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AUGUST 6, 1938

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DUDLEY DIGGES

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## BROADWAY'S LEGIT TOPPLES

### Aud Men Nix Gov't's Plans

Object to auditorium in capital built by U. S.—discuss problems and elect

CHICAGO, July 30.—Auditorium Managers' Association, in its 17th annual convention at the Congress Hotel here this week, resolved to oppose the government's plans to erect an auditorium in Washington which is to be used for commercial activities. AMA looks at the project as unfair competition, since the building will be available to any outside events.

During the round-table discussion problems which confronted managers during the last year were brought to the floor and digested, and suggestions for solutions offered. The American Federation of Musicians came up for an airing, several cities involving themselves with locals demanding stand-by musicians for all events using either recorded music or traveling bands. Milwaukee and Boston were the larger cities facing the AFM demands, settled after minor discourses.

Sonja Henle was the most popular attraction in the nation's auditoriums, getting plenty at every stand. Walter A. Brown, of the Boston Gardens, Boston, revealed that the Henle show was sold out a week before the opening date and over \$16,000 in money orders was returned.

During a lengthy dissertation on publicity it was agreed that 5 per cent of the cost of the attraction was a safe spending measure to go by. It was pointed out, however, that the sum varies

(See AUD MEN NIX on page 59)

### More Concessions Cinched For N. Y. Fair Fun Zone

NEW YORK, July 30.—Concession roster of the World's Fair of 1939 was augmented this week by addition of several more prominent outdoor attractions. "The Children's World," immense kiddyland under direction of Frank W. Darling, officially became part of the fair. Robert Sipchen, representing a Chicago syndicate, signed a contract to present a Winter Wonderland show. Norman Bartlett closed for his Flying Turns and Aerial Joy Ride, first two major rides to be signed by the fair. Morris Green, legit producer, completed arrangements for a Greenwich Village attraction.

According to fair officials, additional concessions will be signed within the next few weeks and by Labor Day nearly all space on the amusement zone should be accounted for. In nearly all instances, it is understood, closing of contracts depends upon how soon concessioners can bankroll their projects. Nearly all available space has been allotted by the fair to applicants.

Morris Gest, who, with Irving Friedman, is presenting the Midget Village, arrived from Europe this week after nearly three months of extensive scouting. Altho he was tight lipped concerning details of his show, it is understood that elaborate plans have been laid for one of the largest assemblies of little people in exposition history.

Norman Bartlett, expert engineer and veteran of amusement parks and expositions, departed for North Tonawanda,

### That's the West, Pardner

BLUE SPRINGS, Mo., July 30.—They take their dance bands seriously in these woods.

Ray Pritner swung his fists the other night when a "big guy named Fergy" made disparaging remarks about the band in the Cottonwood Grove nitery, but a gunshot wound in his left forearm convinced Pritner he had no business defending the musicians. Also wounded by a shotgun blast was William A. Melton, who had no part in the debate over the band's merits.

"Fergy" stuck his shotgun under his arm and left the spot after the shooting, still mumbling his conviction that the orchestra was corny. Police are looking for him.

### Season Drops Below Last In Number of Stem Shows

Number running at any given time is generally under totals of previous year—high point of 33 reached in March—hits after holidays bolster averages

NEW YORK, July 30.—The legit season that officially ends tomorrow night was probably one of the strangest, statistically speaking, in the history of the Stem. Hailed as the turning point of the stage, with its vagaries figured as setting the pace for seasons to come, it started off slowly, a bad sign in itself. With b-o. returns on the previous season indicating a definitely hopeful trend, it was figured in the spring of 1937 that the first few shows would set the pace for the year. Producers had announced heavy schedules, almost up to their pre-depression frenzy of pipe-dreaming, and it was figured that, if the first few shows made money, the schedules would be dumped into production and the band wagon would start. If the first few shows flopped, the schedules would be dumped not into production but into the wastebasket.

The first few shows flopped, and the spring predictions were fulfilled. Schedules were cut to the bone, and the season of 1937-'38, all the way thru the Christmas holidays, was the most dismal ever to afflict the Stem. Even the deepest twilight of the depression looked like a noonday sun in comparison. The second depression (known for publicity purposes as a "recession") didn't help things either.

Then, after the holidays had been negotiated in the worst style in modern stage history, with not even the usual peak around Christmas and New Year's, the quality suddenly improved, with a generous handful of hits coming in one after the other. The result was shown by the fact that 1937-'38 reached its peak in late February and early March, which is usually a fairly low period. The new hits bolstered things tidily for a while, but production simmered off much earlier than usual, and the season quickly coasted down to the summer doldrums, which have been worse this year than in the past few seasons.

Generally speaking, the number of

(See BROADWAY'S LEGIT on page 59)

### Initial Days at Saskatoon's Annual Show a 13% General Rise Over '37

SASKATOON, Sask., Aug. 1.—A successful week for Saskatoon Exhibition was reported last night by General Manager Sid W. Johns. He said final figures showed increases over 1937 of 15 per cent in attendance, 20 per cent for grandstand business, 12 per cent for the take of pari-mutuels, 15 per cent for gross of the midway and 20 per cent for concessions.

SASKATOON, Sask., July 30.—An increase of about 13 per cent over 1937 in all departments was recorded on opening day at Saskatoon Exhibition, July 25-30, the Royal American Shows sharing in the general increase. Initial days of the 32d annual fair had more paid admissions, more grandstand attendance and more pari-mutuels money than opening

days last year. Grand stand was well over 8,000. Sid W. Johns, general manager, said Wednesday morning that the two opening days had grossed far better than in the drought year of 1937 and for some years before.

Improved grounds were opened officially by Hon. C. D. Howe, minister of transport, Dominion Government, with many provincial and city dignitaries officiating. The Star-Phoenix distributed 30,000 special editions in tabloid form with 12 pictures of Royal American mid-way's stars. Mr. Johns, who is vice-president of the International Association of Fairs and Expositions, said after the opening that the wheat crop in this section was "greatest in the history of Canada." He was host at an entertainment on Wednesday for fair and other visitors from Regina, Edmonton, Calgary and Brandon, as well as from fairs in Eastern provinces.

Exhibition grounds presented a vast number of improvements, all accomplished under Mr. Johns' personal supervision. Innovations during the fair included reduction in grandstand admission prices, improved transportation by surface cars to grounds, leveling of driveways and special permits to taxicabs. The grasshopper menace has been minimized. While farmers have not had too much money, they have responded to the exhibition entertainment with a view to the harvest some weeks off.

Thus far during the Canadian Class A exhibitions Royal American Shows have shown a favorable increase in patronage.

(See INITIAL DAYS on page 59)

### Equity - League Pact Spurs Council To Plan Conclave

NEW YORK, July 30.—Spurred by the signing of the code and basic agreement between the League of New York Theaters and Actors' Equity Association, directors of the American Theater Council will meet Tuesday morning to discuss plans for the calling of the second "annual" convention that was promised at the first one, a year ago last May.

Private opinion of Council members is that the League-Equity pact is the one great score on which the convention has been able to keep faith with its public promises, and that the accomplishment offers a good springboard for additional promotional material to win all-round public favor and recover some lost busi-

ness for legit. Competitive impetus and campaign ideas may be coming from the co-operative advertising campaign being staged by the motion picture interests to counteract such adversities as the charge of monopoly by the Department of Justice.

For lack of funds, the Council's convention and public relations program will not be as big as films', but it is hoped to make it adequate. Meeting is expected, also, to take up loose ends of last convention, to see where else reorganization may be effected for the good of the theater. Basic goal of sessions will be to seek other means of making it easier and more convenient for a greater number of people to go to the theater.

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**DUDLEY DIGGES**  
(This Week's Cover Subject)

**D**UDLEY DIGGES, altho he received his first stage training with the famous Abbey Theater company of Dublin during the palmy days of that famous troupe, has built up his reputation in America. He came here from his native Ireland in 1904 to play with Mrs. Fiske at the old Manhattan Theater, New York, and he has remained on the American stage ever since. For seven years he was stage manager for George Arliss, and his early American appearances include roles in "The Spitfire," "The Squaw Man," "Disraeli" and others. When the Theater Guild evolved out of the Washington Square Players in 1919 he became identified with it, and many of his greatest successes have been scored under the banner of the Guild. He was in its first play, "The Bonds of Interest," and his many other Guild appearances include roles in "Heartbreak House," "Mr. Pim Passes By," "Lillom," "Peer Gynt," "Pygmalion," "The Brothers Karamazov," "Marco Millions," "Dynamo" and many more. He went to Hollywood and films in 1929 and has played in 30 or more pictures, returning to the stage and the Guild during 1937-'38 in "The Ghost of Yankee Doodle." Among his many non-Guild stage appearances are "Outward Bound," "Hedda Gabler," "She Stoops To Conquer," "Candida," "Becky Sharp" and his current "On Borrowed Time," in which, as Gramps, he is scoring one of the greatest triumphs of his distinguished career.

**Mohawk Festival Lets Upper N. Y. State in on Legitimate**

**SCHENECTADY, N. Y., July 30.**—Exploited diligently since its inception in 1935, the Mohawk Drama Festival and Institute of the Theater is now the best known summer drama group in up-State New York and is expected to gross around \$30,000 for its current seven-week season. It offers evening performances Tuesdays to Saturdays, changing bills Tuesdays, and has been drawing audiences of from 300 to 1,000 a night.

The powerhouse behind the project is Charles Coburn, who with Mrs. Coburn and Dixon Ryan Fox founded the festival. He directs the plays and stars in one or two each season, also bringing in guest stars for each show. Current name is Jean Muir, from the films, who heads the cast of *Much Ado About Nothing* this week. She lends her vivacious and handsome personality to the role of Beatrice, opposite the ingratiating Benedict of William Post Jr. Herbert Cortell, George Taylor and John Griggs do fine jobs, the rest of the cast being unimpressive. *Much Ado About Nothing* is dull Shakespeare and its plot and character delineation are awful. Apparently, only magnificent acting and directing can make it palatable for modern audiences.

James Kirkwood and Coburn star in *A Texas Steer* next week, followed by Walter Hampden and Muriel Hutchinson in *Tribby*, Fred Stone in *Lightnin'* and Coburn in *High Tor*.

Percival Vivian directed *Much Ado*, with Irene and Phyllis Marmein providing pleasing choreography. Jay Fisher designed the settings, built around a simple basic set against a lovely background of large trees. When weather is bad the performances are transferred to the Indoor Theater (Alumni Gymnasium of Union College).

The festival is given on college grounds under the auspices of the president and trustees of Union College, enabling the admission tickets (\$1 and

\$1.50) to be tax-exempt. Students and amateurs are used for the ensembles, reducing the cost of production. The New York State department of public works co-operates by dotting the roads with signs advertising the festival.

The festival is undoubtedly a bright hope for the theater in up-State New York and is doing much to remind the large up-State population that there is something else available at pop prices besides movies and roadhouses.

Paul Denis.

**TA Org Set Up On West Coast**

**SAN FRANCISCO, July 30.**—With jurisdiction over benefit performances, the Theater Authority last week set up bay region headquarters in San Francisco.

As a first step in its organization here, TA Western representative I. B. Kornblum appointed Vic Connors, executive secretary of the American Federation of Radio Artists, and Theodore Hale, counsel for Actors' Equity, as TA representatives here.

While the American Federation of Actors is not a member of this basic agreement, it will support the TA in its plans, AFA representative Al Smith claimed. According to Smith, all members of the AFA are paid for their appearances whether the show be for a benefit or not.

**"Rosalie" Sets Record**

**ST. LOUIS, July 30.**—The largest opening night audience of the present season at the St. Louis Municipal Opera Association was in attendance Monday night (25) when 10,300 witnessed the opening performance of *Rosalie*.

**Universal's Union Stenogs**

**NEW YORK, July 30.**—As a result of winning election to determine exclusive bargaining agent for office workers in local Universal Pictures headquarters, American Federation of Bookkeepers, Stenographers and Accountants, Federal Local 20940, will start contractual negotiations with Universal August 8. Deal, pending since November, will be first in the picture offices.

**Permanent Crew Held Unlikely**

**New demands of Local 1, IA, called unjustified—figured producers will win**

**NEW YORK, July 30.**—Demands for permanent crew heads in theaters, loudly reiterated by Local 1 of the IATSE, will avail the union little in its current duel with League of New York Theaters, according to those in the know. The consensus of opinion (even including various members of the union) is that there are no justifications for the new demand.

For 10 years managers have had the right to discharge or retain their backstage staffs at the end of the season, according to the contract that ends on Labor Day. Records at union headquarters indicate that the managers seldom exercise their prerogative when they have plans for other productions, preferring to keep the same people if all parties worked well together.

At last Sunday's executive meeting the union went on record, nevertheless, as unrelenting in its demand for permanent crews. Negotiations will continue, next step having to be taken by the local. In bargaining union will have to face facts that present procedure has worked well, that no unjust dismissals have occurred and that it took the local 10 years to get suspicious. Union has been assured that League's stand in no way fore-shadows attempt to scale down wages. League is seeking to dispose of all labor relations amiably so that it can give undivided attention to its new code and basic agreement.



**F**OR a guy his size Billy Rose does a heap lot of talking—and not infrequently out of turn. It's too bad because the versatile chap who proclaims to the world that he is a wow as a night club impresario could be a very charming person. That is, if he knew when and where to say and not say certain things.

A columnist for one of the New York dailies goes vacationing and Billy Rose is recruited to write one of the guest columns to fill the gap. The profound Mr. Rose could have written about many things. For example, how successful he was at the Hippodrome with Jumbo; how he made the shekels roll in at Fort Worth; how he always manages to get what he seeks—a sort of inspirational treatise for young men trying to make their way in a world chock-full of promise and opportunity. But Billy eschewed such obvious topics. The gent whose every activity in the show business has had to do in some way with the marketing of flesh rolled up his sleeves, made a fist and took a sock out of the helpless, crippled and punch-drunk institution often referred to as vaudeville. If Billy had been reading the newspapers as often as P. T. Barnum's successor should he would have known that the damnation of vaudeville and the singing of psalms over its corpse has long been a pastime of scribes with nothing else to write about on certain days when the old idea factory is out of commission.

Like all geniuses, Billy is an extremist. No halfway measures for him. He either builds to the vaulted ceiling of the skies or tears down with a devastating display of vindictive venom. Which is all well and good. We like to see that in a man. It shows that he's got fighting blood and a brain that raises him from the nondescript company of beasts. Why Rose should pick on vaudeville except as a means of getting himself talked about we cannot understand. Even as a lever to move the machine of publicity it wasn't a very astute move because, as we have said before, he could have raved and ranted about so many other things—such as the size of tables at the Casa Manana and other night clubs, the annoying insistence of cigaret girls and souvenir salesladies at the Casa Manana and other night clubs and various other phenomena in the night club field that would make good copy for a guest column in a daily newspaper.

But Billy chose to put vaudeville on the pan and we must rise to its defense because we realize that it is indeed a sad state of affairs when a man who by his own modest admission has made a tremendous success of it with a vaudeville policy in a night club attributes his success to production rather than the artists he has employed. We don't have to wonder how the artists feel about it. We can make a very safe guess. Mr. Rose doesn't overpay his artists at the Casa Manana. He would be a poor business man if he would. But it is necessary that we make that point. Perhaps one of the arguments Mr. Rose's middlemen have used to get artists to play the spot was that it would give them an ideal opportunity to be seen under favorable circumstances by the cream of the market's talent buyers. And then to be called every polite name in Webster's Dictionary in a newspaper column written by the man who has been lavished with praise for his courage and faith in bringing vaudeville back to the high places.

Mr. Rose refers several times in his piece to overacting by performers. It was always our impression that the basis of vaudeville's success was the so-called overacting of its protagonists. It was the overacting of vaudeville troupers that catapulted the best of them into starring roles in legit, films and radio. He condemns the average booker and agent as a bag of wind; as an individual who doesn't know what it's all about. If Mr. Rose is referring to the average agent and booker left in the field today he is probably right. But that's not playing cricket. By a clever twisting of words (maybe unintentional) he conveys the impression, to us at least, that of this stamp were the agents and bookers of the golden days of vaudeville. He doesn't explain as he should that the best of vaudeville's showmen leaped before the boat sunk and swam to safety; that they are now leading

(See SUGAR'S DOMINO on page 19)

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**Possibilities**

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

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

**For FILMS**

**JERRY KRUGER**—one of the better swing singers, currently regaling patrons at the Famous Door, New York nitery, in a manner that could also click very nicely in pictures, especially large-scale musicals of the *Goldiggers* and *Big Broadcast* variety. Girl has looks, poise and a voice, and her emceeding duties, in addition to her warbling, indicate a highly attractive personality.

**For NIGHT CLUBS**

**SCHICHTL'S ROYAL WONDER-ETTES**—marionette turn caught last week at the Roxy, New York. Delicate, clever and colorful, it is a fascinating turn, and the small stage used for the little figures would be a novel item in a night club show. Marionettes dance and cavort, and change mysteriously and suddenly into alligators and serpents. Particularly recommended since the current trend, noticed in Chicago- vicinity country clubs, to set aside one night a week as family night. A natural for such a set-up but also a welcome novelty in a regular show.

# NAPA STANDARD CONTRACT?

## 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 re-

By EUGENE BURR

his mind and took over the dressing room himself—he took it over, as a matter of fact, in the middle of a performance, and locked the door; so the actor, coming off to make his quick change, couldn't make it. He tugged at the door for a moment and then knelt down before it and elaborately prayed to the Master to open it—in a voice that could be heard by the cash customers out front.

THERE'S no basis to the rumor now making the rounds that Orson Welles, the tired young genius of the Mercury Theater, has seen 33 summers rather than the 23 to which he admits—at least if the Registrar of Vital Statistics of Kenosha Wis., Welles' home town, is correct. Thanks to Sam Honigberg, the registrar was asked about it; and he emerged from his files with the Welles' birth date listed as May 6, 1915. From there on it's simple arithmetic. . . . But Welles' youth isn't enough of an excuse in the eyes of some of his leading actors. One of them—and one of the most important, too—has said in public that he's tired of being the stooge for an ineffective fledgling with a yen to play every fat part in Shakespeare. . . . And there's another leading actor who won't be in Mercury productions any more. A name in his own right and faced with a quick costume change, he was given the No. 1 dressing room by the Master of the Mercury in what must have been a fit of absent-minded generosity. For the Master suddenly changed

It's a tragic case, that of the fine young actor who has found himself in all sorts of personal trouble because of a penchant for the bottle, and who had to be poured onto a boat by his personal manager and sent to Europe, under the surveillance of a faithful henchman, just to get him away from it for a while. Everyone on the Stem is hoping that he manages to straighten himself out when he gets back. His performances have already been affected on occasion, and much more of that will move him from the head of the class down to the oghouse. . . . Despite local announcements that Katherine Locke would play Ophelia to Maurice Evans' Hamlet in the fall, Margaret Webster, who'll direct the production, has intimated over in London that Peggy Ashcroft will be brought here to do the job. . . . According to the grapevine, Gilbert Miller has some money in Brock Pemberton's first show of the season, *Clare Booth's Kiss the Boys Goodbye*. . . . And that foot ailment that was so painful and annoying to Miller last winter was probably the gout, even tho he didn't like to admit it. . . . It's understood that one of the motives for the closing of the Shubert-Gallo operettas at Jones Beach and Randall's Island (aside from the very definite losses) was a desire to leave Park Commissioner Robert Moses in the soup (See BROADWAY BEAT on page 19)

## Org Mulls Idea To Protect Batonists; Phenagle Angles

NEW YORK, July 30.—National Association of Performing Artists, group which is trying to establish the property right of a band leader in his recordings, is mulling the idea of a standard contract form between baton-swingers and recording companies. Form, according to Maurice J. Speiser, attorney and spokesman for NAPA, would be similar to those existing a long time between music publishers and songwriters, dramatists and managers, etc.

Need for a contract form is admitted by various observers of the record industry. It is claimed that band leaders sign away their rights in a manner that leaves them open to exploitation even after the expiration of the contract. A band, for instance, may go to a second recording firm after expiration of contract and record for a more expensive label. But nothing prevents the first platter outfit from flooding the market with reissues of the band's cheaper labels.

Few of the band leaders who make records get favorable contracts. Sammy Kaye, who used to be a 35-cent artist on Vocalion, hit the big time and began recording for Victor on a 75-cent label. But the market is being flooded with his old label.

Gene Autry, cowboy pix warbler, used to make records years ago for the Champion label, owned by Decca but discontinued. He is now recording for Vocalion, but Decca is digging up the old issues for the market. Autry gets nothing out of it. A standard contract form, it is claimed, would eliminate this type of practice.

Benny Goodman is one of the few leaders with adequate protection. He wanted a clause in his contract with Victor stating that he could not be put

on the relatively cheaper priced Bluebird label in the event that he contracted with a recording company other than Victor. So Victor told him his contract would carry the proviso that his records appear only on a black label which identifies the 75-cent Victors. Three weeks later Bluebird, which had been a yellow-colored label, was changed to black. It was all straightened out, tho, after some squawks.

NAPA office, while cognizant that it would be difficult to get the standard form of contract, suggests the possibility that it might be obtained thru a short strike on the part of band leaders.

Those leaders holding up the works most, incidentally, are not the "names," but the comparatively small fry who go under different monikers continually.

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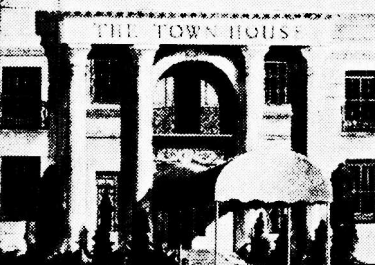
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## Dance Teachers Seek To Oust Racketeers

NEW YORK, July 30.—Third annual convention of the Dancing Teachers' Business Association closed today at the Park Central Hotel after launching a campaign to drive racketeers out of the dance-teaching field thru a system of certification and State legislation. Plan to test and award certificates of proficiency in all branches of dancing will enable the organization to control its own membership. No teacher will be allowed to advertise his or her instructing ability in any dance phase without first having passed a test prescribed by the DTBA.

As a check on non-members, the association plans to seek legislation which will license dance teachers and control their advertising claims. Goal is to prevent fraudulent advertising and insure the public's getting honest and able instruction. Because the DTBA will have so much to do to install its own certificate procedure, its legislative drive may not be ready for the next session of the Legislature in Albany, but will definitely be introduced a year from then.

Examining committee is headed by Donald Grant, president, and includes Thomas Parsons, in charge of ballroom dancing; Mario Moore, ballet Billy Gудie, acrobatics, and Jack King, tap.

## S. F. Fair Balks At Film Quake

SAN FRANCISCO, July 30.—There's bound to be a big fight on if Warners follow thru with announced plans to shoot a \$100,000 earthquake sequence here for the picture *The Sisters*. The scene would be a throwback to the 1906 quake.

Those in charge of the 1939 Exposition learned about the idea and are ready for an argument. In their minds there is no question that such a scene would have a harmful effect on the fair.

## Shubert Signs Olsen-Johnson

NEW YORK, July 30.—Olsen and Johnson, tomfoolery vaudevillians, have been signed by Shuberts for a "crazy show" musical using their present vaude unit as background. Oscar Levant will write the music. Show scheduled to go into rehearsal next week.

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M. J. DEININGER, Manager

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**WOODS HEALTH CHAUTAUQUA,**  
Gen. Del., Gloversville, N. Y., Week August 4.

# Program Survey of Portsmouth, N. H.

**STUDY OF NIGHTTIME PROGRAMS SHOWS SEASONAL DROP IN LISTENING . . . LOCALS WEAK . . . NETS GARNER ALL LEADING SHOWS, BUT BIG SUMMER REPLACEMENT PROGRAMS FLOP . . . TOP SPOTS TO CHASE & SANBORN AND HIT PARADE . . . SURVEY BASED ON 1,088 COMPLETED PHONE CALLS IN TOWN WITH 15,000 POPULATION**

By PAUL ACKERMAN

**F**IRST installment of The Billboard's radio survey of Portsmouth, N. H., a seaport town with a population of 15,000, is presented in this issue. Prepared by Market Research Corp. of America, material presented herewith is devoted to nighttime shows, specifically those on the air after 5 p.m. Listening habits deduced from the statistical data are decisive, in that the "sample" represents a very adequate cross-section of the town's 15,000 population. Survey, taken during the week of July 13 to 20, is based on 1,088 completed telephone calls.

Consideration of data presented in the Portsmouth survey should be carefully weighed against facts presented in the accompanying story on competing factors. In addition to radio listening, normally declining in the summer, the drop in Portsmouth is accentuated by the town's resort facilities and other near-by entertainment facilities.

### Local Shows Fare Poorly

Several facts revealed by the Portsmouth survey are of particular significance. None of the local shows, for instance, were able to garner five mentions, the number necessary to warrant a listing in the leading program category. Of the seven local programs reported, one, "Variety Tunes," heard 6:30 to 7:30 p.m. over WHEB, got three mentions. Others had one and two.

In looking for reasons it is well to bear in mind that the summer season and competing entertainment factors resulted in a curtailment of radio listening in general, including, of course, network programs.

### Average Listening Percentage Drops

In line with the above reasoning, breakdown of listening percentages for each night of the survey period shows an average of not quite 27 per cent for the week. This compares with 34 per cent for the Raleigh, N. C., survey, which in turn coincides closely with previous surveys in Kansas City, Cincinnati and Watertown. Drop in listening should be borne in mind as a conditioning factor, in that some of the locals failing to make the grade in this survey might, during the winter, do so.

### Leaders

Programs credited with the most mentions were Chase & Sanborn, hour show with 34, and "Your Hit Parade," three-quarter-hour show with 28. Chase & Sanborn, in Kansas City, Cincinnati, Watertown and Raleigh, cities previously surveyed in The Billboard, were credited respectively with 64, 165, 37 and 56 mentions. The variation in the case of "Hit Parade" is not nearly so noticeable. Reported in Kansas City, Cincinnati and Watertown, "Parade" gathered 15, 54 and 28 mentions, respectively.

Other leading hour programs in Portsmouth during week of the survey were Kraft Music Hall, Rudy Vallee, Major Bowes and Cities Service Concert. They received, in the order named, 15, 15, 13 and 5 mentions.

In the half-hour division, Wayne King, heard twice weekly, was reported over three stations for 15 mentions; "Saturday Night Swing Club," once weekly, 14; Manhattan Merry-Go-Round" and "March of Time," once weekly, each 13; Benny Goodman, "Town Hall Big Game Hunt" and "Voice of Firestone," once weekly, each 10. For complete breakdown refer to chart.

Amos 'n' Andy, single entry in the four-times-weekly 15-minute division, received 14; Boake Carter, Uncle Ezra and Lowell Thomas were credited with 18, 15 and 8 in the 15-minute, thrice-weekly category.

### Floppo Summer Replacement Programs

Outstanding fact regarding the important summer replacement shows is

## Portsmouth Night Listening Average 27% --Sunday Leads

Chart below gives breakdown of nighttime listening during the survey period, July 13 to 20. In perusing it take cognizance of data in competing factors story relating to summer listening and resort and other entertainment attractions. Weather during survey period was favorable to radio.

Note that listening was highest during Saturday, Sunday and Monday, with Sunday holding top spot. Listening during the mid-week sagged.

Average percentage of listening for the week was slightly under 27.

Chart presents days in order of their position.

Day	Listening	Not Listening	Total Interviews
Sunday (1) . . .	56	104	160
Monday (2) . . .	45	105	150
Saturday (3) . . .	48	114	162
Tuesday (4) . . .	41	109	150
Friday (5) . . .	38	125	163
Wednesday (6) . . .	33	118	151
Thursday (7) . . .	31	121	152
	292	796	1,088

that, as far as Portsmouth is concerned, these shows are generally flops. "Town Hall Big Game Hunt," replacing the first half of the Fred Allen show, landed on the chart with 10 mentions. "For Men Only," replacement for the second half of the Allen period, took four mentions and failed to make the chart of leading shows. "Hobby Lobby," Jack Benny replacement, garnered one lone mention. Gulf's "Passing Parade," with John Nesbitt substituting for Phil Baker, is nowhere to be found. Ditto for the Winchell News Quiz with Ben Grauer, replacing Winchell while latter is on vacation.

### Eight Stations Heard

Portsmouth residents questioned over the telephone reported eight stations. WNAC, Boston, is owned and operated by the Yankee Network. Sixteen of the leading shows mentioned in the chart were reported over WNAC. WEEI, Boston, leased and operated by the Columbia Broadcasting System, carried nine of the leading shows. WBZ, Boston, owned and operated by the Westinghouse Electric and Mfg. Co. and programed by NBC. It carried seven of the leaders. WAAB, Boston, owned and operated by the Yankee Network, carried two, and WCSH, independent in Portland, Me., carried two.

WHEB, Portsmouth, is independent; WMEX, Boston, independent, and WHDH, Boston, independent.

In addition to WHEB, Portsmouth, there are two other New Hampshire stations, WLNH, Laconia, and WFEA, Manchester. Neither was reported during the survey period.

### No Don't Know Answers

It is of special significance that, of the 1,088 people queried, the survey reports not one "Don't Know" answer with reference to naming the station over which a particular show was heard. Conclusion is that Portsmouth is radio-conscious and is well informed as to programs and stations which carry them.

### Kay Sets Contract

PITTSBURGH, July 30.—Lou Kay, of KQV, this week sold what is reported to be the largest radio contract ever pacted by a local sponsor, a two-hour daily *Musical Clock*, including weather reports, transcribed music and miscellany, for Braun's Bakery. Firm used KQV three years ago, then went off air. Current show runs 7 to 9 a.m.

Leading Portsmouth Evening Shows			
TWO-HOUR PROGRAMS			
(Once Weekly)			
Lewisohn Stadium Concert . . . . .	WEEI	N	8
Robin Hood Dell Concert . . . . .	WAAB	N	5
HOUR PROGRAMS			
(Once Weekly)			
Chase & Sanborn . . . . .	WNAC	N	34
Kraft Music Hall . . . . .	WNAC	N	15
Rudy Vallee . . . . .	WNAC	N	15
Major Bowes . . . . .	WEEI	N	13
Cities Service Concert—Frank Black . . . . .	WNAC	N	5
FORTY-FIVE MINUTE PROGRAM			
(Once Weekly)			
Your Hit Parade . . . . .	WEEI	N	28
HALF-HOUR PROGRAMS			
(Three Times Weekly)			
Cuy Lombardo . . . . .	WEEI-5; WAAB-2	N	7
(Twice Weekly)			
Wayne King . . . . .	WNAC-1; WCSH-5; WEEI-5	N	11
Johnny Presents . . . . .	WEEI-5; WNAC-4; WCSH-1	N	10
(Once Weekly)			
Saturday Night Swing Club . . . . .	WEEI	N	14
Manhattan-Go-Round . . . . .	WNAC	N	13
March of Time . . . . .	WBZ	N	13
Benny Goodman . . . . .	WEEI	N	10
Town Hall . . . . .	WNAC	N	10
Voice of Firestone . . . . .	WNAC	N	10
Vox Pop . . . . .	WNAC-6; WCSH-3	N	9
Royal Crown Revue—George Olsen . . . . .	WBZ	N	7
Waltz Time . . . . .	WNAC	N	7
American Album of Familiar Music . . . . .	WNAC	N	5
Burns and Allen—Glen Gray's Orchestra . . . . .	WNAC	N	5
Information Please . . . . .	WBZ	N	5
One Man's Family . . . . .	WNAC	N	5
True and False . . . . .	WBZ	N	5
FIFTEEN-MINUTE PROGRAMS			
(Four Times Weekly)			
Amos 'n' Andy . . . . .	WNAC	N	14
(Three Times Weekly)			
Boake Carter . . . . .	WEEI	N	18
Uncle Ezra's Radio Station E-Z-R-A . . . . .	WNAC	N	15
Lowell Thomas . . . . .	WBZ	N	8
(Twice Weekly)			
Easy Aces . . . . .	WBZ	N	8
MISCELLANEOUS			
Horace Heidt ( 9:30 to 10:00) . . . . .	WNAC	N	6
(10:00 to 10:30) . . . . .	WNAC		2
(11:30 to 12:30) . . . . .	WBZ		1 — 9

# EVENING PROGRAMS HEARD IN PORTSMOUTH, N. H.

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening
5:30-6:00	Guy Lombardo	N	WEEI	5	8:00-9:30	Vox Pop	N	WNAC	6
6:30-6:45	Chesterfield Daily Sports Column	N	WBZ	2	9:00-9:30	Vox Pop	N	WOSH	3
6:30-7:00	Canadian Grenadier Guards' Band	N	WBZ	2	9:00-9:30	Manhattan Merry-Go-Round	N	WNAC	13
6:30-7:30	Variety Tunes	L	WHEB	3	9:00-9:30	Professor Quiz	N	WEEI	4
6:45-7:00	Lowell Thomas	N	WBZ	8	9:00-9:30	Town Hall	N	WNAC	10
6:45-7:00	Hit Review	L	WHDH	1	9:00-9:30	Meet the Champ	N	WEEI	1
6:45-7:00	Manuel L. Quezon, Pres. of Philippine Commonwealth	N	WEEI	4	9:00-9:30	Royal Crown Revue—George Olsen	N	WBZ	7
7:00-7:15	Easy Aces	N	WBZ	8	9:00-9:30	Waltz Time	N	WNAC	7
7:00-7:15	Amos 'n' Andy	N	WNAC	14	9:00-9:30	Joseph Cherniavsky Orchestra	N	WNAC	2
7:00-7:15	Dick Todd	N	WBZ	1	9:00-10:00	Alka-Seltzer National Barn Dance	N	WBZ	3
7:00-7:15	Duane Marshall's Orchestra	L	WHDH	1	9:00-10:00	Hollywood Showcase	N	WEEI	3
7:00-7:30	Jello Program—Hobby Lobby	N	WNAC	1	9:00-10:00	American Rhythm Masters	N	WBZ	1
7:00-7:30	Baseball Game	L	WHEB	1	9:00-10:00	Major Bowes' Amateur Hour	N	WEEI	13
7:15-7:30	Music Is My Hobby	N	WBZ	1	9:30-10:00	Camel Caravan—Benny Goodman	N	WEEI	10
7:15-7:30	Uncle Ezra's Radio Station E-Z-R-A	N	WNAC	15	9:30-10:00	Horace Heidt's Brigadiers	N	WNAC	6
7:15-7:30	Mr. Keen Tracer of Lost Persons	N	WBZ	2	9:30-10:00	American Album of Familiar Music	N	WNAC	5
7:30-7:45	The Revelers	N	WBZ	2	9:30-10:00	Rhythm Rendezvous	N	WEEI	4
7:30-7:45	Nola Day's Music	N	WBZ	1	9:30-10:00	For Men Only	N	WNAC	4
7:30-7:45	Jack Stevens	N	WNAC	2	9:30-10:00	Guy Lombardo	N	WAAB	2
7:30-8:00	Second Husband—Helen Menken	N	WEEI	1	9:30-10:00	Mark Warnow	N	WEEI	1
7:30-8:00	Uncle Jim's Question Bee	N	WBZ	1	9:30-10:00	March of Time	N	WBZ	13
7:45-8:00	Let's Celebrate With Joe Rines' Orchestra	N	WNAC	2	9:30-10:00	Death Valley Days	N	WNAC	1
7:45-8:00	Boake Carter	N	WEEI	18	9:30-10:30	NBC Jamboree	N	WBZ	3
7:45-8:00	Concert Hall	N	WBZ	1	9:30-10:30	National Music Camp	N	WBZ	2
8:00-8:30	Burns and Allen—Glen Gray's Orchestra	N	WNAC	5	10:00-10:30	Good Will Hour	N	WMEX	1
8:00-8:30	One Man's Family	N	WNAC	5	10:00-10:30	Horace Heidt's Alemita Brigadiers	N	WNAC	2
8:00-8:30	Saturday Night Swing Club	N	WEEI	14	10:00-10:30	Essays in Music	N	WEEI	2
8:00-8:30	Spy at Large	N	WBZ	1	10:00-10:30	Edwin Franko Goldman's Band	N	WEEI	2
8:00-8:30	Monday Night Show	N	WEEI	4	10:00-10:30	Campana's First Nighter	N	WNAC	1
8:00-8:30	Johnny Presents Russ Morgan	N	WNAC	4	10:00-10:30	Design for Dancing	N	WBZ	2
8:00-8:30	Johnny Presents Russ Morgan	N	WOSH	1	10:00-10:30	True or False	N	WBZ	5
8:00-8:00	Rudy Vallee Variety Hour	N	WNAC	15	10:00-10:30	Contented Hour	N	WNAC	2
8:00-8:00	Cities Service Concert—Frank Black	N	WNAC	5	10:00-10:30	Wayne King	N	WEEI	5
8:00-8:00	Chase & Sanborn	N	WNAC	34	10:00-10:30	Time To Shine—Hal Kemp's Orchestra	N	WEEI	3
8:30-8:00	Information Please	N	WBZ	5	10:00-10:30	Believe It or Not	N	WNAC	3
8:30-8:00	Voice of Firestone	N	WNAC	10	10:00-10:45	Your Hit Parade	N	WEEI	28
8:30-8:00	Tommy Dorsey	N	WNAC	2	10:00-11:00	Kay Kyser's Musical Klass	N	WNAC	1
8:30-8:00	Paul Whiteman's Orchestra	N	WEEI	3	10:00-11:00	Kraft Music Hall	N	WNAC	15
8:30-8:00	Johnny Presents Russ Morgan	N	WEEI	5	10:30-10:45	Jimmy Fidler's Hollywood Gossip	N	WNAC	3
8:30-8:00	Songs We Remember	N	WBZ	1	10:30-11:00	It Can Be Done	N	WEEI	1
8:30-8:00	Pick and Pat	N	WEEI	1	10:30-11:00	Grant Park Concert	N	WBZ	2
8:30-8:00	Lady Esther Serenade—Wayne King	N	WNAC	1	10:30-11:00	National Radio Forum	N	WBZ	1
8:30-8:00	Lady Esther Serenade—Wayne King	N	WOSH	5	10:45-11:00	Jesse Crawford	N	WNAC	1
8:30-10:30	Robin Hood Dell Concert	N	WAAB	5	10:45-11:00	Capital Opinions—Erwin Canham	N	WEEI	1
8:30-10:30	Lewisohn Stadium Concert	N	WEEI	8	11:00-11:15	News	L	WEEI	1
9:00-8:15	J. Edgar Hoover	N	WABB	1	11:00-11:15	News	L	WBZ	2
9:00-8:30	Now and Ten	N	WBZ	2	11:00-11:15	E. B. Rideout	L	WEEI	1
					11:30-12:00	Cincinnati Summer Opera Association	N	WNAC	1
					11:30-12:30	Horace Heidt's Brigadiers	N	WBZ	1
					12:30-1:00	Postmaster-General James A. Farley	N	WEEI	1

## Extensive Gov't Script Service

WASHINGTON, July 30.—Radio scripts supplied by the U. S. Office of Education have been used in more than 3,000 programs during the past two years by schools and colleges in 42 States, according to Commissioner of Education John W. Studebaker.

Declaring that the script exchange is saving the program material from "sudden death" in view of the fact that the education officials maintained that many of the continuities were originally prepared for broadcasts by colleges, civic and national organizations as well as many of the government's programs over NBC and Columbia.

In a statistical build-up, the education office revealed that the 3,000 educational groups had received more than 130,000 copies of radio scripts on many educational subjects. Some 13,000 radio manuals were distributed by the office, as well as hundreds of copies of music arrangements for local programs produced in co-operation with more than 200 stations throughout the country.

Scripts are being used not only on the air, however, the officials say, but in classrooms, and a radio technique is being prepared for education. Educational institutions in Alaska, Argentine, Australia, Canada, Canal Zone, Cuba, England, Denmark, Newfoundland, Puerto Rico, Virgin Islands and the Union of South Africa have requested copies of scripts and the education office's manuals. Commenting on the growth of the script exchange, Dr. Studebaker foresaw the 25 channels in the ultra-high bands recently set aside for education by the Federal Communications Commission as creating still more business for the already busy script library.

## Opera Broadcasts Set

NEW YORK, July 30.—Arrangements have been completed whereby WNYC will broadcast in part the Saturday night grand opera performances at Randall's Island, beginning August 6.

## Sherlock Holcombe To the Rescue

NEW YORK, July 30.—Curious coincidence in connection with the Jane Arden show, scripted by Billy Hodap at Sherman K. Ellis, agency, was discovered by Larry Holcombe, exec of the agency. Names of two characters in the script, Wade Nichols and Ken Robinson, are identical with names of two men in the radio industry. Nichols in real life is with *Radio Guide*, and Ken Robinson is editor of NBC continuity department in Chicago. To top it off, Holcombe used to be NBC continuity editor in Chicago.

Holcombe obtained releases for use of the names.

## K. C. Tackles Tough Problem, Solves It

KANSAS CITY, Mo., July 30.—Reporters for radio stations and newspapers here no longer may ride city ambulances to the scene of accidents.

Seems that a KCMO newshawk, getting a kick from the wailing siren and speedy maneuvering of the ambulance, invited friends to ride. Drivers and doctors complained there wasn't room for the victims themselves. So H. F. McElroy, city manager, issued an edict that reporters in the future gather their news from hospital receiving wards.

Newspapers here are plenty peeved.

## IB To Discuss Deadline On Musicians' Contracts

NEW YORK, July 30.—Independent Broadcasters were slated to meet at Hotel New Yorker here Monday to discuss deadline on musicians' contracts set by Joseph N. Weber, president of the American Federation of Musicians.

Confab was called by Lloyd C. Thomas, chairman of committee of Independent Broadcasters.

Weber said Friday that 180 stations already were in the AFM fold.

## WLW's Pulling Power Is Cited In FCC Probe; License Renewed

WASHINGTON, July 30.—Hearing of WLW's super-power experimental power before the Federal Communications Commission came to a close Friday after the FCC produced John Kennedy, of WCHS, West Virginia, to testify about the business pulling power of his giant competitor in Cincinnati. Providing the only drama the hearing has produced, Kennedy, a lawyer, newspaper man and owner of three small stations, sat at the FCC witness table pulling on a long cigar while Duke M. Patrick, WLW counsel, wore himself out trying to trap the former Hearst man thru cross-examination. Kennedy reiterated that WLW was a form of unfair competition and hours of examination failed to shake his contention. One advertising agency handling a WLW account offered WCHS a one-shot program to be piped from WLW, but Kennedy refused, stating that the account would only tend to divert WCHS listeners on following weeks. According to Kennedy, the agency retallated with a threat that if WCHS did not accept the one-shot program the West Virginia station would never get any of the agency's business. After Kennedy's refusal, he stated that he had never since received any business from that agency.

Assistant general counsel for the FCC, George Porter, attempted to prove that WLW salesmen sell power and nothing else.

Observers this week are venturing opinion that WLW, from the tactics used during this week's hearing, had prepared for the worst. Thruout the hearing objections and exceptions were filed on the admissibility of evidence and testimony—giving rise to the opinion that WLW is planning to use this for an appeal to the U. S. Court of Appeals.

As to what the hearing actually proved there is much doubt. At one point in the WLW presentation there was intro-

duced material and logs to show the public service rendered by the Crosley giant. Its program service to the listeners was lauded by WLW witnesses, but when the commission's counsel started cross-examination of one or two programs advertising patent remedies there was strenuous objection from WLW as to the materiality of such questions.

Governor Case, as chairman of the presiding committee, ruled that if WLW introduced program content in general as part of its case it had invited cross-examination of details.

For the commission's part of the case Counsel Porter introduced Kennedy and Robert E. Bausman, business manager of WIRE, who testified that his station found competition from Cincinnati much stronger than it should be. Myron Elges, of William G. Rambeau Co., testified for FCC as to the economic effect of WLW and in particular about the advertiser's opinion of WLW in comparison with other stations.

In the meantime Washington observers took some interest in the fact that during the progress of the hearing WLW was given extension of license until February, 1939—upon the express condition, however, that it would be subject to whatever decision was reached by the commission as a result of this week's hearing.

## KSFO Debuts August 11

SAN FRANCISCO, July 30.—Columbia's new studios for KSFO in the Palace Hotel will be formally opened August 11. Occasion will also be get-together for Junior Chamber of Commerce and guests who are expected to welcome station's crew at new San Francisco headquarters.

Station is managed by Philip G. Lasky.

## Factors Competing With Radio During Survey in Portsmouth

Portsmouth, N. H., site of the Portsmouth Navy Yard, has a population estimated in 1935 at 15,000, compared to the census (1930) figure of 14,495. It is the seat of Rockingham County and is known as a popular summer resort. The town boasts of a fine school system; it is the shopping center for many near-by communities including Kittery, Me.; New Castle, Newington, Greenland, Rye, Stratham, Newmarket and Durham, N. H. Figures of the 1930 census showed more than 6,000 men employed, but employment conditions today are not good.

Principal lines of manufacture in Portsmouth include shoes, buttons, newspaper mats, gypsum products, malt liquors and reaming tools. The harbor, of course, is a fishing center, and additionally, is the only New Hampshire seaport. The harbor possesses excellent facilities. The town is in the southeastern part of the State, 57 miles from Boston, and 54 miles from Portland, Me.

