the Ramsey County Amusement Operators' Association, of which Mr. Karter is vice-president. Karter grows hot under the collar when he discusses "fly-by-night" merchandisers and "chisellers."

"We are all looking forward to the day when legitimate business people will predominate and be the only ones left in the business," says Karter. "Our industry is large and naturally there are chisellers in every trade, but the ones that really do the business and are always on top are those who comply with legitimate fundamental laws and rules of the business world. It seems that sooner or later—and the time is drawing closer—the chiseler will be eliminated from our ranks and everyone will be happy."

Like the amusement machine game here, Jack Karter has been thru the mill. He's a product of Sheboygan, Wis. When he was 11 years old, while still in school, he started earning money. When he graduated from high school he still hadn't made up his mind as to what he preferred to do. Now 32, he has crowded into his short career a variety of work, including that in a filling station, motorcycle factory, furniture factory and the shipping department of a local department store.

The amusement machine business has proved the answer to his problem, and when Jack regards the six digits in his University avenue address, which is 777-779, he figures seven is his lucky number. To make sure, he plans to cut it down to simply 777, a combination which is the answer to any gamester's prayer. His latest is his fourth move since he has gone into business for himself, and at each location—the grocery and confectionery establishments and the night club—the address has contained that figure.

Irish Town Named For Bally?

CHICAGO, Aug. 13.—Glancing over a map of Ireland recently, Jim Buckley, general sales manager of Bally Mfg. Co., discovered a town which is officially called Ballymoney. "Believe it or not," Jim says, "that's the name of the town and I can show it to you on the map."

Furthermore, the O'Toole Indians didn't have anything to do with naming it. All I can figure out is that some Irish operator, after making his pile with Bally machines, went back home and bought up a town to spend his old age in, peacefully dreaming of all the Ballymoney he made from the days of Bally-ing."

New Orleans Police Head Okehs Games

NEW ORLEANS, Aug. 13.—Superintendent of Police George Reyer, after examining three pinball machines in his office at police headquarters, has announced that pinball games are not gambling machines and as such are legal and may be used in New Orleans.

However, said Chief Reyer, if and when this machine is permitted to be played for cash prizes or any other prizes, it will be construed as a gambling device

OSCAR

THE GAME WITH THE INTERMEDIATE AND JACKPOT FEATURE!

When 12,000 score is made, the player wins the JACKPOT. Intermediate payout starts at 8,000.

New Style
JACKPOT REGISTER

\$89⁵⁰

F. O. B. Chicago

REGISTERS Record Awards on OSCAR and SPLASH

—featuring ANIMATED CARTOON BACK-RACK . . . COMBINATION FREE PLAY AND 1,000-POINT SAUCER CUP HOLE.

\$74⁵⁰

F. O. B. Chicago

GRAND SLAM

With the EXCLUSIVE SKILL LANE FEATURE!

\$89⁵⁰

F. O. B. Chicago

BERT LANE

SEABOARD SALES
619 Tenth Avenue,
New York, N. Y.,
Eastern Factory Representative.

Coin Amusement Supply, Limited

42 Bethnal Green Rd.,
London, Eng.,
Genco Distributor for England.

GENCO, Inc. 2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

SNOW WHITE

2100 Holes
Tip Tickets
127 Winners
Takes in - \$105.00
Average Payout - 54.35

PROFIT - \$50.65
PRICE - \$ 4.60

BALLOT BOX

720 Holes
Tip Tickets
Takes in - \$36.00
Average Payout - 19.44

PROFIT - \$16.56
PRICE - \$ 2.20

ANOTHER TWO HITS

GLOBE PRINTING CO.

1023 Race St., PHILADELPHIA, PA.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

PERFECT RECONDITIONED MACHINES

Every machine sold is guaranteed to be in perfect working condition, ready for location. Our mechanics are experts in their particular lines. Our shop is complete. A trial order will convince you of our perfect reconditioned machines. We carry a complete assortment of repair parts and accessories.

SAM MAY "HAS IT"

Price list will prove you can save money. Send for it at once.

SAM MAY & COMPANY,

2011-13 Maryland Ave. Balto., Md.

Hirschberg Bill Again Before N. Y. Convention

Would eliminate all existing laws against gambling—modified bill expected to pass—defeated once before on vote of 72 to 69

ALBANY, N. Y., Aug. 13.—“The Hirschberg proposal to eliminate existing laws against gambling will be modified in a new drive for its adoption at the Constitutional Convention,” commented *The New York Daily News* in a recent issue. This new development is conceded to have resulted from the clamor from the public and interested parties after the original Hirschberg proposal failed of advancement to the order of adoption about a month ago by the narrow margin of three votes, 72 to 69. At the time the bill was up for passage former Gov. Alfred E. Smith delivered a vitriolic speech in favor of the proposal to eliminate bans on gambling. His opening sentences were: “The best possible argument that could be offered for the passage of this resolution was offered by the former Congressman from New York, Mr. Bennet, and condensed into a few words, that argument was that this particular section of the constitution is not enforceable and has not been enforced, and has on the other hand been entirely disregarded not only by the great body of the people of the State, but the Legislature itself.” It was after his speech that the bill was defeated by such a narrow margin.

Rock-Ola Surveys Scales Market

CHICAGO, Aug. 13.—“With operators’ increased interest in acquiring large routes of personal weight scales, Rock-Ola’s research department recently conducted a survey among about 80 scale operators and 100 location owners to determine the requirements for a money-making scale and naturally to see how our Lo-Boy scales measured up to these standards,” announced Rock-Ola officials.

“In general it was learned that all favored a small column-type scale—finished in attractive colors—large enough to invite customers, yet not so bulky that it occupied floor space which also might be utilized to further profitable advantage. The scale, they all agreed, must be accurate and its mechanism such that it should maintain its accuracy in both summer and winter, eliminating any thermostatic condition, and it should function over a long period of time.

“The weight dial was discussed. They all believed that it should show weight from 1 to 300 pounds and that black figures on white background were easiest to read. They required that the head should include a standard table of weights for men and women. From experience operators have discovered that this feature tends to make steady customers who watch their weight from day to day and naturally increase the play of the machine.

“From the survey it is deduced that locations for scales are not difficult to find and once on location they are more or less permanent. In the case of Rock-Ola’s Lo-Boy scale many locations have the scale placed right beside the counter, adjacent to the cash register.

“Earnings for scales varied. Some naturally were more favorably placed and received higher profits. All, however, received excellent returns for the investment.

“The survey showed that a good quantity of Lo-Boy scales were on locations. One operator said: ‘I’ve switched entirely to Lo-Boys. They’re real money makers and I can always depend on them.’ A location owner said: ‘A Lo-Boy in my store is a good advertisement. It doesn’t clutter up the place as many of the oldtimers did. It actually invites patronage. Lots of people stop in here every day to check their weight and naturally they often buy something in the store when they come in.’”

Bar-B-Q Stands Good Locations

(Location Story)

WASHINGTON, Aug. 13.—The lowly hamburger stand is coming into the limelight and aura of modernistic businesses. Opened recently in this city was the “Bar-B-Q,” a building of beauty, thanks to structural materials of translucent glass blocks and glistening bricks.

The glass bricks, translucent but not transparent, provide privacy and striking illumination possibilities which prove to be a great attraction for the cash customers. By day they permit a flood of well-diffused daylight within.

Businesses of this type, lively, attractive and usually frequented by fun-seeking people, provide an ideal spot for games and vendors of all descriptions.

Now, Delegate Henry Hirschberg says, he intends to amend his proposal to forbid the State from sponsoring any form of lottery.

“Some who originally opposed the amendment did so because they do not want State-conducted lotteries,” he explained. “With this amendment some of the former opponents may support it.”

Hirschberg, who is district attorney of Orange County, said he intends to confer immediately with Senator Perley A. Pitcher, Republican floor leader of the convention, regarding a suitable time to bring his proposal up again.