### ENTERTAINMENT

The summer always offers strong competition to radio; in a town such as Portsmouth this is accentuated by its resort facilities. There are two near-by summer theaters, Ogunquit, Me., and Rye Beach, N. H. Portsmouth has three picture houses. The Arcadia has a scale of 10 cents to 20 cents; the Olympia, 15 cents to 30 cents, and the Colonial gets from 25 cents to 35 cents. Latter house is the only one not to double bill.

During the survey period, July 13 to July 20, these were the attractions at these pic houses:

WEDNESDAY, July 13; THURSDAY, July 14

Colonial—"Fast Company"  
Olympia—"Danger in the Air"; "Her Jungle Lover"  
Arcadia—"Man's Castle"; "East Meets West"

FRIDAY, July 15; SATURDAY, July 16

Colonial—"Port of Seven Seas"  
Olympia—"Swiss Miss"; "Outlaw Express"  
Arcadia—"Kathleen"; "Romance of the Rockies"

SUNDAY, July 17; MONDAY, July 18; TUESDAY, July 19

Colonial—"Cowboy From Brooklyn"  
Olympia—"We're Going To Be Rich"; "Farewell to Arms" (revival)

Arcadia—"Son of the Sheik" (revival); "Parole Racket"

WEDNESDAY, July 20

Colonial—"My Bill"  
Olympia—"Passport Husband"; "Little Women"  
Arcadia—"Phantom Ship"; "Make a Million"

### LEGIT

Summer theaters offered: At the Ogunquit, during the week of July 11, Elena Miramova in "Fata Morgana"; week of July 18, Dorathe Burgess in "The Lady From Broadway." Rye Theater, with the Farragut Players, had Helen Ford in "Franzi" week of July 18. This show is a musical.

The Casino, at York Beach, Me., is a dance spot, with Rand Smith and his orchestra playing during the survey period. Monday (18) the Casino was closed because of lighting system trouble.

There was a dance at the Kittery Grange Hall July 19.

K. of C. and Royal Arcanum meetings took place also during the survey period. Wednesday (13) there was a band concert in town.

The Barnett Circus played at York, Me., July 13, giving two shows.

The weather during the survey period was markedly favorable to radio, there being many showers, thunderstorms and cloudy periods, fair weather taking a back seat most of the time.

There are 15,250 radio homes in Rockingham County.

## Scripters Squawk; Charge No Dough, Much Phenagling

NEW YORK, July 30.—Script writers airing squawks against those agencies which chisel on authors' fees got around to listing specific abuses this week. In addition to rank and file writers being paid "appalling" prices or nothing at all, scribblers claim that an agency often sells a show on the basis of a particular writer's work and then dishes said writer in favor of relatives of the ad agency's executives. Claimed that sons, daughters, cousins, etc., all get acute cases of writers' itch and cash in on the gravy. Usually no protective move is possible, in that it is customary for the writer to sign a release when handing in material. Claim is made that agencies often let 10 to 20 men write material on a try-out basis and then pay for only one script. Payment for this script may be on the so-called half-fee system, under which scripter gets half the amount agreed upon if material is acceptable to the agency, and the other half if and when the agency sells it. Remainder of writers who submitted material under the same assignment may be paid nothing, and at the same time run the risk of having their material plagiarized.

The beef that no writer should work for nothing, as in the case of 10 or 15 trying out on one script, is one of the loudest. Regarding types of radio shows, writers and their agents are particularly anxious to jack up the rates on five-show-per-week assignments and half-

hour sustaining guest shots.

Some advertising agencies, according to the writers, pay well. Others, however, are alleged to have lowered wage standards in both writing and acting fields. Insecurity caused by hiring on a week-to-week basis is also listed among the evils.

Main hope of the writers is the Radio Guild of the Authors' League, which is already compiling information preparatory to a move for higher scales. Dramatists' Guild, legit writers' division of the League, has been successful in protecting its members.

### Ludwig Baumann Fall Show Set

NEW YORK, July 30.—Harry S. Goodman, radio producer, has contracted with Ludwig Baumann, Brooklyn, department store, for a fall show. Program, to take place in the store, will be aired first week in September. Plans call for a half-hour night-time spot. Show will be audience-participation, and an entire floor will be given over to it.

HOUSTON, July 30.—Fehr Baking Co. here recently contracted with Harry S. Goodman for a one-half hour show beginning in September.

# Air Briefs

New York By PAUL ACKERMAN

BENTON & BOWLES agency, mentioned some weeks ago in this column as angling for Mary Pickford, is now after Joe Brown. B. & B. dug Brown up for an audition last fall, but nothing materialized. Robert Montgomery, incidentally, is likely to be contracted on the Pickford show. . . . Eastman Kodak Co. sent a man over to National Broadcasting Studios last week to try out a new film reportedly destined to revolutionize candid camera photography, particularly studio shots. All done secretly, with the Eastman man going from studio to studio. . . . Lawrence G. Gumbinner agency producing five-minute transcriptions for Roylies, using celebrities. Gumbinner show for Quinlax (Vadco Sales Corp.) will probably be one-half hour dramatic offering aired Sunday afternoon. Tentative plans call for part network set-up and part spot announcements with e. t.'s. Net may be Mutual.

Story that Edgar Bergen is preparing a new dummy for future use is being nixed in some quarters. Name of the dummy in question is Snerd, who "talks" in Swedish dialect. Bergen has had him for years and has used him in night club acts. Also has Peggy, who is older than Charlie McCarthy, Bergen preparing a hen act, idea being two gossipy females. . . . Chester Lauck, who is Lum of "Lum and Abner," and Don Ameche will return from abroad with their wives August 4 on the Europa. . . . Tom Harrington, West

Coast head of Young & Rubicam, left last week after a two-week stay in town. . . . Mort Lewis, head of Y. & R. production department, just in from a European vacation. . . . Talbot Johns, publicity man at BBDO, out for a week's vacash. . . . Vacations at WHN coming thick and fast, with Al Simon, p. a., and Vivian Brown, his secretary, going away this week and next. Sam Faust, WHN time salesman, also clearing out. . . . Beginning Wednesday (3) Welcome Lewis' "Singing Bee" will be aired from the Sun Room of Edison Hotel.

Furniture Institute of Washington, D. C., reported dickerling with NBC for a large co-op show. . . . James L. Saphier office reports gross billings for 1938 expected to hit \$1,000,000. . . . Hal Chase Jr. has left sales staff of WOR to join E. V. Brinckerhoff & Co., e. t. firm. . . . Ethel Shepard will have her own program every evening with Irving Aaronson's Commanders. . . . Charles Stark, CBS announcer, vacationing at Cape May, N. J., is working out a new form of commercial announcement. . . . Scripters at Compton agency, incidentally, for some weeks have been using a toned-down, soft-spoken commercial on daytime programs in contrast to the usual direct sales plug. . . . Pat Ross, formerly vocalist with Phil Napoleon's Orchestra, will be featured in a morning series twice-weekly over WMCA.

### Chicago By HAROLD HUMPHREY

AMERICAN TOBACCO CO. has squawked plenty to MCA over building Bob Crosby's Monday eve *Candid Camera* show from the Blackhawk along very similar lines to Kay Kyser's Lucky Strike shot, which was also originated by MCA in the same Chi nitery before being sold to the ciggle makers. . . . Mrs. Lester Essig, wife of the theatrical costumer, was interviewed on Martha Crane's WGN food shot Friday. . . . Actress Virginia Payne's sister, Adele, is in town from Pittsburgh for a visit. She's a social service worker, while Virginia does her part for the proletariat as a big-wig with the AFRA local. . . . Wheeling Steel Corp. brings its workers' participating show, *Musical Steelmakers*, back to the ozone September 11.

That new round-table series, started last week over WENR and sponsored by a Citizens' Committee on Public Information, was turned down by another station. Interesting back-of-the-scenes story is that the station which nixed the plan was the one suggesting it to Mayor Kelly in the first place as a plug for his city administration. But hizzoner decided to set up this CCPI with a

list of prominent names so it would look like the plug was coming from outsiders unsolicited. Station figured sub-rosa propaganda was not its forte, so forgot about the whole thing. . . . Bert Swor and Lou Lubin, NBC minstrel team, will guest on Rudy Vallee's show Thursday when it is aired from Chi during the maestro's Chicago Theater date. . . . Fritz Blocki is pinch-directing for Courtenay Savage while the latter vacations in New York.

WHEN television arrives, a three-cornered jurisdictional fight is expected among Screen Actors' Guild, Actors' Equity and American Federation of Radio Artists. Equity has a television right in its charter, but AFRA feels its widespread membership will geographically make it the logical bargaining agent. AFRA couldn't get a tele clause in its recent NBC-CBS contracts, however, and it's causing some heavy thought. . . . Don Pedro doing another show on Sunday for Evans Fur Co. . . . Hal Burnett is proudly displaying the McNeill award on air-mail week which WBBM won on the strength of his p. a. stunt.

### Salesmen's Guild Presents Demands

PHILADELPHIA, July 30.—The first unit of the Radio Salesmen's Guild in Philadelphia has been formed at Station WPEN. All six salesmen at the station joined, and Leonard Pell was elected chairman. As yet the guild has not affiliated with either the American Federation of Labor or the CIO.

A meeting was held last week with the management of the station, and the unit presented its demands. Main points asked are union recognition, job security and increased commissions. Saul C. Waldbaum, labor attorney, is counsel for the unit.

### Optimistic Over Billings in Pitts

PITTSBURGH, July 30.—If station managers' optimism can be considered a criterion, radio billings this fall will hit new highs here. Four local stations say inquiries for autumn time augur banner season.

At KDKA "prospects for local shows

are good, spot bookings are up and national business is expected to be excellent." Manager Leonard Kapner, of WCAE, informs that "we have been having more local inquiries for reservations, and national advertisers during the past few weeks have been ordering time in encouraging quantity."

Commercial Manager Robert Thompson Sr., of WJAS-KQV, bases the national program sponsors' optimism partly on "the rising stock market," while WWSW, only Pittsburgh station without major net affiliation, likewise feels that more local billings are on the way.

All stations say they are preparing a number of auditions for commercials, with music ideas in demand more than any other type show.

Three Marshalls, NBC artists who recently completed six weeks of theater work, are currently at the Rainbow Room, New York.

### CBS Buying ARC

Details on sale of American Record Co. to Columbia Broadcasting System found in music section, page 13.



# Program Reviews

EDST Unless Otherwise Indicated

## "Song in the Rain"

Reviewed Sunday, 1:45-2 p.m. CST. Style—Drama. Sustaining over WHB (Kansas City, Mo.).

First of a series of original one-act plays to be presented on the air by the Players' Guild, *Song in the Rain* proved the story to be stronger than the acting. Robert Townsend and William Fisher wrote the script, a far-fetched tale revolving about a young couple who called off their engagement only to be brought together again.

Only one player stood out. That was Jewell Kimberling, as a glamorous young concert pianist whose faked death brought the principal characters together for the final clinch.

Other roles were taken by Helen Marie Farren, Boardman Hoover, Speed Stone, Patty Pitt, Bill Farren and William Fisher. Most of them were stiff and artificial. D. E. D.

## "On the Boulevard"

Reviewed Monday, 10:30-11 p.m. Style—Musical. Sustaining on WEA (NBC-Red network).

New program sounds like a carbon copy of the perennial *Manhattan Merry-Go-Round*, except that the listener isn't fortified by an hour of Charlie McCarthy. Andre Monici, French dance band leader, concert cellist and composer, is star of the series, and fairly swarms all over it. His admitted intention is to present French music in an American way, which is a good trick if you can do it, and in carrying out the plan he conducts the band, makes arrangements for it, plays his own compositions and emcees the whole works.

His attempt at transplanting the melodies of la belle France into the modern American swing idiom is one of those noble tries that never comes off. In one or two scattered places a trumpet or clarinet will get off in a shag-inducing manner, but for the rest it's the same old breathless, unrhythmic French dance tempo.

Heard on the opener were *Parlez-Moi d'Amour* and *Four o'Clock in the Morning*, from a French film of the same title, sung by Jeanne Fleurie in a style too reminiscent of Rachel Carlay to be enjoyed; *Under the Street Lights*, popularized recently in Paris by Mistinguette; *Moonlight and Roses*, which somehow managed to be pretty good, and something or other called *Marinella*. Finale was the occasion for the "world premiere" of Monici's latest opus, *The Afghanistan*, which was supposed to be another interpretation of American swing, but which succeeded only in sounding like a bad case of Raymond Scott.

Monici also gave out vocally with

*Darling, Je Vous Aime Beaucoup* and *Louise*, in a way to put murder in the hearts of those who remembered with pleasure the great job Chevalier used to do on the latter. As for the Monici emceeing, it was no doubt very charming under that terrific French accent, albeit a bit unintelligible. Seems a shame that with so much home-grown talent lying around idle, NBC has to waste a half-hour on something like this. D. R.

## "First Person Singular"

Reviewed Monday, 9-10 p.m. Style Dramatic. Sustaining on WABC (CBS network), New York.

Program, a dramatization of Robert Louis Stevenson's *Treasure Island*, was the second in a series of nine, titled *First Person Singular*, given by Orson Welles and his Mercury Theater. Welles is at once director, producer and star. Idea of the series is to bring to radio the experimental technique which the Mercury group has used in stage presentations.

*Treasure Island* as done by the Mercury is still robust entertainment, tho of necessity clipped. Welles, playing Jim Hawkins Sr., narrates the story, his comment fading into—and abetting—the chief dramatization. It is a good technique, especially in a cut version, and binds the chief incidents together.

From the standpoint of production, Welles' job is solid enough, but leans somewhat toward the melodramatic side. This is understandable in that the yarn inherently is pure romantic adventure. Musical score, however, distinctly of the blood-and-thunder type, is excessively so.

For this series Welles has the Mercury personnel at his disposal. George Coulouris, Arthur Anderson and others took part in *Treasure Island*. Diction was good, and in their characterizations the cast "let go," as befitted portrayals of men neither subtle nor complex. P. A.

## "People I Have Known"

Reviewed Thursday, 10-11 p.m. Style—Variety. Sustaining on WJZ (NBC network).

With a bit of overhauling this show might grab up a sponsor. Musically, it is strong. Comedy end is good only in spots, the trouble when caught apparently being in a script overemphasizing hoke. Ransome Sherman conducts the show, and this time devoted much of his chatter to delivering hokey material on football. Scripters went somewhat overboard in reducing the lines to practically pure nonsense.

Orchestra conducted by Joseph Gallicchio is a very capable group, with

swing rhythms, good arrangements and a high brand of musicianship. It is heard often during the hour period. Vocally, program has Clark Dennis, tenor, and two harmony teams, the Vass Family and the Vagabonds. Dennis has diction and voice and is plenty good for a variety show. Vass group, four girls and one man, do able toning and when caught chose their numbers with discrimination. Vagabonds did not sound nearly as good as the others.

Ransome Sherman's sidekick on the comedy end is a gent yclept "Spike" McBullitt, who delivers a hoke portrayal of a football coach. Speaks with a nit-witted stoozy voice and seemed to kill the studio audience. On the air, tho, it was only so-so, the script seeming overlong. He is possibly a better visual comic, but would show more possibilities for radio if given sharper material. Sherman, who tackled his job with enthusiasm, suffered from the same overdrawn hokey script. P. A.

## "Around the Dial"

Reviewed Sunday, 7-7:15 p.m. CST. Style—Commentary. Sponsor—Betty Bree Cosmetics. Station—WTMJ (Milwaukee).

This program, featuring Edgar A. Thompson, *The Milwaukee Journal* radio editor, was recently renewed for another 13 weeks. In show caught he commented upon the rivalry between NBC and

CBS in broadcasting various news and sporting events, including the Howard Hughes flight. Declared himself in favor of the feud, maintaining that listeners can't lose as long as the competition continues.

Commercial by "Betty Bree" includes free sample offer, after which Thompson gives news from the radio front. Finale includes letters from radio fans requesting info.

Program is interesting enough for radio fans. Announcer is Dwight Williams, who also gives the concluding commercial. T. N. B.

## "What's Your Hobby?"

Reviewed Fridays, 7-7:15 p.m. Style—Interview. Sponsored by Y. M. C. A. of New Haven, Conn. Station—WELI (New Haven, Conn.)

Spotted once weekly, with "Gil" Springer at the helm, this is the third in the new series of YMCA programs. Stressing the importance and necessity of youth having a hobby in order to keep on the straight and narrow path, this program invites persons with strange hobbies to be interviewed by Springer. Guest at this program was a lady with an urge for collecting windmills.

Program brings out many interesting facts, and Springer has an ingratiating manner in putting the interviewed one at ease. S. A. L.

# CANDIDLY

THE BEST ORCHESTRA  
NOT ON THE AIR—JIMMY

DORSEY  
AND HIS BAND

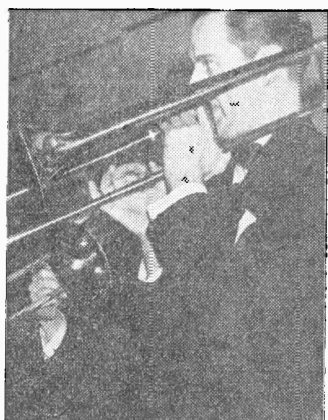


AT THE HOTEL NEW YORKER

THE BEST SAXOPHONIST IN THE COUNTRY—AND THE CITY



DRUMMER RAY M'KINLEY SINGS



PLAYING THE CURRENT DORSEY HIT "IT'S THE DREAMER IN ME"



CLARINET TCO—AND HE'S TOPSI

## 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.

Going into its sixth year, the *NBC Jamboree* sustainer aired from Chicago is still enjoying a high listener rating. Show caught was dedicated to Irving Berlin and his 25 years of Tin Pan Alley fame. Stint is an hour shot packed with practically all of NBC's staff entertainment, and, altho there are plenty of weak spots, there is enough solid stuff to lift the listener from boredom.

Rex Maupin's *Ork* does the musical bits, with the *Vagabonds*, a colored quartet, helping out a la Mills Brothers. All the tunes on this show were from the Berlin pen. Annette King, Marjorie Coles, Clark Denis and Johnny Johnston come in for vocals, and *The Cadets*, quartet, and Vass Family fill in with more piping. Comedy is handled by emcee Don McNeill, Swor and Lubin and Fran Allison, with about a 50-50 break—some good, some bad.

Show is really just what the name implies, a jamboree, but there is too much of a hodgepodge, so that a lot of the stuff loses its effect in the rush. The general hilarity and nonchalance of the proceedings go a long way, too, toward saving this one from being just junk.

The SRO sign was hung in front of the Lincoln Theater, Kansas City, last Saturday for the first time as a full house watched the WHB all-Negro program, *Vine Street Varieties*. Sponsored by three sepia organizations, show continues to rate as best local air program. Jimmy Rufing emcees, Harlan Leonard's Band accompanies amateur and pro singers and the hour offering includes virtually every type entertainment.

Also holding its audience is *Quizzer Court* on KCKN, Capper station in Kansas City. Owen Balch now announces the show, modeled on the question-and-answer form but different enough to prove plenty entertaining, as was evident in *The Billboard's* recent survey.

Newscasts in the two Kansas Cities offer plenty of hot competition leaders being John Cameron Swayze, of WHB; Olaf Soward, of KCKN, and Erle Smith, of KMBC. Stations KCMO, WDAF and KITE depend too much on United Press and Associated Press wires, often allowing Swayze and Smith, especially, to beat them to the draw on hot stories originating locally.

**ROCKWELL-O'KEEFE INC.**  
NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • LONDON

# 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**

Abbott, Dick: (Statler) Boston, h.  
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.  
Alexander, Joe: (To-Jo-Farms) Detroit, nc.  
Allen, Dick: (ENB Club) Akron, nc.  
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.  
Andrews, Jimmie: (River Tavern) Lonsdale, R. I., cb.  
Apollon, Al: (Surf Beach Club) Virginia Beach, Va., nc.  
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.  
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

**B**

Baer, Billy: (Bear Mountain Inn) Bear Mountain Park, N. Y., nc.  
Baker, Gene: (Hollywood) Buffalo, nc.  
Balair, Ray: (New Pavilion) Myrtle Beach, S. C., b.  
Barron, Blue: (Edison) NYC, h.  
Baum, Charles: (Ross Fenton Farm) Asbury Park, N. Y., re.  
Bestor, Don: (Roosevelt) New Orleans, h.  
Blaine, Jerry: (Colony Surf Club) West End, N. J., nc.  
Block, Bert: (Tybee Beach) Savannah, Ga., b.  
Bonelli, Michael: Lake George, N. Y.  
Bonick, Lewis: (Club Mayfair) Boston, nc.  
Borr, Mischa: (Waldorf-Astoria) NYC, h.  
Bowen, Al: (Vesper) Lowell, Mass., cc.  
Bragale, Vincent: (Piping Rock) Saratoga, N. Y., nc.  
Brashen, Abe: (Oasis) Seattle, Wash., nc.  
Britton, Mill: (Casa Manana) NYC, nc.  
Bunchuk, Yasha: (International Casino) NYC, nc.  
Burk, Billy: (Terrace Gardens) Springfield, O., b.  
Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., h.

**C**

Calvet, Oscar: (Trocadero) NYC, nc.  
Cariden, Eddie: (Gypsy Village) Louisville, nc.  
Carlsen, Bill: (Tranon) Chi, b.  
Carlyn, Tommy: (Peyton's) Steubenville, O., nc.  
Carr, Jerry: (Arcola Inn) Arcola, N. J., ro.  
Carroll, Jimmy: (Danceland) Rockport, Tex., nc.  
Ceppos, Michael: (Guido's Sapphire Room) Eatontown, N. J., cc.  
Chaiken, Louis: (Weber's Hofbrau) Camden, N. J., ro.  
Cheskin, David: (Club Delavan) Buffalo, nc.  
Clinton, Larry: (Glen Island Casino) New Rochelle, N. Y., ro.  
Coleman, Emil: (Arrowhead) Saratoga Springs, N. Y., nc.  
Comiques, Four: (White Cap) Catalina Island, Calif., nc.  
Conrad, Judy: (Fox Tower) Kansas City, t.  
Cornelius, Paul: (Aragon) Houston, nc.  
Correa, Eric: (Babette's) Atlantic City, cb.  
Costello, Charles: (Commodore) Detroit, nc.  
Crosby, Bob: (Blackhawk) Chi, h.  
Cutler, Ben: (Rainbow Grill) NYC, nc.

**D**

Dare, Ronnie: (Kasey's Klub) Henderson, Ky., nc.  
Davis, Johnny: (Miami Club) Milwaukee, nc.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
Daziel, Jack: (Caberama Club) Lake City, S. C., nc.  
De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.  
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.  
Dreiske, Hal: (Bal Tabarin) San Francisco, nc.  
Duerr, Dolph: (Green Derby) Cleveland, nc.  
Duke, Jules: (Bismarck) Chi, h.

**E**

Edgerton, Roger K.: (Westport Yacht Club) Westport, N. Y., cc.  
Engel, Freddy: (University Club) Albany, N. Y., nc.

**F**

Familant, Mickey: (Silver Lake Inn) Clemen-ton, N. J., ro.  
Farber, Bert: (Netherland Plaza) Cincinnati, h.  
Feldkamp, Walter: (Monmouth) Spring Lake, N. J., h.  
Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Fleider, Al: (Flagship) Union, N. J., ro.  
Fisk Jr., Charles: (Radio Springs) Nevada, Mo., nc.  
Foley, Frank: (Rendezvous) New London, Conn., re.  
Fomcen, Basil: (St. Moritz) NYC, h.  
Fuhrman, Clarence: (Admiral) Cape May, N. J., h.

**G**

Gagen, Frank: (Statler) Detroit, h.  
Garber, Jan: (St. Francis) San Francisco, b.  
Gibson, Al: (Alhambra) Buffalo, ro.  
Golly, Cecil: (Club Greyhound) Louisville, nc.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Gorrell, Ray: (Greystone) Detroit, h.  
Graft, Johnny: (Arcadia-International) Phila, nc.  
Grantham, Billy: (Chase) St. Louis, h.  
Gray, Len: (New Cedars) New Bedford, Mass., nc.  
Grayson, Bob: (Lincoln Terrace) Pittsburgh, ro.  
Grayson, Hal: (Saltair) Salt Lake City, b.  
Grier, Jimmy: (Ben Air) Wheeling, Ill., cc.

**H**

Hall, Jay: (Montclair) Montclair, N. J., h.  
Hallett, Mal: (Playland Casino Restaurant) Rye Beach, N. Y., re.  
Harbur, Clayton: (Wildwood) Kansas City, b.  
Harper, Darrell: (Vista del Arroya) Pasadena, Calif., h.  
Harris, Claude: (Joey's Stables) Detroit, nc.

**N**

Nagel, Harold: (Pierre) NYC, h.  
Napoleon, Phil: (Paradise) NYC, cb.  
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.  
Nelson, Ozzie: (Eastwood Park) Detroit, p.  
Noblemen, Three: (Bennett) Binghamton, N. Y., h.

**O**

Ozenbaugh, Leon: (Pepper Tree Inn) River-side, Calif., nc.

**P**

Pablo, Don: (Reid's Casino) Niles, Mich., nc.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panchito: (Versailles) NYC, nc.  
Pedro, Don: (Graemere) Chi, h.  
Pettl, Emil: (Savoy Plaza) NYC, h.  
Phillips, Carl: (St. Nicholas) Decatur, Ill., h.

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

Pooley, Bob: (Hampton Beach Casino) Hamp-ton Beach, N. H., b.  
Press, Jack Arnold: (Berkeley Carteret) As-bury Park, N. J., h.

**R**

Rainey, Dud: (The Crest) Pittsburgh, nc.  
Rapp, Barney: (Ocean Casino) Virginia Beach, Va., nc.  
Reisman, Leo: (Cocoanut Grove) Los Angeles, nc.  
Reyes, Chica: (Continental) Detroit, nc.  
Riley, Luke: (The Crest) Greensburg, Pa., ro.  
Rollini, Adrian: (Piccadilly Roof) NYC, h.  
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.  
Ross, Randy: (Le Deauville Inn) New Bed-ford, N. J., re.

**S**

Harris, Buddy: (The Duke's Club) Myrtle Beach, S. C., nc.  
Harris, Ken: (Edgewood Club) Albany, N. Y., nc.

Headrick, Pearl: (White Swan Club) Johns-town, Pa., nc.  
Heidt, Horace: (Westwood Gardens) Dear-born, Mich., b.  
Hendricks, Dick "Red": (Club Chanticleer) Madison, Wis., nc.  
Hensley, Sam: (Ocean Drive Casino) Ocean Drive, S. C., nc.  
Herman, Woody: (Rice) Houston, Tex., h.  
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.  
Holland, Pearfuts: (Grandview) Angola, N. Y., b.  
Honey, Bill: (Benny the Bum's) Phila, nc.  
Horton Girls: (Sky Harbor Tavern) Lake George, N. Y., nc.  
Howard, Vincent: (Perona Farm) Andover, N. J., ro.  
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.

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

Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.  
Jahns, Al: (Riley's) Saratoga, N. Y., nc.  
Jelesnik, Eugene: (Utah) Salt Lake City, h.  
Johnson, Johnny: (Boardwalk Cafe) Jones Beach, L. I., c.  
Jurick, Larry: (Twin Dragon) Seattle, Wash., nc.

**K**

Kara, Peter: (Green Gables) Drums, Pa., nc.  
Kassel, Art: (Kennywood Park) Pittsburgh, b.  
Kaye, Sammy: (Surf Beach Club) Virginia Beach, nc.  
Keene, Sherman: (Monterey) Asbury Park, N. J., h.  
Kelb, Bill: (Navy Pier) Chi, b.  
Kent, Peter: (New Yorker) NYC, h.  
King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.

**Songs With Most Radio Plugs**

## "Now It Can Be Told" Leaps 16 Notches; Tops Tune Heap

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, July 28. 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	Ind.
Last Wk. This Wk.			Net	
17	1. Now It Can Be Told (F)	Berlin	38	20
5	2. Music, Maestro, Please	Berlin	30	36
9	3. I Hadn't Anyone Till You	ABC	29	27
14	3. You Go to My Head	Remick	29	17
1	4. I Let a Song Go Out of My Heart	Mills	26	28
5	4. Says My Heart (F)	Paramount	26	25
7	5. When Mother Nature Sings Her Lullaby	Santly-Joy	23	19
2	5. Where in the World? (F)	Feist	23	15
8	6. I'll Dream Tonight (F)	Witmark	22	8
10	7. A-Ticket, A-Tasket	Robbins	21	19
8	7. Flat Foot Floogie	Green Bros.	21	16
3	7. I Married an Angel (M)	Robbins	21	15
3	8. I'm Gonna Lock My Heart	Shapiro, Bernstein	20	19
4	9. There's Honey on the Moon Tonight	Miller	19	20
9	9. You Leave Me Breathless (F)	Famous	18	21
11	10. My Walking Stick (F)	Berlin	18	16
13	10. Little Lady Make Believe	Olman	18	14
15	10. When They Played the Polka	Robbins	18	10
15	10. Will You Remember Tonight Tomorrow	Bregman	18	9
10	10. Bambina		18	3
16	11. Colorado Sunset	Gilbert	17	1
16	12. There's a Far Away Look in Your Eye	Tenney	16	16
10	12. In a Little Dutch Kindergarten	Fox	16	10
7	12. Alexander's Ragtime Band (F)	ABC	16	9
17	13. Saving Myself for You	Harms	15	18
14	13. My Best Wishes	Bregman	15	12
14	14. Lullaby in Rhythm	Robbins	14	15
14	14. What Goes On Here? (F)	Paramount	14	8
14	15. Lovelight in the Starlight (F)	Paramount	13	12
9	15. Meet the Beat of My Heart (F)	Feist	13	6
15	15. Spring Is Here	Robbins	13	6
15	16. So Lovely	Crawford	12	18
15	16. Beside a Moonlit Stream (F)	Famous	12	8
15	16. Toytown Jamboree	Red Star	12	6
15	16. Naturally	Lincoln	12	4
14	17. Day Dreaming (F)	Remick	11	8
14	17. Havin' Myself a Time (F)	Paramount	11	6
16	17. When Twilight Comes		11	4
16	18. Figaro	Bregman	10	9
16	18. Why'd You Make Me Fall in Love?	Feist	10	4
16	18. Small Fry (F)	Santly-Joy	10	3

King, Hal: (LaBelle) Gull Lake, Mich.  
King's Jesters: (Sir Francis Drake) San Fran-cisco, h.  
Kirchham, Don: (Blakeland Inn) Denver, nc.  
Knight, Harold: (Willow Grove) Phila, p.  
Kress, Andy: (Avon Inn) Avon, N. J., re.  
Kuhn, Louis: (Mayfair) Tulsa, nc.  
Kurtze, Jack: (Granview Lodge) Dakota, Minn., nc.  
Kyser, Kay: (Pennsylvania) NYC, h.

Lamb, Drexel: (Wonder Bar) Grand Rapids, Mich., nc.  
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.

LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.

Lee, Julia: (Milton's) Kansas City, nc.  
Leonard, Harlan: (Fairlyland) Kansas City, p.  
Leonard, Hal: (La Marquise) NYC, re.  
Lewis, Ted: (Topsy's) Los Angeles, nc.  
Livingston, Jimmy: (Murray's) Tuckahoe, N. Y., ro.  
Lombardo, Guy: (Waldorf-Astoria) NYC, h.  
Los Gauchos: (Club Gaucho) NYC, nc.

McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.

McCune, Will: (Bossert) Brooklyn, h.  
McGrew, Bob: (Muehlebach) Kansas City, h.  
McShann, Jay: (Continental) Kansas City, nc.  
Madriguera, Enric: (Riviera) Fort Lee, N. J., nc.  
Maglione, Joe: (Chi-Ami Chateau) Mountain-side, N. J., ro.  
Maleville, Bud: (Bal Bijou) Lake Tahoe, Calif., b.

Malones, Jay: (Shamrock Club) Redding, Calif., ro.  
Mariani, Hugo: (West End Casino) Long Branch, N. J., nc.

Marton, Don: (St. Regis) NYC, h.  
Marvin, Frederick: (Stevens House) Chi, h.  
Mature, Henry: (3 Door Inn) Bridgeport, Conn., nc.  
Manse, Art: (Merry-Go-Round) Kingston, N. Y., ro.

Mellan, Earle: (Atlantic Beach Casino) More-head, N. C., nc.  
Melvin, Jack: (Half Moon) Brooklyn, N. Y., h.  
Meroff, Benny: (Orpheum) Los Angeles, t.

Messner, Johnny: (McAlpin) NYC, h.  
Moore, Carl: (Deacon) (Enna Jettick Park) Auburn, N. Y., b.

Morris, Griff: (Washington Lounge) Washing-ton, Pa., nc.  
Moten, Buster: (White Horse) Kansas City, nc.

Moyer, Ken: (Sni-A-Bar) Kansas City, nc.  
Murray, Charlie: (Embassy Club) West Orange, N. J., ro.

Murray, Charlie: (Sea Bright Yacht Club) Sea Bright, N. J., cc.  
Saille, Lou: (Beverly Wilshire) Beverly Hills, Calif., h.

Sanders, Joe: (Sylvan Beach) Houston, Tex., 12-21; (Spring Lake) Oklahoma City 23-Aug. 13, p.

Schell, Sandy: (Steeplechase Park) Coney Island, N. Y., b.  
Schrader, Danny: (Lookout 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.

Snyder, Billy: (Lookout House) Covington, Ky., nc.  
Southern, Gentlemen Orch.: (Roof Garden) Arnold's Park, Ia.

Stable, Dick: (Baker) Dallas, h.  
Stear, Leonard: (Ft. Shelby) Detroit, h.  
Steen, Harold: (Palisades) Palisades, N. J., p.  
Stipes, Eddie: (Frankie's) Toledo, nc.

Sudy, Joseph: (Rio Del Mar) Del Monte, Calif., cc.  
Sandgrs, Harold: (Montparnasse) NYC, nc.  
Swanson, Billy: (Cataract House) Niagara Falls, h.

Tassilo, Bill: (Clayton Casino) Thousand Is-lands, nc.  
Tatro, Bill: (Bridgway) Springfield, Mass., h.  
Thompson, Lang: (Terrace Beach) Virginia Beach, nc.

Three Commanders: (Catsina) Champaign, Ill., c.  
Tolbert, Skeets: (Afrique) NYC, nc.  
Tracy, Jack: (Kansas City Club) Kansas City, Mo., nc.  
Trombar, Frank: (Biltmore) Los Angeles, h.

Tucker, Orrin: (Edgewater Beach) Chi, h.

Vorden, Vivian: (Twin Mountain Inn) San Antonio, ro.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.  
Wardell, Tick: (Brielle Yacht Club) Brielle, N. J., re.

Wardlaw, Jack: (King & Prince Club) St. Simons Island, Ga., nc.  
Watkins, Sammy: (Hollenden) Cleveland, h.  
Watkins, Waddy: (C. S. J. C.) Edmond, Okla.

Weems, Ted: (Catalina Island) Catalina Is-land, Calif., nc.  
Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.

Williams, Ralph: (El Tivoli) Dallas, nc.  
Williams, Clem: (Gateway Casino) Somers Point, N. J., nc.  
Williams, Sandy: (International Casino) NYC, nc.

Wine-Gar, Frank: (Hulet's) Lake George, N. Y., h.  
Wolfe, Paul: (Lookout Mt.) Chattanooga, Tenn., h.  
Wood, Herby: (Anchorage) Phila, nc.  
Wright, Phil: (Newton Inn) Elmira, N. Y., nc.

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

## Webb, McCoy Forte for K. C.

Chick's \$1,150 first profit in weeks — sugar blues sweet at \$1,600

KANSAS CITY, Mo., July 30.—Chick Webb's Sunday night gross of \$1,150 at Dick Wheeler's Fairyland Park Ballroom came within pennies of shattering the Orrin Tucker season mark of \$1,175 for a solo stand, set early in June. Tickets were 75 cents advance and \$1.12 at the gate, and the weather was ideal.

The Webb profit came as Wheeler, in his first year here, was about ready to call it quits. Isham Jones and Noble Sissle on successive week-ends laid eggs of gargantuan proportions, Jones setting a new low with a woeful \$800 for two nights. Week night biz with Sonie Kuhn was slow, and things were in critical shape until the Webb-Ella Fitzgerald combination put in an appearance which brought joy to Wheeler.

Harlan Leonard, Rita Rio and Tony Martin come in for Wheeler this week, with Ted Flo-Rito skedded for a solo later this month along with Shep Fields.

Third in a series of "College Swing" dances, sponsored by W. H. (Harry) Duncan Wednesday night in the Municipal Auditorium, saw Clyde McCoy's crew ring the bell with a fat \$1,600 gross. Ducats were only 40 cents. Duncan is a vet showman here and former general manager of Fairyland Park.

Business at Wildwood Lakes, with Clayton Harbur the house band, reported fair.

## Dorsey's 71G at N. Y. Para

NEW YORK, July 30.—Two-week trip for Jimmy Dorsey at the local Paramount Theater, ending July 26, had the ducat buyers depositing \$71,000 at the box office. Bob Weltman, house manager, declared it was the best take this summer on the basis of consecutive weeks. First week hit around \$36,000, with the stream steady for the second to make it \$35,000. The headlining, Dorsey shared the stage with Rufe Davis and the Andrews Sisters. Harold Lloyd flickered on the screen.

## Philly Gives Osborne 20G

PHILADELPHIA, July 30.—Will Osborne was a good midsummer tonic for the box office at the Earle Theater last week, drawing \$20,000 into the till. Spotlight was shared with the "voices" of Disney's Snow White and Prince Charming.

## Art Shaw's Grand Mighty Grand in Drenching Rain

AKRON, July 30.—In spite of a drenching downpour and rainstorms, Artie Shaw received a terrific ovation from dancers at Summit Beach Park Thursday (28) and proved just as terrific for Ballroom Manager Lew Platt at the box office. At 40 cents per, 2,468 tickled the till to the tune of about \$990. Kinder clouds, declared Platt, and Shaw would have bettered the record crowd of 3,000 which Clyde McCoy drew in April. McCoy returns again Thursday (4).

For the Monday night two-bit dances, Ralph Webster continues to crack his previous marks, establishing a new high last week with 2,192 dancers, making a \$548 gate. Largest Monday two-bit admish in ballroom's history was August 2, 1937, when Blue Barron drew 2,884 for a \$721 gate on the first night of a week's stand.

## Hommel Buys Madison Spot

MADISON, Wis., July 30.—William H. Hommel bought the Hollywood Ballroom near here from LeRoy Anderson and Rudolph Rhea. Dansant will be modernized and enlarged at an estimated cost of \$10,000. Pream date and band policy not set as yet.

NATIONAL ASSOCIATION of Negro Musicians will hold its annual convention August 20 to 26 in Kansas City, Mo. Kemper Herreld, national prexy, will wield the gavel, and William Shaw, local musicians' union prexy, is hosting. City also has the American Federation of Musicians convention for next June.

## Love in Swingtime

KANSAS CITY, Mo., July 30.—Clyde McCoy's response to requests for a *Sugar Blues* rendition brought a howl from the Municipal Auditorium dance crowd the other night. But it was a high school moppet out on the dance floor who stole the show a minute later when he left his gal on the sidelines, rushed to the platform, picked up a trumpet and emulated the McCoy version in a manner which even had the maestro gaping in wonder.

The ditty finished, youngster returned to his gal blushing, as yells, shouts, whistles and pandemonium in general filled the air.

## No Blues in St. Louie as Chick Webb Hits a 3G High

ST. LOUIS, July 30.—A top gross was garnered by Chick Webb last Friday for a race dance at the Auditorium. Exceeding the take beyond the fondest hopes of dance promoter Jesse Johnson, 6,400 persons paid 50-cent checks to ring up a mighty \$3,200 for the mighty Chick. Band was booked in at a \$750 guarantee against 50 per cent, and Webb walked off the stand with \$1,600 as his own share of the take.

## Singing in the Rain With \$672 for Kuhn's Week-End

ATCHISON, Kan., July 30.—New season record at the Sugar Lake Ballroom was set last Saturday and Sunday nights when Louie Kuhn's youthful Kansas University Band, coming here direct from Kansas City's Fairyland Park, grossed a strong \$672 despite a three-inch rain. William Vance, manager, was surprised and plenty happy at the showing. Ballroom is only one in this vicinity, and has been doing good business with traveling bands, Vance said. Previous week, opener for Kuhn's crew, showed a \$516 take, also better than average.

## Benders and Dancers Apart

MADISON, Wis., July 30.—Ordinance regulating dance halls and ballrooms in this territory was revised by the Dane County Commissioners. Amendment provides that henceforth a partition must separate the dance floor from the barroom. Also provides that a minimum of 200 square feet of floor space must be set aside for dancing, and hall must comply with all requirements of the State Industrial Commission as to heating, lighting and sanitation.

## Dansants Don't Brag About Biz At the Dixie Coastal Resorts

CHARLESTON, S. C., July 30.—Reports varying from fair to middling and from so-so to sensational are being voiced by resort dance promoters up and down the Atlantic Coast of the Carolinas and Georgia. Here, at Folly Beach Pier, booking trouble saw the season off to a bad start. One Saturday night band failed to show up entirely. Started with G. E. Thorpe managing, but now Don Murray has taken over for Owner Ted Shaderassi. Figure on better band attractions to bring back the crowds, Louie Armstrong drawing well on his stand last week. Moderate-priced toll bridge and low admission gate also help. At the Isle of Palms good biz is reported for the Wednesday Saturday and Sunday operation. Ticket take is low, but toll-bridge charge is high. Territorial college bands are played here. Isle is under new management this season, recently purchased by Henry Hasselmyer, who operates Henry's Restaurant in the city.

At Myrtle Beach, S. C., Ocean Forest Hotel is clicking for the first time, under the supervision of Carling Dinkler, of the Dinkler Hotel chain. Outdoor patio has been enlarged, but biz is only fair, the dining room doing better. Dave Burnside serves as house band. Dance crowds at the New Pavilion, operated by Speedy Speer, are way off on week days, but spectators make up the diff, almost 1,000 nightly paying just to watch from the tier of chairs arranged in amphitheater style. Ray Balair serves as house band. The Dukes Club, Sam Duke's nitery, is way off on biz. Has Buddy

## Wm. Morris Has Ed Fishman To Domo New Band Division

Band agencies in staff shifting stage—MCA branches out with George Walker getting Atlanta call—Nidorf heads for Coast—Zucker gets new deal

NEW YORK, July 30.—William Morris office, nation's top talent agency save for band bookings, has made good its oft-rumored intention of cutting itself a slice of the orchestra world. The official announcement has not been made, it has been disclosed that Ed Fishman, who has been directing Rockwell-O'Keefe activities on the West Coast, is being brought in to head the Morris band department. In fact, Fishman is already packing baggage for New York. It is understood that he has inked a two-year term with the agency, his salary calling for a couple of century notes weekly. Mike Nidorf, R-O'K biggie, left for Hollywood Wednesday (27), and it is expected that he will locate there now that Fishman is leaving. Cy Manis, former personal manager for Jimmy Dorsey, who recently turned that assignment over to Billy Burton and joined the New York office as assistant to Nidorf, is slated to remain here in the latter's post. A complete readjustment of personnel here and at the branch offices will be made this fall.

## Wheeler, Garner and Flanagan Join R-O'K

CHICAGO, July 30.—Bob Weems, manager of the local Rockwell-O'Keefe branch, upped the staff budget this week in keeping with an upswing in biz. Added three new percenters to the pay roll and created a club and convention department.

New division will be headed by Marlon Garner, former member of the Scott and Garner vaude act. Stewart Flanagan has been placed on the road for location dates, and Dick Wheeler joined to service the Southwest territory, working out of Dallas. Wheeler is the former operator of Fairyland Amusement Park, Kansas City.

Jack Kalchheim, who has been handling theater dates for R-O'K, leaves the org Monday (1). No successor named as yet. Deal to bring in Phil Tyrrell, formerly of Sligh & Tyrrell, fell thru this week.

Office picked up the Colony Club, re-opening September 9, spotting Jose Manzanares' Spanish Ork for the debut.

## Ed Allen Rejoins Troilo

PHILADELPHIA, July 30.—Eddie Allen takes another fling at band booking with the Nicholas G. Troilo office this week upon his return from Los Angeles. He was formerly connected with Troilo before going to the Coast for Atlas Advertising Corp., and will again assume charge of band tours.

JOE REICHMAN opens a two-week engagement August 5 at Meadowbrook Country Club, St. Louis, Ted Flo-Rito bowing out.

Harris for band stand.

Lumina Pavilion at Wrightsville Beach, S. C., is holding above water, playing good bands at low prices. New road enables dancers to drive out; forced to use a trolley car in previous years. Midbracket bands bought for two-week sessions. Ballroom is managed by Steve Prevost, working under the supervision of E. W. Mange, of the Tidewater Power Co., beach owner. At Ocean Drive Pavilion, Ocean Drive, S. C., bad-weather breaks have hurt biz considerably. Sam Hensley makes the music. Hammond Floyd is managing for Owner W. W. Roberts.

Atlantic Beach, Morehead City, N. C., is making money with its pavilion this year, managed by Ed G. Petry. Bands are changed weekly, using territorial names. Less encouraging reports come from Carolina Beach, N. C., where biz has been sluggish.

Getting off to a poor start, conditions have improved some at Tybrisa Pavilion, Savannah Beach, Ga. Manager Willie Haar has Bert Block making his bell lausic here. King and Prince Club, St. Simons Island, Ga., is experiencing a pick-up in biz. Owners Frank Horne and Morgan Wynne boast that this was the only resort along the Coast that was not troubled by some form of rain during the July 4 week-end. Jack Wardlaw is the season's sycopator.

Georgia resorts have an edge for a wider profit margin, for they are able to combine dancing with the selling of liquor by the glass, taboo in the Carolinas.

With the Morris agency set to start on top in the band-booking biz, Music Corp. of America has drafted pretentious plans to meet this new tho anticipated competition. Junior branches, under the direct supervision of the local office, will be established in key cities in the East. Offices will be established within the next six months in Boston and Atlanta, with others to follow in Toronto and Washington. It is expected that the Chicago office will follow suit, already considering the possibility of a branch in Denver.

Personnel for the branches has not been picked as yet, save for George Walker, who will probably be the Atlanta head man. Walker is an indie booker with offices in Charlotte, N. C.

MCA's expansion program is aimed at territorial biz in those cities, both for bands and acts. Talent showing possibilities within local confines will be groomed for national fame. Further, musicians' union ban on ork leaders paying for network time and curbing the agency's dishing-out practice in respect to wires precludes the possibility of operating solely on a national scale.

Consolidated Radio Artists is also in the staff-shifting class. With general manager Stan Zucker moving to Chicago, Bert Gervis, formerly in charge there, remains as salesman for location stands, and Bob Sanders, one-night booker, comes here. Sanders will serve as salesman, working on the road out of the New York office. Other changes in the Chi set-up will be made as soon as Zucker takes stock.

Before leaving for the Windy City Zucker scrapped his contract with the office and signed a new one. Old binder ran out this year, and it had been echoed about that he would step out on his own thereafter. New deal not only takes in the Chi office but entitles him to share in the profits of the Cleveland and Dallas offices.

## Nelson for Detroit Park

DETROIT, July 30.—Eastwood Park continues its summer parade of names, with Ozzie Nelson taking over the band stand today for a fortnight. Eddie Duchin set to follow for a similar session. Booked by Mike Falk, local percenter, thru Music Corp. of America. Hotel Statler brings in Frank Gagen to make the music, moving over from Cleveland's Statler hospice.

## A Floy in the Ointment

PHILADELPHIA, July 30.—Flat Foot Floogee is driving Harold Davis, WDAS program director, a bit gaga.

First, an orthopedic institute sponsor objected to the playing of the song because it didn't help the sale of its specially constructed shoes. Now, the swing cats who listen to the recorded program are threatening a boycott unless the song is included. A typical irate listener wrote:

"This Flat Foot Floogee number rates tops in the hit parade and you guys are too high hat to play it. And if you're going high brow, you can cross me off your list of listeners. (Signed) Hot-Foot Harry."

"The Smiling Maestro Is on the Air."

# REGGIE CHILDS

HIS ORCHESTRA AND HIS VIOLIN

Proudly Presents "Indiana State" in their respectful salute to The National Broadcasting Co., Wednesday, Aug. 3, 12-12:30 A.M., EDST.

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and his orchestra

The

# BILTMORE BOYS ORCHESTRA

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Currently 16th Week  
LA SALLE HOTEL, Chicago.  
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# EDDY ROGERS

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

# TED WIEGAND

AND ORCHESTRA  
GREEN PARK HOTEL  
Blowing Rock, N. C.  
Available September 8

**Hallett Starts Stork Club**  
PROVIDENCE, July 30.—Stork Club, town's ace nitery, starts the new season August 26 with Mal Hallett making the music. Weekly changes of bands of name caliber are planned, buying from Rockwell-O'Keefe.

EDDIE CAMDEN is still featuring his shuffle rhythmpations at Gypsy Village, Louisville. Band rounds up a second month this week.

## Sheet-Music Leaders

(For Week Ending July 30)

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
2	2. Says My Heart
4	3. Cathedral in the Pines
3	4. I Let a Song Go Out of My Heart
5	5. Little Lady Make Believe
6	6. Lovelight in the Starlight
13	7. When Mother Nature Sings Her Lullaby
14	8. A Tisket, a Tasket
7	9. I Hadn't Anyone Till You
9	10. Oh, Ma, Ma
11	11. When They Played the Polka
12	12. Flat Foot Floogie
10	13. I Married an Angel
8	14. You Leave Me Breathless
15	15. I'm Gonna Lock My Heart

# Orchestra Notes

By M. H. ORODENKER

**Home Again**  
BACK in the groove again, and as we dust our cuffs, the first to greet us is WILL H. WITTIG, manager of the mighty Pla-Mor Ballroom out Kansas City way . . . he's on a cross-country jaunt, listening to the bands, but more importantly, looking over the summer dansoriums in these parts . . . which means that there'll be dancing to the big names all year round at the Pla-Mor . . . between look-sees, Wittig is toying with the typewriter . . . which means that he's writing a special article for the Fall Special issue of *The Billboard* on ballroom operation . . . a trip to the Famous Door to take in the COUNT BASIE thrilling where we see that RAYMOND SCOTT is back on the stem . . . his Quintet joins the Paramount Theater parade of bands, following EDDY DUCHIN, who opens August 17 after a week of CHICK WEBB . . . follow-uppers include LARRY CLINTON, GLEN GRAY, and BLUE BARRON, who bows out of the Hotel Edison in October.

loves his clarinet playing too much to drop that.

**The Eastern Band Stand**  
GUY HUNT has Artie Shaw, Freddie Goodman, Jan Savitt and Glenn Miller for the August weeks at his Ocean Pier in Wildwood, N. J. . . . after three years at the Checker-Box, Buffalo, BILLY GOHO goes to Bedell House, Grand Island, N. Y., to finish out the summer . . . DICK HALLIDAY has taken over Happy How's Ballroom, Southbridge, Mass., for dance promotion next season . . . Dick also operates a roller-skating rink at Scituate Harbor, Mass., and may try the terpsies there . . . BOB POOLEY locates for the remainder of the season at Hampton Beach Casino, Hampton Beach, N. H. . . . rounding out 20 weeks at River Tavern, Lonsdale, R. I., JIMMY ANDREWS draws a six-week holdover ticket . . . JACK DRUMMOND takes his stand at Meeker's Hotel outside of Albany, N. Y.

**Chi Chat**  
JIMMY DORSEY, opening at Bon Air Country Club this week, has Sam Rubin replacing Leonard Whitney as second alto man . . . Lenny has left for the Coast, where he recently purchased a home . . . there'll be dancing with dining again at the Gold Coast's Drake Hotel, TOMMY DORSEY set for August 15 debut . . . a New York hotel spot for his dandies this fall is what Dorsey desires the most . . . but nothing looks hot at this late date save the whisper that R-O'K has offered him the Hotel New Yorker, which is absolutely no go as far as MCA is concerned . . . and his knot with that office is a tough one to untie in spite of the fact that the harmony between the two is not exactly in tune . . . BOB CROSBY will leave the Blackhawk in October for three months of road work, returning with the new year . . . fill-in period will find JAN GARBER making the music, which puts to rest another rumor that Jan would leave MCA to be the first to sign with the William Morris office.

**Coast to Coast**  
MILT BRITTON and his musical maniacs succeeded Bunny Berigan at the Casa Manana, New York . . . take in these two weeks with options . . . it's the first band R-O'K sold for this stand . . . PAUL MARTELL, music-maker at New York's Arcadia Ballroom, adds arranger George Johnston on trumpet . . . and PAUL WHITEMAN has Murray Cohen, oboe, and Frank Signarelli, second piano, to replace Jack Cressy and Irving Brodsky . . . JOE GLASER, serious in his intention to take white bands under his managerial wing, is at the signing stage with EMERY DEUTSCH . . . having divorced his office from R-O'K, Glaser is shopping around for another agency tie . . . BARNEY RAPP leaves Nicollet Hotel, Minneapolis, the 10th . . . plays the 12th date at Winona Beach, Bay City, Mich., en route to Enna Jettick Park, Auburn, N. Y., for a return week starting the 15th . . . after bossing the podium at Pittsburgh's Nixon Restaurant for the past three years, Herman Middleman makes way next week for FRAN EICHLER . . . BENNY MEROFF takes over the 18th at Topsy's nitery in Los Angeles, Sterling Young bowing out . . . LOU SALIE opened August 2 at Beverly-Wiltshire Hotel, Beverly Hills, Calif., replacing HENRY KING, who moves to San Francisco for a 16th opening at the Fairmount Hotel.

**Platter Chatter**  
The ARTIE SHAW switched from the Brunswick label to the Victor waxworks, he may be none too happy over the change . . . order has come thru from the home office in Camden, N. J., that Shaw's sides (he cut the first set last Sunday) be given the Bluebird label . . . sales department feels that two clarinet aces (Goodman the other) for the Victor seal is one too many . . . CARL (DEACON) MOORE makes his disk debut on Decca, coming in from Cleveland on the 9th for his first session . . . which reminds that Decca may soon boast of GUY LOMBARDO among its sellers . . . the Eli Oberstein claims the differences have been ironed out, there are stronger suspicions that Guy will give Victor the go-by when his binder lets out in November . . . things have never been the same since SAMMY KAYE moved in.

**Buffalo Band Stand**  
A BAND playing in Damstetter's south side nitery, Buffalo, seems to have the drop on Red Nichols and his Five Pennies . . . billing gives the very keen name of FREDDIE RAISER and his BLADES . . . which also makes us wonder what kind of music they dish out in Wildwood, N. J., at a boite boasting JIM TACIT and his THREE RESTS . . . AMERICO BONO, featured trumpet player at Shea's Buffalo pit for the past few years, now has his own band at the Chez Ami nitery . . . with him are saxers Tony Todarro, Dan Guerra and Jack D'Amico; fiddlers Tony Pecora and Mike Messina, accordionist Yale Oakley, trombonist Billy Fitzgerald, Stanley Opal at the Steinway, Jimmy Doug on bass, Augie Brookleir on drums and Vera Holley for the vocals . . . the Buffalo Swing Club is sponsoring dances at Olcott Beach Casino . . . cats have ARTIE SHAW on tap August 7 and CAB CALLOWAY scheduled later in the month.

**That Goodman Guy**  
BENNY GOODMAN is doing some tall traveling these days . . . crossing the pond, he covers the Atlantic on Monday, takes in his air show on Tuesday and jumps to Chicago on Wednesday for the Ravena Park concert . . . Waldorf-Astoria Hotel is much concerned over Goodman's engagement there this October, calling attention that the swing stuff will be confined to the Empire Room while the very-much stiff-shirted Sert Room will not be violated . . . EMIL COLEMAN comes in for the society syncos in November, Leo Reisman remaining on the Coast . . . incidentally, GUY LOMBARDO closes the 24th at the hotel's Starlight Roof and goes to Atlantic City's Steel Pier, with GEORGE OLSEN coming in to finish out the sky-top season . . . in spite of the death-knell soundings for swing, Goodman feels it will still be in favor for a least two more years . . . he has been renewed for the *Camel Caravan* for another 52 weeks, starting with the September 27 show . . . and after these two years or so Goodman aims to drop out of the ork world competition and carry on as a soloist . . . he'll drop his band, but he

**Notes Off the Cuff**  
Harvest Moon Ball, annual dance sponsored by *The New York Daily News* for the 31st has ARTIE SHAW for the musical inspiration. Nano Rodrigo supplying relief with rumbas . . . tho a new Cotton Club show is holding forth at Long Beach's Surfside in the New York area, DON REDMAN has been retained to remain on deck until September 1 . . . holdover ticket also goes to MAYA and his CONGANS at Monte Carlo Cabaret and to TONY GREY at Bal Tabarin, spots lending Parisian color to Broadway's nitery lane . . . JOE RINES is the lucky leaderman this week . . . his 13th anniversary as a maestro coincides with his 13th week at the St. Regis Roof, New York . . . and so we send our cuffs to the cleaners.

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Mgt. CONSOLIDATED RADIO ARTISTS.

**Bestor Wins First Round in CRA Suit**  
NEW YORK, July 30.—Tho Don Bestor was denied an immediate injunction to restrain Consolidated Radio Artists from interfering with his business, the ork leader seeking court relief for release of binder with the agency that still has three and a half years to run, Justice Leary of the New York Supreme Court, in handing down his decision today, ruled that the entire case and its attending grievances be taken to a trial court. Jury sessions will not be resumed until October, and Bestor can either air his complaints before a court referee or post a surety bond with the court and his CRA contract, subject of controversy, will be held in abeyance until a trial court airs the case. Bestor avers that Consolidated failed to live up to all its booking promises, especially in connection with radio work, while the agency denies it has made any contractual promises which were not met since the band came under its wing in February, 1937. Consolidated is agreeable to the preliminary decision, feeling that a trial court will justify its contentions. Bestor's personal manager, Gene Gaudette, could not be reached for comment at press time. Case is seen to have far-reaching effects on the existing contractual relations of all bands with booking offices. Charles E. Green, Consolidated prexy and co-defendant in the suit, stated that if Bestor can beat this issue every other band under contract to his office or any other corporation can do likewise. Julian T. Abeles, Bestor's attorney, dropped out of the case, sinister motives being conjured when it is remembered that Abeles is also legal adviser for Music Corp. of America. LON MOONEY, professional manager of Felst, Inc., music pub, is vacationing at Culver Lake, N. J. It's his first holiday in years.

## For Band Reviews

Turn to the review sections of the Night Clubs-Vaudeville Department for reviews of bands playing hotels, niteries and vaude houses.

Music Items

Band Boys Feature Oldies for ASCAP

OLD Song Week, sponsored by the American Society of Composers, Authors and Publishers, is being commemorated on the air and in hotels, restaurants and night spots this week. Al Donahue, Eddie LeBaron, Ben Cutler, Hal Kemp, Kay Kyser, Guy Lombardo, Henry Busse, Richard Himber and Bill McCune are among the maestros playing in New York niteries who will devote an evening broadcast to the oldies. Stage mag is giving over its entire August issue to fond recollections of the old songs, under the title *Songs for a Summer Night*, and will contain an original number by George M. Cohan, *Those Lovely Love Songs*. . . . Feist is going to put everything behind the plugging for Gordon and Revel's latest score, Sonja Henie's *My Lucky Star*. Songs due for a ride are *I've Got a Date With a Dream*, *This May Be the Night, Could You Pass in Love?*, *By a Wishing Well* and *All-American Swing*. Even the tunesmiths themselves co-operated in the advance exploitation of the ditties, stopping over in Chicago on their way back to the Coast to contact key plugs.

Irvin Talbot is conducting Paramount's 50-piece recording orchestra in the scoring of the studio's *Campus Confessions*. Sam Wineland is the scorer. . . . Jack Wardlaw, batoneer at King and Prince Club, St. Simons Island, Ga., has another song of his own authorship ready, *Moon and You*. . . . *The Lost Colony Songbook*, containing 28 songs, hymns, dances and other music from Paul Green's historical drama, *The Lost Colony*, now in its second summer at the Roanoke Theater in North Carolina, is being released by Carl Fischer, Inc. Lamar Stringfield arranged the book and wrote five original composes for the score. . . . Featured song in *Marie Antoinette* is *Amour, Eternal Amour*, lyrics by Bob Wright and Chet Forrest, music by Herbert Stothart. Published by Feist.

New group dedicated to commercial pop music is the Dixie Music Club of Winston-Salem, N. C. Walter Baynes, secretary, informs that the club keeps tabs on all recent and current popular tunes. . . . George M. Cohan's old 1907 ditty, *Harrigan*, is being revived by the oldtimers with the name changed to *Corrigan* and the lyrics dealing with the I-made-a-mistake flight. . . . Herbert Marks is vacationing at Woodstock, N. Y. . . . Harold Dixon, songwriter, is at the electric organ at the Marquette Hotel, St. Louis, Martha Cushman and Betty Ellen doing the harmony warbling. . . . Oley Speaks, composer of *On the Road to Mandalay*, is setting to music a song to glorify Ohio, his native State. Mrs. Ida Keck Wiggins did the words. . . . Delpha Todd Mitchell, Seattle composer, has two new ones in *Waltz Where Dreams Come True* and *The Hold-Up Man*.

Martin for San Fran Hotel

SAN FRANCISCO, July 30.—Freddie Martin follows Jan Garber into the St. Francis Hotel August 8, his first location stand in this city. Band played a one-nighter at the Hotel Fairmount some time ago. Joe Sudy is reported set for the Sir Francis Drake Hotel around mid-September. Carl Ravazza, now at Junction Inn near Santa Cruz, will probably get Sudy's current stand at Rio Del Mar Country Club.

Ellis Prems Saxless Ork

NEW YORK, July 30.—First engagement for Seger Ellis and his new "Choir of Brass" ork will be at the Adolphus Hotel, Dallas, August 26 for a monther with options. Ellis intends to feature four trombones and four trumpets in a new style of instrumentation, with Frank Ryerson doing the arranging. Maestro's wife, Irene Taylor, will handle the vocal assignments.

Class Invite for a Saxer

PHILADELPHIA, July 30. — Marty Kramer, Fox Theater pit saxophonist, has been invited to conduct his original compositions at the Interlachen Lake Music Festival in Michigan next month. Calls his brainchildren *Six Musical Caricatures*.

"Sweet-et A-a-ad-e-line!"

HOLLYWOOD, July 30.—The movie colony is going to do its bit in the restoration of a fine old American institution—the barber shop quartet. Inspired by the efforts of O. C. Cash, Oklahoma oil man, and Lowell Lawrence, of *The Kansas City Journal-Post*, to perpetuate the ancient art of close harmony, a Hollywood chapter of the Barber Shop Quartet movement has been sponsored by the Westwood Marching and Chowder Club, whose membership includes Bing Crosby, Fred MacMurray, Dick Powell, Pat O'Brien, Andy Devine, Ken Murray and other picture celebs.

The Westwood M. and C. C. will hold tryouts to determine how many of its members are qualified to tear asunder the old reliable *Sweet A-deline*. With all the crooners they've got to choose from, two or three quartets will probably result.

Once the society is put on a national basis, memberships will be handed down from father to son, with the slogan, "Sing, You Sinners," and a barber's pole for an emblem.

Dance Bands Promote Barber-Shop Harmony

MINNEAPOLIS, July 30.—Barney Rapp is going in for illustrated song slides and community singing at the Hotel Nicolet here, and it's proving to be a business getter. Each midnight words of popular oldtimers are flashed on a screen, with Rapp or vocalist Ruby Wright leading the patrons in such harmony-inducing ditties as *Sweet A-deline* and *Down by the Old Mill Stream*.

DETROIT, July 30.—Ray Gorrell is applying the community sing idea at his ballroom stand at the Graystone here. Equipment consists of a projector and screen mounted like a drop on the ork platform. Colored slides of pop songs are shown, with the audience joining in on the vocalizing and apparently going for the songfest in a big way.

It's the Record That Counts For Popular Appeal in Europe

BRUSSELS, Belgium, July 30.—With thrill of hearing Edgar Hayes still fresh in mind, it is with deep regret we learn that the much-heralded European tour of Jimmie Lunceford will not materialize. For Lunceford's Band to Europeans is undoubtedly one of the most remarkable orchestras of the moment.

It is strange but true that the best American orchestras and soloists have found their recognition not in their own country, but in Europe. Such items as presentation, publicity, radio popularity, etc., give some orchestras more value in the eye of the American public than many a fine musical aggregation. Name value, film work and a likable leader are also important factors not to be overlooked in judging a band's popularity. But here in Europe all these play only a secondary role. Musical value, as conveyed by the phonograph record, is the only point that counts here in judging an orchestra.

Lunceford, I believe, is an exception to the rule. He undoubtedly had a great following of fans in America long before he gained recognition in European circles. This is due to several factors. His first Victor and Bluebird records did not show him off to us to his advantage. The selection of tunes was not too happy and their presentation was too much in the machinelike Casa Loma tradition with its endless licks and riffs, which are regarded as unmusical here and therefore refused. But slowly and surely Lunceford has found his way into the collections of European fans and today many consider his to be the orchestra.

Le Duke

This is very astonishing because this position in public favor was held year after year by Duke Ellington. But bear in mind that for two years now, since he started recording for Master (Irving Mills' label), not a single one of his discs has been released over here, owing to contract difficulties.

Ellington's relay via the BBS on his birthday gave only a glimpse of how he

CBS Makes Down Payment on Option To Buy Am. Records

Desire to cash in on concert and artists bureau has Columbia Broadcasting System buying Brunswick, Vocalion and Columbia labels—more than \$500,000 involved

NEW YORK, July 30.—The both parties have been liberal to excess in denials that a sale is being consummated, it has been disclosed from impeccable sources that the machinery has been put to work this week for Columbia Broadcasting System to take over the American Record Corp., waxwork pressing the Brunswick, Vocalion and Columbia labels. A purchase price has been agreed upon, reported to be over half a million but considerably less than a million, and the order came thru from Consolidated Film Industries, ARC's parent company, to accept the bid.

Pitt Rep Ups Ante To 75G for ASCAP

PITTSBURGH, July 30.—Since William J. O'Brien took over the local office of the American Society of Composers, Authors and Publishers April 1 revenue cleared will exceed \$75,000 for the year. Almost 200 clubs, theaters and ballrooms became new ASCAP licensees since O'Brien came here, bringing total licensees handled by office to more than 500. District takes in West Virginia and 57 Pennsylvania counties west of Philadelphia. Edward Montgomery, who formerly represented ASCAP here on a commission basis, remains with the office in a legal capacity.

Society is currently suing John Maganotti, owner of the Showboat, only major nitery in district unlicensed. Case revolves around the playing of member Irving Berlin's *I'll Get By*, with \$250 damages sought. O'Brien has made the territory ASCAP-conscious, the Society's roster revealing 22 members who are natives of Western Pennsylvania, including Earl Carroll, Charles Wakefield Cadman, Neville Flesson, James Grier, Oscar Levant, Herb Magidson, Leo Robin and Tom Waring.

A cash deposit was made within the last 10 days, giving CBS an option to complete the sale within 90 days. At present auditors and engineers are taking inventory of the recording company's assets, equipment and outstanding obligations. Latter are many, and if the rehabilitation expense doesn't exceed the estimated figure deal will be closed within the next month or so.

Speculation is rife as to CBS's motive in entering the phonograph recording field. On the surface it seems that the buying would bring the radio company into the electrical transcription business on a footing with the National Broadcasting System, latter network being a sister affiliate of the Victor Record Co. Further, getting the rights to the Columbia wax moniker is a natural. However, those close to the negotiations disclose that, although CBS is primarily interested in the Columbia label, the concern is to print principally classical records in competition with Victor's famed Red Seal label.

In fact, it is understood that interest in the platter factory was first brought home to CBS by Arthur Judson, who has a deal with the network in management of the concert artist bureau. Reported that Judson had designs to pull out of CBS and continue on his own again unless a profitable outlet were provided for the many artists under his management. With such names as Nino Martini, Lawrence Tibbett, Helen Jepson, etc., under his wing, commissions are too valuable for CBS to lose. It is expected that very little attention will be given to electrical transcription activities, since a strong concert Columbia label is the best money-making bet, as evidenced by Victor's standard Red Seal.

Popular pressings on the Brunswick and Vocalion labels will be continued. Latter label, cheaper-priced, has been a strong seller, and the six-bit Brunswick record must be continued because of contractual obligations between ARO and Warner Bros., latter owning rights to that name.

While the name of Columbia Broadcasting System enters into the negotiations, it is understood that the actual dealings are being made by the principal stockholders of the network, mainly prexy William S. Paley and his brothers-in-law, Dr. Leon and Ike Levy, who operate WCAU in Philadelphia. It has been indicated that the three are putting up most of the money for the purchase.

Lending credence to the report that the buy is a surety is the fact that recording officials of other companies have already been approached by the buying parties for top jobs at ARC once the dotted line is signed.

Glen Island To Stay Open

NEW YORK, July 30.—Glen Island Casino, ace summer boite near Long Island Sound, will forego the usual September shuttering. Manager Lockwood Conkling intends to keep the lights burning for the fall and winter seasons, with favorable weather breaks making it a year-round spot. Will Osborne makes the band-stand change on September 9, lingering 'til New Year's Day. Larry Clinton, current, moves to Hotel Lincoln. Bands booked by Rockwell-O'Keefe.

records for the Northern countries, too. The same applies to German Brunswick. They have released the following American recordings by Hayes (of Decca origin): *Caravan*, *Edgar Steps Out*, *Spooky Takes a Holiday*; *High, Wide and Handsome*; *Stompin' at the Renny*, *Laughing at Life*, *Queen Isabella*, *Shindig*; and by the Quintet, *So Rare*; *When You and I Were Young*, *Maggie*; *Know Now and Love Me or Leave Me*.  
Dietrich Schulz.

sounds today. My personal opinion is that Lunceford can hold his own if compared with the Duke. It is the hope here that Harold Oxley, who manages Lunceford, will carry thru the proposed European tournee. He can be assured a hearty welcome.

Edgar Hayes in Europe

Edgar Hayes started his tour in Stockholm, proceeding from there thru Sweden, Norway and Denmark and winding up in Belgium and Holland. Save for "Coco" Darling, who was deputized for him here in Brussels when bass player Elmer James fell ill, his band was entirely from America. His repertoire was a very versatile one, including among other items *Old King Cole*, *Jungle Madness*, *Bei Mir Bist Du Schoen*, *Edgar Steps Out*, *Mood Indigo*, *Stompin at the Renny*, *Star Dust*, *Caravan*, *Laughing at Life* and *You're a Sweetheart*.

The concert here at Brussels, played at the Palais des Beaux-Arts (Palace of Arts), was organized (sponsored) by the Belgian monthly *Musica*. The band as a whole got a hearty reception, but all agreed on one point—that the soloists should have been featured to a greater extent, especially in sax players Rudy Powell and Joe Garland and trombonist Robert Horton, growl specialist La Tricky Sam (Sam Nanton, trombonist with Duke Ellington). Only Hayes himself got a chance.

The items played by the Quintet (Edgar Hayes, Kenny Clarke, Henry Goodwin, Rudy Powell, Eddie Gibbs and Coco Darling, piano, drums, trumpet, clarinet, guitar and bass, respectively), such as *China Boy*, *I've Found a New Baby*, *Sweet Sue* and *Honeysuckle Rose*, got the biggest applause because of their fresh atmosphere and spontaneity.

A note for record collectors. The Quintet recorded four sides in Stockholm for Odeon under the name of Kenny Clarke's Quintet, *Once in a While*, *I've Found a New Baby* (D-2952) and *You're a Sweetheart*, *Sweet Sue* (D-2955). They are being pressed at Berlin, as German Odeon manufactures

# AEA-LEAGUE PACT SIGNED

## Objections to Ticket Rulings, But Success Is Seen as Certain

Equity's policing of pact, held sufficient in itself, can be re-enforced by U. S., State and maybe city—Reilly calls it "the most revolutionary thing yet"

By SYLVIA WEISS

NEW YORK, July 30.—Despite three sincere criticisms rather than opposition, a dozen members of the League of New York Theaters who were given every opportunity to voice complaints previously at meetings during the past few months, signers of the League-Equity code and basic agreement, which were finally Hancocked on Tuesday, have confidence that the pact will work out well. James F. Kelly, executive secretary of the League, described the agreement as "the most revolutionary thing that has yet happened to the theater." Noting the verbal reverberations since the signing Tuesday, Reilly was still confident that the terms take care of most of the possible loopholes that ticket brokers and recalcitrant League members might seek to avoid conforming to the new set-up. Just as government statutes are dodged, so this treaty may be, he reasoned, but the possible escapes are not enough to weaken the law's foundation, nor to deter the general good it is designed to bring about. Framers are well aware that "telephone booth" operators may continue to bootleg, but there is just as great a likelihood that they will eliminate themselves by their own methods, particularly when the public is aware of the benefits it will reap thru the code.

Chief among the criticisms of the terms, as brought out at the League's meeting when the final draft was submitted, are that the arrangements would place too much control in the hands of the larger agencies and would snuff out the small ticket brokers; that buys frequently prolonged the run of plays; that, human nature being what it is, ice will never be eliminated, and that the 5-cent policing tax is excessive.

From all indications the code will be enforced more rigidly than disgruntled brokers and producers suspect, thru an automatic check thru existing State and federal measures plus a possible local law. On the one hand, State licensing requirements will get the agents; on the other, the Internal Revenue Department will reach out thru its taxing provisions. And there is a pending proposition that the plan be incorporated in city legislation. Equity, however, feels it can police the job by itself, using the power it wields over producers thru actors. If city council does take action League will be only too glad to help. Councilman Howard H. Spellman intends introducing the provision at the council's next session in September.

Squawks that the code attempts to fix prices beyond allowances of the Feld-Crawford Act in New York and the federal Tydings Act are met with replies that, technically speaking, the code is not price fixing, in that it affords leeway up to the maximums of 75 and 50 cents. Should any broker make a test case of the measure, additional defense would probably be one of equity, in that the pact is an attempt to improve laboring conditions and stabilize theatrical employment.

To give the unprecedented theater pact a larger group of supporters and the appearance of a more united front, there have been suggestions that the Dramatists' Guild become allied with producers and actors in the project. Louise Silcox, now on vacation, could not be reached for an official statement for the Guild. Guildsmen unofficially, however, could not see how their contractual relations with producers would do any more than Equity will be able to, tho the consensus seems to be that they would gladly draw up an agreement with the producers if so doing would lend prestige and moral support to the idea of eradicating scalping. If such a deal were consummated it would have to be in addition to the already existing basic contract between the Guild and producers, which lasts until 1940.

intelligent objections which seem to be plus a street full of grunts from about

## From Out Front

By EUGENE BURR

One of the most pernicious and at the same time unnecessary evils to afflict the stage was taken up recently by one of this corner's readers (or at least, to draw a somewhat subtle distinction, one of this corner's correspondents). It is an evil that is widespread and virulent, and one that will endure, I fear, until the golden age when the "run system" is a thing of the past. It is the practice of allowing the performance of a long-run play to degenerate, toward the end of the run, to flagrantly low standards—as tho customers paying their money two years after an opening were entitled to only a fraction of the value bought by those who pay their money on opening night. The show in question was a highly successful and highly touted farce, much publicized and praised—and if the performance were really as bad as my correspondent claims, then irreparable damage was done to the legitimate stage in the minds of all those who paid to be questionably regaled by a disgracefully conducted performance. Since the play has since closed there's no use naming names—but a large percentage of the shows that pile up long performance records are habitually guilty.



EUGENE BURR

The letter: "Unaccustomed as I am to writing letters to drama critics, I feel that the time has come when a member of the audience should protest against the way in which some Broadway productions are being handled. The particular show I have in mind is the supposedly very funny *Dash*. I happened in to see it, and after a very bad first act I felt like leaving. It is quite evident that the producer is obtaining money under false pretences. I have never seen a farce slip more. In the first act there was only one actor who tried to be convincing. All thru the play the actors said their speeches and then took a rest on the sidelines. "Faults I found: Production had not been checked. Actors broke up into giggles on the stage. Some of the actors were three-sheeting. The actors did not wait to catch the laughs, but went right on with their lines. The audience could hear the actors making merry before the curtain went up. These are inexcusable faults and do not occur in first-class companies on Broadway or even in summer-stock."

"I suppose there are other shows guilty of carrying on in this manner. No wonder the public gets sour on the legitimate stage."

No wonder, indeed. It is seldom that this corner gets around to a play after the first week of its run; but on such few occasions the same sort of thing has been evident, tho perhaps to not quite so great a degree. Some shows, of course, keep the standard high thruout a long run, with managements and their representatives carefully checking on performances, production and everything else. But others most assuredly do not. And a hundred careful shows can't make up for the devastating effect created on thousands of potential theatergoers by one play, raved in its notices and set up as a hit, that lets its customers down by slipshod, careless and unprofessional performances. Such letting down is a practice as pernicious as it is widespread, as harmful as it is unnecessary.

To go to more cheerful things for a moment, this week will probably see the signing of the ticket broker agreement and the correlated basic pact between the League of New York Theaters and the Actors' Equity Association, the first actor-manager basic pact in legit since the dead but not dear days of the old Managers' Protective Association. At present writing (early in the week) the agreement has not as yet been signed—but there are practically certain indications that a news story of the signing will be carried elsewhere in this issue. It is a splendid thing for the stage as a whole and a tribute to the good sense, honest purpose and intelligent ability of all those who have had a hand in its making.

To Equity goes much of the credit—credit for realizing that it could not hope for a stabilized theater while working conditions were in a state of flux, for realizing that a strong and powerful managerial organization is as necessary to the theater and therefore to actors as a strong and powerful actors' organization, for taking a long forward stride to end the running sore of ticket agency abuses, for sensibly and fairly and honestly working for the good of the theater as a whole and therefore, basically and solidly, for the good of every actor in it.

And credit—a great deal of credit—must also go to the League and all of its members who have realized that the sacrifice of a few problematical and momentary surface profits is more than counteracted by the long-run profit of a solidly established stage. Many of them realized that long since and have fought for it for years, hogtied in their efforts only by their inability to force less intelligent managerial brethren into line. Now, with the aid of Equity, they have succeeded, and they rate a salvo of hosannas—Brock Pemberton, Marcus Heiman, Herman Shumlin, Gilbert Miller, Warren Munsell and all the rest.

But particular hosannas should go to James F. Reilly, recently appointed executive secretary of the League. Mr. Reilly was faced with one of the toughest assignments in show business—that of stepping into the shoes of the late, much beloved and immensely capable Dr. Henry Moskowitz, whose name will always be affectionately and reverently honored by all those who love the stage. It was a terrific job; but Mr. Reilly, who was the one man obviously and entirely suited to undertake it, is carrying it out with colors flying. For years the managers have been trying to get a basic pact; now, just three months after Mr. Reilly took office, they have one. No words of mine could possibly pay as eloquent a tribute to his intelligence, tact, courage and ability as that plain statement of fact.

### Week's Announcements

*The Meal Ticket*, a play by Herman J. Mankiewicz. Has been tentatively on the Abbott schedule for some time but is now announced as definite for next season. May go into the works immediately after the musical version of *The Comedy of Errors*. Producer, George Abbott, 630 Fifth avenue, Circle 5-5820.

*The More the Merrier*, a musical comedy with music by George Marion Jr. It's about college. Producer, Laurence Schwab.

### Stage Whispers

There haven't been many fall plans announced this year (at least comparatively speaking), but those that did get themselves talked about have an aura of rear-certainty hanging over them. Casting is going forward at a good clip—a sensational clip for late July, in light of recent seasons—and opening dates are being definitely announced. Also, the season, which has been starting later and later each year until there came a fear that some year it would forget to start altogether, shows indications of beginning fairly early again. In any case, 12 shows are now announced for September, which is a pretty good average these days. They include *Blackbirds of 1938*, *Sing Out the News* and *Kiss the Boys Goodbye* (these being the only three to announce definite dates—September 5, 6 and 28, respectively) and *Lorelei*, *Thirty Days Hath September*, *7-11*, *So Far So Good*, *Lives of a Woman*, the One-Act Repertory Theater and three Federal Theater shows. . . . Production plans are steaming ahead nicely, with *Sing Out the News* already in rehearsal (it started Thursday) and with *Once Upon a Night*, the Laurence Schwab production of Milton Lazarus' comedy, set to start practicing August 15. . . . Millard Mitchell, Phillip Ober and John Alexander will be in Brock Pemberton's production of *Kiss the Boys Goodbye*. . . . P. Dodd Ackerman will design the sets for *Once Upon a Night*.

A couple of title changes: George Abbott's musical version of *The Comedy of Errors* (which will retain the situations but not the lines of the original) may be called *The Boys From Syracuse* when it erupts upon a startled Broadway, and *Police! Police!*, the play by Joel Sayre and Edward J. McNamara which is on the Laurence Schwab schedule, is now being called *Over on the Jersey Side*. . . . It was Alan Brock, of the M. S. Bentham office who arranged for the first Eastern stage appearance of Karen Morley, the cinema lady. It's at Dennis starting August 22, and the play is *Susan and God*. . . . For what is said to be the first time (and it probably is) a young man will play the role of Peter Pan in J. M. Barrie's play of that name when Clare Tree Major, director of the Children's Theater, starts her season in the fall. Previously the role has always fallen into the hands of an actress and a pair of tights—or shouldn't one say "in the hands of" in that connection? Anyhow, Miss Major's Peter will be Leslie Gorall, an 18-year-old lad who has had small parts on Broadway in *High Tor* and *Daughters of Atrous* and who won the Peter role in a competition that was judged by Claire Luce, Martha Scott and Cobina Wright. . . . D. Frank Marcus, one of the better drama commentators, is now reviewing plays for *Millinery Research*, a weekly. He started July 27. . . . The American Repertory Theater, which is the only organization of its kind under the jurisdiction of Equity and which tours universities, colleges, schools and clubs thruout the length and breadth of the land under the leadership of Robert L. Oberreich and Barbara Benedict, has completed its plans for the fall. It will play *The Devil Passes*, *The Queen's Husband*, *Outward Bound* and *The School for Scandal* as far west as Colorado and back. Jose Ruben will again direct.

### BROADWAY RUNS

Performances to July 30, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	217
On Borrowed Time (Longacre)	Feb. 3	207
Our Town (Morosco)	Feb. 4	205
Tobacco Road (Forrest)	Dec. 4, '33	1980
What a Life (Biltmore)	Apr. 13	127
You Can't Take It With You (Booth)	Dec. 14, '36	694

### Musical Comedy

I Married an Angel (Shubert)	May 11	94
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Summer Theater Reviews

**WILLIE  
and  
EUGENE  
HOWARD**

starring in

**HARRY  
HOWARD'S**

**"HOLLYWOOD  
HOTEL"  
REVUE**



Leaving for a tour  
of New Zealand and  
Australia.

**OPENING**

**ST. JAMES,  
AUCKLAND,  
N. Z.**

**AUGUST 27th**

**"Wharf Song"**

(Carnegie Institute of Technology)  
PITTSBURGH

A drama by Alan Coultts. Directed by Chester Wallace and Elizabeth Schrader. Staged by George B. Kimberly. Cast: Margaret Merk, Nancy Bickel, John Vlahor, Roy Baldwin, Richard Ryder, Ed Selden, O. P. Keeney, Ruth Tutt. Alternates: Eleanor Snyder, Moly van Ammeringen.

In reporting his observations of waterfront living on Puget Sound, Alan Coultts claims that even in a house of hate, where thievery and loose morals are almost second nature, spiritual regeneration is possible. At the same time, he maintains that the effect of depressing environment on an individual is inexorably depressing.

Altho in some scenes the motivations for his characters are difficult to discover, and altho some of his conclusions about a milieu's impressions are hard to sanction, he has created a play of power. It holds the audience, and develops a socially significant theme without being too melodramatic when the temptation is present for melodrama. His characters are for the most part believable, and his dialog, except for a tendency to over-lecture, generally natural and swift. In his first three-acter the Brooklyn University speech teacher seems to have created a true mood of the waterfront. With alterations the show has commercial possibilities for stage and screen.

It was originally written for the Bureau of New Plays' contest and was submitted to Tech by the Theater Guild's Theresa Helburn. The author has previously written several commercially successful one-acters.

*Wharf Song* shows us the Polzaks, a Puget Sound family that ekes out a living between dad Emil's stealing, daughter Julna's meager pickings as a street-walker and son Rudolph's occasional jobs that he regularly gets fired from without valid reason. A development of characters as much as plot, *Song* for contrast offers Mom Zetta, constantly abused by husband Emil, existing only on hopes for idealistic Rudolph, buoyed up by memories of a fisherman uncle. Anxious to become a white-collared scholar like his supposed friend, Byron Leeds, Rudolph starts packing boxes for the Leeds shipping interests. He soon learns thru insinuations of his gold-digging girl friend, Ada, that he got the job because Byron is on the make for Julna. He burns, and capital's degenerative influences score strike one. Pop Emil and weak-livered son Anton induce brother Rudy to help them swipe opium from a ship lying at anchor, and here he loses more illusions in order to get money needed for mom's medical attention. Sick in heart as well as body when she learns her one hope for an honest offspring has sunk to the level of his father, with sympathy for long-time friend Ole Anderson lost when he seems a hopeless drunk, Mom Zetta plunges out her side door into the dark waters below. Julna, Hell's angel who had accepted Leeds' attentions only to help her brother, convinces Rudy he should get away on his own, anywhere, while he's young and able. With head high and chin up, Rudy sallies forth, evidently determined to prove Alger was the McCoy, while Julna stays behind, hopelessly enmeshed in "this mess I was born into," despite high ideals cloaked in harlot's costume.

Not as mawkish as a synopsis might indicate, *Wharf Song* is strong because of its conflicts between contrasting personalities, despite too many cliches and a too obvious yet occasionally confused exposition after opening curtain. Let act one be cut, omit some of the moralizing speeches, reveal more motivation for certain scenes and actions, give comedy-relief Ada more believable *raison d'être*, and *Song* is an opus for Broadway consideration. Because of its possibilities for various scene developments and

its distinctive characterizations, Coultts' show might also make enthralling film fodder for shop-girl Cleopatras and socially conscious club women; would be a good vehicle, for example, for Jimmy Stewart, Olympe Bradna, Porter Hall and Beulah Bondi.

The student cast was uniformly satisfactory, due undoubtedly in part to the Tech faculty pro-like direction.

Morton Frank.

**"Princes, Ltd."**

(Coach House Theater)  
OCONOMOWOC, WIS.

A farce comedy by Everett Glass. Directed by C. Henry Nathan. Cast: Emily Goehst, Carl Greyson, Kay Kennedy, Marguerite Stokes, Steymour Howard, Helena Ray, Charlotte Harris, Marguerite Hustin, Florence Newcomb, Samuel Zimmerman, James Dexter, David H. Yed-ceau, Robert Gumm, Jane Bradley and Nari Drevjen.

This is the first of six new plays presented in a cowbarn house by Thoda Cocroft in the exclusive Wisconsin summer resort this season. Doubtful whether this Glass brainchild will in its present status reach the Broadway environs, as the subject matter is terribly unimportant and the poor writing craftsmanship evidenced thruout most of the action shades any of the brighter touches. Also, the direction is rather slow, a considerable hindrance to the performers.

Story deals with two penniless students who pose as a prince and his valet for two acts in a wealthy Ocean Beach home and end up making \$50,000 on the stock market, the bogus prince walking out with a bride to boot. There is the real prince, of course, and he shows up to complicate matters, but it ends in true Hollywood style, the McCoy monocle-holder being whisked away to jail because of his shady participation in an oil company and the students bluffing their way out successfully.

There is nary a convincing note in the entire tale, and the only thing that can save it is perfect writing, flawless dialog and excellent acting. Come to think of it, this particular story doesn't deserve such priceless assets.

The cast, generally, was disappointing. Some of the performances lacked professional caliber, and others were handicapped by stilted situations. Emily Goehst was about the best in the tailor-made role of the wealthy, fluttering widow.

Favorable comment must be made on Miss Cocroft's worthy venture. Some 30 performers will spend the summer in the Coach House, alternating in the six productions. Patronage the first week has been encouraging. Admissions are \$1 week nights and \$1.50 Saturdays and Sundays.

Sam Honigberg.

**Central City Sellout**

DENVER, July 30.—With sellout after sellout, indications are that the seventh annual play festival at the 60-year-old opera house in Central City, 50 miles west of Denver, will gross around \$25,000 in 18 performances in two weeks. At many shows it has been necessary to put extra chairs in the aisles, and more than 300 were turned down for tickets for last Saturday matinee. The production is *Ruy Blas*, with Helen Chandler and Bramwell Fletcher in the leads and Robert Edmond Jones directing.

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# PIX SUIT MAY AID VAUDEVILLE

## Gov't Anti-Monopoly Drive Seen as Entering Wedge for Acts

Bookers hold out hope if U. S. is entirely successful and film producers are divorced from theater chains—only partial victory, tho, might have had effect

NEW YORK, July 30.—If the United States government wins its suit charging monopoly against the leading motion picture producing companies, stage presentations of some kind stand a better than even chance of being reinstated in at least the class B theaters, a group of leading vaudeville bookers agreed this week after close consideration of the sweeping suit and its ramifications. George Godfrey went even further, saying, "The trend fashioned kind tho, in theaters will be adjudicated." He bases his claim on the list of theaters which returned or will return to combination policies soon, including the Strand, New York, August 26, with a show centering around Ben Bernie; the Freeport, Long Island; the Fox, Philadelphia; Paramount, Los Angeles, June 16; Kemp circuit, in the South, for 16 weeks, starting by the middle of August; Newman Theater, Kansas City, spot attractions; Coronado Theater, Rockford, Ill., week-end bookings; Westland Theater Company's houses in Grand Junction, Colorado Springs and Pueblo, Colo., July 2, and the Colonial Theater, Lancaster, Pa., June 25.