Boston

BOSTON, Aug. 13.—Barney and Louis Blatt, of the Atlas Coin Machine Co., have opened a new elaborate salesroom at 57 Columbus avenue under the name of the Atlas Phonograph Co. The salesroom, adjoining the Hotel Statler, will be utilized solely for the New England distribution of J. P. Seeburg Corp. musical instruments.

Several hundred music merchants from the New England States were present at a special display in the hotel from 10 a.m. to 10 p.m. Food and drinks were served.

In addition to the Blatts, J. J. Golumbo, New England Seeburg rep, was on the greeting end.

The Washington street showroom will continue as a convenience station for phonographs, in addition to its other product output.

ATTENTION!

Novelty Game Operators

EXPOSITION

WITH ITS "DUO-SPRINGS" IS NEW - MEANING A NEW INTEREST IN YOUR LOCATIONS FOR YOUR OPERATORS!

PEPPY

With the DOUBLE AND EXTRA AWARD!

FASTEST SELLING HIGH SCORE NOVELTY GAME ON THE MARKET TODAY!

\$74⁵⁰ EACH GAME

F.O.B. CHICAGO

CHICAGO COIN

MACHINE MANUFACTURING CO.

1725 W. DIVERSEY • CHICAGO

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32

The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76½

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.

GET A HOME RUN WIN \$55

AMERICAN LEAGUE PAYS \$100 PAYS \$500 NATIONAL LEAGUE PAYS \$100 PAYS \$500

HIT BY PITCHER 50¢ SACRIFICE HIT 40¢ LEFT FIELD FLY 25¢

STOLEN BASE 20¢ LINE DRIVE 15¢ RIGHT FIELD FLY 10¢

WIN \$100 WIN \$100

LAST PLAY IN EACH SECTION RECEIVES ONE POUND IN HOME RUN BASKETBALL

NOW READY FOR DELIVERY! ★ The sweetest Counter Game you ever laid your eyes on! . . . \$24.50

INDIAN DICE!

D. GOTTLIEB & CO.
2736-42 No. Paulina St., Chicago.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

We SAY It and We MEAN It!

. . . that for the kind of treatment and service you have always dreamed about; for perfectly reconditioned machines; for all the best new machines, and for PRICES THAT ARE RIGHT DOWN YOUR ALLEY..

NEXT TIME TRY...

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

— ALSO AT —
Pittsburgh • Washington • Buffalo

SATISFACTION GUARANTEED

SPECIAL

GENCO MAGIC ROLL,
reg. \$149.50 fl. sample. **\$74.50**
SHYVERS STRIKETTE,
reg. \$149.50 fl. sample. **74.50**

ONE BALLS

CLASSIC\$19.95
RACING FORM 19.95
SPORTSMAN DeLUXE 19.95
TURF CHAMP 19.95
CLOCKER 19.95

SLOTS

BLUE FRONT, 5c\$39.50
LION HEAD 24.50
WAR EAGLE, 10c 29.50
F. O. K. SILENT 19.50
RELIANCE, 25c 22.50
CHIEFS, 10c-25c 32.50
COMET FRONT VENDER 22.50

PHONOGRAPHS

WURLITZER P-12\$69.50
WURLITZER 312 89.50
ROCK-OLA No. 2 69.50

SEEBURG RAYOLITE\$139.50
STEWART-McGUIRE 7-Col. Cig. Machines 54.50

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

Busy Operators Favor 3-Up

CHICAGO, Aug. 13.—“To a busy and successful operator,” said Jack Nelson, Rock-Ola vice-president and general sales manager, “even the minutes count. That’s one good reason why our one-shot payout game 3-Up has been so popular with operators as well as the playing public. In 15 minutes, right on a location, an operator can change the illuminated 3-Up back panel and award chart on the playing field with the fruit symbols to the other panel included free with the game and it becomes a sparkling new game called Across the Board with the horse-race symbols.

“William Shayne, of the Shayne-Dixie Music Co., Miami, on a recent visit to our factory reported astounding results with his extensive string in Florida. Said he: ‘I never saw a game with such quick response. The console, the playing field and the flashing lights on the back panel are as vivid as our luxuriant Florida setting. We varied the game with the extra panel from time to time. And the earnings—well, 3-Up just can’t be beat.’