Line of reasoning taken by the majority emphasized the angles of open markets versus block booking, and independent operation of theaters as against producer-owned circuits. If all exhibitors were free to bid and buy pictures, it is argued, the big money spots would get the topnotch pictures. "They won't need vaudeville because they can pay any price and get what they want in pictures," argued Godfrey, "but the secondary theaters, to meet that competition and to get on an even keel with them, will be forced to supplement the next-to-best films which are within their financial limits with some other attraction, which might very probably be talent presentations." At usual terms, whereby cost of stage shows is deducted from box office receipts before figuring percentage going to producer, exhibitors could afford to bring in some acts.

Partial victory on part of Department of Justice might have a reverse effect upon vaudeville, some held, particularly if Attorney-General Cummings has no luck in forcing producing companies to divest themselves of ownership in theaters. Merely doing away with evil of block booking, as Eddie Sherman explained, would work a hardship on the few remaining independents. They could never meet the competition of the circuits in open-market bids for pictures. Vaudeville spokesmen agreed that theaters have to have better than fair pictures to supplement flesh shows. Under present block booking they admit getting an occasional draw.

Combined removal of block booking and producer-owned theaters offers very probable opening for live talent. "In that case, the independents may get a chance and there would be some hope for putting on vaudeville," said Sherman, whose opinion was representative of most of the bookers sounded out on this proposition.

Arthur Fisher, emphasizing the "if" in "if the government wins," brought out the point that the theaters would have available for stage productions the money saved on not having to buy up a lot of pictures they can't use. "There is no doubt in my mind," he said, "that the government's complete victory would bring back vaudeville, because the independents, outbid by the big houses on the A-1 pictures, would have to resort to vaudeville. They would be able to do it by the 30 to 40 per cent savings realized on picture buys when block bookings are no longer forced on them."

Recent court rulings in the Northwest, where divorcements of film producers and theaters were ordered, lend hope to vaudeville that the government's civil suit will have a good measure of success too. Additional encouragement comes with recollection of the success of the Federal Trade Commission in breaking up the circuit's pool to cut salaries of acts in 1933.

Other angles in favor of vaudeville in-

clude the stronger position of combination policies when fear of shutting out by circuit monopolies has been made impossible. Showmanship will again rule the competitive field if the government is serious about its suit, for a favorable decision from the courts will eliminate, in addition, the circuit's practice of pooling, another device for keeping indies in check.

While the trade saw some hope, theoretically, for vaudeville in the hoped-for outcome of the suit, almost all bookers were skeptical about the suit getting very far in the courts. They point out that picture people will probably admit to a couple of the charges detailed, to get in the good graces of the Department of Justice and lay the groundwork for a settlement out of court. Such a compromise, it is felt, will not give the indies elbow room. Fact remains, the film producers don't want to yield that full percentage they reap from straight picture houses without the previous deduction of the cost of a stage show.

### Costa at Delavan Lake

DELANVAN LAKE, Wis., July 30.—Joe and Dick Sheehan are now operating the Woodlawn, remodeled nitery, offering nightly dancing to Joe Costa and his Gentlemen of Note.

### Dog Gone New

CHICAGO, July 30.—In his search for new stunts to attract business to the La Salle Hotel's Blue Fountain Room, Press Agent Ed Davis staged a dog show this week, sponsored by the American Kennel Club. The canines were paraded on the dance floor for prizes, and dog lovers turned out to cheer.

### A. C. Spots Hope For Quick Upturn

ATLANTIC CITY, July 30. — Resort night spots are closing out what was one of the slowest Julys in the history of this biz in the city. Most are depending upon the next four weeks to make up, and as a result of the pinch many are looking for a big upward tilt of night club prices within the next week.

Shows at 500 Club, Babette's, Nomad, Torch Club are holding on as started, with a couple of changes in the top billing. Gus Van is the name in the 500 Club, while Lillian Barnes returned to the Babette Club, where she made a great hit last season. Bath and Turf Club is pulling the best bet of the week with a booking of Sophie Tucker. Phil Barr has Stan Laurel and the missus in tow for a week and is cashing in on appearances at his spot. Tom Endicott at the Dude Ranch is peddling a new slogan this year, "No drink over two-bits," and is packing 'em in at his cowboy range up-boardwalk. The Gateway Casino is staging a comeback this season and now has George Hall as the draw.

### Singapore Gets Cooling System and Hostesses

SINGAPORE, July 2.—Latest addition to local night life, the air-cooled New World Cabaret at the New World Amusement Park, opened recently. Built along modern lines with air-cooling system and dance hostesses. There is music by a colored band. Managing the spot is Bill Versteven, former theatrical agent in Singapore.

### Club Talent

#### New York:

DOROTHY LEWIS and Guy Owens, ice skaters at the International Casino, were screen tested by MGM this week. . . . MAURICE AND CORDOBA and Jack Marshard, band leader and emcee from Boston, shared the spotlight when Sally Clarke (her sis married into the Roosevelt clan) made her night club debut in Boston and will be the attractions in the Persian Room of the Plaza when the spot resumes September 6. . . . Formal opening of the Plaza, however, will be September 27 with the Hartmans and Eddy Duchin's Band. . . . NTG's new club, to open late this month, will be named The Midnight Sun.

ERIC WAIT and Roberts and Farley will head the new ice show which goes into the Hotel New Yorker August 29. . . . AL TUCKER, formerly head of Al Tucker and his Society Orchestra, is now playing local spots as a single, a comedy violinist. . . . LOUISE HOWARD AND JERON CRISWELL are back in town from Chicago. Team plans to revive *Loves of Dorian Gray* and may send two companies into the West and Midwest. . . . RITA RENARD has opened at the Monte Carlo. . . . MARLYNN AND MICHAEL, dancers at the Rainbow Grill, are reporting great response to their modernized minuet, done with the original Paderewski music. Probably means the start of a cycle of streamlined classics for dance teams. . . . SIMPSON SISTERS, skaters at the International, expect better success with their number —based on the War Admiral-Seabiscuit rivalry—than had the promoters of the equine classic. . . . CLIFFORD NEWDAHL, just back from an engagement at the Ritz Hotel, London, is heading the show at One Fifth Avenue. While on the other side Newdahl was presented in eight television programs by the BBC. . . . BELLE BAKER has been booked for a two-week engagement at Ben Marden's Riviera, starting August 18.

#### Here and There:

PAUL DUKE has been signed for the role of Pinch in George Abbott's musical, *Comedy of Errors*, skedded to start rehearsals October 1. . . . NOLL AND NOLAN opened at the Villa Venice, Chicago, August 4. . . . BETTY BRUCE, up to now garnering plaudits for her dancing, added singing laurels recently at the Beverly Hills Country Club, Newport, Ky. . . . SANDINO AND FAIRCHILD started a two-week engagement at the Evergreen, Philadelphia, July 27, and follow with a fortnight at the Cavalier, Virginia Beach. . . . AIMS AND VIVIERNE are working at the Black Cat, Wilmington, Del. . . . JUNE MURPHY, late of the Paradise, New York, is a dancing feature at McVan's, Buffalo. . . . EDDIE BETHEL, Tennessee night spot operator, who has been ill for eight months, is well again and has opened the Playhouse in Alexandria. . . . THE GYPSY FOUR is the attraction at the Blue Danube Grill, Chicago.

DEANA AND DEL CAMPO, Pan-American dancers, have closed at the Bath and Turf Club, Atlantic City, and are showing at the Adelphia Hotel, Philadelphia. . . . VALDAO AND YVELLE are appearing at the Starlite Gardens atop the Hotel Utah, Salt Lake City. . . . TOD LIEBLING, who took a screen test for Fox recently, landed a writer's contract with RKO-Radio instead. . . . THE CARLTONS have reached the Van Etten Lake Lodge, Oscoda, Mich., in their tour of Midwestern dates. . . . JOEY DEAN will be found at Babette's, Atlantic City, the month of August.

TOM AND SIS DOWLING are currently featured at the Hotel Monterey, Asbury Park, N. J. . . . HACKER AND SIDELL are enjoying a pleasant engagement at the Argentina, Athens, Greece, after a bit of unpleasantness in their last date in Poland. . . . FOUR CRACKERJACKS, star attraction at the Paradise, Atlantic City, claim the distinction of being the oldest acrobatic team in the business, each member being well over 50 years.

SHERMAN BROS. AND TESSIE are being held over at the Royal Pines, Lake George, N. Y. Placed by Billy Smith.

Number Three in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about the Night Clubs-Vaudeville Department of The Billboard.

## RALPH HITZ

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**Billiken's Pavilion, Lake Cossayuna, N. Y.**

One of several road houses, dance pavilions and amusement spots dotting this section (southeast of Glens Falls), this dance pavilion on the lake slants its entertainment policy more toward the year-round crowd (farm and small-town families) than the summer crowd (vacationers).

Altho open all week, there's enough patronage only for Saturday night dancing and floor show, and for Wednesday night games, mostly bingo. Perzade and Jetan, ballroom dance team, run the entertainment policy on a rental basis, and Billy Talmadge manages the pavilion itself. The spot is a large hall that can accommodate more than 400.

Perzade and Jetan (Harold and Edith Perris) provided three colorful routines when caught and were backed by a four-piece band which also played for the dancing. The team's applause winning routines were interspersed by a violin number by Art Bullitt and a trick piano number by a visiting performer. A guest artist or troupe augments each show.

The main attraction bringing large crowds here is square dancing—and both country folk and city slickers love it! Charlie McNeil is the caller, yelling out instructions to the dancers in tempo with the lively square dances. There is "round dancing" (social ballroom dancing to you), but it's not half as popular as the old-time stuff. (After all, isn't the Big Apple nothing but a streamlined version of square dancing?)

Admission is 40 cents for men and 20 for women, and the enthusiastic attendance is more proof of the argument that rural districts are starved for flesh entertainment at modest prices.

Other dance spots near here: Hedges Lake Pavilion at Hedges Lake (Friday dance music); Lake Lauderdale Pavilion at Lake Lauderdale (Saturday dance music, local and out-of-town bands); Jack's Pavilion at Summit Lake (Saturday square dancing); Taggart's Silver Ballroom near Greenwich (Saturday square dancing and occasional out-of-town bands).

The Wagon Wheels, on the road to Gens Falls, ran floor shows last summer but this year switched to Saturday square dancing. Only real night clubs around here are Tony Reed's Royal Pines road house on the road to Lake George (floor show booked out of New York) and Fan and Bill's at Glens Falls. *Paul Denis.*

**Ben Marden's Riviera, Fort Lee, N. J.**

The new show Ben Marden ushered in here last Thursday (28) is about the finest night club entertainment to be found in or around Manhattan. This spot, with its beautifully modernistic decor, its sumptuousness of surroundings and service and its top-flight array of name entertainers, comes closest to approximating in actuality the fabulous impression of night clubs that Hollywood has given the public. This is after-theater entertainment at its luxurious best.

Heading the new roster is Helen Morgan with a batch of current pop tunes, including *I Hadn't Anyone Till You*, *You Go to My Head* and *If It Rains—Who Cares?* But these are only warm-ups for the songs that are as much a part of La Morgan as the catch in her voice and the handkerchief clutched in her hand—the immortal *Show Boat* numbers, *Can't Help Lovin' That Man* and *My Bill*. The way she sings these classics is a matter of oft-recorded history, and yet each re-hearing brings the same old thrill and appreciation of watching a fine artist working with material tailored to her order. The crowd, needless to say, couldn't get enough of her, and even encores of *Why Do I Love You?* and *If You Were Someone Else*, latter from Arthur Schwartz's *Virginia* score, didn't satisfy them.

On a par with the reception given the chanteuse was that accorded Mary Raye and Naldi, who proved once more why they were held at the Rainbow Room for 10 weeks the past year. Here is one of the greatest ballroom dance teams current today, and their work is equal, if not superior in some respects, to that of Veloz and Yolanda, Georges and Jalna or the great Moss and Fontana. Their showmanship, the effortless grace and beauty of their dancing, the charm and sense of humor of their routines, must be seen to be properly appreciated. Their five varied numbers were a constant delight. Miss Raye is attractively gowned by Kathryn Kuhn.

The Robinson Twins open the show, and while the red-headed youngsters are

accomplished tap dancers, they add nothing startling to the art. Outstanding feature of their routines is a youthful exuberance that makes pleasant watching.

Remaining as emcee until August 18 is Joe E. Lewis. Eddie Garr succeeds him on that date. Aided by some exceptionally good material, Lewis puts his comedy contribution on a level with the surrounding superior performances. His parodies on *Week-End of a Private Secretary*, *Thanks for the Memory* and in particular *The Lady Is a Tramp* are something to hear.

Enric Madruguera and Vincent Pirro remain for the music making. Former does well for dancing and the show, and Pirro holds down his end as relief band in a capable fashion. Interesting trick has a revolving band stand carry one band off while the other comes on, the music and dancing continuing uninterrupted.

Prices are still \$3.50 minimum week-days, \$4 Saturdays and holidays, with the taxi fare of \$1.50 from any point to or from Manhattan still in effect. Service is impeccable, and food and drink are excellent.

Carl Erbe handles the press agenting. *Daniel Richman.*

**Terrace Gardens, Lookout House, Covington, Ky.**

With the final arrival of honest-to-goodness summer weather, Manager Jimmy Brink has been able the last two weeks to shoo his trade into this outdoor spot, equipped on the lower end with a spacious stage elevated to permit all an easy gander. While nothing pretentious, the garden is well groomed and affords a pleasing setting for the dine and dance trade. Spot, however, lacks the intimacy of the indoor quarters, making it infinitely harder for the acts to sell their wares. On this look-in (29) the bingo addicts filled the garden to comfortable proportions, many remaining over to catch the new floor layout.

Services of a visiting emcee are dispensed with this week, with ork leader Billy Snider handling these reins, and acceptably, too. Also does well with a vocal rendition of *You Leave Me Breathless*. First on are Jack Ccrlis and Miss Maurice Palmer, singer of sophisticated ditties, whose nifty specials and torrid lyrics set well with the patrons. Their best bets are *If We All Shipped in a Quarter* and *Bet It on a Horse* and a parody on Aimee McPherson.

Loyanne and Renard, past favorites here, are back for their second return engagement. The well-garbed and graceful pair registered handily with a waltz, a dashing rumba and a novelty encore to the tune of *Alexander's Ragtime Band*. Pulled warm applause at the bow-off.

Nina Olivette and Dmitri, this week's headliners, coined a goodly number of laughs with their dance travesty and general horseplay, altho the turn really has nothing to set it apart from the numerous other hoke dance turns of its kind. We've seen Miss Olivette far funnier in the past. They knock themselves out with their work, with Dmitri an excellent foil for Miss Olivette's comedy. They were called back and begged off with a neat little piece of business.

The 10 Donn Arden Girls did well with three routines, a stomp, a picture number and a Bolero, and Billy Snider's Ork lads did their usual pleasing job with the show and dance music. One dollar minimum in the garden, too, with the food and drink reasonable and good. George Rahe handles the spot's advertising and publicity. *Bill Sachs.*

**Club Delavan, Buffalo**

Just opened this week by Ward E. Smith, host and proprietor, club offers Buffalonians something they've never had before, night spot that oozes class from the time you check your hat to the parting moment when you tip the guy who brings your parked car.

Smith has rounded up a gang of the town's best waiters, to say nothing of Angelo Le Pore, the chef, who hails from some of the country's top hotels. One would never recognize this spot as the former Eberhart's Midnite Sun except for the physical appearance of the outside. The lighting systems are superb, as well as the cooling facilities. Every kind of dressing room accommodation known to the entertainment world is offered for the comfort of the talent,

which is of the highest caliber, and is the best paid of any show in town, winter or summer.

Success seems inevitable. An intimate, well-behaved, middle-aged crowd, coming to the tune of 350 to 400 a night since the spot opened, is pleased with the hospitality under the generalship of head waiter Al Latz.

Capacity is 200. Dinner is \$1.25, and there is almost a complete turnover of guests before closing time. Minimums are \$1 week nights and \$1.50 Saturdays.

Frank McCormack, emcee, opens the show with a riot of laughs, bursting onto the floor with a lot of noise, shaking hands with every guest within reach, and getting everything off to a happy start. Actor, dancer and poet, he keeps the good humor at a high pitch. With Ruth Kidd, pretty blonde, he dances a couple of nifty steps, and follows with a comedy skit. Ruth has a lovely, animated voice and is well liked. Her take-offs on Baby Snooks are excellent.

Chet Long, whose fine baritone recently thrilled hearts at the Alhambra, made more warm friends here. He should be doing big things within a year. He and Marcia, his wife, duo with songs and guitar during intermissions.

George and Eloise are a graceful and skillful ballroom couple. They also do impersonations, including Star. Laurel, George Arliss, Schnozzle Durante, Fred Astaire and Ginger Rogers. They're real class.

Sylvia LaRue, tear-voiced singer, shows newly acquired voice control, perfect enunciation and sweet tones, and grabs herself plenty of encores.

Peppy and Peanuts are a remarkable couple, the long and the short of it in physique, but don't rely on their appearance for their act. Both are snappy steppers and offer plenty clever lines.

Dave Cheskin's Band supplies the music. Dave plays the fiddle, with Ev Biller, pianist; Jimmy Tubbs, drums; Clem Hoth, bass; Stan Zurich, sax and violin; Dan Brittain, trumpet, violin and vocal.

There are two floor shows nightly and short skits thereafter until closing time. *Harold J. Warner.*


**Herb's 1412 Club, Philadelphia**

This newest addition to the club field in Philadelphia is a delightful spot if you like good food and the intimate type of entertainment. The show is a bit rough in spots, but after ironing out should click.

On the site of the old Russian Kretchma, Herb Frank and Mac Loeb

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have set up one of those little informal clubs that smart Philadelphians used to delight in patronizing. Furnishings are in the best taste and, with the following of Frank and Loeb, the place should do a smash business in the fall and winter season.

Pacing the all-girlie show is Diane Moore, personable lass who can sing. With a streak of the comedienne about her, she clicks. Co-billed as the headliner is pretty Mary Lou King, singer. A looker on the Dorothy Lamour type, this little brunet has a sweet voice.

Other singers are blond Lucille Renee, the hotcha specialist of the troupe; Anita Chandler, Peggy Wagner and Kay Bangor.

Lillian Bowman, former NBC pianist, plays the interlude music, while regular music is furnished by Dave Freedman's Carolinas, a three-piece band consisting of a violin, piano and guitar.

Show lacks variety and could use an emcee, a comedian or a dance team. However, the two new nabobs are coasting until the summer season is over.

The real star of this spot is Josef Franz, Swiss chef, who knows how to put glamour into a steak. On night caught business was very good. Loeb and Frank intend to open an auxiliary dining room on the second floor for the fall season.

Dinners are \$1 and up. Drinks good and quite reasonable. Milt Shapiro and Sam Bushman doing the publicity in their usual good style. *Si Shaltz.*

more times than could be counted. Lad has a potent personality.

Three White Whirlwinds, roller skaters, spin and carry their business with okeh execution. Lass, Beth Calahan, is a perfect object for her two partners on the head-to-the-floor type of feat.

Von Hahn and De Negre, bronzed ballet duo, hit the bull's-eye with their *Fantasy in Gold*, Polynesian and ballet dancing. Line of eight in veiled sheba lacings preface the team's spotlighting with a harem number. After Von Hahn and De Negre conclude they get back onto the circular stairway pedestal and are dragged off stage by the shebas.

Frollettes (eight) are well-shaped good-looking ponies. Steele's production efforts with them shine. First they open the show with a tennis number, punctuated by a fast tap to *Tea for Two* by Virginia Stuart, winding up with a lot of hip tossing. Line closes with *La Conga*, and Stuart in a Cuban frill dance. Femme has pulchritude and plenty of flash, which puts her over.

Karle Rohde's Orchestra carries the show and dancing. Revue runs 51 minutes.

Spot is spacious, seats about 1,400 and is nifty in decor. Admission, 25 cents week days, 55 cents Saturdays. *Sidney J. Paine.*

## Chez Maurice, Montreal

A singer with enough personality to sell himself as well as his songs, Richard Tyrol is proving as popular this season at Chez Maurice as he was during his extended stay at the St. Catherine street cabaret last year. He headlines a well-paced, smartly presented floor show that is evenly balanced against another meller drama by the Henry Atterbery Players.

Tanya Lova, one of the Tick-Toc Club, provides one of the best interludes in the supporting show. A fair-haired lass with a cool contralto voice and a trim chassis, she should go far in the entertainment business. Youthful George and Barbara are capable and assured in their dance routines. Song-and-dance man Al White is a hard, if not exciting, worker.

As they have been doing regularly during the past few months, the Atterberians dish out another old-fashioned meller-drama, *The Forger*. The gripping tale relates how Vermont's shrewd Uncle Zach foils the city slickers and makes them pay and pay for their skulduggery. There are five brief scenes. Jimmy Coghill is the hero, Frank McIntosh the top-ranking villain and Violet Walters the starry-eyed and virtuous heroine. *Ted McCormick.*

## Lounge Bar, Binghamton, New York

The Lounge Bar, operated in conjunction with the Community Coffee Shop under the management of C. E. McGinnis, is now in its second year of operation. It is one of the most elaborate and beautifully decorated bar-restaurants in this part of New York State.

Music and entertainment are changed every few weeks. At present Bar is presenting the Internationals, a trio, playing a return engagement here and direct from 14 weeks at Dempsey's, New York. Trio plays anything from opera to low comedy and sings in seven languages. Combination has been playing together for five years and consists of Billy Sherr, guitar; Hetzy Shuman, violin, and Irving Koy, accordion. *G. H. Barlow.*

## Blue Room, Roosevelt Hotel, New Orleans

Formally closing another season as New Orleans' only active first-run night spot, this room darkened Wednesday night (20) for about three weeks of renovation. Reopening to be held on August 14, shows to be booked thru MCA.

Final week's show contained at least one act, Moore and Revel, which for its gayety ranks very near to top in the list of offerings this season. Turn is a tonic after the steady run of ballroom dance routines. Burlesquing with determination the more sedate acts, Moore and Revel provide some of the most hilarious moments enjoyed by regular patrons here.

Don Bestor and orchestra have been warmly received since opening night three weeks ago. One quibble with Bestor's music is the intermittent stridency of the brass, especially in the floor offering; but when he vibrates or leads his band in the slower tempo Bestor's music is the best. Floor show, in addition to Moore and Revel, includes Margie LeBlanc, winner

of last week's Opportunity Night contest, taps and acrobatic; Dolly Arden, doing an effective control dance; Dorothy Blaine, attractive vocalist, and Neil Buckley, baritone of the Bestor crew.

Louis Prima, native son, is due to be ork contract holder for reopening in August. *Phil Muth.*

## Birmingham Biz Looks Above Ave.

BIRMINGHAM, Ala., July 30.—Local night club operators are reporting a better-than-average business this summer. Several clubs discontinued operations at the close of the spring, but enough spots are still open to insure plenty of dancing and entertainment.

Continental Room, located downtown, has dinner and dance music furnished by Leo Lazaro and his orchestra. At the Club Rex, Oliver Naylor and his orchestra are continuing to draw crowds twice weekly. Naylor and his boys have run a six-week engagement into more than two years.

Bangor Cave, closed for several months, has reopened under new management and is drawing excellent crowds. Other clubs now open for the summer are Cascade Plunge, Bohemia night club and the Club Florentine.

Several name bands have filled engagements at the Municipal Auditorium, the latest being George Hall. Cab Callo-way booked for August 3.

## A. C. Sunday Shutters

ATLANTIC CITY, July 30.—Order has come thru from Chief of Police McMenamin to close all licensed beverage places from 6 a.m. Sunday morning until 1 p.m. While ruling does not affect the larger spots to any great degree, the many places located in and around the train district will take a heavy loss, as the morning visitor usually stops for a few drinks before tackling the Boardwalk and other resort amusements.

The ACLBA is planning a special meeting to fight for a repeal.

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## Rainbow Grill, New York

The sleight-of-hand stuff is standard at Radio City's sky-top salon, and it was a well-placed spotting that brought in Dai (Dave) Vernon for the interlude of legerdemain. Billed as Harlequin in a Magical Masquerade, Vernon is more than adequate both in appearance and performance. Working in pantomime, wearing the traditional party-colored garments, he clinches the impression from start by transposing the talismanic wand into a white pigeon.

Takes no time out between his tricks, pleases 'em no end with the knotted ropes, now-you-see-it-now-you-don't rubber ball, the brass rings, the evanescent salt cellar, bowing off with with a confetti snowstorm.

Marlynn and Michael still providing the terpsichorean treat and still plenty sweet on the spins. Ben Cutler continues to dish out the dance incentives. *M. H. Orodener.*

## Frolics, Salisbury Beach, Massachusetts

This Northern Massachusetts seacoast nitery, a plum on the gay spots' list in this area, has been coveted by every booker, but Jacy Collier, femme booker of George A. Hamid's Boston office, copped it for the second season. Lee Steele, hooper, emcee and comedian, again is producer.

Headliner after a 10-week Club Mayfair, Boston, engagement is Billy DeWolfe, who stayed with the spotlight for 28 minutes dishing out a versatile repertoire, including Lon Chaney and Boris Karloff take-offs, a ballet number with a beautiful back-bend strut-off, okeh gags and a burlesque on various entertainers, stopping the show

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## Billy Rose's "Crazy Show" at Casa Teems With Tomfoolery

NEW YORK, Aug. 1.—Rue de la Paix and Unter den Linden have oft found their counterpart among Broadway nitery nooks. Now it's London's Palladium that is spirited to the main stem. Billy Rose had designs of his own on sending a "crazy show" to the British Music Hall some years back, but it was then that the outdoor fairs and expositions made first call for his Barnumizing. Intrenched in his own hut, Rose gives the Casa Manana a "crazy show" to continue his one-man crusade to keep the vaude flicker aglow. Announced as "the scientific lowdown on why actors go mad," as caught on opening last night (31), it's an inspired bit of lunacy. And once the tightening process takes effect and the various routines are better balanced the show will be dynamite to jar complacent night-lifers out of their perennial doldrums.

Technically the crazy notion is Rose's own device. Factually it's a devastating onslaught of comedy prologued by breath-taking acrobatic and eccentric hoofoology. Cast is capped by Ben Blue, whose buffoonery carried the theme alone until late in the show, when it was taken up by Smith and Dale and carried away by the Milt Britton Band.

The Yacopi Troupe (six males and four fems), standard with the lamented Ringling Bros.' show, tee off with their exciting teeterboarding. Tho their ill-at-easiness in these new environs was quite apparent, slips many, they detracted none from the thrills built up by a rapid succession of three and four-high falls. For a starter they were as strong as the smash finish. Padding the bill when it was not at all necessary, Buster West and his regular partner, Lucille Page, serve as singles. Gal's dance contortions make it kind of tough for West to collect his due in offering his eccentricities immediately after. Neither does this overdosage help their joint efforts nor the added West and Blue dance tomfoolery.

Blue, in his own groove, presents the

familiar but ever screamingly funny taxi dance hall hostess sequence, his farcical Russian dance and minuet. Further, in tying the show together he's ideal for the assignment. He's a clown who knows his own style of closing best.

Following West is A. Robins, billed as the Jumbo Clown, referring to Rose's late elephantus production. His is a refreshing interlude, emptying into a trunk a carload of banaras, neckties, mandolins or what have you that are all concealed on his person.

A bit off the beaten track for the show's theme is Ethel Waters. The septia star has lost much of the quality of her singing pipes, but there's plenty Harlem there to make her offerings count.

One long straight-from-the-esophagus laugh is registered by Smith and Dale with their Dr. Kronhelt sketch. It's still a scream and the boys have lost none of their laugh provoking. Theirs was the first real hit of the show, tho they could well forget the attempt to ring in Miss Waters and Blue for an Avon Comedy Four revival.

It was plenty tough for Smith and Dale to follow themselves on encore, but the Milt Britton Band, on next, carried on where the comedy left off. Britton is another offering the same standard routine, but their fast timing makes it ever the more refreshing. In fact, it was these last two turns and Blue's omnipresence that gave the show the necessary kick to make its clicking a possibility.

Show's natural ring-off was when the Britton zanies passed out from exhaustion. But more unnecessary padding that further detracts is the principals' coming out in kiddie costumes for an Ethel Waters song that brings on the Six Savoy Lindy Hoppers. Means little and brings nothing.

Ferde Grofe, fronting an out-and-out dance band, plays the show music and alternates with Britton for the dancing. M. H. Orodener.

## Chez Paree, Chicago

Mike Fritzel and Joe Jacobson have a profitable combination in the new and current Abe Lyman-Paul Draper-Ethel Shutta show. It has the ingredients of good and bountiful entertainment and their following is prominent enough to attract most of the spending visitors. Since its opening business has been big.

The 16 Adorables, better dancers now as well as fresh-looking beauties since Fred Evans took charge of the production department, open with a timely bathing beach frolic that overflows with gaiety. Use large balls in mass rhythm to music from *Pins and Needles*.

Iris Wayne, a sock acrobatic and control dancer, follows with a specialty that is fast paced and crammed with solid tricks. Looks okeh in bright orange pajamas.

Raul and Eva Reyes are back with their classy style of dancing, brought out vividly in their *Dipsy Doodle*, a wooden-soldier movement novelty to *Turkey in the Straw* and a rumba. Work with an abundance of spirit typical of the better Latin teams and are quite pleasing.

Rose Blane, Lyman's orchestra vocalist, swings out with a couple of pop tunes, doing considerable mugging and shouting. She is a good salesman and can hold an audience. The line girls return with a beautiful ballet routine to the music of *My Little Nest of Heavenly Blue* from Franz Lehár's *Frasquita*. A proper atmospheric drop behind the band stand and equally appealing wardrobe of blue chiffon dresses with bolero jackets of pink flowers help to make it an inspiring routine.

Paul Draper, here again to argue that tap dancing is an art, dips into the classics for his musical accompaniments and to please the audience finishes with a jam session. He is an accomplished dancer and has improved his personality and salesmanship considerably since his last appearance here.

Ethel Shutta was equally impressive in the song department, with an assortment of old favorites and new ditties. Ethel's voice is sweet music to the ears, and her commercial interpretation of her offerings is made to order for cafes.

Red Pepper, Lyman's hot lips trumpet blower, comes on for an early spot with a torrent of blazing music, taking off

a la Henry Busse and Clyde McCoy and finishing with a hot version of *St. Louis Blues*. The rotund musician is a good entertainer.

*La Conga* number in for the finale, a colorful Latin spectacle featuring the Reyes in an infectious interpretation of the new craze with torso-shaking support from the girls outfitted in Cuban tribe costumes.

Not the least of the notables on the bill is Abe Lyman, who leads a hot band and comes thru with an expert cafe emcee job. He mastered the art of selling a show to table customers and has a beaming personality that radiates thru-out the room.

Don Orlando's Band remains for the intermission music. The \$2.50 minimum still in effect.

Press department capably handled by Ted Weber. Sam Honigberg.

## Royal Pines, Lake George, New York

The only spot in the entire lake region to run floor shows regularly, this roadhouse, in its fifth year under Tony Reed, operates all year. The floor shows are reduced November to January, however.

Current show is pleasing and, combined with the lively dance music of Jimmy Smith's eight-man colored band, is a real bargain at the no cover 50-cent minimum policy prevailing here. The band was formerly the Missourians and was once fronted by Cab Calloway. Smith thumps the bull fiddle and his men swing out with enticing rhythms.

Billy Smith has succeeded the two-year run of Bobby Winchell as emcee and is working without his partner, Virginia Barrett, for the summer. Smith is a short, deep-voiced emcee who sticks to straight announcements and then contributes a snappy eccentric tap and knee routines. Sherman Brothers and Tessie (formerly the Sherman Family) come thru with versatile instrumental music, singing and hoofing—the blond girl's personality vocalizing being a standout. The boys (guitar and accordion) offer stroller music between dance sets. Alice St. John's cute looks and personality embellish her singing and cancing, putting her over nicely. Blond Frances Black, an attractive miss, impresses with her acrobatic dancing. Each act does

## Busy Berg

DETROIT, July 30. — Harold C. Berg, local publicity man, hasn't much time on his hands these days. He just took over the publicity account for Westwood Gardens, mammoth outdoor spot playing name bands, in addition to handling the Statler and Northwood Inn, making almost a monopoly of the better class spots now running.

The rest of the time he is campaigning for nomination as State senator on the Republican ticket in the Fourth District.

a couple of numbers, giving the show more body than it really had.

Yevo and Doro and Dorothy LaSalle replaced the Shermans and Miss St. John July 30. Band has been in since February, but acts are changed every two or three weeks.

Evelyn Bellin, accordionist, was presented by radio announcer Bob White as guest artist, and she scored with excellent renditions.

A line of girls would be welcomed here, incidentally. Paul Denis.

## Grand Op Now 23d St.

NEW YORK, July 30.—The former Grand Opera House, at 23d street and Eighth avenue here, reopens Thursday (4) as the RKO New 23d Street Theater, newest movie house on the RKO circuit. Extensive alterations were made on the old theater, with the gallery and balcony replaced by one fire-proof concrete balcony and the old stage and proscenium opening taken away to make room for a new orchestra floor accommodating 1,400. Balcony seats 400. Decoration is in the modern motif.

House had a glamorous history at the turn of the century, many theatrical luminaries having acted there.

## SUGAR'S DOMINO

(Continued from page 5)

new and prosperous lives in the other fields that are not being choked by unfair competition and monopolistic practices. Mr. Rose knows but probably forgot to mention that many of the biggies in Hollywood today are erstwhile vaudeville agents and bookers and that radio, too, has a good share of former vaudeville showmen on its roster.

Mr. Rose says the newer theaters are too big to play vaudeville; that the smaller theaters are shut down or shoddy. With a flip of his thumb he disposes of this phase and goes on to state that even if a circuit of small theaters were started there wouldn't be any acts to play them. Mr. Rose never heard, it seems, of the time-proven principle in economics of supply being paced by demand. He will have to admit that he uses some pretty good acts at the Casa Manana—and the records show that he doesn't keep them going forever. Has Mr. Rose ever wondered where his acts work the 40-odd weeks in the year that he is not using them? He must have wondered because he is opening his own booking office and probably expects to do business with a few theaters now and again; run by men who had better not read his piece in *The New York Post*. We are sure that in his golden heart and soul Billy knows darn well that as soon as there is a market for talent there will be enough talent available to choke a good-sized horse. And that altho George White, Earl Carroll and Clifford Fischer are good producers (Mr. Rose intimates that they are the only men on the map who can put out a vaudeville show) there are hundreds of others who can do a good job if they had the incentive and the financing that the geniuses have in Hollywood and in the advertising agencies.

To set himself right with God—and the unions, Mr. Rose closes his blast with a kindly nod towards the AFL brethren. Says he:

*The popular pastime around a booking office is to blame it all on the unions. As far as I am concerned, this is so much poppycock. I have never dealt with any labor organization that was stupidly arbitrary. Essentially, the theatrical union heads are men who once functioned in the theater. Properly approached, they will all play ball.*

Need more be said except that in addition to his genius for organization,

light, color, melody and public relations, other factors in Mr. Rose's success are his luck—and his approach. Lucky indeed is the successful showman who has not at one time or another locked horns with "stupidly arbitrary" union heads.

We really wish Billy luck. Without him there would be considerably less opportunities for the flesh artist. But we hope he chooses a happier subject next time he capitulates to the request to do a guest column.

## BROADWAY BEAT

(Continued from page 4)

after he had refused to underwrite losses at the start of the season. But the commission stands to make more money—and have a more rounded season—with the operettas back in the warehouse. . . . Speaking of city officials, Mayor La Guardia is an enthusiastic Gilbert and Sullivan fan. He always sits on the aisle and bounces around on his seat, practically conducting the orchestra thru every number. His bodyguard, tho, always goes to sleep.

Summer theaters being what they are, it's no surprise to hear of one in which six or eight Equityites play side by side with tyros who pay the management in order to appear, and which hasn't even paid off its Equityites, despite the fact that there's a bond up at headquarters.

Or the one at which an actor was ushered into a filthy and cobwebbed room that didn't even possess the dignity of a bed—just a torn mattress on the floor. When he objected he was told by the management that it couldn't afford to "pamper" actors. Figuring that a bed wasn't much of a "pampering," he up and left. . . . Not quite so ire-rousing is the tale of the summer theater actor with a gift for putting words together who was asked by the company's press agent to write the review for the local paper. Flattered, he wrote it, giving himself a very nice notice, naturally enough. But he was somewhat atashed when the notice appeared—with his name signed at the end.

Speaking of summer stock, one of the nicest performances hereabouts was given by Dorothy Elder in the Violet Fleming role in *Yes, My Darling Daughter*, at Jack Mehler's now defunct Yonkers cowbarn. . . . Tommy LaBrum, formerly chief of the Erlanger press staff in Philadelphia and now publicizing the midget auto races at Atlantic City, takes no chances with the newspaper lads. He superciliously informs editors, "Tickets for these races will be sent you on receipt of tearsheets of the above release from your publication." Which means the editors have to print the routine announcements or else they don't get oakeys. . . . Fredric Watson, of the EMA, whose offices are across the street from *The Billboard*, flags the person he wants from his window before he makes a phone call to the office. . . . Miss Timothy Kearse, who was highly praised by *The Billboard* when she was in dramatic school, is back on Broadway after a long session of repertory at London's Old Vic, where she played with John Gielgud and all the rest of the British bigwigs. She'd be there yet if it weren't for England's alien actor rulings. . . . Charlotte Buchwald Harmon, recently married, is having a swell time up at Stony Creek, cooking and cleaning house and appearing at intervals on the local (Bridgeport) radio. . . . Add miscellaneous information: Martha Scott's Scottish terrier is named George. . . . Landsman: When this reporter, who thinks that Toscanini is just one step ahead of a conductor of a German band, asked at a phonograph counter for any recording of a certain piece providing it was not played by Italy's wash-pan virtuoso the lad behind the counter heamed, "Shake, mister!" he said, "I've been waiting to hear someone ask that for two years." . . . The best crack of the season: An actor, walking along the street, noticed Alexander Woolcott and Orson Welles arm in arm. "Look!" he said to his companion—"Susan and God!"

## McMichaels, Parsons Doing Series at Millbrook Theater

MILLBROOK, N. Y., July 30.—Clayton McMichaels, prime mover of the Players in Sarasota, Fla., and Charles Jewett Parsons, director of the Sarasota Players last winter, are presenting a series of plays at the Millbrook Theater. This week they did *The Wind and the Rain*, with Montgomery Clift and Evelyn Evers taking principal roles.

**Loew's State, New York**

(Reviewed Thursday Evening, July 28)

Of the five standards on tap, Belle Baker was alone in a welcoming ovation. Warming up with her first two numbers, she hit her stride with *Music, Maestro, Please*. Then it was smooth sailing, with *Says My Heart*, the novelty number about Ginsberg of Scotland Yard, a parade down memory lane as encore, and as second encore, *I Hadn't Anyone Till You*, and her Italian dialect novelty on Tony, who had aeronautical aspirations. She left them applauding for more, after having held the stage for 25 minutes.

Mann, Dupree and Lee (two boys and girl) offer soft-shoe precision that is suave and smoothly performed, enabling them to command attention in short order. Threesome separates for alternate solos by Mann and modernistic struts by the mixed team of Dupree and Lee. Mann practically eclipsed his colleagues with a tap packed with intricate and difficult designs, his purely impressionistic offering, a moth in flight, and his spins. Group reunites for a fast high-stepping finale. Neva Chrisman accomps at the baby grand.

Leading up to the Baker show-stopper were Carlton Emmy and his Mad Wags, Brown and Ames and Walter (Dare) Wahl and Little Johnny. Emmy's pups are cute and perky, and a lazybone sequence which topped the dog comedy won for the solo canine actor a coopful of friends.

Wally Brown's double-talk lacked sparkle and spontaneity of delivery. Hence he crabbed otherwise good material which consisted of dovetailing pieces of unrelated stories and gags. Nor was he too well poised while his partner, petite Annette Ames, dispensed songs and dances. Her heckling entry didn't click, but her kewpie-doll mannerisms did, and accounted for the encore.

The display of a pretty girl to take away his discarded topper and coat at the introduction of the next act brought out the horse-play comedy of Walter (Dare) Wahl's acrobatics and pantomime, no small part of which was contributed by Little Johnny in bellhop uniform. Their stock of hand-to-hands, aerial twists and lifts earned a good reception, clinching the performance with a knockout blackout.

Supper show found a full house, stage sharing with the screen's *Holiday* (RKO), tho Hepburn is hardy competition.

Sylvia Weiss.

**Vaudeville Reviews**

**Palace, Chicago**

(Reviewed Friday Afternoon, July 29)

Phil Harris is a welcome attraction here again and with the rep of his band on the Jello show should round out a profitable gross for the week. In addition to some rhythmic swing music he pumps out with some energetic conducting, the supporting bill, including the Radio Ramblers, Florence Mayo and Pansy the Horse and Anita Jakobi, comprises excellent entertainment. It was a sock set-up even at the first show, when the flesh end was a bit too long and the music for the acts was not well rehearsed.

The boys swing out with a couple of catchy tunes, and Phil gets a few extra laughs with the fish-for-the-seal angle aped when a couple of the jitterbugs are singled out briefly.

Anita Jakobi scored with two rhythm acrobatic routines that were unusually well performed. She gets her tricks across with comparative ease and a disarming personality.

Ruth Robin, band's ballad singer, takes the next turn for *You Go to My Head*; *Music, Maestro, Please* and a neat *How's About It?* duet with Phil. An attractive girl with a pleasing voice, altho her personality, due perhaps to her radio experience, does not project sharply on the stage.

The Radio Ramblers were a real high-spot. And they rate a barrel of credit for departing from the rubber-stamped impersonation act and developing more of a comedy routine which carries stronger entertainment and is far from a moth-eaten offering. Retain a couple of the old impressions, such as Henry Armetta and the opera bit, but they are still good. The Charlie McCarthy doll dance is an amusing novelty.

Florence Mayo, cute as ever, lured out Pansy the Horse once more in the next act inning and paced the home-made creature thru his merry antics to the delight of the big house. Wears a brief, sexy costume that is easy on the eyes, and the two boys who do all the "inside" work get a thunderous hand at bow time.

The band cops the final spotlight but stretches out the show with too many tunes. Finale features Harris and Miss Robin in another co-operative effort that

calls for some comedy business.

On screen, *Little Tough Guy* (Universal.) Sam Honigberg.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, July 29)

A fine bill, with plenty of variety; a bit short on quantity but long on quality. Opened to crowd that almost made the walls bulge.

The show opens with Lew Schrader and his Swingsters, the house band, on stage for the overture. Harold (Buzz) Davis, WDAS announcer, acts as emcee. Clare and the Sanna Sisters, a better-than-average skating act, open and draw fine applause.

Frank Conville and Sonny Dale are good enough for top billing any other time. Conville is an excellent pantomime artist and his imitation of the old-time Charlie Chaplin is a honey. Dale makes a good stooge.

Cherry and June Preisser put on their usual good act. They start out with an eccentric dual dance; June then sings a burlesque version of *The Love Bug*, which is plenty clicko. They wind up with an acrobatic dance, with the blond sister doing the comedy relief. Audience couldn't get enough of them.

Frances Langford seemed to be what the customers were waiting for. As soon as she appeared there was a wave of applause which grew bigger after each song. Her first number was *It Had To Be You*, which she followed by the omnipresent *Week-End of a Private Secretary*. The third number was her favorite, *Night and Day*. Took a terrific hand and encored with *Music, Maestro, Please*. After another big hand from the folks down front she came back with her brand-new husband, Jon Hall, of *Hurricane* fame.

The show winds up in a blaze of the wackiest music this side of an insane asylum by the Schnickelfritzers. They were an instant hit. Giving the audience the works in three corny numbers, plus one serious bit, *In My Solitude*, they were strictly in the groove as far as the audience was concerned.

Business plenty good. Picture, *We're Going To Be Rich* (20th-Century-Fox), pretty fair. Si Shaltz.

**Paramount, New York**

(Reviewed Wednesday Evening, July 27)

After testing his tootlers on the hinterland, where he hit both top and bottom as a money value, Gene Krupa takes his place in the Paramount parade of bands. This is his first metropolitan theater date. Band (six brass, four sax, four rhythm) is comparatively a new one and far from being a good one. Yet, apart from being one of the greats among drummer-men, Krupa as ever is the star showman.

No question that he sells himself strong. But attempting to carry an entire band along with him cuts in on his personality-gained kudas and is certainly a drain on his seemingly bottomless vitality tank. And the effects are telling, too. By the time the boys beat out their last strain Krupa had all but knocked himself out, while the others looked none the worse for the wear.

The drums are ordinarily only an integral part of the orchestra, in this instance the skin-beater is the entire band. Tho drums were never meant as a melody instrument (tho we have heard Oscar Swar accompanied by the Philadelphia Orchestra beating out a concerto for drums), Krupa is continuously the band's outstanding instrumentalist. And as a result his masterful control of the sticks and fly squatters starts wearying over a stretch. In both the numerous swing and one or two subdued selections offered there seem to be many possibilities in the horns. But the four members of the rhythm section must pull their talent one way and give the band a musical foundation, which is now only the beating of drums.