“Shayne’s record has been paralleled in many instances by operators thru-out the Northern territories. Archie La Beau, head of La Beau Novelty Sales Co., St. Paul, is high in his praise of 3-Up. ‘The boys all appreciate the extra light-up panel. Some of them say that the one panel, 3-Up, keeps the crowds coming, but they feel like they have a reserve in the extra panel which they can use later. The way these fellows talk,’ continued La Beau, ‘about the results they’re getting with 3-Up, we almost feel like Santa Claus. Anyway we’re glad they’re happy and making money.’”

Penny Games Popular—Robbins

(New Game)

BROOKLYN, Aug. 13.—“Due to the so-called recession,” said Dave Robbins, head of D. Robbins & Co., of Brooklyn, “the use of penny games has proved to be highly popular. People are always willing to spend pennies without giving it much thought. They consider any enjoyment they can get out of their pennies as being money well spent.

“We are always ready to take advantage of the public trend and are therefore introducing Bingo, a new penny-size counter skill game. The player receives a ball of gum for every penny and then uses his skill to tap five live rubber balls into five alleys spelling out the word bingo. Each alley has a different letter, so that the balls must each be placed in a different alley to complete the word bingo. Many games have already been placed on location and are netting ops very good weekly profits. Every operator should have a quantity of these games, which are priced so extremely moderate that their cost is returned in a few weeks.”

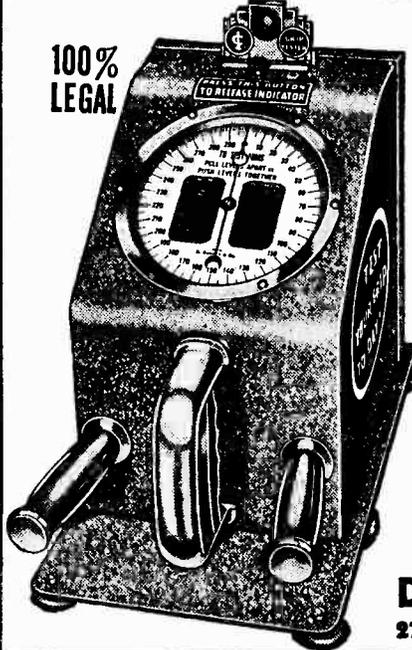
TOBACCO PAK

NEW COUNTER HIT WITH BIG TIME “TAKE!”

The amazing little cigarette game that’s making the BIG HIT! These features make it sensational: Mystery Selection! Mystery Odds! Lite-Up! A-B-T Slot, last coin illuminated! Mystery Slot brings up number, which represents a brand of cigarettes. If the total on the 4 dice exceeds that number, player receives from 1 package to a carton of cigarettes, depending on the odds. Ball Gum Attachment, filled without opening machine. Many other stand-out features!



\$24.50



100% LEGAL

DE LUXE GRIP SCALE

3-WAY STRENGTH TESTER

\$19.50

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
2736-42 N. Paulina St. CHICAGO

\$400 Monthly Income from PENNIES!



Dropped Daily Into the HAMILTON Person Weighing SCALE

(New 8th Anniversary Model) You can’t beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first “Hamilton” at our special introductory price, pick the right spot for it and compute the “net” on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America’s Largest Exclusive Makers of Person-Weighing Machines.
HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.

BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

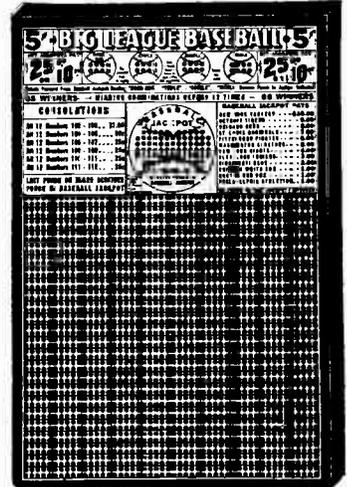
No. 2415 2400 Holes
Takes in\$120.00
Average Payout 58.99
Aver. Gross Profit\$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
Get Our New Low Prices. Only \$4.94

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Illinois.



JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO.
A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
D. GOTTLIEB CO. WESTERN EQUIP. CO.
CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.



BERT LANE AND NAT COHN congratulate each other on their new “babies.” Lane calls his Seaboard Sales, Inc., and Cohn’s new arrival is Entid Lynn.

SALESBOARD OPERATORS

Read “DEALS”

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

McCALL'S WEEKLY SPECIALS—ALL GUARANTEED

NOVELTY PIN GAMES:	Track Meet	\$19.50	Dixie Dominoes	\$ 5.50
Auto Derby	Stoner's Faces	22.50	Ball Slide	4.50
Home Strich	Happy Days	8.50	Puritan Gum Vndr.	4.50
Long Beach	Happy N Neck	8.50	Wagon Wheels	3.50
Carnival	Neck 'N Neck	8.50	High Tension	4.50
Ricochet	Elec. Scoreboard	15.50	Gold Rush (Ciga.)	4.50
Silver Flash	Bally Mercury	15.50	Gold Rush (Vender)	4.50
Mills Tournament	Outboard	8.50	Bolt-taire (Cigarette)	4.50
Mills Cap	Sandy's Horses	8.50	Booster	4.50
Hold 'Em	Western Cigarettes	8.50	Picette	3.50
Batter Up	Westerly Kallit	3.50	Punchetto	3.50
Bally Bumper	Mikro Golf	3.50	5c Mills C. T. Dials	\$22.50
Running Wild	Barnyard Golf	5.50	1c & 1/2c Waiting	\$2.50
Sensation of 1937	Gee Whiz	7.50	Rot-A-Top	32.50
Bally Booster	Rock-Ola 4 Jacks	5.50	AUTOMATICS:	
Replay	Reel Spot	3.50	Big Richard	
Skooky	Reel '21'	3.50	Alamo, Paperless	
Excel	Tavern (Cig. Reels)	5.50	Redwood	
High Hand	Tavern (Beer Reels)	5.50	'Balls, Moll'wood	
Short Sox	Tavern Horses	4.50	Acc. King Fish	
Swing Time	Mutual Dice	4.50	Ivory Golf	
Turf Lings	High Stakes	4.50	Fortune	
Daytona	Pace Dandy Vender	8.50	SELL AND EXCHANGE.	
Dux	Cent-A-Pack	19.50		

WE BUY, SELL AND EXCHANGE. \$5.50 Each

McCALL NOVELTY CO.
3147 Lombard St., St. Louis, Mo.

PALM SPRINGS



**BALLY'S NEWEST
RESERVE TYPE GAME
WITH
INTERMEDIATE AWARDS**

**WINNER TAKES ALL
WHEN 18 BUMPERS HIT**

ALSO AWARDS FOR
12 OR 6 BUMPERS

**ALL AWARDS
METERED**

•
**ADJUSTABLE
SCORE INSERTS**

•
**5-BALL PLAY
PRICE? A REAL**

Summer Special—WRITE!

Patent No.
2063108

GRANDSTAND

**One Shot MULTIPLE Payout Game
WITH \$45 TOP "RESERVE"**

Win, Place, Show
and Purse Awards—
plus Sweepstakes
Reserve! Write for
complete CONFIDENTIAL
details and prices.



Patent Nos.
2063108
2082708

Write for circulars on BALLY RESERVE, BALLY ARCADE, SPORT PAGE,
FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN, FIELDS.

BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

DOLLARS AND SENSE

• Our new "direct factory sales agent" plan was promoted to bring down the cost of buying, selling and handling coin machines. By bringing FACTORY FACILITIES AND PRICES direct to you, we've eliminated the expense of hand-to-hand distribution. Which puts an extra profit in your own pocket, while filling ALL your coin machine needs quicker than ever before.

• We'd like to give the inside details on a real NEW DEAL to smart coinmen in New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Virginia, North Carolina, South Carolina and Alabama. Just paste this ad on a penny postcard or wire or call us TODAY.

BERT LANE.

SEABOARD SALES, INC.