No shagging down the aisles on this trip, but there are a couple of fugitives from a Big Apple gang on board, boy-belle team of Conklin and Thomas. Kids bow as the Intercollegiate Dance Champs and bow off after working themselves into a frenzy with their shag stepology. This sort of thread has been worn thin, but they get by, exciting nobody but themselves. Further padding the show are Irene Daye, statuesque blonde, who sings the songs for the band, but not any too strong on the selling, and sepia Leo Watson, whose scat singing goes for naught

here, being more apropos in the gin mills.

Two standard turns round out the bill, each faring well. Novak and Fay, males, still click handsomely with their routine—plenty comedy with hand-to-hand acro. Not only easy to take, but the patrons at this seeing thrived on it.

In the show-stopping class is Al Bernie, making the most of his mimicry. Gives his bits continuity, and delivery is set at a fast pace that leaves no spot for a lull. Starts with a farcical *Murder at the Trocadero*, ringing in the flicker funnyman; sings his *Mimic's Lament*, which paves the way for a hilarious take on Hepburn; bows off with Charley McCarthy make-believe and encores with his best, the Laughton *Mutiny on the Bounty* episode.

Don Baker's organ songalogs, still in the well-liked class, complete the flesh fare. Screen has *The Texans* (Paramount), a horse opry designed for white collar trade. M. H. Orodener.

**State-Lake, Chicago**

(Reviewed Friday Afternoon, July 29)

Johnny and Jorie Armstrong open with a fast and satisfactory acrobatic routine, spiced with strong arm and balancing tricks.

Doris Mae, xylophonist, should concentrate the entire act on that instrument rather than break it up with a song and a combination tap and xylophone routine. She is a good looker with a peach of a smile and plays well. Her closing number beating out a tune with spark-producing electric hammers is novel.

Art Frank stopped the show with his old-man character and collapsible dance routines. Vivien Peterson helps out ably with good patter support and a nice tap routine smoothly executed. Frank has a type of act that is glove-fitting in almost any theater. He wisely keeps revising his material and adds timely lines.

State-Lake Sweethearts make their initial appearance in front of the band with a unison tap routine, simple but pleasing.

Sylvia and Clemence, girl comedy knockabout and dance team, are one act that really works hard for its salary and earns it. They tire themselves out with nondescript falls, bumps, acro tricks and a rope-skipping routine, all dishied out with veteran showmanship. Still look good in those tight-fitting bellhop suits.

Rex Weber is another swell act for this house, his comical appearance, combined with his still-lipped singing style, proving strong applause teasers. In this instance, however, his serious warbling version of *Little Lady Make Believe* was an anti-climax. Brings out Lee Leonard, a tall brunet, to do a Charlie McCarthy for him while singing with a soprano voice.

Line closes with another rhythm number dressed in short feathery briefs and hat combinations. Business good second show opening day. On screen, *The Devil's Party* (Universal).

Sam Honigberg.

**Palladium, London**

(Week of July 18)

Current program has a good box-office attraction in the *Hollywood Stars Doubles* making its first showing in Europe. Customary openings by Palladium Girls and efficient house ork bring good returns.

Harris Twins and Loretta, two American boys and a girl, present a socko act that deserves a better spot. Acro dancing of the trio is clean-cut and has original angles. Girl, a brunet, turns in a good control and acro solo. Trio climaxes with a comedy "doll" dance.

Freddie Bamberger, comedian and

WALLY BROWN and ANNETTE AMES

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monologist at the piano, is plenty good. Comedy is effective and well liked.

Syd Seymour, band leader, and his ork are good at comedy. Their few straight numbers are well played but it's their clowning that counts. Stand-out singles are contributed by Constance Evans, graceful high-kicking acrobatic dancer, and Jimmy Mac with a fan dance travesty. A. C. Astor, English ventriloquist, gives a fair showing. Shea and Raymond, comedy dance team, make their English debut with an act that is funny, in spots. Needs rearranging.

**Hollywood Doubles Revue** with the legitimate film colony pinch-hitters for Garbo, Deitrich, Mae West, Joan Crawford, Loretta Young, Zasu Pitts, Bing Crosby, Hugh Herbert, W. C. Fields and Victor McLaglen, doesn't prove so forte. Facial resemblances and mannerisms of the film stars are there but the actual talent is none too striking. Dan Eckley, as emcee, does too much, altho credit is due for his slick dancing. Of the film doubles individual hits are registered by Sylvia La Mar, as Joan Crawford; Arthur McLaglen, brother of Victor, and Tom Herbert, brother of Hugh. Act is a disappointment and reception is mild.

Buck and Chic and Co. five-people flash, lift the program back into class with a nifty and breezy Western offering that has everything from whip cracking, rope spinning and sharp-shooting to slick dancing and acceptable comedy. Girls are dandy in appearance and costuming and routining of act perfect.

Buster Shaver, with Olive and George, cute pint-sized entertainers, are back after a week's absence. Sure-fire turn with Olive's Mae West impression a real stand-out. Show-stop. Vic Oliver, fave American comedian and monologist, is also on a quick return and offers fresh and mirth-provoking material. Ralph and Bod Darras keep everyone seated though they occupy last spot. Great act, with boys performing unusual and daring acrobatics and Risley. Bert Ross.

## Burlesque Review

### Rialto, Chicago

(Reviewed Monday Afternoon, July 25)

N. S. Barger carries on valiantly, keeping a skeleton staff of principals thruout the summer and a line of 16 girls. Featured strippers are changed frequently, a policy that will remain in effect until fall.

Plenty of entertainment at comparatively low prices, ranging from 25 cents to 55 cents. Flesh show lasts some 90 minutes, augmented by a feature picture and shorts.

Comedy assignment is handled by Charles Country and Bob Ferguson, with straight work supplied by Jack Buckley and Ray Parsons. Country is a veteran at this house, and he makes them laugh at anything he does. Ferguson, hen-

pecked type, held the minor spot at this viewing and filled in some gaps admirably. Buckley is a valuable straight, but Parsons is somewhat disappointing, proving a more effective singer than line feeder.

Best of the comely strippers were Charmaine and Valerie Parks. Charmaine is a gay and winning blonde, parading with ease and netting favor out front despite little stripping. Miss Parks works feverishly, grinding out bumps and snake gyrations with plenty of showmanship. Jean Wade was the final disrober, poor on vocal pipes but passable in undessing.

Louise Miller is a beautiful singer of pop songs, here for several weeks. Her voice stands out and delivery is quite impressive. Mary Murray continues as soubret and skit participator.

Line graces a number of familiar production scenes, nice but lacking novelty. Girls do stock work. Sam Honigberg.

## Vaudeville Notes

IRVIN SIMON, of the Simon Agency, is seriously ill in Post Graduate Hospital, New York. . . . NEIL KIRK, formerly of the RKO and Sullivan offices, is now associated with the Carlton M. Hub Service. . . . HARRY NATHANO booked Olive White, Charles (Peanuts) Bohn and Pedro and Louis for a London revue. White and Bohn will sail August 3 and Pedro and Louis August 12. . . . WORLD-WIDE THEATRICAL CIRCUIT this week booked the Louis Cafe, Oakland, Calif.; the Club Tivoli, San Francisco, and Aloaha Gardens, Stockton, Calif. . . . WALTER "DARE" WAHL, currently at Loew's State, New York, sails August 10 for a 10-week tour of Europe. . . . PIGMEAT MARKHAM AND SUSAYE BROWN are on an extended theater tour in Canada. . . . WHYTE'S LINDY HOPPERS will sail for Australia next week upon conclusion of engagement at Radio City Music Hall, New York, for a 20-week tour with the *Hollywood Hotel Revue*. . . . N. T. G. will open at Loew's State August 11. . . . First theater date for Mills Brothers upon their return to United States is the Apollo, New York. . . . EDDIE WEISFELDT, manager of the Riverside, Milwaukee, is vacationing on the West Coast. . . . KENDALL CAPPS, who closed with Tom Arnold's *Switzerland* Co. at Blackpool, England, July 30 after an eight-month swing thru England, Scotland and Ireland, is booked in English vaude, opening at the Empire, Finsbury Park, week of August 1, to be followed by the Palace, Manchester, and other GTC houses.

IRENE VERMILLION, the Dart Trumpeters and the Dorothy Byton Dancers have just concluded two months at the Folies Bergere Theater, Mexico City, from where they doubled nightly at the Grand Casino and Waikiki cabarets. The Vermillion act has signed to sail for Rio de Janeiro in September, and will return to Mexico later. . . .

BETTA DODD will open at the State-Lake Theater, Chicago, August 12 for one week.

## Chi Agents' Org Sets Ethics Code

CHICAGO, July 30.—Leading independent club date agents here are shaping a "code of ethics" organization which, they hope, will put out of business the chiseling non-licensed curb bookers. Established agents are making rules to use good talent only, pay decent salaries and sell shows for equally healthy figures.

It has been established in the lean months that repeat bookings, secured thru honest dealings with the accounts, have been keeping the offices in business. Club date contacts, it is pointed out, are willing to pay good money for a good show.

Another practice agents hope to wipe out is the varied salary figure submitted by acts to different agencies. It will be ruled that if an act demands \$30 for a club date, for example, that figure must be submitted by the act to every booking office demanding its services.

## There's Lots Of Sentiment About Amateurs

By PAUL DENIS

A LOT of people claim show business is hard-hearted, that there's no more room for sentiment and that profit is the motive behind every gesture.

Now that's not true; you know that. There are quite a few soft spots left in show business. Take the attitude toward amateurs and semi-professionals. Aren't they treated nicely? And are there many other businesses where newcomers and apprentices are given such a helping hand?

JUST think of Major Bowes and what he did to give amateurs a break. He



PAUL DENIS

sent these radio amateurs out in units to play auditoriums and theaters. He put them into film shorts. He kept the better ones under personal management.

Of course, the Major got paid for his troubles, and a lot of other sponsors of amateurs shows—many of them having been in the amateur business longer than Bowes—are still sore that he came in just when the amateur idea had reached its height.

Of course, we know that most amateur show producers have been more interested in discovering new talent than anything else. Most of them can be recognized easily by their face; it is lit up with a kindly flame that burns vividly when it sights promising young talent.

Of course, not all producers use the same technique. There are variations, as there must be in every great art. For example, there are amateur lovers who take the form of band leaders seeking new vocalists, or emcees seeking new talent, or radio station managers seeking new other stars, or night club owners eager to help young talent, especially amateurs who are not fanatic with such lowly things as salaries. To these amateur-lovers the words "new talent" bring ecstasy, but the word "salary" terrifies them.

Many cynics suspect the friends of the amateurs of being interested more in exploiting the tyros than in pushing their careers. This is a vicious attitude and has discouraged many potential high-class amateur promoters.

WE OURSELVES remember well the time the promotion manager of a hotel visited the offices of the American Federation of Actors and confided his great love for new talent. In great splashes of oratory he described the unfriendly world that refuses to recognize genius, of the hundreds of talented would-be stars who are being kicked out

of agencies and casting offices every day. Worse than that, he wept, think of the hundreds of fine out-of-town acts that cannot get a break in New York because nobody will bother to give them a showing date.

Striking his chest in a magnanimous gesture, he revealed that his hotel would be glad to permit new acts to audition every afternoon for the agents, the better acts to perform nightly for audiences that would include paying guests. The hotel was not interested in the increased business; it was just interested in unearthing new stars. Of course, the acts need not pay the hotel anything for using it to audition, he added.

Unfortunately, the AFA took an arbitrary antagonistic stand against the idea and the promoter withdrew hastily. When the hotel finally opened its room it used a few professional acts and paid them.

It's awful the way everybody suspects amateur show promoters of being interested in money. Now YOU know they're not!

## Philly Demand For Circus Acts

PHILADELPHIA, July 30.—Availability of circus acts for night spots and vaude, due to the disbanding of several circuses plus a demand for so-called thriller acts, has hyped the buying of such talent in the Philadelphia territory, reports Doc Irving, associated with Harry Biben, local vaudeville booker. The pair leased the Sports Arena, Wildwood, N. J., for the summer and are presenting circus acts at 10 and 25-cent admission and playing to packed houses. The arena seats 3,000.

The show at the seashore spot consists of 12 acts, including trained dogs, trapeze artists, ponies and a high wire act. There are three shows each week day, with Sunday a four-a-day. The circus opened July 3 and will close on Labor Day.

In addition to the Wildwood circus, Biben and Irving are booking circus acts for theaters, private parties, bazaars, parks and fairs in Central Pennsylvania, Southern New Jersey and the eastern shore of Delaware and Maryland.

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"Pansy, the Horse, is our candidate for the best feature of the week. Completely nonchalant and thoroughly imbued with final sass, Pansy trots off with all honors on the Earle's stage and gives the feature picture a run for the money. A trained horse, a thoroughbred and a comedian, Pansy deserves all the bows the audience can, and probably will, accord her."—WASHINGTON PRESS.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**MILBOURNE CHRISTOPHER** has just returned to his native Baltimore from New York, where he caught Dai Vernon at the Rainbow Room Grill, and Russell Swann the night before he closed at the Savoy Plaza. Christopher, who recently concluded four weeks at the Summit, Baltimore, is now putting the finishing touches on his new book. . . . **VANTINE AND CAZAN** were one of the featured turns on the mammoth Wurlitzer banquet-party program staged recently at the Hotel Muehlebach, Kansas City, Mo. . . . **THE JINX NUMBER, 13**, is to feature the 13th Annual Central States Magicians' Carnival to be held at Cedar Point, O., August 13 and 14. Thirteen acts will be included in the big night show, 13 prizes will be awarded in a "new magic" contest, and all events will begin 13 minutes after the hour. **Charles R. (Baffles) Brush**, of Canton, O., in charge of arrangements, expects an attendance of something like 1,300 magi, enthusiasts and friends. **Charles A. Leedy**, of Youngstown, O., will emcee the public entertainment features. . . . **HENRY HAVILAND**, paper-tearing magish, postals a "hello" from Liverpool, England, with the word that he is on a sight-seeing tour of that country. . . . **ALOMA AND CO.**, formerly Madam Holton and Co., featuring Princess Pat, child mentalist, are now playing the Rio Grande Valley of Texas en route to New Orleans to join up with their former advance, Prince Zandra Jandon, for their first trip east in 10 years. Aloma and her company expect to be away from their Portland, Ore., headquarters for at least two years. . . . **AS YOU GLIMPSE THIS**, this scribbler will be trying his hand at outwitting the inhabitants of Michigan's many lakes. In the meantime,  
(See MAGIC on page 53)



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America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, 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 Minstrel Catalog.

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# Burlesque

(Communications to New York Office)

**New York:**  
**SALLIE KEITH'S** novelties in her dancing routines at the Nomad, Atlantic City, she says, are all of her own creation.—**MAXINE DuSHON** birthday-celebrated July 21.—**GEORGE KARLAVAGN**, former proprietor of the Hurler House, burly rendezvous in Philly, is vacationing on the Coast.—**BOBBY MORRIS**, comic, during his renowned boxing bit at the Globe, Atlantic City, July 22 week, brought in Max Kaddin, Toronto pugilist, to lend more realism to the business.—**DIANE RAY**, Sunny Lovett and Janina replaced Jean Lee, Kay Johnson and Jean Rochelle at the Eitinge July 29.

**LILLIAN BARNES'** original songs at Babette's, Atlantic City, are sent to her fresh almost every week by a Chicago writer.—**FIELDS AND GEORGIE**, comedy team, and Cleo Valentine, new strip-tease principal, opened at the Globe, Atlantic City, July 22. **Rudy Kahn**, ticket taker, laid up at the Van Ess. **George Katz** filling in until Kahn's return.—**AMY FONG** off for Sacramento, then Minnesota, on a business trip.—**JOY ST. CLAIR** and Amy Fong were relieved at the Republic July 29 by **Loye Astrid** and **Maxine DuShon**. **Joyce Kelly** took over the producing end July 25 upon **Jimmie Allatin's** departure.

**BEVERLY GOLD**, cigaret girl at the Nomad, Atlantic City, is an expert toe, afro and tap dancer, a graduate of the local Phillips Dancing Studio.—**BEVERLY CARR**, producer at the Troc, Philly, and **Globe**, Atlantic City, celebrated a birthday July 21.—**JAI LETA**, dancer, held over after her fifth week at the Republic July 28, is going in also for talking scenes to develop a dramatic line.—**SAM BACHEN**, old-time burly comic, now handling balloons at Hamid's Pier, Atlantic City. Also the assistant advertising agent at Convention Hall.—**TOM AND JERRY PELUSO**, ork leaders, in mourning over the death of their mother in Brooklyn recently. Tom, out on the Coast, unable to attend the funeral.—**JEAN LEE**, Kay Johnson and Joy St. Clair to vacation the rest of the summer in Ferndale, N. Y.—**MARTY OTTONE**, sign erector for

burly houses in Greater New York, week-ending at Lake Hiawatha, the home of Mae Brown and lots of other burlesquers.

**HOWARD BURKHARDT**, former manager of the old Columbia wheel house, Hurlig & Seaman's, now the Harlem Apollo, is managing two pix houses for Loew in Providence, R. I. Also managing Loew's real estate interests there. Visited New York recently to meet, backstage of the Republic, former co-workers **Morrise** and **Bernice Seaman**, **Phyllie Brenner** and wife, **Ada**, and **Julius Altman**.

**Chicago:**  
**BILL PICKENS**, of the Garrick, St. Louis, was a local visitor. . . . **ADA LEONARD** still in the hospital for ice pack treatments to localize severe infection after an appendicitis attack. She refused an operation, fearing a scar would mar her strip-teasing career. . . . **MILTON SCHUSTER** reports booking **Mary Murray**, **Bob Ferguson**, **George Corwin**, **Jean Wade** and **Margie Dale** into the Palace, Buffalo; **Patsy Mack** into the Casino, Toronto; **Karanova** into the 606 Club, Chicago, and **Millie Convey**, Rialto, Chicago.

## Foresee Shortage Of Burly Talent

**CHICAGO, July 30.**—Competition between two circuits in the burlesque field this coming season points to an acute shortage of good burly talent. With **Izzy Hirst** lining up accounts in the East and the Western Managers' Association formed to route shows in this territory, booking heads started a race for principals weeks before the beginning of fall activity.

Diminished ranks are blamed on the poor shape burlesque has been in the last couple of years, driving many of its performers out of the business or sending them into other fields. As a local example, a number of former strippers who made the circuits annually have moved into night clubs either as nudes or hostesses.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Preparations Are Made for New Chi Coliseum Walkie

**CHICAGO, July 30.**—Coliseum Walkathon, scheduled to get under way here in October, is reported to have bands from local night spots, vaudeville acts and other attractions on the string, in addition to a number of new contestants. Coliseum walkie has become a standard attraction where contestants always have been assured of their prize money.

The building has been newly decorated and an attractive set-up will be presented to the local walkathon public. In addition to the modernistic array of colors, the seating is so arranged that

everyone is assured of a good view of the proceedings. The show is advertised as a 2½-hour spot, with something doing all the time.

Some of the faces from the last walkie here who will appear in the new contest are **Jack Kelly Jr.**, **Tillie Danish**, **Sonya Kusmick**, **Angie Oger**, **Clyde Hamby**, **Jennie Busch**, **Jackie Richards** and **Ihla Ray**.

## St. Louis Walkie Gets Away to Bang-Up Start

**ST. LOUIS, July 30.**—Lakeside Park Walkathon opened Wednesday night to a good crowd. Sixty-two couples and two solos started the long grind. **Moon Mullins** is general manager and has on his staff **Tony Lewis** and **Jack (Dead-perry) Kelley**, emsees; **Johnny Agrella** and **Jerry Martone**, judges; **Warren Shelck** and **Tony Marsh**, trainers.

Among the principal contestants are **Jimmy Valentine** and **Helen Tyne**, **Mario Allesandro** and **Helen Thompson**, **Bernstine** and **Barton**, **Jack Glenn** and **Margie Bright**, **Ralph Ellis** and **Chad Alviso**, **Lee** and **Margie Sullivan**, **Joe Nalty** and **Clorice Weals**, and **Tex Smith** and **Nina Walker**.

Lakeside Park is situated six and one-half miles from St. Louis on two main highways out of the city. The Walkathon is being held under auspices of the combined St. Louis County councils of the Veterans of Foreign Wars. Seating capacity of the walkie hall is 4,000.

**FORREST (SOOR PUSS) BAILEY**, well-known floor judge, letters from Pasadena, Calif.: "Just a line to let my friends know that I am at home here and still driving a taxi, just hoping that it won't be long before a show

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**EDDIE LEONARD** and **Bert Swor** are the principals in the short *Rainbow's End*, recently released. It is a hobo minstrel first-part with a brief shot of a blackface circle in full regalia. Eddie sings, dances and sings his famous ditty, *Rolie-Bolie Eyes*.

**AL TINT** is working outdoors thru Wisconsin on merchants' shows with a seven-act vaude unit.

**FEDERAL THEATER'S** *Swanee Minstrels* recently played the Park Theater, Holyoke, Mass., with a company of 65 people and a 20-piece band. The veteran **George Guy** jumped over from Springfield, Mass., to do a bone solo with the troupe. The minstrel is said to have made a terrific hit with Holyoke theatergoers.

**DR. H. F. TROUTMAN**, dyed-in-the-wool minstrel fan of Page, W. Va., writes that he recently caught the **Charles Collier Silas Green Show** at Oak Hill, W. Va., and that, despite the depression, the show enjoyed good business at that stand. "This season's Silas Green fare is unusually entertaining," writes Dr. Troutman. "Vera Wong Gaines and her hubby are back on the show and are very popular in this section. I've been a constant subscriber to *The Billboard* for 40 years and only wish I had preserved all the copies that contained the rosters and write-ups of the minstrels of yesteryear."

**WE HAVE HAD** several inquiries recently on the veteran minstrel **Arthur Guy**. One report has it that Guy died several months ago in Chicago, but we have had no verification of the report. Our morgue man, in a search thru *The Billboard's* files for the last six months, failed to find a record of Arthur Guy's death. Possibly one of our readers, or maybe Guy himself, can set us straight on the matter.

opens somewhere near by. I am anxious to get back in harness and get homesick thinking of the cheers and jeers that I am missing. Would like to read a line on all my friends."

**WINNERS** of the C. M. Hayden show in Aurora, Ill., which closed recently after a run of 69 days, are as follows: First, **Charlie Smalley** and **Vivian Branch**; second, **Toni Charles** and **Eddie McBride**; third, **Earl Clark** and **Edith Merriett**.

## Roller Derby News

**SAN FRANCISCO, July 30.**—The Roller Derby, now operating here, couldn't obtain the Oakland Auditorium for a trans-bay showing and will, instead, pitch camp in the skating rink here August 6. Derby to date has drawn 185,000 people, averaging better than 7,000 nightly, since opening at the Civic Auditorium here July 6. Bookings have been arranged in Seattle, Portland and Tacoma.

## BEAUMONT'S WALKASHOW

Opens Thursday, August 11th

Financed by Local Men. Sponsored by the Beaumont Trades and Labor Assembly With a Membership of 8,000, Who Are Determined to Make This the Best Show Beaumont Has Ever Had.

**DANCE TEAMS, ATTENTION.** Up to \$1,500 Cash Prizes. The Battle of the Dancing Champions featuring Outstanding Dance Teams. Stadium to be air conditioned. Everything to be built new. Teams knowing Monte Hall, Danny Braner or Art Wolf air mail at once. Don't come until we okeh you. Hobo, if not in show, wire at once. Ernie and Passio contact at once. Show under direction of Monte Hall.

Address **WALKASHOW STADIUM**, Pearl and Gilbert Sts., Beaumont, Tex.

## LAST CALL WALKATHON

**BLOOMINGTON, ILL., AUGUST 4.** Contestants coming long distances can enter up to twenty-four hours after opening date. **DUKE HALL**, Emsee. — **P. T. HENRY**, Mgr.

## Ketrows Make Another Switch

Revert to early-season policy—show heading South for tobacco money

PALESTINE, Ill., July 30.—William and Frank Ketrow, who launched their canvas season early in the spring with their Kay Bros. *Bombo*, only to switch back to their old love, an all-circus program, June 21, when *Bombo* business ran red, have reverted to their original idea of a vaude and musical tent show under the name of Kay's Comedians. Show played its final circus performance at Rockville, Ind., July 17, and after several days of reorganization reopened under the new setup at Martinsville, Ill., July 24.

The new combination layout, using vaude and musical comedy material interspersed with circus acts, still highlights Teddy, the elephant, altho the show is smaller than the *Bombo* troupe. While the cast is smaller, it retains many of the *Bombo* folk, with "SeaBee" Hayworth still the featured comedian. Business has been holding up satisfactorily since the latest switch.

Kay's Comedians will remain in Illinois and Indiana on one-nighters for several more weeks and then head south for the fall tobacco money. Since opening in North Carolina in the spring the show has covered the Virginias, Maryland, Pennsylvania, Ohio, Indiana, Illinois and Iowa.

It's been a strange season the Ketrow boys have encountered to date. Towns that in the past panned out as "naturals" proved "lemons" and the doubtful ones turned out infinitely better than expected. In good territory the show encountered much inclement weather, and in the poor areas met with much opposition from bank nights, free shows and what have you. Such turns of events have kept the Ketrows trying to figure out what would get the dough this season. However, they have kept the ghost parading steadily thru it all.

## Heffner-Vinson Hi Lites

JELICO, Tenn., July 30.—After 10 weeks in Kentucky show entered Tennessee at Jellico. Good business here, and Ralph Herbert and Rhythm Boys had a successful dance at Sandy Beach, local resort. Angus Fango entertained with Highland Fling to delight of local belles.

Clarence Balleras, candy ambassador from Chicago, dropped in on us here.

Paul (Rusty) Scott has a radio program at Knoxville. He was formerly with tats and the Billroy show.

Past week was one of the best this season, with big crowds at every stop. London, Ky., with famous Harlan labor trial in 10th week, was full of people. Terrific cloud-burst hit at 7 p.m. opening day there. It lasted 45 minutes and flooded the lot, but house was full just the same. Second night, with good weather, was a turnaway.

Sunday, at Williamsburg, Ky., found most of the tourists visiting Cumberland State Park to view the falls. Ralph Herbert took his movie camera and got some excellent shots. Cowboy and Dorothy Gwin and the writer took along a picnic layout.

Joe Unich played a return engagement at Palmouth, Ky., Sunday. He reported a pleasant time and states he is assured a home for the winter.

AL PITCAITHLEY.

## Bad Tummy Forces White To Cut Stay With Tolbert

SALISBURY, N. C., July 30.—Lasses White, feature with the Milt Tolbert tent show, is again suffering from an unruly stomach which has given him trouble the last two years and as a result will not finish out the season with the Tolbert attraction.

White will close with the show September 10 and head back to his home in Hollywood for a rest. His present partner, Honey Wilds, will join him later, and the pair plan to do some picture work on the Coast.

## Rep Ripples

GLENN ADAMS, young Cincinnati actor, who opened the season with the Bryant Showboat at Point Pleasant, W. Va., in the spring, was given the once over by a talent scout at Charleston, W. Va., recently and has been offered a part in a Broadway play slated to open in the fall. He left the Bryant craft in Cincy last week for a month's vacation in Texas before hitting out for the main stem around September 1. . . . GEORGE ROBERSON, tent-show owner-manager, was a Chicago visitor last week. He reports business as okey-dokey. George is nursing a broken arm sustained in a recent auto bang-up. . . . HARRY AND SUE DIXON have joined the Jack Hart show in Arkansas. . . . DOROTHY RAY left Kansas City, Mo., recently to join Toby's Comedians in the South. . . . OCTAVIA POWELL and Bob Bayley closed with the Frank Wilder circle in Minnesota to join Chick Boyes' stock in Lincoln, Neb. . . . JACK HART'S Comedians, after reorganizing, reopened in Foreman, Ark., August 1. . . . NEAL ARMSTRONG and R. F. Hayes are recent additions to Fred Brunk's Comedians in Colorado. . . . MADGE AND MARGE RUSSELL, Midwest repertorians, are managing a cafe in Kansas City, Mo. . . . HARRY GOLDIE and Juanita Loretz, after closing a long engagement with the Isley Players, are sojourning in Arkansas. . . . TED EDLIN, who has been blazing the trail for Fred Brunk's Comedians, is said to be closing with the troupe soon. . . . ART NAMES SHOW, now playing week stands in Western Kansas, is heading south for the cotton dough. . . . RAY CLARKE recently joined Jack Hart's Comedians in Arkansas. . . . TOBY NEVIUS, former rep comedian and for the past two years with Station KVOO, Tulsa, Okla., will guest star at Station WHB, Kansas City Mo., this week.

MR. AND MRS. W. H. BATTEN have been having a bang-up time this summer vacationing at their ranch at Cassville, Mo., and fishing at Roaring River State Park near by. Their son Bill is serving as projectionist at the Cassville flicker emporium. The Battens are making plans to launch their fall tour early in September. They enjoyed a pleasant visit with the Mac and Judy Green Players during the latter's recent engagement in Cassville. . . . THAT WAS A BEAUTY of a two-page spread the George C. Roberson Players pulled in the artgavure section of *The Milwaukee Journal* of July 24. The shots were made recently by a *Journal* photographer, who caught the show at Tomah, Wis. . . . W. D. (BILLY) MURPHY has joined the Gates Family Show in Northern New England for piano and specialties. . . . AS YOU READ THIS this scribbler will be giving the members of Michigan's piscatorial tribe a terrific workout, we hope. . . . JULY 12 ISSUE of *Pic* devoted three pages of photos to Capt. J. W. Menke's Goldenrod Showboat, in stock on the St. Louis waterfront since last October and destined to remain there as long as business holds up.

## Billroy's Briefs

CHIPPEWA FALLS, Wis., July 30.—Mentioning no names, but a certain black-face comedian on here from down Arkansas way now has his books open for the convenience of any Billroyian handicappers who are optimistic enough to believe they can call the ponies right at any track and put up their money in advance (or payable draw night) to back their convictions. "Slim" Morgan, of the crew, and the writer seem to be the only company members slap happy enough to stick their chins out.

We don't know why, but Bob Heidelberg is straining and striving at great lengths to organize a hockey team in midsummer.

After having seen and played Marshfield, Wis., Bird Luellan's home town, we can readily understand the motive that prompted him to leave home.

Betty Mellon's trailer, a new job, is proving something of a show-house to visitors.

Eddie and Dianne Gardiner, of the George Roberson Co., with which Gus Schulze and the writer formerly trouped, were visitors in Wisconsin Rapids; also Mr and Mrs. Jack Sexton, Mr. Robertson, and Mr. Keith, of the same company. JOHN D. FINCH.

## Seeks Explanation for Show's Increase in Biz

Cleveland.

Editor *The Billboard*:

Am submitting something for analysis, either from you or from your readers and troupers, viz.: Six years ago we, the Buddy Players, were compelled to fold up after 18 years of success in a territory made good by good traveling tent repertoire shows. We carried clever troupers and good plays, plus Wonderful Buddy, the boy sensation who grew up from babyhood on this time in Western Pennsylvania. In spite of desperate efforts on our part, business fell and our last dollar went, as many others can also testify. Bewilderment was all we had, and a hustle to find a livelihood confronted us.

Radio gave one of us opportunity and we carried on, but the longing for the theater clung to the Boy Buddy. A few dollars were in our hands, and Buddy wanted to try the old show again on the territory where he went to school and played as a youngster. By careful scheming and endeavor the new venture was started and opened to capacity in the big tent, and all season long, so far, it has stood up well except for a few rainy nights. On several nights over 500 people were turned away. The company was greeted not only with open arms but with flowers, cakes and presents.

Now then, here is what I'd like analyzed. Is the country better off so that it can afford it, or is it the desire of the public to again see the live play come back? Or have they grown fed up on pictures? In all my life I've never seen people so glad to see a company come to town as has been demonstrated in the Buddy Players' old territory. I wish that some of our old troupers could see the patrons and hear them ask about them by name. It would do their hearts good. Can you explain it?

PHIL MILLER.

## Spouse Tent Show Pulls Into Barn

PATTERSON, La., July 30.—Vic Spouse Tent Show, which opened March 5 at Hammond, La., has folded and returned to quarters here after 18 weeks of spotty business occasioned by inclement weather. This is the first year since its existence that the show hasn't played Northern territory during the summer.

Spouse has been appointed general manager for the Taylor Circuit of Theaters, operating in Louisiana and Mississippi, with headquarters in New Orleans. He plans to reopen his unit in September for a fall tour.

## Tolbert Tattles

STATESVILLE, N. C., July 30.—The sun is shining after a two-week cloud-burst, and our faces are assuming horizontal lines again.

Business has held up exceptionally well, however, altho hail did considerable damage to the Carolina tobacco. The counties we've been in look promising for a good fall season for somebody.

Jack Miller joined the opy in Winston-Salem, and has been clicking handily.

Emil Peterson, former musician with the Al G. Field Minstrels, dropped in this week for a chat with Lasses White and Honey Wilds.

Roanoke, Va., gave us one of the finest turnouts of the season and business continued good all week.

In Lynchburg it rained hard when the tent was packed and spot was undoubtedly our banner week of the season.

Bennie Wayland and Kenneth Dawson were visitors in Charlottesville, Va.

LOIS MASON.

## Tolbert Tattles

LYNCHBURG, Va., July 30.—Roanoke gave us one of the finest turnouts of the season and business continued good all week.

In Lynchburg it rained hard when the tent was packed and spot was undoubtedly our banner week of the season.

Bennie Wayland and Kenneth Dawson were visitors in Charlottesville, Va.

Our Lasses White, Bobby Norris and Paul Russell were on the sick list this week, but all are feeling better now.

LOIS MASON.

## Hopkins Plans Winter in Dallas

DALLAS, Tex., July 30.—Monroe Hopkins Players have just begun their 13th week in their big tent theater here at Grand and Fourth avenues. B. O. patronage has picked up until Manager Hopkins on several occasions recently has had to install two side-wall extensions to take care of the crowds. Despite competition from a torrid election campaign, last week's attendance was tops, three nights being turn-aways.

Toby, Jeanie and Baby Gunn, formerly of the Mad Cap Players, joined the Hopkins troupe for the production of *Jed, the Jelly Bean*. The current show, *Uncle Tom's Cabin*, opened last Monday to a sell-out.

The Hopkins Players have been well received by Dallas audiences, and Manager Hopkins says that he plans to play a full winter season here.

## Shannon Players To Three-Nighters

CANTON, O., July 30.—Harry Shannon Players, among the oldest of the tent repertoire shows, is currently playing thru Eastern Ohio, confining its route to the smaller towns. At near-by Brewster, the week of July 25, the show played its final week stand of the season and is now switching to three-day stands.

Using a 50-foot round top with one 30, the troupe is doing a different bill nightly, with a concert on Saturday nights. Seating accommodations are around 500. Business this season has been way off, Shannon says.

He plans to keep the show out until late September, doubling back into Central Ohio after next week. Leads are being handled by Kathryn Baurer and Rodney Cabell. Outfit is motorized. Admissions are scaled at 10 and 15 cents, with an extra dime for reserves, and 5 cents for the concert.

## McOwen Mutterings

HASTINGS, Neb., July 30.—Combined McOwen Players and the McOwen Sisters' show continues to play to good houses under the guidance of a new advance. Ralph Moody, Hazel McOwen, Edna Louise and Myrna Jayne McOwen continue to please all along the route.

Show is well equipped and uses plenty of paper in addition to many new ideas to get the natives acquainted with the players.

Business here was beyond expectations in the face of much opposition, such as a circus, night baseball and band concerts.

Team of Glenn and Donna McCord have an addition. It's called Pepper and has four feet, but no tail. Glenn will probably teach it to tap dance.

Eldon Johnson joined recently. Arrangements are being made to acquire a circus-style calliope, mounted on truck, to be used for bally purposes.

Many city dates are being contemplated and Manager Moody looks forward to a big season.

## Coopers Find Missouri Fair

RICHWOODS, Mo., July 30.—Cooper Bros.' Show, vaude and picture unit owned and operated by W. H. Cooper and sons, has been out all season in Missouri, with the loss of only one night on account of rain. Business, to date, has been fair. Company will show several more stands in this section before heading for the cotton country in South-eastern Missouri.

## WANTED AT ONCE

FOR ONE-NIGHT-STAND TENT SHOW. Boss Canvasman who can stand getting his pay every week. Jack Kofron and Joe Applegate wire. One who can drive truck or play in band preferred. Wire C. M. DeVERE, Mgr., Tent Show, St. Peter, Minn. Other useful people write St. Peter, Minn.

## THE FILM WEEKLY AUSTRALIA

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

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place. Parcel Post

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Augustino, Mrs. Granger, Martha, 11c
Louis, 8c
Behee, Mrs. Rose, Heck, Luther, 11c
Bowen, D. M., 30c
Carroll, Catherine, School, 30c
Carroll, Ruth, 8c
Castro, Dora, 3c
Conlon, J. J., Myron, Arthur, 10c
Cutler, Rose, 3c
Donner, Chas. J., O'Conner, Frances, 20c
Cushing, Capt. F., Oliver, O. L., 5c
Doran, Richard, H., 6c
Franklin, C. C., Winkler, John, 6c

- Hutchins, Mrs. Colleen
Irene, Madam
Isom, Mrs. Sophia
Jackson, Mrs. Catherine
James, Mrs. A. F.
Jarvis, Ruth
Jeannette, Mrs. Marion D.
Jewell, Mrs. Bessie
Johnson, Judith
Johnson, Orrel
Johnson, June
Johnston, Mrs. Janetta
Jones, Alma
Jones, Mrs. Theresa
Jones, Mrs. Virginia
Kaplan, Mrs. Viola
Kaplan, Mrs. Sam
Karr, Mrs. Dimple
Karr, Kay
Karsey, Mrs. Myrna
Keen, Mary
Kellerman, Sue
Kelly, Mrs. Julia
Kennedy, Mrs. H. D.

Women

- Abbott, Mrs. Noel Dell, Mabel
Abby, Mrs. Marge DeMitchell, Mrs. O.
Adams, Alice DeRita, Mrs. Florenz
Adams, Mrs. Gladys Derry, Mrs. Tom
Alabassi, Countess Dickeyman, Marg
Alexander, Mrs. E. Dilbeck, Irene
Alice, Alligator Girl Disney, Verne
Allen, Rosie Dohish, Mrs. Jos.
Anchors, Mrs. J. Dollar, Mrs. L. D.
Anderson, Dot Dot & Smoky
Andre, Nitzia or Dubey, Mrs. Frank
Anna, Mlle. DuBois, Jeantea
Anthony, Orpha Dukes, Gladys
Archer, Evelyn Dunbar, Mrs. Mary
Armstrong, Radie Dyer, Lady (Pete)
Arnim, Mrs. Edw. Dyer, Mae &
Arnts, Jeanne Dyer, Mrs. Eleanor
Baker, Mildred Egerley, Lillie
Baker, Vivian Elliott, Mrs. Doris
Balwin, Mrs. Billie Emerson, Mrs. Mildred
Bale, Betty Yada Eneswiler, Mrs. Rose
Banks, Mrs. Martha Enyple, Edna
Barber, Kathleen Erwin, Eva
Barrett, Margaret Estella, Mrs. Nona
Barrington, Mrs. Ethridge, Mrs. Minnie
Bartholomew, Gertrude Estrella, Madam
Barth, Mrs. N. W. Evans, Evelyn
Bartlett, Jackie Evans, Hazel
Bates, Mrs. Sarah Evans, Margaret
M. Evenston, Edyth
Baxter, Mrs. Mary Farrell, Edna
Bedeole, Eva Fasutino, Mrs. Pearl
Bell, Lucille Felton, Floello
Berman, Mrs. Jay Field, Betty
Bernard, Mrs. Glen Fletcher, Rose
Berry, Eileen Flory, Lillian
Berrig, Mrs. Bertha Floyd, May
Bible, Mrs. O. R. Forest, Mrs. Arline
Bingo, Mrs. Billie Fox, Hazel
Bislay, Mrs. Dorothy Franklin, Mrs. Hazel
Bitner, Mrs. E. Elsie Fraser, Mrs. James
Bizell, Mrs. Bernice Frechette, Evelyn
Black, Mrs. C. L. Freeman, Ada
Blackburn, Mrs. G. H. Freeman, Mrs. G.
Blackman, Mrs. Andrew Frick, Mrs. Goldie
Blackstone, Helen Lyles, Mrs. Jack V.
Blanch & Gardell MacAloose, Eva
Blanchard, Lulu Gaidato, Mrs. J. C.
Blaney, Beverly Gilberts, Mrs. Reba
Blavins, Mrs. Joan Ginter, Mrs. Eunice
Bliss, Nellie Gleason, Mrs. C. L.
Bookman, Edith Gleason, Mrs. Jean
Bookter, Mrs. F. H. Clet, Mrs. B.
Bonne, Orly Goodman, Mrs. Gene
Bresk, Mrs. F. A. Gordon, Pauline
Briggs, Jacqueline Gould, Georgia
Britton, Betty Gouse, Mrs. Jewel
Britton, Mrs. D. A. Grambarbella, Mrs. Lila E.
Broden, Mrs. U. F. Granger, Martha
Brown, Boots Grant, Dixie
Brown, May Louise Graybill, Henrietta
Brown, Mrs. Agnes Green, Mary
Brown, Mrs. Zuelien Glenna
Brumfield, Mrs. Dewey Gregory, Mrs. Chester
Brydon, Mrs. Lee Gregory, Gloria
Burke, Mrs. Pearl Gregory, Mrs. L. B.
Butters, Mayme Gregory, Margaret
Bunnell, Betty Grey, Glenda
Burrell, Mrs. Nina Gross, Mrs. J. P.
Butler, Alice Gundy, Mrs. May
Byrd, Dorothy I. Hale, Mrs. Ruth
Cain, Lou Halena, Princess
Callahan, Boots Hall, Mrs. E. U.
Carroll, Doris Hall, Mrs. E. U.
Carr, Betty Hamblin, Mrs. Claude
Carrico, Patsy Hammer, Patsy
Carroll, Kay Hammond, Mrs. Inez
Casey, Mrs. Frank
Cassino, Mrs. Christine
Castle, Realy
Castro, Dora
Cheeks, Mrs. Gilbert
Christensen, Mrs. Blanche
Clark, Mrs. Virginia
Cluff, Mrs. A. G.
Colk, Mrs. L. D.
Collier, May
Constantini, Vonthia
Conway, Mrs. Edith
Cooke, Mrs. Chas. F.
Corrine, Mlle.
Costello, Mrs. Frank
Costiglio, Antonia A.
Cotton, Mrs. Dan
Cotton, Ellen
Coutts, Billie
Crodry, Mrs. Bessie
Crowell, Mrs. Harold
Cunningham, Con
Curtis, Edna
Dabney, Mrs. M. P.
Dale, Mrs. F. E.
Daniels, Mrs. Paul
Danner, Irene
Darling, Jacqueline
Davenport, Mrs. B.
Davies, Mary Jane
Davis, Dollie
Davis, Mrs. Leona
DeGafferly, Mrs. Marie
DeLaTorres, Rosalia

- Keown, Mrs. Helen
Kidd, Mrs. Texas
Knowles, Mrs. Erby
Knowlton, Marian
Koch, Virginia
Koehler, Mrs. Ruth
Kolb, Mollie
Kridello, Lillian
Kuntz, Mrs. F. E.
LaGracia, Madam
LaMar, Dolores
Lalayne, Mrs. Pearl
LaRue, Bessie
LaRue, Mae
LaSalle, Mrs. Constance
LaVon, Boo
Lambert, Mrs. Evelyn
Landreth, Mary
Lane, Mrs. John L.
Lang, Mrs. Rose
Langigan, Lillian
Lawrence, Mrs. Mary
Layne, Leah
Layton, Mrs. Ruth
Lee, Chang
Lee, Dixie
Lee, Dot
Lee, Dorothy
Lee, Lela
Lee, Lily
Lee, Lucille
Lee, Mrs. Earnie
Lehr, Ira
Leonard, Dolly
Lester, Mrs. Laura
Lortante, Emma
Levant, Mrs. Georgia
Levine, Lavonis
Levyer, Mrs. Helen
Libby, Mrs. Frank
Liedtke, Mrs. V. A.
Linan, Mrs. D. W.
Littleton, Mrs. Rachel
Livermore, Belle
Lobdell, Bernice
London, Hazel
Long, Mrs. Ethel
Lovell, Mrs. Virginia
Lucas, Bonnie
Lyles, Mrs. Jack V.
MacAloose, Eva
MacFarland, Mrs. Harry
McBee, Mrs. Blanche
McCarter, Mrs. R. C.
McCoy, Jean
McCrary, Mrs. Hazel
McDonald, Elizabeth
McDonald, Mrs. Sampson
McGaha, Mrs. Bertha
McGahn, Mrs. Helen
McIntyre, Mrs. M. L.
McKeand, Jean
McKee, Nancy
McPeak, Mrs. R. E.
Mack, Mrs. Ernestine
Maddox, Margaret
Manning, Mrs. Viola
Marcy, Mrs. Cora
Marcy, Helen D.
Marion, Mrs. Dorothy
Marshall, Lorraine
Marshall, Mrs. L. C.
Martell, George
Martin, Fern
Martin, Josephine
Martin, Mrs. Lydia
Martin, Mrs. S. T.
Maye, L.
Mayer, Mrs. Vickie
Mead, Mrs. W. H.
Melville, Mrs. Bertha
Melville, Mrs. Thelma
Mercer, Mrs. Dot
Merritt, Mrs. Roswell P.
Mettler, Mary E.
Metz, Grace
Never, Rosa
Neyers, Gladys
Neyers, Mrs. R. J.
Miller, Iva
Miller, Mary Alice
Miller, Mrs. A. B.
Miller, Mrs. C. M.
Miller, Mrs. (Red)
Miller, Mrs. Mae
Miller, Iris
Miller, Mrs. Florence
Miller, Mrs. Joan P.
Miller, Mrs. W. R.
Mines, Mrs. Fred
Mitchell, Jean
Monroza, Donna
Mooney, Helen
Moore, Ethel Olive
Snow, Mrs. Janet
Somers, Mrs. Florence S.
Spalio, Mrs. Ruth
Spear, Mrs. Chip
Spear, Mrs. Ida M.
Sperling, Mrs. Lois
Spicer, Mrs. Earl
Staley, Mrs. E. B.
Stabler, Mrs. Joseph
Stevens, Mrs. May
Stirk, Cleopatra
Hurst
Stone, Mrs. Fred
Stonley, Mrs. W. E.
Strossburg, Mrs. Ed
Stubblefield, Mrs. Delorcy
Sugard, Doris
Swain, Mrs. Daisy
Swar, Ginger
Sydney, Shirley
Tally, Mildred T.
Taylor, Mickey
Taylor, Mrs. Elizabeth
Taylor, Virginia Lee
Paddock, Mrs. E. E.
Park, Mrs. J. A.
Park, Mary L.
Parker, Boots
Parker, Mrs. H. L.
Parks, Mrs. Mary
Patton, Toots
Paseley, Mrs. Frances
Pearce, Katherine
Perkins, Ethel
Perna, Ida
Perry, Lottie
Phelps, Mrs. Verne
Pickens, Mrs. Inez
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pitser, Irene
Poplin, Jewell
Pottter, Mrs. M. C.
Price, Mrs. Jennie
Price, Mrs. Steve
Pritts, Frances I.
Purchase, Mrs. Alice
Ralston, Mrs. Mary
RaNous, Mrs. Wilma
Rattle Snake, Princess
Raye, Olga
Raysdale, Mrs. Ann
Red Horse, Mrs. Blanche
Reed, Mrs. Dorothy
Reno, Ruth
Reynolds, Mrs. Irvin W.
Reynolds, Myra
Rhodes, Gertie
Rhoades, Leticia
Rice, Betty
Richard, Myrl
Richards, Nellie
Roach, Etuade
Rogers, Mrs. Chas.
Rosenburg, Quenie
Ross, Mrs. Jack
Rossa, Helen
Roush, James P.
Russell, Nelda
Ruth, Madam
Sanders, Reba
Sartwell, Dorothy
Schellenberg, Mrs. Edna
Schneider, Jean
Schreiber, Mrs. Jean
Scott, Margaret
Scott, Mrs. C. D.
Seek, Mrs. Geo.
Seegrist, Helen
Seymour, Lucille
Sharp, Bobby
Shawnee, Princess
Shore, Mrs. Arthur
Shoyer, Helen
Siegal, Fredona
Siegrist, Edythe
Silliman, Christine
Silliman, Mrs. Myrtle Miller
Sinmas, Kenner
Singleton, Mrs. Belle
Sisk, Mrs. C. G.
Sister, Mary
Slomiger, Marcella
Slusser, Mrs. Earl
Smith, Betty
Smith, Florence
Smith, (Shorty)
Smith, Madam
Smith, Mrs. Alice
Smith, Mrs. Evelyn
Smith, Mrs. care
Photo Gallery
Smith, Mrs. Audie
Smith, Winona
Smuckler, Mrs. Marie
Snellen, Harriet

- Snodgrass, Mrs. Nona
Snow, Mrs. Janet
Somers, Mrs. Florence S.
Spalio, Mrs. Ruth
Spear, Mrs. Chip
Spear, Mrs. Ida M.
Sperling, Mrs. Lois
Spicer, Mrs. Earl
Staley, Mrs. E. B.
Stabler, Mrs. Joseph
Stevens, Mrs. May
Stirk, Cleopatra
Hurst
Stone, Mrs. Fred
Stonley, Mrs. W. E.
Strossburg, Mrs. Ed
Stubblefield, Mrs. Delorcy
Sugard, Doris
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Taylor, Mickey
Taylor, Mrs. Elizabeth
Taylor, Virginia Lee
Paddock, Mrs. E. E.
Park, Mrs. J. A.
Park, Mary L.
Parker, Boots
Parker, Mrs. H. L.
Parks, Mrs. Mary
Patton, Toots
Paseley, Mrs. Frances
Pearce, Katherine
Perkins, Ethel
Perna, Ida
Perry, Lottie
Phelps, Mrs. Verne
Pickens, Mrs. Inez
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pitser, Irene
Poplin, Jewell
Pottter, Mrs. M. C.
Price, Mrs. Jennie
Price, Mrs. Steve
Pritts, Frances I.
Purchase, Mrs. Alice
Ralston, Mrs. Mary
RaNous, Mrs. Wilma
Rattle Snake, Princess
Raye, Olga
Raysdale, Mrs. Ann
Red Horse, Mrs. Blanche
Reed, Mrs. Dorothy
Reno, Ruth
Reynolds, Mrs. Irvin W.
Reynolds, Myra
Rhodes, Gertie
Rhoades, Leticia
Rice, Betty
Richard, Myrl
Richards, Nellie
Roach, Etuade
Rogers, Mrs. Chas.
Rosenburg, Quenie
Ross, Mrs. Jack
Rossa, Helen
Roush, James P.
Russell, Nelda
Ruth, Madam
Sanders, Reba
Sartwell, Dorothy
Schellenberg, Mrs. Edna
Schneider, Jean
Schreiber, Mrs. Jean
Scott, Margaret
Scott, Mrs. C. D.
Seek, Mrs. Geo.
Seegrist, Helen
Seymour, Lucille
Sharp, Bobby
Shawnee, Princess
Shore, Mrs. Arthur
Shoyer, Helen
Siegal, Fredona
Siegrist, Edythe
Silliman, Christine
Silliman, Mrs. Myrtle Miller
Sinmas, Kenner
Singleton, Mrs. Belle
Sisk, Mrs. C. G.
Sister, Mary
Slomiger, Marcella
Slusser, Mrs. Earl
Smith, Betty
Smith, Florence
Smith, (Shorty)
Smith, Madam
Smith, Mrs. Alice
Smith, Mrs. Evelyn
Smith, Mrs. care
Photo Gallery
Smith, Mrs. Audie
Smith, Winona
Smuckler, Mrs. Marie
Snellen, Harriet

- Snodgrass, Mrs. Nona
Snow, Mrs. Janet
Somers, Mrs. Florence S.
Spalio, Mrs. Ruth
Spear, Mrs. Chip
Spear, Mrs. Ida M.
Sperling, Mrs. Lois
Spicer, Mrs. Earl
Staley, Mrs. E. B.
Stabler, Mrs. Joseph
Stevens, Mrs. May
Stirk, Cleopatra
Hurst
Stone, Mrs. Fred
Stonley, Mrs. W. E.
Strossburg, Mrs. Ed
Stubblefield, Mrs. Delorcy
Sugard, Doris
Swain, Mrs. Daisy
Swar, Ginger
Sydney, Shirley
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Taylor, Mrs. Elizabeth
Taylor, Virginia Lee
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Park, Mrs. J. A.
Park, Mary L.
Parker, Boots
Parker, Mrs. H. L.
Parks, Mrs. Mary
Patton, Toots
Paseley, Mrs. Frances
Pearce, Katherine
Perkins, Ethel
Perna, Ida
Perry, Lottie
Phelps, Mrs. Verne
Pickens, Mrs. Inez
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pitser, Irene
Poplin, Jewell
Pottter, Mrs. M. C.
Price, Mrs. Jennie
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Aburto, Pedro
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Albense, Ben
Alder, Clarence
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Alexander, Sir
Alexander, Charles
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Allen, James H.
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Allen, Mert
Allen, Robt. E.
Allen, Rosco
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Alred, Russell
Alton, Jack
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Anderson, Cowboy Ray
Anderson, F.
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Blackstone, Vick
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Block, Wm.
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Bobo, E. L. (Red)
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Booney, the Big 4
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Borin, Richie C.
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Bower, Harry E.
Bower, Wayne
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Bowman, Wm.
Box, A. A.
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Brady, King
Brayley, Archie
Braxwell, Billie
Brain, Chas.
Brain, Felix
Breese, W. M.
Bremer, Bud
Breunau, Morrey
Breuner, Allen
Breuner, Roy
Brett, Howard
Broadway, Charlie
Broadway Playbox
Broadway Revue
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Bropley, V. E.
Brook, Rob Rose
Brooks, Buddy
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Brown, Herman
Brown & Lynn
Brown, Ray Show
Brown, Robt. M.
Brown, W. B.
Broyers, Louis A.
Brubham, Robert
Brummer, J. R.
Bruno, Pete J.
Bruss, Kid E.
Bryan, Charles
Brydon, Ray Marsh
Buchanan, Tommy
Buck, Go Go
Buckley, Lee
Buckley, Edward
Buket, Charles
Bulla, Rudy
Bundy, Bud
Bunner, Eddie
Burdgon, James
Burger, Frank
Burgess, Hiram
Burke, Geo.
Burke, Joe
Burke, Sailor Jack
Burke, Walter
Burknel, Duke
Burleston, Jack
Burlingame, George
Burns, Chas.
Burrell, Michael
Burriss, E. H.
Burto, Frank
Butcher, O. J.
Butler, Roy E.
Butler, Rilla
Butler, Bill
Butter, T. F.
Buttana, W. R.
Byers, Lawrence
Byrd, Steve
Cain, J. L.
Calder, King
Callan, Joe
Cameron, Clyde
Campbell, John E.
Cannon, Buddy
Cannon, Frank S.
Carlson, Frank
Carneal, J. Bill
Carroll, Minstrels
Carrington, Harold K.
Cartier, Dick
Carton, Edward
Caruso, Johnnie
Caruthers, Bob Lee
Cary, Ray
Casey, Jack
Cash, Lester Gareet
Casper, Colonel
Cass, Gene
Caster, Geo.
Castiglia, A. J.

- Caston, Laney
Caughley, Wm.
Cavanaugh, Edw. J.
Caylor, John & Myra
Chambers, Lewis
Chandler, Don
Charin, Ralph
Charman, Wayne
Charles, Bill
Chaukus, Bill
Chicago, Paul
Chickola, Chief
Chidester, Wm. J.
Chills, Clara
Chomfor, Jimmy
Chissem, Angus
Christ, Fred
Christensen, Joe
Christianson, Leonard
Christie, W. R.
Christy, Ralph
Chubb, F. W.
Church, John
Church, Lawrence
Cimino, Joe
Claire, Billie
Clancey, Joe
Clark, Archie S.
Clark, Bozo
Clark, Cliff
Clark, Elbridge B.
Clark, Kenley
Clark, Ned
Clark's Greater Show
Clark, Warren
Clarkson, Al
Clay, Wiley N.
Clayton, E. E.
Clear, Frank E.
Clearo, Clifford
Clements, Burley
Clements, Knife
Cleveland, Guy W.
Clifford, Jack
Clifford, Lou
Clint, Frank
Clint, United Show
Cobos, Thomas
Coburn, Jimmie
Cockrell, Geo.
Cody, Frank
Cody, J. M.
Coffin, Will H.
Cohen, Harry
Coborn, Harold R.
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Cole, Eddie R.
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Cole, Pete
Cole, Willard
Coleman, Andrew
Coleman, Robt.
Coley, W. R.
Collier, Doc
Collier, Dan
Collins, D. J.
Collins, E. G.
Collins, Elbert
Collins, Lee (Tex)
Collins, Wm. J.
Collins, Ira (Red)
Collins, Lee S.
Conello, Arthur
Conkling, Will E.
Conley, H. C.
Conley, Thomas F.
Conlon, Jack J.
Cono, Harry E.
Connacher, Bob
Conner, James
Conrad, Bob
Conway, Danny
Conway, H. D.
Cook & Cook
Cook, P. C.
Cooper, Arley
Cooper, Buck
Cooper, Frank
Cooper Jr., Jessie F.
Corbett, John M.
Corbin, Kenneth C.
Corey, Nail
Corlew, Billy Ami
Corley, Red
Corn, Earl
Corneet, Carl
Correa, Eric
Corthay, Tex
Costello, Frank
Costello, Tom
Costello, George
Cotton, John
Couch, C. C.
Cowan, Dewey E.
Cowan, Bud
Cowan, John E.
Cox, L.
Cox, Paul
Cox, Walter
Cox, Wm.
Craifton, C. D.
Craigan, Gordon
Crago Players
Cramer, C. A.
Cramer, Burt
Craue, Robt.
Craw, Nick
Crawford, B. F.
Crawford, C. W.
Creator, Maestro
Crenshaw, Edward
Crewe & Summers
Crittenden, Wm.
Crodry, W. J.
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Cromeones, Hollie
Cronin, J. D.
Crowe, Bill
Crowe, Donald S.
Crowley, Geo. C.
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Cruz, A. F.
Cruz, Dewey
Cruze, Conyay
Cule, Al
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Curran, Mike
Curry, Gord
Curry, Chas.
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Cushing, Frank H.
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Cutler, Louis
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Dana, Gene

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Delmar, the Great
Dent, Bob
Derbois, Henry J.
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DesJardin, Tom
Devine, Eugene
Dioslock, Mr.
Dick, Billy
Dick, Ed
DiSanti, Joseph
Disney, Verne
Dix, Don
Dixie, Geo.
Dixie Model Shows
Dixon, Henry
Dixon, Howard M.
Doane, Warren B.
Dodd, W. H.
Dobber, H. M.
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Donahue, Vincent
Donath, Joe
Donoghue, Chas. F.
Donoghue, James
Doolin, Fred
Doran, Dick
Doren, Walter
Dougherty, Tom H.
Downing, Willie
Doyle, Jimmy
Drake, Jack
Dray, E. R.
Dresken, Philip
Dreves, Curly
Dubey, F. J.
DuBois, Franklyn J.
Duffy, Bruce J.
Dugan, Albert Wm.
Dunbar, Smokie
Dunbar, Wm. Ray
Dunigan, Crash. Mgr.
Dunkin, L.
Dunlap, Ray
Dunlap, Dr. Ted E.
Dunn, Arthur
Dunn, D. S.
Dunn, Lyman H.
Dunn, S.
Duplessis, Ernest
Durante, Al
Duval, Herb
Duval, Geo.
DuVall, Sunny
DuVall, Ray
Dye, Gilmore
Dyer, Johnny
Eberstein, Curtis
Egar, Geo.
Edwards, George
Edwards, Charles
Edwards, Charlie
Edwards, J. D. W.
Elder, Henry L.
Eiler, R. E.
Elam, Jack
Eli, Geo.
Ellison, James G.
Endicott, Gilbert
English, Westbrook
Ephraim, Frank
Ephraim, Miller
Eppich, Ed
Eppison, Melvin
Erwin, Cecil
Estridge, Clarence
Etzler, Stephen S.
Eule, Joseph
Eule, Monroe
Evans, C. H.
Evans, E. C.
Evans, Little Joe
Fabry, Steve
Fadella, Tony
Fahey, Frank
Fairbanks, Emerson
Faker, Chester
Fallen, Hal
Faraday, H. C.
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Farrell, John
Farrell, Thomas L.
Farrington, J. L.
Farris, Alonzo
Farne, Altonzo
Farthing, J. D.
Faulconer, Henley
Faulx, A. C. F.
Fausts, Aerial
Fayoux, Neal
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Feggan, Edward L.
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Felmey, R. G.
Fendrick, Boydie
Ferguson, Dannie
Ferguson, Stephen
Ferris, Howard
Ferris, Lester
Fesow, Bill
Field, Louis
Finley, Luther
Finn, Tobias
Finotti, Lou
Fisher Jr., Charles S.
Fitzgerald, Babe
Fleming, W. G.
Flowers, John
Flyn, J. Francis
Folk, Carl J.
Fonda, Gordon
Fontaine, Pat
Ford, Prof. C.
Forrest, Dr. H. Joseph
Forrester, Louis

- Ford, Harold M.
Forwolo, Albert
Foster, Eddie
Foulconer, Granville
Fox, O. C.
Foxworthy, Doc
Frain, Frank
Francis, John
Frank, E. J.
Frank, Geo.
Frank, Toney
Franklin, Benny
Franklin, Doc E.
Franks, Victorial
Frasher, Ace
Frazier, Roger
Frederick, Cecil
Fredericks, Freddie
Fredericks, Ray
Freud, Carl
Freeman, Geo.
Frich, James (Aussio)
Fritz, Hiney
Fullagar, Wm. C.
Fulton, Gale & Marion
Fulton, Roy
Fulton, The
Fune, Ed
Furner, Joe
Gagnon, Ronald
Gagnon-Pollock Tent Show
Gallagher, Eddie J.
Gallagher, Jack
Gamble, Curley
Gann, James
Gardner, Frank & Ginger
Garrett, Joe
Garritson, H.
Gaulke, R. P.
Gavel, Vincent
Gayle, Gus
Gaynor, Three
Geiger, Willard
Gebb, Joe
George, Frank
George, Terry
Gerber, G. L.
Gerber, G. A.
Gerber, Joe Red
Gerber, Louis
Geyer, Bert
Gibbons, W. D.
Gibson, R. L.
Gifford, Jesse
Gilbert, Sidney
Gindra, Frank
Ginsberg, Sam
Gish, Nicholas
Glascock, D.
Gleason, Art
Glean, Jack
Gleason, Blanche
Gleason, Felix A.
Glabon, Frank
Glosman, Bill
Gloth, Robert V.
Godfrey, Jerry
Goff, Newell
Goldberg, Murray
Good, Monroe
Goodhue, Harry F.
Goodman, Dava
Goodwin, Arthur C.
Goodman, Harry A.
Goodman, Geo. F.
Goodman, John Blakie
Goodwin, Geo. T.
Goralick, Sam
Gordon, Alvin
Gordon, Robt. A.
Gorman, G. C.
Gory, Gene & Roberta
Gourfain, Harry Mgr.
Graham, Jr., A. C.
Gramberg, Ray
Granger, J. O.
Grant, Bobbie
Grant, Geo.
Graves, Jammie
Graves, Tom
Gravette, Horace
Gray, A. J.
Griffith, John B.
Griggs, Dollar
Grimes, Jack
Grizmaker, A. L.
Groffo, Miller
Gross, Oscar
Grossman, Irving
Grossman, H. Mgr.
Gumburg, Dannie
Gustafson, O. G.
Guy, Steve
Gwinn, Johnny
Haas, Harey
Hacht, G. H.
Haddix, Ted
Hadesman, Max
Hadley, Warren
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Haines, Art
Haines, Roy
Hale, Buster
Hale, G. Jack
Haley, T. H.
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Hall, Prof. D. D.
Hall, Ed
Hall, H. W.
Hall, Lew
Hall, Major John
Hall, Larry
Hall, Percy
Hall, Russell
Hallstrom, David
Halstead, Geo.
Halstead, Clyde
Halt, Al
Halton, J. K.
Hames, Larry
Hamilton, Jr., J. L.
Hamilton, Jack (Texas)
Hamilton, Tom
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Hammer, Candy
Hammon, Robert
Hammond, Bill
Hammond, Bob

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Main body of the letter list containing names and addresses of performers and venues across various cities like Chicago, New York, and others.

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**Jack Judge**

Jack Judge, 60, former fishmonger, vaudevillian and writer of the ballad *It's a Long Way to Tipperary*, died July 28 in Birmingham, Eng., after a long illness. It is coincidental that the composer of England's official army song — "a soldier's anthem which actually helped win the war"—should have died on the 24th anniversary of the outbreak of the World War.

Judge's publishers had given him a life pension for the *Tipperary* number for the hit it made among British "Tommys." Tho not much had been heard of Judge these last few years, these earnings from his work had left him well provided. B. Feldman & Co., of London, copyright owners of the song, estimated that by February, 1915, 5,000,000 copies of the song had been sold.

According to the publishers, Judge had the assistance of a Harry Williams, fellow townsman and vaudeville trouper, in this composition. Williams died eight years ago. Judge, however, never referred to his collaborator, claiming he had written the song *New Year's Day*, 1912, on a bet that he couldn't write and produce a song in the same day. He personally introduced it at Stalybridge Grand Theater.

**BOLUS**—Mrs. Harry, of the vaude team of Bolus and Bolus, July 23 in Mansfield, O. Survived by her husband. Burial in Mansfield Cemetery.

**BROCK**—George W., 78, past president of Caldwell County Fair, at his home in Lockhart, Tex., July 22. An expert marksman, he was twice member of a State rifle team in national matches. He formerly was active in rodeo contests. Survived by a son and daughter.

**BROWN**—George Crossman Sedley, 58, artist, composer, radio and theatrical producer and president of Brown-Mills, Inc., radio production firm, in New York July 25. One of his programs, *Husband and Wife*, ran for three years over NBC. He was the son of Sedley Brown, theatrical producer, and Henrietta Crossman, film actress. Survived by his widow and daughter.

**BUSBY**—Mrs. J. M., former actress, June 21 in Los Angeles, it has just been learned. In 1887 she married George L. Powell and after the birth of a daughter the family was billed as "The Powells,

# The Final Curtain

George, Juanita and Little Dot," playing furts, Indian reservations and stock in Oklahoma. In 1897 she joined the Busby Shows and later married J. M. Busby. She retired in 1912. Survived by her daughter, Juanita (Dot) Powell, and a son, Wallace Busby.

**DEMING**—Robert, 65, former dancing comedian on Keith and other vaude circuits, recently in an Omaha hospital. He retired 15 years ago. In private life he was known as Ross William Wallace. Survived by two sisters. Burial in Omaha.

**DENNIS**—C. J., 62, author of several stories adapted to the stage and *The Sentimental Bloke*, which was filmed, June 22 in Melbourne, Australia.

**HEMMERSBACH**—George E., former actor, recently at his home in Alexandria, Ind. He began his stage career nearly 50 years ago and trouped with many performers who later became celebrities. Rites from St. Mary Church, Alexandria, July 23, and burial in Odd Fellows' Cemetery, that city.

late Alpine, Florida fat girl, and Diamond Kitty. Burial near Ocala, Fla.

**MAY**—Olive, 65, retired actress, who appeared with Maude Adams at one time and was a member of the cast in *Ariozona*, among other shows, July 28 in Beverly Hills, Calif. In private life she was known as Mrs. Olive May Albaugh.

**MOORE**—Edgar W., 73, father of Raymond Moore, president and producer at Cape Playhouse, Dennis, Mass., in that city July 12. He resided in Kensington, Md.

**PARENT**—Willard, 42, who did a shot-from-a-cannon act with Greater United Shows, July 24 in St. Joseph Hospital, Ponca City, Okla., of a fractured skull sustained when a steel girder struck him while he was aiding in dismantling a ride. He died three hours after an emergency operation. Parent spent 20 years in outdoor show business, at various times promoting balloon ascensions, parachute jumps and auto and motorcycle races. Survived by his widow, Ogretta; two daughters, Mary Virginia and Laura Lee, and a son, Robert, all of Palestine, O.; his mother, Mrs. Frank Blakely, Greenville, O., and three half sisters.

**READ**—Ira W., 66, veteran pitchman, promoter and concessioner, in Russells Point, O., July 6 from heart disease. Burial in Huntsville Cemetery, Huntsville, O. A sister survives.

**REND**—William, member of the act known as The Three Rends and former trouper with Walter L. Main Circus, July 12 in Boston. At the time of his death he was a member of the Boston Federal Theater Project. He was a member of the American Federation of Actors. Survived by his widow. Services and burial in West Roxbury, Mass.

**ROGERS**—Terrance, 75, in Milford, Conn., recently from a cerebral hemorrhage. He was a clown with the Barnum & Bailey show many years ago and was also an expert driver.

**SCHWARTZ**—Earl, 56, for many years musical director for some of Hollywood's largest productions, in San Francisco July 26 of a heart attack. He was formerly musical director for Shubert, Klaw & Erlanger and D. W. Griffith. He made the original orchestrations for the Duncan Sisters' *Topsy and Eva* and went on tour one season with Kolb and Dill in *Now and Then*. Survived by his widow, Katherine; four brothers and four sisters.

**STEPHENSON**—Cecil Raymond, 28, showman, July 22 at his home in Freeport, Ill. Survived by his widow, Florence; two daughters and two sisters, Mrs. E. Gibbs and Freda Stephenson, both of Chicago.

**STURTEVANT**—Madame Lydia, noted opera singer of a generation ago, in Berkeley, Calif., July 25. She sang in opera companies in Chicago and New York. Survived by a sister, Mrs. Fred Nugent, Honolulu.

**THOMAS**—Serenio, 74, painter and designer of theatrical scenery, in New Haven, Conn., July 20. He was a member of Local 1, IATSE, and TMA.

**Harry E. Tudor**

Harry E. Tudor, 69, internationally known showman, died July 19 in Glasgow, Scotland, where he had been connected with the amusement zone of the Empire Exhibition, Great Britain's 1938 exposition. He had been combating a throat affliction which recently became so troublesome that he was compelled to give up the part of his duties which required radio broadcasting.

Versatile in the outdoor show field, he had been with numerous amusement parks in managerial and other capacities, had been a salesman of amusement devices, had promoted airplane exhibition flights in England and had been with animal shows, notably the pioneer Frank C. Bostock Trained Wild Animal Exhibition. He had had a checkered career as a world traveler and opera singer. He was a native of Scotland, altho some years were spent in South Africa and other countries and long periods at various times in the United States.

Cabled news of his death stated nothing regarding funeral arrangements. He is survived by his widow. Details of his life will be found in the Parks Department of this issue.

**JACOB**—Joseph, 61, former vaudeville acrobat, July 24 at his home in Oakland Beach, R. I. Before retiring 15 years ago he appeared on the Keith Circuit and in Europe, South Africa and Australia. He was born in St. Prosper, Que. Survived by his widow and two sisters. Services July 27 and burial in Precious Blood Cemetery, Warwick, R. I.

**McGARRY**—E. V., for the past 15 years a well-known operator of fat-girl shows, July 21 in Jackson Memorial Hospital, Miami, of appendicitis. Among the prominent fat girls he managed were the

**Anatole Friedland**

Anatole Friedland, songwriter, composer, vaudevillian and night club operator, who died July 24 of heart disease in Atlantic City, where he had been residing for the past two years, was buried in Mount Carmel Cemetery, Cypress Hills, N. Y., July 26. Many professionally and socially prominent friends of the deceased attended services at the Park West Memorial Chapel, New York City. Friedland belonged to the Jewish Theatrical Guild, the Friars Club and the American Society of Composers, Authors and Publishers.

During his professional career Friedland wrote many song hits, including *My Little Persian Rose*, *Lily of the Valley*, *My Little Dream Girl*, *Are You From Heaven?*, *My Sweet Adair*, *I Love You, That's One Thing I Know*, *Shades of Night*, *My Own Sonia*, *Out of the Cradle, Into My Heart and Singapore*. As a theatrical producer he wrote and produced condensed versions of many shows, including *Follow Thru* and *50 Million Frenchmen*. He also appeared in vaudeville as a singing pianist of his own tunes, and, more often, as head of a miniature musical production. In 1924 he headlined *Anatole's Affairs of 1924*, staged by Ned Wayburn, on the Kieth Circuit. During the Prohibition era, he opened the Club Anatole in New York in 1925 and operated it for six years.

He was born in Russia, came to this country in 1907 and was graduated from Columbia University in 1912. In college he wrote the music for several student productions.

He is survived by his widow, Rolli Friedland, and a daughter, Gloria, 9.

**TURNER**—Smith, 60, former musician and brother of Jack Turner, trouper, June 17 in St. Joseph, Mo., after a long illness, it has just been learned.

**WALKER**—Arthur, 71, connected with Robbins Bros.' Circus, July 27 in a hospital in Poughkeepsie, N. Y., from injuries sustained when he was kicked by a horse while the show was unloading.

**WHITE**—Major Lynn Lewis, 25, midget with the W. A. Gibbs Shows, July 27 at his home in Oswego, Kan., of heart trouble. He began trouping with Reading's United Shows when 7 years old. During his career he appeared with the J. T. McClellan, Louis Isler, John Francis and Royal American shows.

**WIENE**—Robert, 57, well-known European director of silent films, recently in Paris. His first picture, *The Cabinet of Doctor Caligari*, brought him fame, and this was followed by *Raskolnikov* and *The Hands of Orlac*. At the time of his death he was directing his first French film, *The Ultimatum*.

## Marriages

**ANDREWS-TREVOR**—Clark Andrews, radio executive, and Claire Trevor, film actress, in All Saints' Church, Beverly Hills, Calif., July 28.

**BARTON-HELIG**—Frank Barton, NBC announcer and former musician with Tom Coakley and Anson Weeks, and Margaret Helig in San Francisco July 24.

**BURNHAM-POGUE**—William A. Burnham Jr., executive of Consolidated Radio Artists, Inc., New York, and Ruth Pogue, nonpro, in Brockton, Mass., July 28.

**DAVIS-BARNES**—Walter R. Davis, trick rider with Barnes-Barnes Circus, and Doris Ruth Barnes, daughter of Roger and Ella Barnes, co-owners of the circus, in Mountain Home, Pa., July 21.

**ESCALANTE-CLAIRE**—Lalo Escalante and Jean Claire, both with the Hagenbeck-Wallace Circus, recently.

**MILLER-FIEDLER**—William Miller Jr., employee of the Appleton Theater, Appleton, Wis., and Dorothy Fiedler in Kaukauna, Wis., July 23.

**NIPPO-NAYMIK**—Bill Nippo and Marie Naymik, both with Hagenbeck-Wallace Circus, recently.

**PADULA-CARPENTER**—Arthur H. Padula, president of the Arcadia-International Restaurant and the Philadelphia Restaurant Owners' Association, and Peggy Carpenter, model, in Philadelphia recently.

**RITCHIE-RANDALL**—William Ritchie, of Lasses White's All-Star Minstrels, and Shirley Randall, nonpro, in Winston-Salem, N. C., July 16.

**WHITE-YOUNG**—Doyle White, radio actor at Station KDKA, Pittsburgh, and Mary Young in Noblesville, Ind., July 1.

## JAMES THORNTON

James Thornton, 76, composer and actor, died July 20 at his home in Astoria, L. I., N. Y., after an illness of 15 months.

As a vaudeville performer he had been on the stage for 50 years, serving three generations of Hammersteins, Oscar's New York Theater, Willie's Victoria and Arthur's big spectacle, *Sweet Adeline*. His performing career started with a job as singing waiter in Crowley's, a Boston night club, at \$2.50 nightly, after he volunteered to sing his own composition, *Remember Poor Mother at Home*. Later he met and teamed with Charles Lawlor, composer of *The Sidewalks of New York*, at the London Theater in *The Upper Ten and the Lower Five* and *Two London Pickpockets*. For two more years they were engaged for the Howard Athenaeum, Boston, and Harry Williams' road organization.

His wife, Bonnie Cox, was a serio-comic at Tony Pastor's. The Thorntons teamed up for music-hall appearances. Starting in 1910, they made oldtimers' program appearances for Percy Williams for five years. His last stage appearance was on April 22, 1934, at the Forrest Theater, New York.

As a songwriter Thornton was successful and prolific. He authored the first moon song, *My Sweetheart's the Man in the Moon*. His *When You Were Sweet Sixteen* and *She May Have Seen Better Days* were national favorites. During his vaudeville tour with his wife he wrote *The Irish Jubilee*, *Two Little Girls in Blue*, *When Summer Comes Around* and *It Don't Seem Like the Same Old Smile*. In 1893 he wrote *The Streets of Cairo* for the Chicago World's Fair.

His principal stage role was that of the sidewalk conversationalist and monologist. Usually attired in dark clothes of a severe cut, he strode or sometimes reeled onto the stage, unwinding high-flown language which made him a hit in old-time vaudeville.

His first wife died several years ago. He leaves his second, Kathleen Barry Thornton. Thornton was a member of the American Society of Composers, Authors and Publishers, which had charge of funeral arrangements. Following services at St. Malachy's Church, Thornton was buried in St. Raymond's Cemetery, Bronx, New York.

GONE BUT NOT FORGOTTEN  
- In Memory of

**Patrick F. (Packey) Callahan**

of Salem, Mass.  
Who Made His Last Jump August 6, 1936.  
I Lost a Pal.  
DENNIS J. MORONEY.

TO ALL FRIENDS OF

**Mrs. Sam B. Dill**

Your kind expression of sympathy has been received and is deeply appreciated.  
THE McCABE FAMILY,  
MARGUERITE AND FRED CRANDELL.

In Loving Memory of Our Dear Son

**FRITZ EDWARDS**

Who went on ahead four years ago today.  
August 7, 1934.  
MR. AND MRS. JESSE R. EDWARDS

IN LOVING MEMORY OF

**RAY E. FORTH**

Who Passed Away July 30, 1937.  
A year of sorrow, lonely and blue,  
Life is so empty, Dear Ray, without you,  
Ever loving, but trusting still  
To meet you in heaven, God's will,  
Sadly missed by loving WIFE.

IN MEMORY OF MY DARLING

DAUGHTER,

**VERA BRUCE CODONA**

Buried July 31, 1937.  
ANNIE BRUCE.

ACTS, UNITS AND ATTRACTIONS

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

A

Abbott, Hal & Honey (Mayfair) Boston, nc.
Abdallah, Sam, Girls (Leon & Eddie's) NYC, nc.
Abdallah Girls, Six (Leon & Eddie's) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.

B

Bailey Sisters (Edgewater Beach) Chi, h.
Baines, Pearl (Kit Kat) NYC, nc.
Baker, Jerry (Butler's) NYC, re.
Baker, Belle (State) NYC, t.
Baldwin & Bristol (Riverview) Pennsville, N. J., p.

C

Cantatore, Maria (Gamecock) NYC, c.
Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
Carr, Billy (606 Club) Chi, nc.
Chandler, Evelyn (International Casino) NYC, nc.

D

D'Arcy, Jean (McAlpin) NYC, h.
Dale, Maryon (Le Mirage) NYC, nc.
Dalton, Jack (Monte Cristo) Chi, re.
Daniels, Jean (Plantation) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

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

Drysdale, Grace (Colosimo's) Chicago July 28-Aug. 11, nc.
Du Bolt Twins (Colosimo's) Chi, nc.
Duffy, Bobby (New Yorker) NYC, h.

E

Earle, Fortune & Pope (Bal Tabarin) San Francisco, nc.
Egbert, Marion (Plantation) NYC, nc.
Ellis, Marge (Paradise) NYC, cb.

F

Farrell, Bill (Place Elegante) NYC, nc.
Faye, Gloria (Adolphus) Dallas, h.
Felton, Happy (Lyric) Indianapolis, t.
Fenton, Mildred (Lyric) Indianapolis, t.

G

Gale Sextette (Leon & Eddie's) NYC, nc.
Gallus, John (McVan's) Buffalo, nc.
Garland & Frawley (Bismarck) Chi, h.
Garr, Eddie (Riviera) Fort Lee, N. J., nc.

H

Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hale, Teddy (Kit Kat) NYC, nc.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.

Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jakobi, Anita (Pal.) Chi, t.
James, Freddie (Surfside) Long Beach, N. Y., nc.

K

Kaleolani, Alvin (Biltmore) NYC, h.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Karon, Maria, Musicales (Circle Bar) E. Dubuque, Ill., nc.

L

LaRue, Sylvia (Delavan) Buffalo, nc.
Lackore, Jimmie (Twin Tree Inn) Glens Falls, N. Y., nc.

Miller, Beth (Roumanian Village) NYC, nc.
Moffett, Adelaide (Piping Rock) Saratoga, N. Y., nc.
Mole, Joe (Fernandez Shows) Honolulu, Hawaii.

N

Nagle, Bert, & Co. (Municipale Casino) Cannes, France, 25-Aug. 8.
Napua (Lexington) NYC, h.
Navarra, Leon (Riverside) Milwaukee, t.

O

O'Day, Darlene (Bismarck) Chi, h.
Odeta & Kahala (Biltmore) NYC, h.
Odom, Susie (Wivel) NYC, re.

P

Palmer & Doreen (Bartlett Club) Rochester, N. Y., nc.
Pancho & Dolores (Havana-Madrid) NYC, nc.
Pansy the Horse (Pal.) Chi, t.

R

Radio Ramblers (Pal.) Chi, t.
Ramona (Cavaller) NYC, nc.
Ramos, Francisco (El Chico) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.

M

Mack, Ernie (Wivel) NYC, re.
Mae, Doris (State-Lake) Chi, t.
Major, Bob & Bobbie (Studio) Clifton, N. J., nc.

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

mosa Beach, Calif., h.
Furman, Ed (Bill's Gay '90s) NYC, na.
Gonzales, August (McAlpin) NYC, h.
Granados, Asuncion (El Chico) NYC, nc.

St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
Sandra, Dot (New Roosevelt) Buffalo, N. Y., c.
Schichtl's Wonderettes (Roxy) NYC, t.

# Out in the Open



Roger Littleford Jr.

**NEW YORK, July 30.**—With air clear and sun shining brightly for the first time in more than two weeks, outdoor show business thruout the East is praying today for Old Man Weather to take a permanent turn for the better. Climatic conditions have been deplorable this season, and as they hit the top of that vital home stretch, operators realize a final opportunity to make ends meet. If weather behaves thru Sunday, it will be the first good week-end during July.

Naturally business has been affected accordingly. Amusement parks range from 20 to 80 per cent off from last year's grosses. Carnivals are barely succeeding in existing. Circuses, for the most part, have forsaken this part of the country and resorts are far below 1937 in patronage. Some doubt appears to exist as to whether the public would spend money at a rate comparable to last year even if weather had given them a break. Most operators, whether of the circus, carnival or amusement park, can show fairly conclusively that John Q. Public is holding onto his dimes this summer, sun or no sun.

Continual rain has merely been the chief factor in making an otherwise "poor" outdoor season a complete frost, so far, at least.

And lo, the poor circus. In addition to rain and mud, unbearable humidity and tight-pocketed patrons, traveling tanbark shows have had other difficulties to face. It became so bad the biggest of them all, Ringling-Barnum, was forced to call it quits. It frightened the others so much they've followed routes that would be unthinkable in normal years.

It has been a tough year for circus troups, but as the season rolls on it becomes more and more apparent that the circus, as an institution, is gaining in popularity, finding new and loyal friends in every city in the country.

Melvin D. Hildreth, lover of the circus and president of the Circus Fans of America, this week calls our attention to a unique and certainly surprising stand taken by one of our most liberal periodicals. Speaking of the Ringling-Barnum-American Federation of Actors trouble, *The Progressive*, liberal-minded magazine out Wisconsin way, editorializes, in part:

"The fiasco which closed the Ringling Bros.' circus was undoubtedly one of the most stupid and unpopular blunders that has been committed in the name of organized labor in many years. It was a prize boner in labor strategy—one that demonstrates how quickly labor can lose prestige thru dumb and irresponsible leadership. . . . It was a piece of folly that will long continue to plague the labor leaders of the country who are honestly trying to advance the cause of labor thru fair dealing and honesty."

Those are pretty strong words, coming especially from a paper founded and fostered by the late United States Senator Robert M. La Follette, of the Badger State, long a friend and advocate of organized labor.

Klara E. Knecht, who formerly handled radio for Cole Bros.' Circus, has been spending several weeks in New York. She leaves for Chicago shortly. . . . Raymond B. Dean, Robbins Bros.' press department, in for a visit this week, as he worked near-by New Jersey in advance of the show. . . . Eddie Vaughan, former legal adjuster on the Big One, back in town from the Middle West. . . . From Frank D. Fenderson, Parsonsfield, Me., comes an excellent stitched *Catalog of a Circus Library*. "It chronicles about as complete a collection of circus books as exists outside of large libraries," and should be of unlimited value to the student of the sawdust trail.

*White Tops*, official organ of the Circus Fans, arrives, and obviously indicates the feeling the CFA has toward outside interests bothering the circus business.

. . . From Fred H. Phillips, Frederickton, N. B., CFA'er, comes a note telling us that the circus as an institution is getting some real plugs over the airwaves of Canada these days. A chap by the name of Jack Rogers, it seems, has a program titled "Under the Big Top," which originates in the studios of CBR in Vancouver, and goes over a Coast-to-Coast Canadian Broadcasting Corp. network each Wednesday from 10:15 to 10:30, Eastern Standard Time. "Scripts," Fred writes, "deal mostly with circus animals and are drafted for juvenile listeners."

Mr. and Mrs. Frederick Weddleton (he's director of concessions at San Francisco's Golden Gate Exposition) have been visitors in New York this week, he on business, she to see this and that. . . . Frank P. Duffield, Thearle-Duffield Fireworks Co. head, in town again, and other westerners paid the city visits of a day or two this week. Joe Rogers, Lew Dufour's partner, here for conferences with World's Fair moguls. . . . Lincoln G. Dickey, head of Kansas City Jubilesta, hitting Broadway booking offices, and Frank D. (Doc) Shean, who has been working out of New York for the Jubilesta, prepares to depart for the Windy City, thence to K. C., the scene of action.

Larry S. Hogan, general agent for Rubin & Cherry Exposition, on Broadway for the first time in 12 years on Sunday, and admitted he felt lost. . . . J. W. (Patty) Conklin due in a few days. . . . Norman Bartlett, ride builder, who has done quite well at the World's Fair, is off to North Tonawanda, N. Y., to supervise construction of his Flying Turns and Aerial Joy ride at the Spillman Corp. plant. Both rides are set for the fair.

Ernest Anderson, operating a Mongolian Show at Steel Pier, Atlantic City, an office visitor on Wednesday and reported biz none too good so far. . . . Kyle Crichton did a good job with his article, *All on One Ticket in Collier's*, in which he describes A. C.'s two big piers, Steel and Hamid's Million-Dollar.

## Notes From the Crossroads

By NAT GREEN

**R**ALPH WHITEHEAD'S so-called victory in the circus field evidently has spurred him on to another try, judging from reports that he is demanding jurisdiction over box-office and press men of the circus. His claim that the TMAT is essentially a "company union" is, on its face, ridiculous, for the union extends into many fields other than the circus. Without doubt the AFA secretary will find he is dealing with a class of men in the TMAT who can ably take care of their own interests. We wonder what such members as Eddie Cantor, Sophie Tucker and other stars who lent their name to the AFA in a sincere effort to help the little fellows think of the turn the AFA has taken! The organization had a great opportunity to do some good among night club and vaudeville performers, who need help, had it concentrated upon that field and convinced the actors that it could help them. But apparently the circus field seemed to present a greater opportunity. And what now? Workingmen lost their jobs and the union lost its revenue. Anyone who can figure a victory out of that has a peculiar type of reasoning.



NAT GREEN

Donald S. MacLeod is the champ fisherman of the Chicago Stadium. He has just returned from a combined business and pleasure trip which he, Arthur Wirtz, executive vice-president, and Arthur Friedlund, Stadium attorney, made to South Texas. Mac is displaying a five-foot tarpon which he landed off Port Araisas. It soon will adorn the wall of his office. "It is easy to beat the boss at fishing," says Mac.

Bernard Mills, director of the Bertram Mills Circus, England's leading tented show, during his visit to the United States has covered most of the circuses playing the East, Middle West and West

and lined up quite a bit of talent for his winter circus in London. When seen at Joliet, Ill., by the Crossroads scribe interviewing performers Mr. Mills had high praise for Emmett Kelly, pantomimic clown, now appearing in England. "The people over there have never seen anything like him," he said, "and he has become a great favorite."

Mrs. Max Kimerer is at American Hospital recovering from a serious operation. . . . Terry Turner and his wife are returning to New York this week. . . . Terry was in Chi on Ripley Believe It or Not business. . . . Al and Chickie Powell, back from Australia, have started on their fair season. . . . Frank J. Schneck, of the Schneck-Wayne Co., New York, conducting merchandise campaigns for Shrines, took time out while in Chi to visit Arlington Park. . . . Jimmy Simpson, Larry Hogan, J. C. McCaffery, Jake Newman and Floyd King among agents who met at the Crossroads last week. . . . Frank Braden and Gardner Wilson, of the Barnes press staff, paused in Chi on their way to Barnes stands.

# Hartmann's Broadcast

**W**HEN a dog bites a man it is not news, but when a man bites a dog it IS news. Many a time have you read and heard that. On the same score, when motion picture theater men fight to keep carnivals out of town it is not news, but when they aid in bringing a carnival to town it IS news. And, again on the same score, when newspapers (not to forget local groups or individuals) cry about carnivals taking money out of town it is not news, but when they give credit to a carnival manager for the part he plays in keeping the wheels of progress in motion to eke out a living it IS news. In other words, it's not the common or routine things that count, but the uncommon or unusual things.