619 TENTH AVENUE, NEW YORK, N.Y. • Phone: Wisconsin 7-5688-9-90

Direct Sales Agents for Leading Manufacturers!

Penny Coinmen Greet Iverson

NEW YORK, Aug. 13.—Fred Iverson, popular regional sales manager of Seaboard Sales, is reported to be telling the world about his wonderful reception on a good-will tour thruout Pennsylvania this week.

"Those Pennsylvania coinmen certainly know how to make a feller feel good," Iverson reported. "I can already count many of them as my friends, for they are showing the kind of co-operation that has made it such a pleasure for me to cover up-State New York and New England. But I'm really not surprised, because the swell new angle I'm presenting to them is something the whole industry has been in need of. The new angle, of course, is Bert Lane's direct factory sales-agent plan that makes it so much easier and more profitable for jobbers and distributors to get coin machines into the hands of the operators. By dealing with Seaboard Sales these coinmen are finding a quick new way to erase the red ink on their ledgers—and when I can do that for my friends I'm happy."

Iverson reports that he will continue his swing from Pennsylvania right thru up-State New York and New England territories.

500 SLOT MACHINES

300 Pay Tables

GUARANTEED PERFECT
CONDITION

PRICED TO SELL

DISTRIBUTOR FOR

Columbus Venders

THE LEADING LINE OF
MERCHANDISERS CARRIED

IN STOCK.

PHONE, WIRE OR WRITE FOR

PRICES AND COMPLETE

INFORMATION

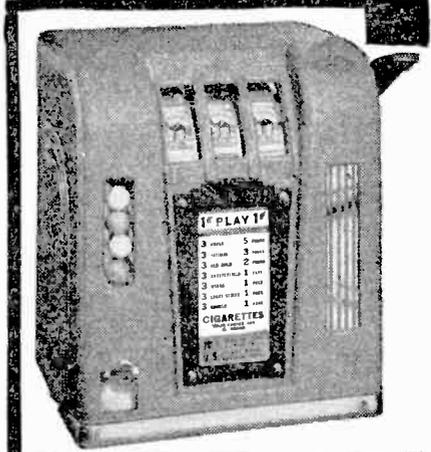
THE VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA

Atlas Adds 12 To Personnel

CHICAGO, Aug. 13.—In connection with the "Sales Mean Jobs" campaign and possibly a reversal of that slogan, "Jobs Show Sales," Atlas Novelty Co. has announced the addition of 12 employees to its staff.

These employees were added to the staffs of the Atlas offices in Chicago, Detroit, Pittsburgh and Miami. Morrie Ginsburg announced: "The Atlas firm is now the biggest distributor of coin-operated games in the entire country. Increased sales and the opening of a Detroit office for handling Seeburg phonographs made the enlargement of the company's personnel necessary."



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Bell 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—15¢ a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

this feature to the entertainment of the play permits the player to win with even one ball if he is skillful. However, all balls are played, as the higher the score the greater the awards.

"Oscar has the same play as Splash only it has a new-style jackpot feature in addition to the regular intermediate awards. Twelve fish on the line and the player is entitled to the award for that number caught, plus the accumulated jackpot.

"Gensburg also reported that Bert Lane and Seaboard Sales, Inc., are doing a good job on both Splash and Oscar. Seaboard is a direct factory representative of Genco selling to distributors, jobbers and the trade."

Genco Animated Games Going Good

CHICAGO, Aug. 13.—"There have been a lot of squabbles in history books as to just who discovered America. Some say Columbus had the honor all to himself. Others report evidences of the Irish searovers, the Swedes or the Norsemen. But, according to David Gensburg, of Genco, Inc., nobody is going to take away the honor from our firm of having the first game with cartoon animated backracks. And these games are our Splash and Oscar," said a Genco spokesman.

"Gensburg said that many operators have told him that their players get the 'kick of their lives' when they see the fish swimming around the water and then the fisherman catching the fish, pulling them onto the boat and putting them on a stringer. The action is so smooth and clever the animation looks lifelike.

"Splash, featuring the unusual backrack, also introduces the free-play 1,000-point saucer-cup hole. The addition of

Calcutt Making Plans for Fall

FAYETTEVILLE, N. C., Aug. 13.—All in preparation at the offices of the Vending Machine Co. here, it is reported. "Yes, we're mighty busy these days," reports Joe Calcutt, head of the firm, "both taking care of the orders coming in daily as well as laying plans for the big business we expect to do this fall.

"We are looking forward to a decided pick-up in business this fall. No, this is not an idle guess on our part, but it is borne out by talks and correspondence with operators all over the country. With a good harvest foreseen and a general pick-up in business conditions, people will naturally spend more for amusement and the operator will come in for his share.

"Right now we are reconditioning a huge number of games which we intend to use as our opening shot in our drive for fall business. We expect this sale to equal if not surpass any we have staged to date."

Attention Operators and Jobbers!

Here is a machine that has replaced the slots. Ask the man who operates them.

STONER'S ZETA

Unquestionable . . . cannot be overlooked as a reserve console.

We have a complete stock of Payout Tables, Novelty Reserves, Consoles, Races, Slot Machines and Stands.

SAVOY VENDING CO.

406-B W. FRANKLIN ST.
BALTIMORE, MD.



MONARCH 20

*Rock-Ola delivers **MORE** for your money*

CHECK THESE MONEY-MAKING FEATURES

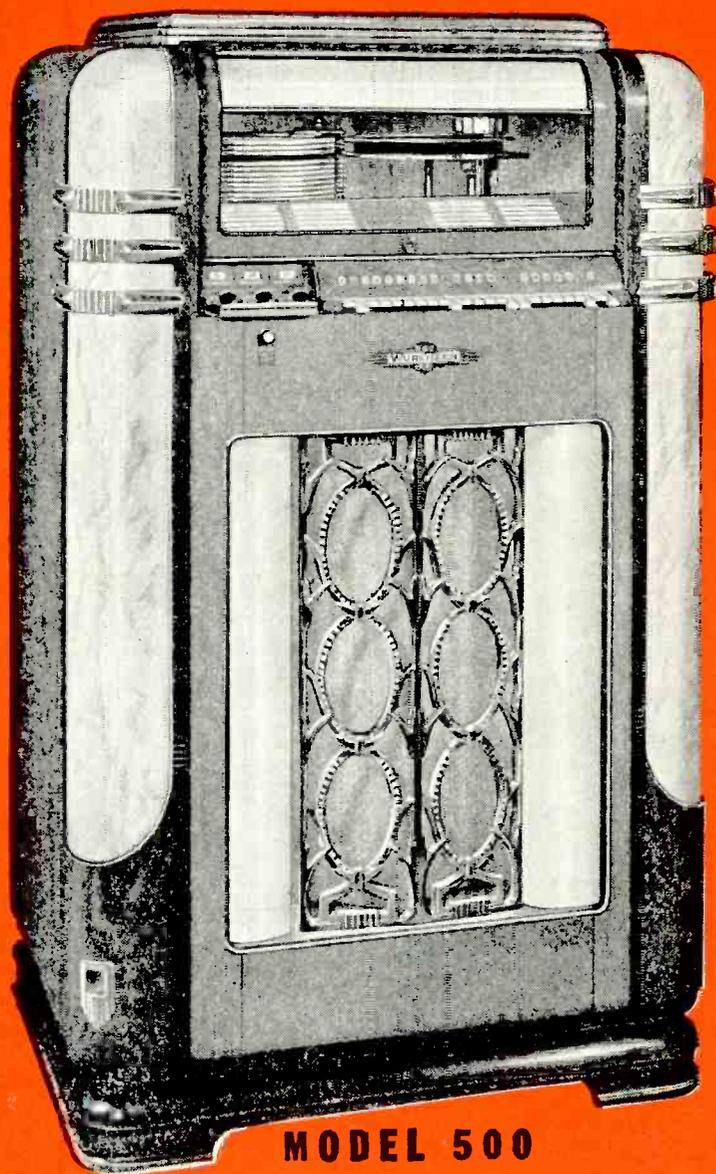
- 99% SLUG-PROOF Coin Chute—No Extra Charge**
- Streamline Cabinet Design—Nothing Like It!**
- "Borealis" Light-up Grille—Colorful, Romantic**
- New Slanting Top Visibility—Attracts More Play**
- Matchless Rock-Ola Tone Quality—Holds Locations**
- Lightweight Crystal Pick-up—Saves Records & Needles**
- Perfect, Scratchless Reproduction—No Record Hiss**
- Full Floating Speaker Baffle—Permits Undistorted Tone**
- 20-Record Multi-Selector—Exactly the Right Number**
- Simple, Flawless Mechanism—Eliminates Service Calls**