A. C. HARTMANN

One of these uncommon or unusual things was the recent full-length column of comment on the question of carnivals taking money out of town in *The Daily Argus-Leader*, of Sioux Falls, S. D. The comment appeared in a column titled *Maybe You've Heard*, by "W. A. S.," with a subhead reading: "Shows Take Money Away? One Didn't—by \$1,600. It's Costly, Hard Game." The comment is so honestly and sincerely written and presents such a true picture of the carnival's financial problems that we are going to quote as much of it as space will permit. It is something that every carnival manager and press agent; in fact, all carnival people, should have in their possession to combat the "wild talk" about shows taking money out of town and also to counteract moves of motion picture interests to keep carnivals from showing because of pure selfishness.

The comment follows, in part: "Carnivals shouldn't be allowed to come into Sioux Falls. All they do is take money out of town!" stormed an otherwise well-informed friend of ours the other day, referring to the visit of the Goodman Wonder Show to the East Side lot last week.

"Wait a minute, brother! "Of course, it would be perfectly sufficient to point out that no up-to-date business man who knows his stuff believes in this antiquated theory any more.

"The two prime movers in bringing the show to town were Joe Floyd, manager of the Granada Theater, and Ralph E. Phillips, manager of the State, both of them acting on behalf of the Junior Chamber of Commerce.

"If you ever see either of these fellows backing any enterprise which would take away important money from their box offices—as a carnival would under your theory—we'll eat a copy of today's paper with mayonnaise.

"Pursuing the matter further, let's go

# 44th YEAR The Billboard

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The Billboard reserves the right to edit all advertising copy.



Vol. L. AUGUST 6, 1938. No. 32

Behind the scenes a little and take the Goodman show apart financially. We don't recall that this has been done before in a newspaper article, but we are violating no confidences in presenting the figures which follow.

"When the show arrived here it had \$1,700 in cash in its treasury. During the six days it played on the East Side circus grounds it grossed \$4,800, which was better, incidentally, than the \$4,000 it got last fall.

"Out of this \$4,800 came, first, \$1,200 paid into the city treasury as a license fee at the rate of \$200 a day. Rent of the grounds cost \$150. The show's electrical bill was around \$300. Newspaper and radio advertising took \$100. Neon light breakage cost from \$40 to \$50 for the week. The State's 3 per cent sales tax cut into the receipts for a fat slice. Floresque, the aerial performer who did the free act, drew \$325 a week. (He has left the show, by the way, for a \$500-a-week job at Atlantic City.) At the end of the week the local sponsoring organization—the junior chamber—collected \$250 as its share.

"On top of all this the show paid off \$3,000 in salaries while it was here. Much of that amount the free-spending show people must have left in Sioux Falls, spending it for clothing, hotel and apartment rentals, food, gasoline and a thousand other things.

"And—just in case these figures aren't enough to give you a headache as they have us—the railroad's bill for transporting the show to Fargo, N. D., where it is playing this week, was a few cents under \$1,300.

"We haven't troubled to add these figures up. The list of expenses just skips over the high spots and is not complete. The \$3,000 item for salaries (of about 350 persons) is not a fair charge against the Sioux Falls stand, since it actually represents three weeks instead of one. But we do know positively that the show grossed \$4,800 for its week in Sioux Falls and left with a net loss of more than \$1,600.

"It is unusual for a show to lose money playing Sioux Falls. We are sorry Max Goodman's show did. We have never met Mr. Goodman, but we know him by reputation as one of the finest and squarest shooting figures in show business. One reason we are sorry the show lost money is that it deprives us of the opportunity of breaking down its income and outgo in the same way and showing you how little money really is taken out of the city by enterprises of this kind."

## Barnes Show Cancels Racine

Passed up due to expected labor trouble—jumps from South Bend to Milwaukee

RACINE, Wis., July 30.—Momentarily forgetting their differences, the AFL and the CIO combined forces here to combat the Al G. Barnes-Sells-Floto Circus, which was to have played here Friday. Arrangements had been made for an extensive picket line and attempts were to have been made to prevent the delivery of food and other supplies to the circus grounds.

Having been apprised of this several days in advance, the show canceled Racine at the last minute and jumped direct from South Bend, Ind., to Milwaukee. No trouble was anticipated at Milwaukee, assurance having been given by local labor men that nothing would be done to embarrass the circus. Show plays Milwaukee July 29-31.

### Judge Orders Permit

GREEN BAY, Wis., July 30.—Circuit Judge Henry Graass ordered city officials July 25 to issue a permit to the Al G. Barnes-Sells-Floto Circus to show here August 5. City officials had refused the show's request for a permit on the ground that the date was too close to that of the Brown County Fair. Counsel for the circus brought a writ of mandamus against city officials to secure a license.

The court also ruled that in its opinion the city ordinance governing circus and carnival permits is unconstitutional since it gives the mayor arbitrary power to set the fee for the permit from \$30 to \$100 without setting standards as to who shall pay the stipulated amounts.

## Rain Ruins Date Of WPA at Bayonne

BAYONNE, N. J., July 30.—The WPA Federal Theater Project's circus closed its engagement here July 23. Rain ruined the engagement, with only two good nights out of the date. Due to condition of lot on arrival and a steady downfall of rain, Thursday matinee did not start until 4:30. Thursday night, a packed house; Friday matinee, rain again ruined the house, but night show was a straw house. Saturday matinee was ruined by a terrific downfall a half hour before doors opened. Saturday night show was blown due to heavy downfall, which started about 6 o'clock and didn't let up until 7:30. Inside of top was a veritable sea, and Managing Director Burns O'Sullivan decided to blow the night show.

Jack Davis, elephant man, and Jack Palmer Henderson, band leader, were visitors. Friday night O'Sullivan, Capt. "Slim" Walker and the writer were guests of Henderson and wife, Myrtle, at dinner.

A. S. Hall, of *The Bayonne Times*, also visited. Mr. Hall, who is managing editor of the paper, co-operated with the publicity department. He came thru with seven big stories and several pictures and an editorial. He has worked on papers all over the country and knows practically every circus press agent, reports Wendell J. Goodwin.

## Walsh's Comment On the Cole Show

ALBANY, N. Y., July 30.—Noyles Burkhardt, who manages the front door for the Cole Bros.' Circus, expressed his surprise and satisfaction at the two large audiences despite an all-day torrential rain. Mr. Burkhardt, who is something more than merely genial in greeting the masses that throng to the main entrance, declared that Albany is indeed one of the high spots in the circus man's calendar and may always be counted upon to register a good day's receipts. He mentioned, by the way, that Ora O. Parks' press work in inspiring Albany's circus fans was no doubt accountable (SEE WALSH'S COMMENT on page 56)



NOT DAUNTED by labor difficulties facing the show, Mrs. Franklin D. Roosevelt visited the Al G. Barnes and Sells-Floto Circus July 16 when it played Rochester, Minn. Pictured here on their way to the matinee performance are, from left to right: Dr. William J. Mayo, of the famed Mayo Clinic, Rochester; Mrs. Roosevelt; her son, James, who was under treatment at the clinic, and George W. Smith, general manager of the show. Photo by E. J. Branley, Rochester, Minn.

## Court Halts Receivership Against H-W

KANSAS CITY, Mo., July 30.—A temporary writ of prohibition enjoining a receiver for the Hagenbeck-Wallace Circus from proceeding with his duties was issued by Judge Hopkins E. Shain, of the Court of Appeals, here on July 26. Court set date for a final hearing on August 5. The litigation was started on July 12 when two performers filed suit for appointment of a receiver for the show, claiming \$1,700 due in back salaries.

On Monday in Jackson County Circuit Court Judge John M. Cleary sat thru a hearing and ended the session by throwing the show into involuntary receivership. John R. James, attorney here and former circuit judge, was named receiver, and defendants were ordered to turn over all property to him. They were also enjoined from transferring any circus property.

George V. Aylward, Kansas City lawyer, serving as attorney for H-W, appealed for a writ of prohibition to prevent receivership on the ground that Judge Cleary was without jurisdiction in the case because the show had no property in Kansas City.

LINCOLN, Neb., July 30.—The Hagenbeck-Wallace Circus had winning dates in Norfolk and Columbus, Neb. Show Sundayed in Grand Island (24) and played Monday, then went west fast via Kearney, North Platte and into Sterling, Colo.

Manager Howard Y. Bary went to Kansas City (24) on business.

## McCoy Show Creditors Meet at Wilmington; Trustee Elected; Miscellaneous Claims Filed

WILMINGTON, Del., July 30.—Sybil U. Ward, Wilmington attorney, was elected trustee in bankruptcy in action against Col. Tim McCoy & Associates, Inc., at meeting of creditors of show before referee in bankruptcy William Prickett, of Wilmington, Monday. Miss Ward, one of three receivers appointed recently by Judge John P. Nields in United States District Court here for the show company, was elected subject to approval of referee.

Other receivers appointed by Judge Nields at the time were Edmund M. Toland and William H. Collings, of Washington, who had previously been appointed in Washington as general equity receivers for property and assets of show.

## Parker-Watts Show Completes Trip Thru the Rockies

LA JUNTA, Colo., July 20.—The Parker & Watts Circus completed a trip thru the Rockies, entering them in Montana at Helena and leaving at Canon City, Colo. The show was in on time in every town.

At Helena, James Galen and family and Hugh Potter were on hand all day, also Sam Stratton and J. W. Peterson. Claude Elder spent the day at Hamilton, Mont. Carl Sonitz was on hand at Malad City, Ida. He is in Pocatello for Polack Bros.' Circus. Also from the Polack show were Sam Polack and Mickey Blue, who visited in Grand Junction, Colo., and in Canon City.

At Grand Junction Fred Brunk's Comedians played day and date. Were (See PARKER-WATTS SHOW page 56)

### Burgess Joins Richard Show

ELKTON, Md., July 30.—This city was the first stand in Maryland for Richard Bros.' Circus. Matinee was fair and night house good. Jerry Burgess' Wild West troupe joined at Bridgeton, N. J. Harry Walters and wife visited Mrs. Walters' sister, Irene Rutter, who performs on swinging ladder. Colonel Blue's big-top baseball team defeated the dressing-room boys, 4 to 0.

### L. B. Greenhaw Joins Parker & Watts Show

KANSAS CITY, Mo., July 30.—L. B. Greenhaw has joined the Parker & Watts Circus as advertising car manager, working under George DuVall, general agent.

## Plenty Rain For Robbins

No performances have been lost—new top received at Worcester, Mass.

MIDDLETOWN, N. Y., July 30.—That "The Show Must Go On" was clearly demonstrated by the personnel of Robbins Bros.' Circus during the 12th week of the tour. Commencing with Manchester, N. H., and ending at Bridgeport, Conn., rain fell almost continuously. Not a performance was lost, altho at several stands show was actually knee deep in mud in the backyard.

Waterbury for a Sunday layoff was a welcome relief, as here was a lot that had been filled in with cinders on a rock foundation. Show day on Monday at Waterbury was clear, with the sun in evidence for first time in over a week.

A new top which had been received at Worcester, Mass., got a thoro "breaking in" the past week. Two things were clearly shown not to be a dead issue with the circus, and they were loyalty to the "boss" and to the show and that the circus still has that universal appeal to the people of North America.

Edward J. Kely joined the show at Worcester. Unable to take any pictures because of the rain, he pitched in with a helping hand, as all did with the show whether their job called for it or not.

Frank Mayer and Others Visit Visitors at Stamford, Conn., included Frank Mayer and the Anteleks. At (See PLENTY RAIN on page 56)

## Good Registration For Circus Fans' Meeting at Madison

MADISON, Wis., July 31.—The 13th annual convention of Circus Fans got under way today at Loraine Hotel with registration of nearly 50, many other fans are expected Monday, and it looks as if the meeting will be much larger than had been expected on the short notice that was necessary.

Melvin D. Hildreth, Frank Hertless, J. A. Wagner, Henry Duffy, Karl K. Knecht, Frank J. Walters, Walter Eohenadel and many other prominent fans were among early arrivals.

Because of the present unrest in the circus world this meeting is regarded as (See GOOD REGISTRATION on page 53)

## Gainesville Show Preparing for Fall

GAINESVILLE, Tex., July 30.—Rehearsals of the Gainesville Community Circus in preparation for the fall season, which opens at the Cooke County Fair here August 22, will get under way next week.

Verne Brewer took a truck load of seats to Healdton, Okla., this week for a rodeo, and Bill Ritchie, Carl Stewart and Jane Sims presented an acrobatic routine at a community show in Ardmore, Okla., July 26. Jerry Spence, Flo Bell and Doris Marie Norman presented their rolling globe turn in an American Legion show at Sherman, Tex., recently.

G. D. Bell, secretary-treasurer of the show, is convalescent after a severe (See GAINESVILLE SHOW on page 53)

### Lewis Bros.' Show Will Again Play Ohio

CANTON, O., July 30.—After several weeks' stay in Michigan Lewis Bros.' Circus will again enter this State shortly, playing several Central Ohio cities. New Lexington has been contracted for August 19, moving there after two days as the feature grand-stand attraction at the Muskingum County Fair, Zanesville, August 17 and 18.

It is likely the show will remain in the Buckeye State until at least Labor Day, industrial conditions reported to have improved in many of the towns passed up this spring.

**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., July 30.—Bill Kasiska, Baraboo, Wis., attended Barnes show in Portage, Wis. J. I. McFarland, of Lodi, also was on the lot. Between shows Capt. Terrell Jacobs and Ray Harris accompanied Kasiska to Baraboo, where they called at the Elks' Club (Al Ringling home) and also saw some of the old Ringling quarters. Kasiska states he met Forrest Brown, a former Gollmar Eros' trouper, with Billroy's Comedians when they were at Baraboo July 20. Erown, Al Crites and Clifford Cassidy visited all spots of interest to circus folks.

Members of Bluch Landolf Tent, Hartford, Conn., attended Robbins Bros.' Circus in a body when show was at New Britain, 10 miles away. Show did fair business and gave an excellent performance in spite of a soft and muddy lot. Fans present were Doc Staples and Jim Dunn, of New Haven; Charles Davitt, Springfield, Mass.; Mr. and Mrs. W. H. Judd, Jane Judd, W. H. Judd Jr. and Harry Hatsing, New Britain; Jim Hoye, Walter R. Soderquist, Hartford, and Bill Montague, West Hartford.

John R. Shepard recently visited the Brookfield Zoo near Chicago. While there he talked with one of the two elephant caretakers, Al Langdon. Langdon was in charge of elephants on the old Campbell Bros.' Circus out of Fairbury, Neb., then was on the Pan-American Shows and later with Harry Mooney on the Barnum & Bailey show.

Frank Friedman, of St. Paul, caught the Barnes show at New Ulm, Minn. Renewed old acquaintances and took in the matinee performance.

On July 23 W. H. Hohenadel and son, Walter, attended Tom Mix Circus at Rockford. Met Bob Clark and wife, Sverre Braathen, Edgar Wilson and Joe Taggart. There was a newspaper tie-up with 10-cent kid tickets and blues were packed solid with children at matinee. Business at night show very light. The following day Mr. and Mrs. Bob Clark; Mr. and Mrs. W. H. Hohenadel and sons, Walter and Francis, went to Joliet to see the Barnes show. Spent the afternoon visiting on lot and in the evening witnessed the performance. Other visitors on the lot were Col. William

Sneed, Fred Ledgett, Mrs. Edna Curtis, Mrs. Cavanaugh, Earl Shipley and wife, Nat Green, Harry Atwell, Braathen and Dr. Pettit, of Ottawa.

Harry Hertzberg, CFA of San Antonio, Tex., spent July 24 at the home of George Duffy, CFA, at Fort Plain, N. Y.

**Beach To Pilot The Downie Show**

MACON, Ga., July 30.—James M. Beach closed as brigade manager of James Heron's World Bros.' Circus at Batavia, N. Y., July 20 and came here to take up his duties as general agent of Downie Bros.' Circus. Lee S. Connaroe has been engaged as manager of the advertising cars and Harry Chipman, general press agent.

Elmer Jones succeeded Beach on the World show.

**Cole Has Radio Tie-Ups At Wilkes-Barre, Pa.**

WILKES-BARRE, Pa., July 30.—Cole Bros.' Circus was here on the lot at Miner's Park July 20. The show had some splendid radio tie-ups with Station WBAX, the writer, Harry Thomas, conducting a circus campaign on the air for two weeks prior to the arrival, with children's story hours given over to facts concerning the circus, and several 15-minute interviews with G. C. Spencer, on press staff of the show. Spencer also landed heavily in the newspapers.

On show day the writer, with Spencer's co-operation, carried a portable microphone to the runs, then to the lot, with a three-hour broadcast of the unloading and setting up of the show and interviewing members of the personnel as they came on the lot. At 12:15 the writer had an interview with Clyde Beatty. At 2:15 the writer was again on the air with portable mike in the big top, starting with the opening whistle from Ray Dean Jr. and carrying thru the performance.

There was a three-quarter house at matinee and capacity at night. Lou Lelmore reported splendid business for his side show. Manager Zack Terrell and associates co-operated splendidly with the station's hook-ups. The writer contacted many old friends with the show.

**Baker-Lockwood To Erect A Mammoth Canvas City**

KANSAS CITY, Mo., July 30.—W. L. Mellor, president of Baker-Lockwood Mfg. Co., Inc., announced the signing of a contract for the erection of what will probably be the largest tent city ever set up anywhere in the world.

The tent city will be erected to house for one day, August 27, the entire personnel of the Republican workers of Indiana and national and State dignitaries of the Republican Party from all over the country. Thirty-two tents will be erected and the spread of canvas will total more square footage than any circus, fair or exposition layout ever set up, according to Mellor.

The Baker-Lockwood company will ship, erect and maintain the tent city on the Capehart Farms near Washington, Ind. Over 10,000 guests will be fed and entertained under the spread of canvas. The event promises to be one of the most memorable in political history. It will signalize the start of both the Indiana and national Republican campaigns for the election of State and Congressional candidates.

**Mix in Kansas City Under Democratic Org**

KANSAS CITY, Mo., July 30.—Kansas Citizens who pay to see the Tom Mix Circus when it plays here will be helping destitute families at Christmas. Democratic organization here is sponsoring the Mix appearances and its share of the gate will be used at the annual Christmas party for the city's poor.

It marks the first time a political organization here has worked in conjunction with a circus to add to its treasury.

HARRY V. MORRISSEY writes that John Hay (Jock) Whitney signed contract in Chicago July 23 with George William Paige, who has been with various shows, to stage five large circus productions this fall and winter. Paige will handle productions and personnel, beginning his operation November 5. Morrissey, Whitney's secretary, adds that Whitney and his lawyers will soon have a meeting with Ralph Whitehead, of the American Federation of Actors, regarding the union side of the deal.

**15 Years Ago**  
(From The Billboard Dated August 4, 1923)

Bert B. Dennis, of Christy Bros.' Circus, joined Al G. Barnes Circus at Akron, O. . . . Lawrence McAllister and wife, of John Robinson Circus, joined the Arthur Borella clown troupe. . . . F. W. Burns & Sons, domestic animal trainers, opened winter quarters and an animal-training ring at Terre Haute, Ind. Tom Burns, junior member of firm, was with Sparks Shows. . . . Two Bengal tigers, consigned to Jerry Mugivan, arrived in Indianapolis July 26. Beasts were purchased from a moving picture corporation by Mr. Fair for American Circus Corp. . . . John W. Gates, 76, former billposter, was farming near Benton Harbor, Mich.

World Bros.' Circus played to turn-away business both afternoon and evening at Carthage, Ill., July 16. . . . A dinner in honor of Bee Starr, performer in the Ward aerial troupes of the Sells-Floto Circus, was given by Capt. John Doney, of United States Marine Corps, July 22 at New London, Conn. . . . Jesse E. Coleman was with Sells-Floto Circus on Captain Reilly's staff of ticket sellers. . . . Crawford Droege closed with Sells-Floto and joined Gentry Bros.'-Patterson Circus. . . . Claire Illington, known as Babe Weldon, was with Cole Bros.' Circus doing a double act with Capt. Lawrence Weldon.

Charles C. (Buck) Clark, former legal adjuster with Miller Bros.' Circus, opened with Clark Bros.' Wagon Show in East Palestine, O. . . . Pete Orton opened on the Keith Time at Syracuse, N. Y., July 30. . . . Frank W. Braden, general press agent of Sells-Floto Circus, announced his engagement to Beatrice Ward Starr, of the Flying Wards, with same circus. . . . Harry Kaley closed with Paul Harrell's No. 1 car on Sells-Floto Circus as boss billposter and signed as second man ahead of LeComte & Fleisher's Listen to Me Co. . . . Charles Wright, 72, known in circudom as Charlie Whitehead, former bareback rider with Barnum & Bailey and Sig Sautelle circuses, died in a lunchroom at Tupper Lake, N. Y., July 23.

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**Wanted for Russell Bros. Circus Side Show**  
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**KING BAILE, Side Show Mgr.**

**WANT QUICK**  
Partner with outfit for our No. 2 Circus. One Ring Small outfit. Must have trucks, top, seats, light plant. I have capital, etc. Need few acts with own transportation. Mail forwarded to me. Address, J. C. ADMIRE, Admire & Eakin Circus, 204 N. Forest Ave., Brazil, Ind.

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**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

# Under the Marquee

By CIRCUS SOLLY

JACK AND MARIE STARLING joined Hagenbeck-Wallace Circus July 18.

MRS. ESTHER WOODEN has the lunch stand with Barney Bros.' and Golden Bros.' circuses, her third season.

EVERETT CORIELL, of the Coriell Troupe, says he is one of the few to do head flip-flaps.

MORRIS ETHRIDGE, elephant man, who was with the Ringling show, is resting at Hot Springs, Ark.

CECIL SCOTT, with Robbins Bros.' Circus, informs that his wife has been discharged from hospital.

SINCE THE DEATH of her husband, Gerry Brand, Irene has been making her home with Alma Hance in Peru, Ind.

FOR THE FIRST time in 20 years Ray Choisser (Crazy Ray), calliope player with Robbins Bros.' Circus, missed parade at Stamford, Conn.

CLARENCE AUSKINGS, general agent of Chief Rolling Cloud's Dog Town Follies, advises that the show will go to the West Coast this winter. Biz is good.

RAYMOND FLINT informs that Barnett Bros.' Circus at Bridgeton, Me., despite rain, had a fair matinee and more than a two-thirds house at night.

GLEN Z. WAGNER, show fan of Dover, O., while in Cincinnati last week for the Ohio convention of the American Legion, called at *The Billboard* offices.

S. B. RUSSELL, who was on the advance of Parker & Watts Circus, is in the Veterans' Hospital, Sulphur, Okla. Letters from friends will be welcomed.

OLIVE BEE CORIELL, of the Coriell Family, opens her fair route August 8 at Park Rapids, Minn., presenting one-arm planges.

MRS. SAM B. (NETTIE) DILL, who died in Toledo, O., July 20 and who was in circus business for many years, was featured as Della Jeanette and Nettie McCabe.

LOUIS R. SCHAUER (Flip, the Frog Boy) cards that he, Colonel Caspar, the Fischers, Kilties Band and Hawaiian dancers have left Hagenbeck-Wallace Circus Side Show.

THREE AERIAL SKYROCKETS, playing the Newton (Ill.) Fair July 18-21, visited with Mills and Mills, high-wire act. Were en route to play Wisconsin fairs.

L. H. JONES, agent for the Davenport Circus, cards that show played to fair business in the rain in the Bentonville (Va.) section. Jones was back on show last week for a visit.

MEMBERS of the Blondin Reelin Troupe saw Robbins Bros.' Circus at Worcester, Mass., and were visited in their two house trailers by Clayton Behee and wife.

AERIAL LaZELLAS closed with the All-American Shows, doing free act. They are buying a new trailer before starting fair season of seven weeks in Minnesota and Wisconsin.

FAILURE after long perseverance is much grander than never to have a striving good enough to be called a failure.

TIGE HALE recently visited on Lewis Bros.' Circus for a week and played in the band. He is now at his home in Belding, Mich., and will organize a band to play a number of celebrations around there.

SILVER BROS.' CIRCUS has been having a great deal of rain. Recent visitors were Hunter and Adams, of the Showcat Players, also the advance of Richard Bros.' Circus.

H. E. STRATTON pens that the Barnes show had a late arrival at Kalamazoo, Mich., July 25. First section arrived shortly before noon, the second following an hour later. A hopeless traffic jam in Joliet, Ill., night of July 24, which held up loading, and a delay in the railroad yards at Gary was the attributed

cause. Matinee started at 4:30. Biz fair and near capacity at night. The Mighty Sheesley Shows were on the adjoining lot.

D. J. CLEMENS, who raises lions at Peoria, Ill., was visited by Terrell M. Jacobs and wife and John Hellott when the Barnes show was there. Clemens and wife returned the visit at the show-grounds. Clemens and Jacobs have been close friends for many years.

CHARLES T. HUNT SR., of Eddy Bros.' Circus, when contracting Kingston, N. Y. (his home town), for August 1, made his headquarters at the home of his old friend and school buddy, Everett Blanshan, and family.

MAGGIE COX, 135 Roff Home lane, Macon, Ga., is anxious to hear from her son, Claude M. Cox, who is with one of the big tops. Mrs. Cox states that she is ill. Readers are asked to bring this to his attention.

EDWARD C. ANDREWS, side-show performer, who has been with a number of shows, is in the Veterans' Hospital, Ward 5, Dayton, O. He has undergone two operations. Expects to be up and around in two or three months.

FRANCIS (MONA) MARIO, impersonator, vacationing in Fayetteville, Tenn., after a season at Southern night spots, visited Mighty Haag show, which came on the lot in a deluge of rain. Weather prevented getting up big top for matinee. Biz good at night.

CLARE ILLINGTON, aer'alist, who is visiting relatives in Divernon, Ill., has been notified that by terms of the will of his late grandmother, he has been named beneficiary in an estate valued at about \$5,000. He was with Mighty Haag show last season.

AL CLARKSON, who has been general agent of J. A. Patterson's, Golden Bros., Gentry Bros., Lee Bros. and Sam B. Dill's circuses and also was connected with other shows (being on the advance), is field sales manager for a large Southern candy company.

TEX SCHUBACH informs that he has a young dog, named Ace of Tucson, appearing before the public along the same lines as his daddy, Rex. Tex adds that Rex "celebrated" his 16th birthday anniversary July 7, receiving a gold badge from the Humane Society of Long Beach, Calif., and other presents.

BE NOT simply good, but good for something.

CORINNE AND BERT DEARO, presenting aerial and ground acts, who were with the Ringling-Barnum show, are at their home in Tampa, Fla., working out daily at training barn of the Walter Guice Troupe. They bought new motorized equipment and will open with Downie Bros.' Circus.

THE FOUR ORTONS write: "We bought our first car this summer, a Pontiac 8 and a Covered Wagon trailer. Framed two concessions and joined the New England carnival, but business was poor and we closed with show at Pittsfield, Mass. Went to our camp at Bobcaygeon, Ont., to fish for a few weeks, following which we will play some fairs, then vaude dates, and then go to Florida for the winter. Bernie Potter, of the Famous Peerless Potters, is with us. He operated one of our concessions."

VISITING NOTES—Earle Reynolds saw night performance of Cole Bros.' Circus at Albany, N. Y., reporting fine performance. House was packed. . . . LEONARD R. SIMONS, a Fan, attended the Cole show at Providence, R. I. Enjoyed the show and met a number of the folks. . . . ROBERT D. GOOD, of Allentown, Pa., accompanied by his wife and little daughter, saw evening performance of the Cole show at Wilkes-Barre, Pa. Says Good: "Matinee and night biz very good and performance very pleasing. Clyde Beatty's animal act and Jorgen M. Christiansen's 24-horse Liberty act are the tops. Robbins Bros.' (See UNDER THE MARQUEE on page 53)



JEROME T. HARRIMAN, who was with Downie Bros.' and Ringling-Barnum circuses this season, is now with the Al G. Barnes and Sells-Floto Circus as contracting press agent. He was general agent of the Downie show until it closed and then joined the Big One, contracting press.

# The Corral

By ROWDY WADDY

AMONG THE PERFORMERS already contracted to participate in the VFW Rodeo at Shreveport, La., soon are Joe Fleming, Bryan McCollum, Melvin Harper, Eddie Cameron, Ben Brown and Virgil Staff. G. T. Bell Rodeo Co. will produce the event. Officials include J. T. Massey, business manager, and R. E. Server, publicity director.

PREPARATIONS for the Chicago Stadium Rodeo are going forward and Donald S. MacLeod, manager, says this year's event will be the best yet held. MacLeod has returned from a trip to the Southwest on which he tentatively engaged some talent. R. L. Hickey, Stadium publicity man, is now on an extended trip thru the Northwest in quest of talent.

FINAL WINNERS at the Cardston (Alta.) Rodeo: Bronk Riding—Johnny Jordan, Cecil Bedford, Jack Wade. Calf Roping—Pat Burton, Daff Galbraith, Toots Burton. Steer Decorating—Thorl Betts, Jim Wells, Andy Lund. Boys' Steer Riding—Art Wells. Wild Horse Race—Emil Smallface, Scoville, Jessup. Chuck Wagon Race—Joe Young Pine, George First Rider.

WINNERS at the second annual stampede at Manitou Beach, Watrous, Sask.: Saddle Bronk Riding—Fred Galamo, Bobby Johnson, Cliff Prior. Bareback Bronk Riding—Arnold Montgomery, Bobby Johnson, Cliff Prior. Steer Riding—Gus West, Art Jensen, Nick West. Calf Roping—Albert Galamo, Tiny Toews, Fred Galamo. Trick Rope Rider—Les Willis, Cecil Willis, Bill Willis. Wild Horse Race—Happy Gates, Lone Breeze, R. Pigeon. Wild Cow Milking—Art Jensen, Nick West, Gordon Spence. Stampede was managed by Lloyd Myers.

EVIDENCE that Buffalo Bill Cody once was in the patent medicine business in La Crosse, Wis., was unearthed recently in the office of the B. Ott & Sons' Machine Co. there, which is using a safe bearing the firm label of Cody & Powell. Cody's partner was Dr. Frank Powell, widely known as White Beaver and once a mayor of La Crosse. Under Cody's name on the safe, which was purchased from a junk dealer some 14 years ago and is now in daily use, appears a picture of Buffalo Bill astride a horse. Under Powell's name is an Indian scene and a painting of an all-white beaver.

DAY MONEY and final winners at the recent 51st annual Prescott (Ariz.) Frontier Days: Bareback Bronk Riding—First day, Kid Fletcher, Paul Carney, Shorty Hill, Zack McWiggins. Second day, Frank Finley, Dale Stone, George House, Bob Estes and Frankie Schneider split fourth. Third day, Bob Estes, Smoky Snyder, Lee Farris, Frankie Schneider. Finals, Bob Estes, Jimmie McGee, Frank Finley, Paul Bond. Calf Roping—First day, Juan Salinas, Asbury Schell, Tommy Rhodes, Carl White. Second day, Jake McClure, Buckshot Sorrells, Toots Mansfield, Juan Salinas. Third day, Jim Hudson, Juan Salinas, Dick Robbins, Shorty Valdez. Fourth day, Maynard Gaylor, Toots Mansfield, John Rhodes, Carl White and Lawton Champie split fourth. Finals, Juan Salinas, Toots Mansfield, Carl Arnold, Jake McClure. Bronk Riding—First day, Ward Watkins, Kid Fletcher, Frankie Schneider; Earl Thode and Harry Logue split fourth. Second day, Paul Carney, Dale Kennedy, Cecil Kennedy; Ward Watkins and Perry Henderson split fourth. Third day, Earl Thode, Frankie Schneider, Perry Henderson, Lee Farris. Fourth day, Zack McWiggins, Paul Carney, Earl Thode, Lee Farris. Finals, Ward Watkins, Earl Thode, Paul Carney, Frankie Schneider. Amateur Bronk Riding—First day, Ray Seeley, G. W. Cox, Pat Mitchell. Second day, Emanuel Contreras, Ray Seeley; Gene Rambo and G. W. Cox split third. Team Roping—First day, Darwin Parks and Lawrence Conley, John and Tommy Rhodes, Bud Parker and Tommy Rhodes, Juan Salinas and Toots Mansfield. Second day, Bud Parker and Buckshot Sorrells, John Rhodes and Joe Bassett, Dick Robbins and George Cline, Lawrence Conley and Carl Arnold. Third day, Darwin Parks and Lawrence Conley, Asbury Schell and

## Dressing Room Gossip

PARKER & WATTS—Finished touring the Rocky Mountains and it was the first time for many on the show. Think the best tourists are Denny Sullivan and Mac McGinn. In Gunnison had snow, rain, hail and sunshine in two hours' time.

Seen around the lot: Kit Carson on way to the cookhouse with a "bring 'em back alive hat," rubber boots and an umbrella—fine thing for an Indian scout. Jimmy Hackensmitz on the way to a Rotary Club luncheon. Carl Bruce getting the parade out on time with the help of Whippet Smith. Jimmy Conners and Zinko making the dances in town. Lou Walton, when not clowning, taking care of the wardrobe. Boss canvasman of the clown top Johnny Delmar guying out with the help of Tom Hayden. Skinny Dawson making the rounds with the daily papers. He brings a supply every day for the backyard. Bert Rickman entertaining Leonard Stroud. The parade was broadcast in La Junta over Station KOKO.

Everybody in the backyard glad to see Mrs. Charley Parker and the two little girls. Just found out that Glenn Grant, of Homer Cantor's staff, is figuring on training wild animals. He started on Andy Callino but didn't get very far. JIMMIE THOMAS.

HAGENBECK-WALLACE — Sunday, July 24, dressing room deserted—all the folks in hotels. See Blacaman driving on lot with his beautiful car and trailer. The concessioner's pet dog, Kay, added five little mascots to her family. All the candy butchers are selecting names for them. The Bath Club is headed by Jerry Fransee, of clown alley. Roy (Buck) Howze is again riding in the Wild West. Mary Norton has added a new routine to her pony drill. Bobby Peck is practicing waiting and rearing horse. Jo Jo Coffield is back in performance, doing her aerial number. She had an injured arm. Lilly Wong, 5, has a beautiful costume and is riding the Chinese cart in spec. Mel Smith joined out Sailor Jack, tattoo artist, also Mr. and Mrs. Sterling for the side show. Bill Benson is one of the first to read the bulletin board on Monday in the ice house. Several ballet girls are now going swinging ladder—Diane Wilson, Mary Kay, Virginia Cimine, Marie Naymik and Marie Tronge. Julio, the cave-man in the side show, is happy after seeing himself in the movies Sunday.

Lalo Escalante and Jean Claire and Bill Nippo and Marie Naymik were recently married. Mrs. Lorne Russell, en route to California, visited Viola Barnett at Kearney, Neb. Lloyd Storr, sound man, pinch hits for Mel Smith at the microphone. Echard Lawson was picketing Jim Wong for being unfair to the ice man. Chief, manager of the dining cars, deserves credit for saving the No. 2 pie car from burning when a gasoline (See DRESSING ROOM on page 53)

(See CORRAL on page 53)

## Marooned in Downpour, Frolic Of N. E. Section Is Limited to Rink Pavilion in Highland, Avon

AVON, Mass., July 30.—As reported briefly in last week's issue, a representative crowd attended the 12th annual summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Highland Park here on July 21. About 75 men and women braved one of the worst days of Massachusetts summer to accept the courtesies of Harry C. Baker, head of the park and host for the day. Steady rain, sometimes reaching torrential proportions, marred the program of events and somewhat dampened the spirit of those present for the frolic.

There was plenty of action, nevertheless, thanks to the ingenuity of President Baker, Charles F. Keller Jr., Russell Jones, E. Neal and others. Entire affair, including the baseball game, took place inside the big roller rink pavilion in the lower end of the park. Usually the highlight of the afternoon, lack of space and a hard floor made this year's ball game just another event—for everybody but Harry G. Traver. Mr. Traver, who has been in Europe so long he obviously had forgotten many of the fundamentals of the famous American sport, ruined a perfectly good white starched collar.

### No Pitchers' Battle

There was a three-legged race, won by Russell Jones and E. Neal; a single leg contest, with Fred L. Markey the victor; Harry Traver and Mrs. Herbert Smeck finished first in the men's and women's calling contests, and George A. Hamid and Mr. Traver broke even in their *Advantages of the World's Fair* debate.

Following games, refreshments were served and then a turkey dinner. By the time the repast was finished few guests cared much at all whether it rained or not and a wet trek home began.

As usual Mr. and Mrs. Fred Fansher and son and William Rabkin were late arrivals, with legitimate excuses, however—the weather. There were requests for the whereabouts of Herb O'Malley and Leonard Traube, who probably don't like rain. The confined space for the ball game apparently had its effect on the score, 19 to 11 for six innings, the lowest in years.

### Dufour Is Initiated

Following the three-legged race Cy D. Bond resigned his position as referee. Lack of control over contestants the reason, chiefly Wallace Jones and George P. Smith Jr., who insisted on running the wrong way. Lew Dufour, of Dufour & Rogers Attractions, was introduced to what Mr. Traver calls "Wet weather, New England style." Maurice Plesen and wife departed for Hampton Beach following the dinner despite warnings of snarled traffic and swollen rivers above Boston. They got thru okeh, according

to reports. R. S. Uzzell and Harry Baker agreed that this season has an opportunity to displace 1919 as the wettest park season of the century. And most operators agreed that business would be good were weather halfway decent.

Arch E. Clair, Norumbega Park, Auburndale, and Joe Shanley, Waltham, were early arrivals and remained late. The two are always good for a laugh despite hardships sometimes privately suffered.

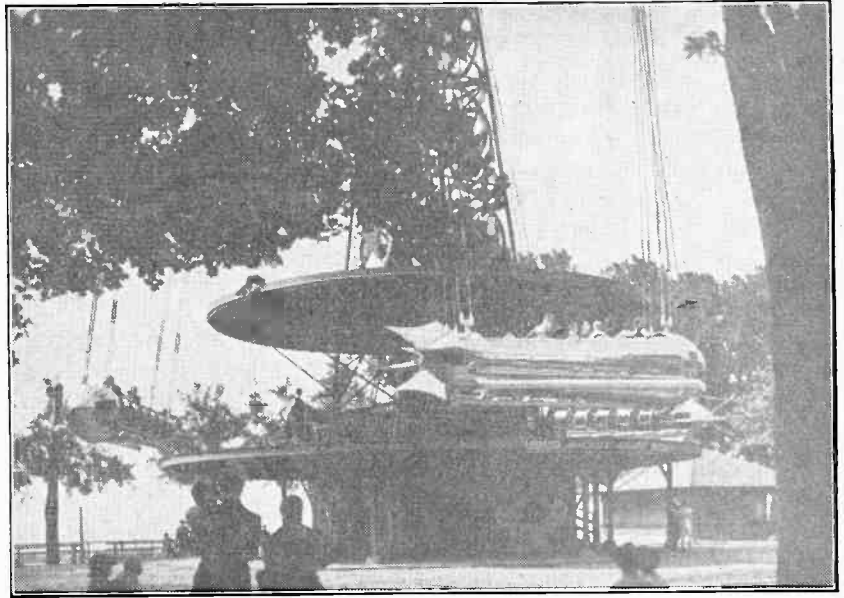
## 'Harry E. Tudor— A Born Showman

—By R. S. UZZELL—

NEW YORK.—This, the third call of the year by the Grim Reaper, from our well-known men takes the colorful and original Harry E. Tudor. He passed on July 19 in Glasgow, Scotland, where he was connected with the Empire Exhibition. He had written only a few days before that he could not broadcast for the fair because the climate had the better of his voice. J. W. (Jack) Shillan cabled the sad news from London.

Harry was a descendant in direct line of the Tudor kings. He always told us, "The king business no longer pays." Let him speak to us about it: "At the time of my extreme youth the fortunes of a once regal house were at a super-neap-ebb and at times school attendance more so with the absence of the 8 or 18 cents weekly essential to contribute to the maintenance of the source of education. Had, necessarily, to quit at the age of 11 with a full idea that the world owes us all a living but demands that we start out and collect it. No parents to suggest just how to collect and no brothers nor sisters to make a fellow feel other than an unnecessary hostage to fortune! Found the world an oyster—without opening facilities. Easier to tabulate what I have not been, as a living collector, than list the trades, professions and callings of a kaleidoscopic and itinerant, wandering nomad. Have, anyway and so far, kept the old name off police blotters and that is an achievement, considering what the late Frank Bostock looked to in building up his name and fame as an out-Barnumer of Barnum. If John Hays Hammond Sr. has written up his connection with the Jameson raid such will give a fair impression of my own share—as a trooper in Jameson's Horse—in that deplorable but adventurous fiasco and its inglorious finale at Krugersdorp."

Then came the life on Transvaal gold fields followed by wheelwright, blacksmith, horseshoeing, sign writing and (See HARRY E. TUDOR on page 34)



IN EUCLID BEACH PARK, CLEVELAND, where business is declared satisfactory, despite discouraging labor and unemployment conditions, the Rocket Ship is the pet feature introduced this season by the management. The ship's cars are of stainless steel and each seats 12 passengers. The ride was made and fabricated in its entirety by Euclid Beach employees and is proving a winner.

## Program Is Set For Sessions of Operators in Pa.

MOOSIC, Pa., July 30.—An excellent program has been arranged for the fourth annual meeting of Pennsylvania Park Owners' Association on August 25 in Rocky Glen Park on Route 11 midway between Scranton and Wilkes-Barre, said Benjamin Sterling Jr., of Rocky Glen, chairman of the arrangements committee.

President A. Brady McSwigan, president of Kennywood Park Corp., Pittsburgh, will preside over sessions. With Chairman Sterling on the committee are Robert L. Plarr, Dorney Park, Allentown; William H. Burke, Burke's Glen, and Charles L. Bearse Jr., West View Park, Pittsburgh.

"There will be luncheon at noon, an afternoon session and grand entertainment in the evening with Doc Stenson, booking agent of Rocky Glen Park, as emcee," said Chairman Sterling. "There will be dancing after dinner with music furnished by Eddie Feathers. The program will be excellent and a large number of park owners are expected."

AMONG acts in Lakeside Park, Port Dalhousie, Ont., this season have been Great Ovette, magician; Steiner Trio, bar act; Sensational Togo, slide for life; Ann and Charles Howard, comedy; Three Willies, acrobats, and Forsyth's Marionettes.

## Okeh Galluses

LONG BEACH, L. I., July 30.—Long Beach, eager to "dignify itself in every respect," has finally lifted one of its most stringent edicts, which prohibited promenading the Boardwalk with suspenders in public view. Cops thought suspender-hoisted trousers looked "unrefined," and insisted that gentlemen wear coats if they wished to stroll the Boardwalk. The ruling gave the cops too much trouble, so they voided it. Until the law was repealed coatless men wearing suspenders were chased from the walk, and if there was any protest a summons followed. Coatless males whose trousers were held up by belts were not disturbed.

## Stage Shows and Stunts Drawing Big at Sunnyside

TORONTO, July 28.—Season's business, considered good at Sunnyside Park's bay-side beach and fun area, received a terrific shot in the arm with the staging there of preliminaries in the Miss Toronto contest, sponsored by the Toronto Police Association.

For six clear, warm nights, beauties paraded on the park stage before jammed thousands and brought a nice flow of coin to concessions. "Sailor Jack" today at midnight plans to come down off a flagpole where he has been sitting more than three weeks.

Biggest draws are Sunday night sing-songs, 8:30 to 9, a rehearsal and 9 to 9:30 broadcast over CFRB. Audiences of more than 25,000 are claimed. Sunnyside policy this year placed heaviest reliance on stage shows, stunts and recreation.

## Casino Head Makes Denial

FORT WORTH, Tex., July 30.—A statement in a recent issue that R. H. Carnahan, who has opened the Show Boat on the highway between Lake Worth and this city, was one of the original builders of Casino Park on Lake Worth is denied by George T. Smith, vice-president and general manager of Casino Park, Inc. He said that Mr. Carnahan has never been interested in the corporation, but built some concessions at Casino in 1930, which he later assigned to the corporation, and has not been associated with the park since 1936.

## Festival for Cincy Coney

CINCINNATI, July 30.—Plans are on at Coney Island here for a carnival of Fireworks and Festival of Light, to be presented as a free attraction on August 28-September 5. There also will be a free circus every afternoon and night during the fireworks show.

A. E. SELDEN, "The Stratosphere Man," opened a three-week engagement at Pontchartrain Beach, New Orleans, on July 24. Sonora Carver and her diving horses were held over a third week.

## Tidewater Va. Given Rush

NORFOLK, Va., July 30.—Tidewater Virginia resorts have a belated rush with advent of blistering week-ends. Unseasonable cool weather did not affect the beaches' business seriously earlier in the summer; still it was not up to par, but with hot weather bearing down some week-end business virtually equaled Fourth of July trade. Virginia Beach amusement park operators collaborated for a Children's Day on July 17, admitting all under 14 to unlimited privileges on all rides all day and distributing ice cream cones.

## New Car Lease at Eastwood

DETROIT, July 30.—A lease providing for continuation of street-car service to Eastwood Park, only Detroit park having such service, has been made and approved by city council, which controls the street railway system. Original 10-year lease will expire on October 31, marking 10th year of the park's operation, and the contract was renewed for another 10 years. Under it the park leases a strip of land for car service and terminal facilities to the city. This may also be used for bus service, as is now being done nights and Sundays.