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. W., Toronto, Canada
★

ROCK-OLA MFG. CORP.

300 NORTH KEDZIE AVENUE • CHICAGO

EVERYWHERE MUSIC MERCHANTS ARE REPORTING INCREASED EARNINGS FROM WURLITZER MODELS 500 AND 600



MODEL 500

Wurlitzer predicted it! Time has proved it! Wurlitzer's "Five Hundred" and "Six Hundred" are everywhere establishing new records for earning power—bringing music merchants greater profit than they ever enjoyed before.

Here is proof that these brilliantly beautiful models squarely meet the location demand for colorful illumination—for 24 records—for superb living tone . . . proof that it pays to replace old instruments with either of these modern, feature-packed Wurlitzer Phonographs. And hundreds of music merchants are replacing old equipment under Wurlitzer's liberal Factory Trade-In Allowance Plan. How about you? Why not write or wire for full particulars today?

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.

WBS-110

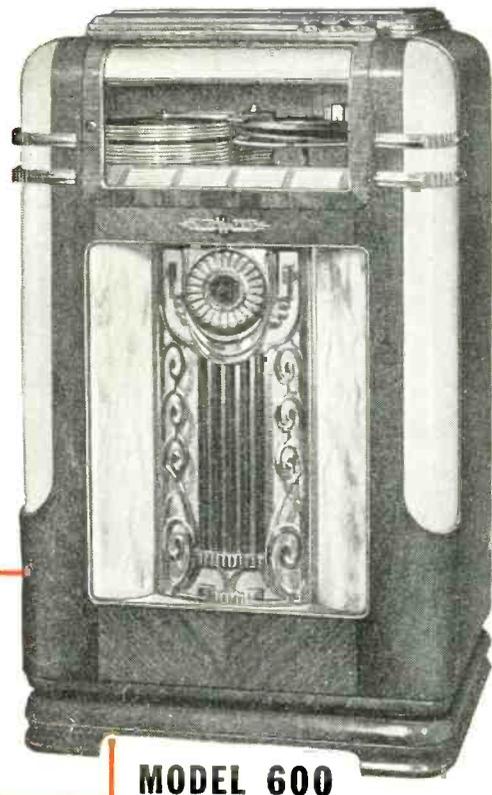
**OPTIONAL COLOR EFFECTS
ON THE MODEL 600**

Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

**OPTIONAL COLOR EFFECTS
ON THE MODEL 500**

Plastic grille bars and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.



MODEL 600

**SOLD ONLY
TO MUSIC
MERCHANTS**



NEW PIANO KEYBOARD "MULTI-SELECTOR" ON THE MODEL "FIVE HUNDRED"

An innovation in "Multi-Selector" design, the new piano type keyboard selector of the Wurlitzer "Five Hundred" has irresistible play appeal. Touch one of the white keys and a green light in the numeral above the key signals the record selected. To cancel selections simply press keys from underneath. Made of polished metal, the keys are indestructible—their width assures accurate selection. The piano keyboard "Multi-Selector" is grouped with a well lighted program holder and brilliantly illuminated coin slides, protected by tamper-proof guards—all on a convenient easy-to-reach, easy-to-see level.

BOTH MODELS PLAY 24 RECORDS

The name "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.

TURN IN YOUR OLD INSTRUMENTS ON
WURLITZER
AUTOMATIC PHONOGRAPHS
UNDER WURLITZER'S LIBERAL
FACTORY TRADE-IN ALLOWANCE PLAN