AN ATTRACTIVE SETTING ON THE MALL is given India, Monkey Race Track, owned and managed by E. L. Zouary, at Coney Island, Cincinnati, this season. Lively business is reported. Among the staff in the photo are Manager Zouary; Al Ross, talker on the front; William McDonald, ringmaster; George Taylor, keeper; Henry Schwab, operator; Mrs. McDonald, ticket taker, and girl cashiers.



## American Recreational Equipment Association

By R. S. UZZELL

Despite rain, we went to Highland Park, Avon, Mass., for the summer meeting of New England park men on July 21. One of the magnets that drew them was the desire to see how Harry C. Baker and associates rehabilitated a park that had been closed entirely for a few years. All associated with it deserve credit for their splendid accomplishment. Charles F. Keller says they used about 13 barrels of paint, and what a spring for painting!

The paint was not mixed with water, but a lot of it took a good drenching before it was dry. We can realize the vast amount of work that was done before they were ready for paint. The Coaster came in for plenty of overhauling. The place makes a creditable showing even to the most critical. But when it rains patrons don't come. And New England, especially Massachusetts, got more than its share. The cold current from the North and the hot blasts from the South met for battle over the Bay State. Today is July 23 and it is still raining. It began last Sunday and has rained every day; not just rain—it poured. Seldom have we ever had a whole week blanked by rain.

### Subbing for Patrons

Some of the men said we now know how our patrons feel when their outing is soaked. Well, yes, partially. We were not over 75 in number and were comfortable in the skating rink, but a large outing cannot be so completely protected. The rink became ours for the day and all other business was suspended. Then we had no children to get wet or become restless from want of activity or to fret because they were not getting the rides and contests promised. Yes, we got partially into our patrons' shoes, but only partially, because our bunch can entertain themselves anywhere. They just made the best of it, and Baker and his staff are past masters at hospitality. Jack Miller and Charley Keller put in an overtime day in our behalf. And they must have robbed themselves of considerable sleep to do so much work in Highland Park with old Mother Fate walloping them at every turn.

Harry Baker said he and George A. Hamid were the biggest chumps in America to take such ventures this year. Harry at this park and Hamid at Million-Dollar Pier, Atlantic City. Don't condemn yourselves. We need men of courage to get going again. Now we can say, "See what they did with everything against them."

### Org Is Closely Knit

One man asked of the New England organization why such loyalty. Here it is. They cover only New England, and thru their summer meetings each member has been to the parks of his fellow members. It is compact, closely knit. You can't beat it. The national association covers America, making it impossible for each member to see the other fellows' parks when in operation.

Duffy, of Old Orchard Beach, Me., cannot go to Mission Beach, San Diego, Calif., nor can Danny Bauer, of Acushnet Park, New Bedford, Mass., go to The Oaks in Portland, Ore.—not in the summer when operation is at peak. Only your respectable tramps, the device producers and salesmen, can do that. Cy D. Bond, George P. Smith Jr., H. G. Traver, Harry A. Ackley, Herbert Schmeck, Dick Lusse; your humbler servant, the author, and a few others have that hard job. Cy Bond says these are the missionaries who bind the industry together. Perhaps he is right, and yet there are those who would take issue with him. Roger S. Littleford Jr. will call the roll of those present. Those

## WANTED CONCESSIONER

Man to handle 8 to 12 Merchandise Stands for full Park season. Must be experienced. Well-established Park. On percentage basis. BOX D-150, care The Billboard, Cincinnati, O.

## WANTED

Individual Freak Acts or Group Side Show and a White or Colored Novelty Band, 8 or 10 pieces, for seven days during the Mardi Gras at GAUGA LAKE PARK, Gauga Lake, O., from Tuesday, August 30, to Labor Day Night.

whom we missed were John T. Benson, Barney Williams, Leo Wise, Howard Duffy, David and Joe Stone, Andrew Casassa, Charles Chislohm and Fred Levere.

Most parks of New England can provide bathing, natural or otherwise. At Highland Park on the day of the meeting Baker could have provided swimming almost anywhere in the park. Five torrential downpours came during the day. On the way to Boston at night there were places where water on the roads almost ran into the autos and many cars and busses were stranded for hours. Surely amusement park men can take it.

## Revere Beach, Mass.

By BEACHCOMBER

Seven days of torrential downpour took their toll in business. The beach was affected by high water, structures weakened under the pressure and many repairs will be necessary. However, on Sunday, July 24, the skies cleared, and where the people came from is a mystery, but they were here and concessioners were pleased at the way the visitors spent. On Monday business was fair all along the beach. As a rule Monday is slow.

Army Shannon, scale worker, guessed the correct weight of 21 consecutive customers and the last one tipped the scale at 309 pounds. Herbert Harmon, mechanic on the Virginia Peel. Coasters and several other rides, is keeping them running at all times. T. W. (Slim) and Mrs. Kelley were visitors at the Streets of All Nations. All Ben All (Henry Gould), hypnotist at the beach, left for New York to fill a vaude engagement.

Showmen and concessioners here are hoping that they may be able to pay half of their expenses this year before the season closes. Vivian David, the mentalist's daughter, left for a short vacation in New York and will rejoin her mother next week. George LaFollette is working hard on the front of the Streets of All Nations.

# Coney Island, New York

By ROGER S. LITTLEFORD JR.

All parks and outdoor amusements have suffered immeasurably by terrible weather existing recently—and Coney, of course, is no exception. It seems as if the skies just can't break right on weekends—or any other time all last week. It rained 11 days straight here and didn't really clear until Wednesday of last week. There has been the usual difference of opinion as to whether people would spend money even if the skies were clear—and the optimists seem to be in the majority ever so slightly.

Everybody is singing the blues naturally, but, strange as it seems, there are exceptions. Peter Weissman, for example, has been purchasing new equipment for his Raven Hall Arcade at 19th and the Boardwalk, and reports that altho biz has been far from good, he has been doing better than making ends meet. And that also reminds us of Sydney Weiss out in Rockaway, who also reports fair success at his arcade. With all the rain, etc., Weiss' arcade is just about even with last year. Which is saying something.

Bert Goodman, former Coney Islandite, is now pitching med in Philadelphia and, according to reports, delving into the mysteries of orthopedic boots. He's doing right well, they say. National Showmen's Association is planning a Coney Island membership rally shortly, with its eye on obtaining Coneyites as supporters of the comparatively new but remarkably growing showmen's club.

Luna Park is almost bare these days, what with the water descending almost continually. But we might just as well gab a bit about what's happening around the old place this year. It is being picketed right now by CIO members in protest to Barron Collier's tactics in the car-ad card biz. Collier makes ads and owns Luna, but the two really don't go together.

Meems Brothers and Ward's menagerie has folded (seven weeks) and the animals are en route back to the firm's headquarters at Oceanside, L. I. That makes the second layoff for Manager Harold F. Johnson, who previously saw a job fade as the Tim McCoy show folded in Washington. Jack Goldberg and

## Paragon, Nantasket

By ARTHUR L. GAULIN

Six days of rain ruined biz. Palm Garden Grille dropped considerably; during the storm Jack Reynolds furnished atmospheric background with some clever medleys. Happenings in the Palm Garden: Hope Lelle trying to juggle a shore dinner and plugging the phonograph in the wall. Peter Murphy returning to a phone booth to see if the operator returned his nickel. Charles McCarthy practicing on drums with phonograph. Eddie O'Donnell wiping perspiration from his forehead, with hat in hand, and a charitable drunk dropping a Canadian dime in it.

Les Kimris Troupe closed on July 23 after two weeks of performances, praised by President Joe Stone. The Great Eric moved in for a two-week stay. No one will dispute Freddie Fuller's honors as ping-pong champ. We see Helen Hunt, of beano fame, up bright and early doing morning exercise in the office window. Charles Rissio, of the Caterpillar, former title holder in New England's class of lightweight, who has retired from boxing, has a new set of molars and would like to keep them. Congratulations are being extended to Mr. and Mrs. Leon Berig upon arrival of an eight-pound son.

Nantasket Steamboat Co. has a regular schedule to and from Boston. Thousands take this sail down the harbor to Nantasket. Voice of Paragon is all dressed up and has no place to go with his new p.-a. system. Fred Lively has given up high diving for the season. He is a golden-voiced tenor. Palm Garden Grille, under Joseph Stone, has had extensive alterations, with a new cocktail room and bar and new policy of no cover or minimum. Front End All-Stars defeated the Back End Wild Cats in a hectic game of baseball. Everybody wanted to be umpire except yours truly. Joan Marshall, head cashier, besides working in the park, has an established beauty parlor at the beach.

etta Brothers, comedy, and Milo Palmer and his educated dogs.

### Some Ballyhoo Muffled

Prince Nelson's free mid-air high-wire thrill stunts awe and draw heavy crowds for a half hour of heart-throb tenses. The mob, after uninking strained necks, is just about prime for another free show, Jack Cornell's eight vaude acts (changed every fortnight), in the Willow Grove close by. In fact, the Nelson act proves a wonderful ballyhoo for the variety turns.—Leonard Campbell replaced Salvatore Merino as General Vending manager. Campbell has been in the catering business since 1922. During most of that time he has been connected with the Columbian S. S. Co.'s passenger ships on cruises to the West Indies and South America. Food and liquor control is his specialty. Was also with Jack Dempsey's new cocktail bar on Broadway, New York. This is his first outdoor park venture.—Bob Kirschman, shooting gallery operator, eventually succeeded in straightening out a financial knot and for the first time in his lengthy park association opened late in the p.m. on July 16.—Outside the park on Surf avenue the voices of the ballyhoo artists at the three freak emporiums are muffled by order of the noise-quelling authorities. But the yells of the barkers at Bingo, Fascination and other such games continue as loud as before the noise ban went into effect.

## Old Orchard Beach


By HOWARD STANLEY

John Gilbody's horse races, booked here for 11 days, ran only two days because of inclement weather. As a result of horse-betting inactivity many indoor amusement games, particularly beano, received a fine play from thousands of disappointed track fans who had a few dollars to spend. However, because of rain and cold the week-end of July 24 was slow for this time of year. Some concessioners who did have hopes of making a meager profit are now content to get expenses back and chalk up three strikes for the season.

The season here, with proper publicity and handling, could easily run until the last day of September. As Jack Birmingham, formerly of Col's Bros.' Circus, suggests, Old Orchard needs a publicity man and promoter who is conscious of ever-changing public wants, a true showman who can keep this resort buzzing with new attractions, events and campaigns.

Working hours at Jerry Gardner's keano have been increased, but so have wages, so boys aren't complaining, according to Joe Ferullo. Lorraine Flaherty is planning to study medicine and nursing after the season closes. Al Weinstein, accepting a West Coast job with Wurlitzer, will sell Fotomat in the Whiteaway and head for California. Police Chief Wilbur G. Rumery and his boys are being congratulated on putting out a nice issue of *Policeman's Annual*. Thank you, chief, for suggesting your men go easier on overparking tickets on out-of-State cars.

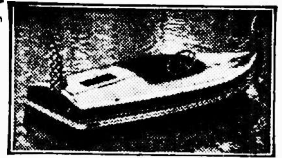
Howard Duffy is still smiling because of good business at his Dance Casino on the one-night stand of Rudy Vallee, and George, of George's Restaurant, displaying autographed menus because Vallee and company dined there. C. W. Usen's Palace has Arica Wild and Claudette, latter doing Dance of the Cobra to fair reception. Real star of the show is Al Pink, whose name isn't on billing. Bob Percival and his orchestra providing the rhythm. Jack Lawrence, emcee and leader, and his Nite Club Kaperers are pleasing paying patrons at the Silver Dollar. Freddie Dittmer, conducting afternoon beano games, not doing as well as last year's matinee take.



### Auto - SKOOTER - Water SHOWMEN

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LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



# PORTABLE MERRY-GO-ROUND

Good location open for August and September. Wire or write quick.

**CARLIN'S PARK, BALTIMORE, MD.**

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Being Fair

Harry La Breque has the right idea. The resident manager of New Jersey State Fair, Trenton, George Hamid's major domo feels something should be done about a fairgrounds 50 or 51 weeks of a year when it isn't housing a fair. It seems ironical that most fairgrounds in the country, some covering wide acreage, stand idle many weeks between seasons. The majority of fair secretaries schedule a few events, especially if they have stadiums. But generally no more than four or five weeks are filled by fair operators between fairs, which isn't being fair to their pocketbooks.

Harry's idea is for fair boards to build permanent swim pools, inclosed or open air, which can be maintained not only thru fair time as big attractions but as a separate business proposition during the rest of the year. Locality of fairgrounds would naturally determine whether it would be advisable to build an outdoor or indoor tank, but in either case it seems better than having a big desolate area. Harry suggests that fair managements can build permanent rides and other attractions to run adjacent to pools, all of which could be a midway during a fair and turn the roller on the cash register more than one or two weeks a year.

A great many fair managements in good times have made a great deal of money in one or two-week fairs. Still I think that if those tremendous fairgrounds can be put into good use the other 50 weeks of the year, so much the better for those in the field. The idea is certainly worth seriously considering.

## Food Versus Franks

Joe Pringle, restaurant operator, who specializes in food concessions at swim pools, having at present the concessions at twin Cascades outdoor tanks in Manhattan and Bronx, New York City, and also Sunnyside (L. I.) natatorium and formerly at Lido tank in Harlem and Willow Grove Park pool in Philly, feels that too many pool eateries fail to make a go of it because of lack of judgment of the operator. He thinks that not every pool should have a restaurant concession in the complete sense of the word. He believes certain tanks, because of locality and patronage, make out much better with straight hot-dog and soft-drink stands while other plunges can successfully operate regular restaurants, serving full-course dinners. Too often, in his opinion, a well-meaning operator attempts to run a big restaurant at a tank where only sandwiches and fizz water should be served. Miramar open-air tank in upper Manhattan houses a successful restaurant, serving all types of food, whereas at Riverside Cascades, not so many blocks south, Joe serves only franks and the like because he's discovered a big cafeteria there would never stand the gaff. Pringle believes a restaurant should not serve liquor or even beer at a pool. His places practice what he preaches, but many tanks in the Eastern area are serving the stuff and find it very profitable. The fact that not one major disorder has been reported at tanks serving liquor seems to belie the belief that such a practice is sure to result in trouble for pool managements. Some pool men who have permitted concessioners to serve beer and the like at their tanks tell me that alky seems to have a soothing effect and that pool discipline has been benefited rather than hindered.

## Dots and Dashes

Bronxdale (N. Y.) outdoor tank has been keying its ads with *The New York Evening Post* and Operator Blenstock reports results have been exceptionally good, which was good news to Abe Glick, of *The Post* staff, who said he heard more crying stories from met pool men this summer on his rounds than ever before. —Never knew before this that "Cap" Charles B. Scully, of the American Red Cross, used to be art director for Sam Goldwyn in the moon pitcher business, but then what was Hollywood's loss was certainly life saving's gain. —Which reminds that Scully has promised to do a guest column when I vacation it one of these weeks. . . . Understand Billy Ritchey's water circus will play South America this winter. —And this is as good a place as any to thank two

other high divers for postcards and good wishes, Solly Solomon from New Brunswick, Can., and Ken Blake, who wrote from Salt Lake City.

## "Water Bugs" Given Preview by Spillman

NORTH TONAWANDA, N. Y., July 30.—Flitting across the surface of a 40,000-gallon portable tank, about 15 "Water Bugs," latest creation of Hyla F. Maynes, recently made their first public appearance before a group at the Spillman Engineering Corp. plant here. Best described as a "Dodgem on the water," the Water Bugs are little individually driven boats that float on water and not in it and appear a worthy addition to the long line of amusement inventions conceived by Mr. Maynes.

Two passengers ride in each of the boats, which zig-zag across the surface, ram one another, run into sides of the tank, bounce off and afford plenty of thrills, with the added attraction of being on the water. Boats are of a bronze alloy which will not rust or corrode. Problem of a suitable tank confronting the designer, anything bulky and weighty was out of the question, so search was started for material that would hold a large amount of water, would not crack with sun and weather and could be folded and packed in a small space. Several materials were tried before a rubberized canvas was found that proved satisfactory.

A metal bumper surrounds interior of the tank so that boats, when crashing into the sides, will not tear the canvas. The bumper has a maximum of spring that throws boats back towards center of the pool as they strike. A ramp leads to the loading point where customers board boats and ride as long as they desire. One of the ride's new features is that users will not ride for a limited period at a set price, as each boat is equipped with a meter like those in a taxi. Riders can see the meters and keep boats out as long as they desire or as long as their pocketbooks hold out. It is expected the ride will make its debut at the New York World's Fair of 1939. A representative of the fair flew here for the preview and was one of the riders.

## Champ Band Hamid Guests

Newark, O.

Editor *The Billboard*:  
Hamid's Million-Dollar Pier played host to the Elks' National Championship Band, of Columbus, O., at the recent national convention in Atlantic City. George A. Hamid and Samuel W. Gumpertz and their able aids, Anthony Martino and Billy Fennan, considered nothing too good for us while there. Everything was free to us on the pier, and we all enjoyed it from front to rear. It is a fine set-up with plenty of good shows. Thursday night Mr. Hamid took over a popular night spot and all seats and drinks were on him, so it can well be imagined how we enjoyed ourselves.

EDDIE EWALD.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Eight days of rain cracked the morale of the amusement crowd, who suffered considerably from poor weather earlier in the season. Neponsit Beach Hospital for Children has a circus theme in its newly installed murals. Immense volume of biz that Roadside Rest is doing may be gleaned from the fact that 10 men are assigned solely to the task of regulating parking at the Oceanside spot.

Harold (Freeport) Mason, one of the really original outdoor showmen, is toying with a novel sort of bingo idea, which makes parked automobilists participants and which revolves around numerals on the autolists' license plates. Nassau County is organizing 5,000 home owners who are in a position to quarter guests during the New York World's Fair. Frank Buck animal farm seems to be one of the "musters" on lists of show biggies who visit the Island.

ROCKAWAY BEACH: Commissioner Moses' plan to eliminate all types of business operations within the area between Beach 73d and Beach 108th streets, from the Boardwalk to the boulevard, is creating no small amount of discussion. Since concessions and amusements would be most widely affected by the proposed gesture, it naturally is being greeted

with most importance in these fields.

Moses' idea is to do away with the indie operator and put amusements in all forms under supervision of State and city. By this act concession space would be let by public bid, with the specification that the operator follow a format that would call for uniform opening and closing times; regulated prices and wages, and maintenance of a certain tone to all places.

LONG BEACH: Beach toll receipts appear likely to be about one-half of what had been hoped for. Jack Dandig, arcades, working on a proposition that will see him in the neighborhood of Times Square this fall. Parking situation here is easily the most favorable of any of the shore resorts on the Island.

## Chi Riverview

By HAROLD HUMPHREY

Altho attendance and biz are off compared with last season, the park is expected to be in the clear when it's all over because of a shaved operating nut. Same cannot be said, however, for some of the concessioners. Combination of bad weather breaks, upped concession fees over last year and a slump in turnstile tickers has contributed to their headaches.

S. W. Thomson augmented his motor-drome with two new riders, Johnny Peluso and Jimmy Allen. New talker on the drome is Tex Shelton. Otis Lloyd, snake and rep man, has returned to Thomson's Death Valley show. These are the only two shows in Riverview this season, both afford good entertainment and large tips are easily turned. Park will revive its four-week Mardi Gras for the first time since 1929. Starts August 20 with a parade of giant rubber-toy figures and continues till closing in September. Spot's press agent has arranged several newspaper tie-ups for this event and it should pull some extra customers.

O. H. Hogberg, doing stand-up biz with his new Indianapolis racer, got a nice break when Fox-Movietone filmed the Abbott Dancers in a race around the board track. Riverview will also get into the movies again during filming of Mayor Kelly's *Your Chicago* pic, sponsored by the town's New Century Committee. Bill Schmidt is bemoaning the fact that he can't take up some friends on an invitation to Canada.

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 30.—Biz pick-up was noticeable this week, with showers a big help to amusements. Games and other concessions on the Boardwalk are going full tilt, making up for lost time. There are three scales on the 'walk, two downtown and one at entrance to Garden Pier. As Kiddleland at Missouri avenue can't seem to get started, perhaps a 'walk entrance would help. Donkey game, which opened and seemed to be doing so well for a week, suddenly went dark, as did the Bowery Theater. Oscar Shaw returned this week in head role of *Idiot's Delight* and Lex Carlin has found it clicking at Garden Pier.

The ACLBA held a secret meeting on Sunday closing during which it was declared that the morning closing order enforced last week was driving people from the resort. Little Jack Little suddenly replaced Bunny Bergman at Steel Pier. Borrah Minevitch is sharing honors with Red Skelton, a holdover at Steel Pier this week.

Midget auto racing was supposed to get started at the Airport grounds last week, but the only thing that could have gone around the track was a motorboat. They will try again this week-end with Peter the Great, 19-inch midget of Hamid's Pier, doing the opening gag. Karl Bonawitz, who used to be quite a figure here, is headlining at Music Pier in Ocean City.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

The halfway mark has been reached and while 1938 has not been a big winner so far Playland is out of the red. Of course, we have not recorded the usual big winnings but, considering the weather, we are a lot better off than

many amusement parks and we still have about half the season to go.

Current free attractions are the Great Peters and the Atenos and they are clicking very well. Manager Harry Somerville, George Staplels and Bill Morris, of the outing booking department, have performed yeoman service. They have booked an all-time record number of outings for the big Westchester spot. Coming attractions include *The Daily News Harvestmoon Ball* in the Casino on August 10; AAU swimming meet for Bernarr Macfadden Trophy on August 13, open to amateur women and under direction of Etheldo Bleibrey; Westchester County Swimming Association finals on August 17 and 18; National and State horseshoe pitching championships on September 3-5, and big Children's Day on August 23 under sponsorship of all Westchester dailies.

The writer met Frank Laper the other day and was very happy to find him much improved. He has been ill quite a time. Artie Collignon is managing the 1,001 Troubles and is doing usual good job of it. Same goes for Joey Ciccone, of the maintenance squad. Gus Bergman is doing tops with his photo studio. Yogi Jordan says if it does not stop raining soon he will change to a mahatma. Art Marros is still wearing the smile that changeth not, good biz or bad.

## HARRY E. TUDOR

(Continued from page 32)

then, strangest of all, opera singing. He was touring Scotland in opera when, he tells us, he never knew whether it was his singing or her making of a super-luscious Welsh rarebit or baking of super-super Scotch scones that directed the arrow of one Cupid on its flight. He sang in Edinburgh, London, Capetown and way stations. This career was cut short by a tonsillitic throat and a Kafir uprising when his face got in the way of an assagal aimed at another native. Hence the identification mark on his face to the end. Only his robust Scotch constitution saved him from enteric, blackwater, dengue, dysentery and other tropical visitations. For a short time he managed a South African railway.

## Over Ocean 40 Times

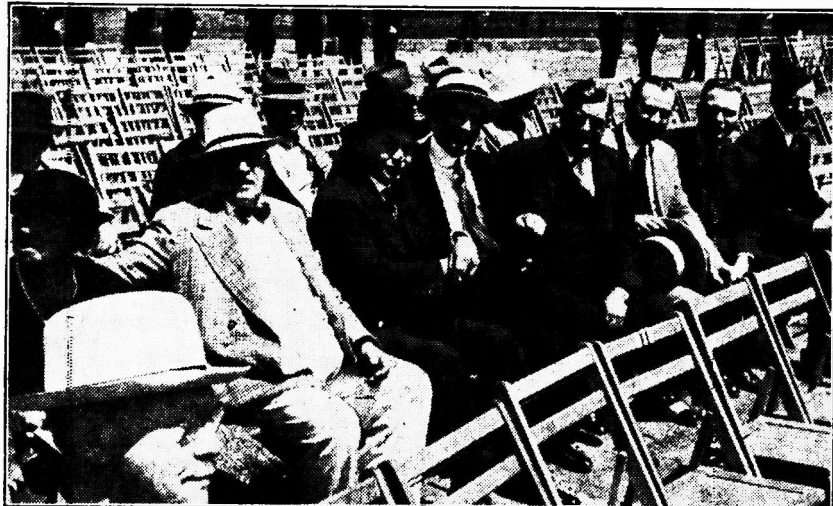
Then comes his Bostock wild animal career, which took him far and wide and brought him to America. Forty times he had crossed the Atlantic. As a maker of news for wild animal shows in his heyday he was supreme. The picture business brought to people the wild animal in its native setting as no show could do and made the show profitless. He managed Creation in Dreamland, Coney Island, N. Y., a superb show wiped out by the great fire at Coney. He went to Point Breeze, Philadelphia, with the many-acre motorcycle drome. He promoted air flights until he lost his charming and only daughter. John Stock's Gadabout claimed his attention until Dodgem Corp. took it over. For five years he managed Thompson's park at Rockaway Beach, followed by one year or season at Playland, Rye Beach, N. Y. As a device salesman he skipped about a few years until he went back to England. At Belgium Exposition in Brussels he managed rides operated by J. W. Shillan. The following year he appeared at John T. Benson's wild animal farm for a season.

## At Glasgow Exhibition

Only last fall the writer met him with Mrs. Tudor on the day they sailed from Boston for the other side. He had been engaged at Glasgow Exhibition as assistant director of concessions this season. He was also broadcasting for this fair when he said the damp weather brought on his old throat affliction and compelled him to give up the mike. He wrote, only in late June, of his intentions to return with Mrs. Tudor to America for declining years and that they might rest in the same soil with their first and only child. He was distinguished for loyalty to his employer and faithfulness to a trust. Bostock placed large sums in Tudor's hands to be spent in distant lands with never a complaint in accounting. His voice always handicapped him in speaking after its break in singing, but he could write fluently and clearly.

A long career, from 11 to 69 years, of self-reliance with no relative to counsel, advise or encourage. After recounting in 1931 his encounters with tropical afflictions, wild animal attacks and the hazards of extensive travels he added, "Death? Just one more adventurer—later." He has gone to the country from whose bourn no traveler returns.

# DE SOTO EXPO UNDER WAY



THESE WELL-KNOWN SHOWMEN were witnessing President Roosevelt's visit to the New York World's Fair grounds on June 30 when snapped by *Canad-Camera* fan George P. Smith Jr., executive of the fair's concession department. There is real attraction talent here, as from left to right sit Dr. Herbert Couney, veteran incubator show operator; W. F. Mangels, inventor of the Whip and dean of amusement device manufacturers; Harry G. Traver, leading attractionist at most of the big expos; Harry C. Baker, prominent engineer, operator and distributor of amusement devices and president of the National Association of Amusement Parks, Pools and Beaches; Lew Dufour, Dufour & Rogers Attractions, well-known exposition concessioners; Jordan L. Mott, International Parachuting Co., operator of the 'chute drop at the fair, and Edward Ramezel, engineering liaison in the concession department. Couney, Traver, Dufour and Mott have already signed contracts with Smith, and it is generally assumed that Mangels and Baker are practically set for concessions.

## Fessenden Scores In Its Best Annual

FESSENDEN, N. D., July 30.—Final day of Wells County Free Fair here, July 12-15, brought out largest crowds ever seen on the grounds, total attendance being about 45,000, said Secretary Edward W. Vancura. Grand stands were practically full, afternoon and night, and financially the board expects to have a surplus. Fairly & Little Shows on the midway did good business and topped last year's gross about 5 per cent. In spite of a grasshopper scourge, fair receipts were about 10 per cent greater than those of 1937.

On the morning of the third day premium checks were distributed to exhibitors. Featured on the platform program was Jule Miller's revue, *Broadway of Tomorrow*, accompanied by high-class vaude and comedy acts. There was a complete change of program nightly. In the races were added more county-owned and county-bred horses. Specialties included chariot races, pony races and relay races. The 29th annual fair was called the best in local history and congratulations have been pouring in on Manager Vancura and fair board and staff.

Visitors included Max Goodman, Goodman Wonder Shows; Dee Lang, Dee Lang's Shows; M. H. Anderson, secretary Otter Tail County Fair, Fergus Falls, Minn.; Dick Forkner, secretary, and John Ryan, director, Cavalier County Fair, Langdon, N. D.; H. L. Finke, secretary Northwest Fair, and family, Minot, N. D.; Directors Lovejoy, Pfund, Anderson and Thacker, Norman County Fair, Ada, Minn.; Dr. D. A. Ottinger, secretary Stutsman County Fair, and party, Jamestown, N. D.; E. W. Mueller, treasurer and director of Stutsman County Fair, and Mrs. Mueller; Billy Williams, Williams and Lee; Rube Liebman, Barnes-Carruthers, and Robert Cory, representative of *The Minot Daily News*.

## Woman in G. W. Frost Post

ST. JOHN, N. B., July 30.—Mrs. Mildred A. Gray, who has been appointed acting manager-secretary-treasurer of St. John Exhibition Association, has been employed in offices in the fair several years as accountant. Appointment temporarily fills the offices vacated in the recent death of G. W. Frost. A permanent successor may not be appointed until after the 1938 exhibition. Directors praised the work of Mr. Frost for 18 years as purchasing clerk, plant superintendent, assistant manager and secretary-treasurer-manager.

## Big Program for Mineola Made by New Organization

NEW YORK, July 30.—Reorganized Mineola (L. I.) Fair, one of the oldest county agricultural events in New York State, this week announced its premium list for the 96th annual. J. Alfred Valentine, recently elected president, heads the organization that is attempting to restore the Mineola fair to its earlier prestige and importance.

Joseph H. Andrews will be general superintendent. Prizes amount to \$12,000 for displays of cattle, poultry, fruits, grains, vegetables, culinary products, photography, fine arts, flowers, rabbits, caviar and 4-H Club exhibits. Purses for trotting races on five days amount to \$7,000, and auto races will feature the Saturday matinee program.

Frank Wirth Enterprises, New York, will furnish the grand-stand show, having contracted for circus acts in afternoon and musical revue at night.

## Revival Is On in Lebanon

LEBANON, Pa., July 30.—C. S. Parnell, secretary-manager of Mebane (N. C.) Six-County Fair, who has taken charge of revival of Lebanon County Fair here after a 10-year lapse, has engaged James J. Boyd to assist him, reports Mr. Boyd. Because the old buildings are unsuitable, exhibits will be housed in tents. The fair plant is being renovated, and local interests are giving full co-operation, it is said.

CAMDEN, Tenn.—Benton County Fair Association elected J. F. Lindsey president; T. A. Berry, vice-president; R. L. Davis, secretary; E. H. Fry, treasurer.

## Setting of First N. Y. Special Day Pleasing to Concessioners

NEW YORK, July 30.—New York World's Fair listed its first official special day this week when the International Business Machine Corp. announced that on May 4, 1939, about 3,000 IBM employees will be guests of the company at the fair.

News of the special event was encouraging to exhibitors and concessioners, who have been wondering just what the fair has been planning in the way of special days.

Altho IBM Day will be of small significance to the fair as a whole, because of its relatively small attendance, par-

## Tampa Pan-American Show Set For '39 With \$100,000 Program

Extensive grounds improvements and doubled budgets announced by Manager Strieder—changes will harmonize with federal project under Commissioner Dye

TAMPA, July 30.—Complete plans for Florida's 1939 fair, the Pan-American and Hernando DeSoto Exposition, on January 30-February 18, were mapped out here this week when General Manager P. T. Strieder conferred with officers and directors and officially oked a \$100,000 building improvement program. With President Carl D. Broren presiding, directors and department superintendents unanimously indorsed general plans for extensive grounds improvements to harmonize with the United States government building project, where Commissioner

Alexander Dye, presidential appointee, will supervise the national show. The United States building will be completed and decorated far in advance of the opening of the exposition, directors were told.

## Building and Bookings Move At G. G. Expo

SAN FRANCISCO, July 30.—A coliseum with area larger than Madison Square Garden will house live-stock shows and athletic events of the 1939 Golden Gate International Exposition, plans for the building being announced by the State commission for the exposition. Thirteen international live-stock shows are already signed for fair year.

Ultra-streamlined trains in miniature will whistle around the island next year, said Frederick Weddleton, chief of concessions. The little carriers will operate over a three-quarters of a mile run along the Gayway. J. M. Anderson, Fort Worth, Tex., was granted the rail concession. Attractions are being lined up for the Gayway, the 40-acre amusement zone, and work is under way on construction of a \$1,200,000 Chinatown in this area.

Construction on Pacific House, central theme building of the Pacific area, has started. It will be erected at a cost of \$81,980 and will be cruciform in shape.

## Pomona Contracts Glen Gray

POMONA, Calif., July 28.—Glen Gray and his Casa Loma Orchestra have been engaged for the 17-day duration of the 1938 Los Angeles County Fair here, said Secretary-Manager C. B. (Jack) Afflerbaugh in connection with his declaration that entertainment being booked will be best in the history of the big fair. Last year Gus Arnheim and his aggregation appeared. Casa Loma Orchestra has made only one previous appearance on the Pacific Coast two years ago. Bob Cannum, who has assisted the fair management on entertainment for the past five years, said several surprises will be offered patrons.

EASTLAND, Tex.—Ed T. Cox Sr. was named general chairman of the 12th annual Eastland County Fair here; H. J. Tanner, secretary; C. J. Rhodes, treasurer; Frank Castleberry, assistant chairman, appointments being made by President T. E. Richardson, Chamber of Commerce.

Budgets for premiums and grand-stand attractions have been doubled, Pan-American building and floral hall will be remodeled and enlarged and concrete pilasters, new roofs, skylights and modern ventilation will be installed. A 40-foot addition will be added, making the floral structure 70 by 465 feet. Old bleachers are being razed and a new concrete stand will be erected to match the present grand stand and increase seating nearly 50 per cent. A new arched entrance will be erected over the Cass street approach, present main entrance will be beautified and a mammoth neon sign, "DeSoto Exposition," will be placed.

## Budgets Given Increases

A beautification program has been launched with Marco Penn, Tampa park superintendent, in charge. Rose bushes, gardens and flower beds will make the fair plant the most beautiful grounds in America, it is said. Exhibition departments report extensive plans. A Dairy Show will be added to the annual live-stock exhibition, a new venture for Florida fairs. The cigar industry, for which Tampa is noted, will stage its most elaborate show and utilize more than 15,000 square feet of floor space.

Advertising and publicity budgets have been more than trebled for the three-week exposition. The attractions program will be completely changed for last half of the fair. Historical pageant, depicting the landing of Hernando DeSoto, the Spanish conquistador, with attendant ceremonies, will highlight the first five nights. Professional producers will have charge of the production. Gasparilla Day, the social fete of Tampa's winter season, will be enacted on a greater scale than ever and again Florida Shriners will dominate the fair for one

(See DE SOTO EXPO on page 37)

## Hawaiian Troupe Arrives For First Fair Engagement

ST. LOUIS, July 30.—Sidney Belmont, Belmont Fair Booking Agency, received word from E. K. Fernandez on July 28 that the E. K. Fernandez Hawaiian Extravaganza of 70 people had landed in Vancouver, B. C., on that day, having sailed from Honolulu on the Empress of China on July 22. Fernandez said not a member of the troupe had ever appeared in the States or Canada previously. It is said to be the largest troupe ever imported from the Hawaiian Islands.

The troupe, being transported in special busses, will be met by the Illinois Highway Police when it hits the Illinois State line and will be escorted to Illinois State Fair grounds, Springfield. Busses will carry big banners advertising Illinois State Fair. Mr. Belmont said the troupe will go to the Canadian National Exposition, Toronto, following which the extravaganza is booked at State fairs until October 15.

While in Chicago the troupe will be heard on a national hook-up broadcast and will also broadcast from the Coliseum in Springfield nightly on the show of WLS there.

**NOW—WEST'S WORLD'S WONDER SHOWS—SEE IT FIRST—NUFF SED**  
**THE FOUR O' HEARTS**

Upholding 11 Generations of Circus Tradition.  
 A GOOD JOB WELL DONE.  
 AVAILABLE TIME AFTER AUGUST 13.

<p><b>EAST.</b>                  FRANK WIRTH BOOK-                  ING ASSN., INC.,                  1560 B'way, New York City.</p>	<p><b>MID-WEST.</b>                  COLLINS ENTERPRISES,                  Elliott Hotel Bldg.,                  Des Moines, Ia.</p>	<p><b>FOREIGN.</b>                  CHAS. L. SASSE,                  300 West 49th St.,                  New York City.</p>
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**AYE LAD—** A THRILL ACT THAT TRANSFORMS JUST ANOTHER SHOW LOT INTO "PAY DIRT."—CRASH DUNIGAN.

**HARNEY COUNTY FAIR AND RACE MEET**

SEPTEMBER 16-17-18, BURNS, ORE.  
 Race and Carnival Correspondence Invited  
 D. C. JORDAN, Secy.

**WANTED—LEBANON COUNTY FAIR—LEBANON, PA.**

C. S. PARNELL, Secy. and Mgr.  
 WEEK SEPTEMBER 5 TO 10.  
 FIRE WORKS NIGHTLY, FREE ACTS, RACES, BIG REVIEW. CETLIN & WILSON. WORLD ON PARADE ON MIDWAY.  
 WANTED—Inside Exhibitors, Demonstrators, Eating Stands of all kinds. Grandstand Peddling Privilege open. Beer Privilege for rent. Home Brewery here. Big Stand already built under Grandstand. Free Acts. Reviews get in touch with me. Address all mail and wires to  
 JAMES J. BOYD, Concession Manager, Walton Hotel, Lebanon, Pa.

**HARTFORD CITY, INDIANA FREE FAIR**

SEPTEMBER 20-24.  
 Now booking Concessions. Must give Merchandise. No Strong Joints. All good Locations.  
 JAMES WILLMAN, President  
 Indianapolis, Ind.

**WANTED ACTS**

ANIMAL ACTS, NOVELTY ACTS AND SENSATIONAL ACTS FOR FREE ATTRACTIONS.  
 Send Literature. Full Description of Acts, Salary, Etc.  
**WASHINGTON PARISH FREE FAIR**  
 Free Gate, Free Supervised Parking Space, Free Grand Stand.  
**FRANKLINTON, LA., OCTOBER 12-13-14-15**  
 Address: W. J. WILLOUGHBY, Mgr., Box 1165, Bogalusa, La.

**GREATER FLOYD COUNTY FAIR**

NEW ALBANY, IND., AUGUST 15-20, INCLUSIVE.  
 Fairgrounds 6 Blocks from Court House.  
 PLACE Shows that don't conflict. PLACE Concessions of all kinds. Ten Rides and Free Acts contracted. All address  
 E. K. JOHNSON, Superintendent of Concessions, Rides and Shows.

**CONCESSIONERS WANTED**

Good, Clean Flashy Games, Cook Houses, Ball Games, etc. Record attendance last year. Car Given Each Day. Dates: August 30-Sept. 2. Gooding's Rides and Shows  
**WASHTENAW COUNTY FREE FAIR**  
 ANN ARBOR, MICH.  
 F. W. McLANE, Pres., 202 W. Michigan Ave., Ypsilanti, Mich.

**WANTED for MONTPELIER (IND.) FREE STREET FAIR**

AUGUST 30 TO SEPTEMBER 3.  
 Freak and Minstrel Shows or any other clean Shows, Barbe-Q Stands, Eat Concessions, African Dip, or what have you? Don't come unless authorized by Committee. Free Acts and Rides have been contracted. Address  
 CLYDE A. NEFF, Concession Chairman, Montpelier, Ind.

**WEST END UNION COUNTY FAIR**

Four Big Days — Four Big Nights — September 7-8-9-10.  
 Wanted—Independent Shows and Concessions.  
 Address AARON HASSINGER, Laurelton, Pa.

**THE KING OF THE AIR**

HIGH SWAYING POLE SENSATION.  
 A High Act With New Original Features.  
 In Place of Imitating, I Originate.  
 Defying all laws of gravity.  
**GEO. CHESTER**  
 Care The Billboard, Cincinnati, O.

**CARNIVAL WANTED**

Week of August 16, Twelfth Annual  
**TRI-COUNTY FAIR**  
 JASONVILLE, IND.  
 Wire or call  
 IVAN CONDER, Mgr.

**CARNIVAL WANTED**

For the Following Dates:  
 OCTOBER 11, 12, 13, 14.  
**ORANGEBURG COUNTY COLORED FAIR.**  
 W. C. LEWIS, Secy., Orangeburg, S. C.

**FAIR SECRETARIES AND MANAGERS**

Do You Want a Real Carnival for You- Fair? If so, we have a few open weeks for Southern territory. 10 Rides, 8 Shows, Callions and Speaker System. BANTLY'S ALL-AMERICAN SHOWS. Waverly, N. Y., this week; then as per route.

**Premium Facts**

(Data collected from lists received by The Billboard)

**FARMER CITY, Ill.**—Farmer City Fair and Horse Show, ninth annual, July 31-August 5. 76 pages. Officers: C. O. Gillespie, president; E. S. Wightman, vice-president; Sim Wilson, secretary; E. R. Rinehart, treasurer. Admissions: General, 35 cents; children under 12, free. Attractions: Grand-stand show; Lou Morgan, Reynolds and Collette; revue, *Harvest Holiday*; Tarzan, human ape; Six Jordans; Arloff and Company; Col. Ray Hensel and Dare-Devils. Midway: Byers & Beach Attractions.

**KNOXVILLE, Ill.**—Knox County Fair, 82d annual, August 1-6. 168 pages. Officers: Dr. H. M. Rinehart, president; Harry Peterson, vice-president; Hilding L. Johnson, secretary-treasurer. Admissions, general, 35 cents; children under 12, free; autos, 25 cents. Attractions: Grand-stand show, Erber-LaRose musical revue, Supper Time Frolics from WJJD, WHO Barn Dance, Speedway Corp. of America Dare-Devils. Midway: Shows and rides.

**ARTHUR, Ill.**—Moultrie - Douglas County Fair, 13th annual, August 9-13. 76 pages. Officers: F. F. Fleming, president; Dr. R. H. Dixon, vice-president; Perry Knobloch, treasurer; H. E. Hood, secretary. Admissions: Adults, 40 cents; children, 6 to 12, 25 cents; grand stand, free. Attractions: Grand-stand show, Barnes-Carruthers acts, Pine Ridge Follies, Willie West and McGinty, Capt. Spiller's Seals, Art LaFleur, WLS on Parade, Larimer and Hudson, Healy and Mack. Midway: Shows and rides.

**SPRINGFIELD.**—Illinois State Fair, 86th annual, August 13-21. 452 pages. Officers: J. H. Lloyd, director of agriculture; B. W. De Bord, assistant; E. E. Irwin, general manager; William Ryan Jr., assistant. Admissions: General, 25 cents; children under 12, free; autos, 25 cents; grand stand, 25, 50 and 75 cents and \$1 and \$1.50, according to day and program. Attractions: Grand-stand show, Sidney Belmont presents E. K. Fernandez's Hawaiian Extravaganza, WLS National Barn Dance, Alice Sisty, Grand Circus harness races, auto races, Capt. F. F. Frakes and his Death Fighters, Live-Stock and Horticultural Shows, motor—(See PREMIUM FACTS on page 59)

**Grand-Stand Shows**

RUDY CAFFEY, radio vocalist, will warble at Mifflin County Fair, Lewis-town, Pa., having been selected as emcee for attractions during the week.

ATTRACTIONS at the 1938 Manitowoc (Wis.) County Fair will include an outdoor wrestling show, an innovation for the fair, and Jimmy Lynch and his Thrill Circus.

FOR the 1938 Ohio State Fair, Columbus, said Earl H. Hanefeld, State director—(See Grand-Stand Shows opposite page)

**GRANDSTAND**

60'x 285' Steel Constructed. 3,000 Seating Capacity, Folding Chairs.  
 PRICED LOW FOR QUICK SALE  
**IRON & STEEL PRODUCTS, INC.**  
 Chicago (Hegewisch Sta.), Ill.  
 Phone, South Chicago 9430.

**As Good As Ever!**

The 20th Annual  
**RED LION GALA WEEK FAIR**  
 August 22-27.  
 Have Concession Space for Legitimate Concessions only. Grab and Juice ex sold. Shows and Rides get in touch with Heller's Acme Shows. All others write  
 R. M. SPANGLER, Secy., Red Lion, Pa.

**WANTED**

ONE HIGH CLASS RUBE BAND OR GOOD ENTERTAINING ORCHESTRA FOR  
**NOXUBEE CO. FAIR**  
 SEPTEMBER 5 TO 10  
 Quote Best Price.  
 T. S. BOGUESS, Secy., Macon, Miss.

**THE STRATOSPHERE MAN**



At the Top of the Highest Aerial Act in the World.  
 Finishing With a 500-Ft. Slide for Life.  
 Available for Fairs, Parks, Celebrations.  
 Late Southern Dates Wanted.  
 Address Care of The Billboard, Cincinnati, O.

**VIRGINIA SENIOR SKY HIGH GIRL**  
 SENSATIONAL LADY AERIALIST.  
 Hazardous and Thrilling Ending with a "Teeth Slide for Life."  
 Permanent Address, Care of The Billboard, Cincinnati, O.

**JAYDEE**  
 The Great THE OLD APE MAN  
 Amazing Trapeze Novelty—100 ft. high. New and thrilling! Presenting a terrifying appearance in his ape costume.  
 Open After Sept. 17.  
**JERRY D. MARTIN**  
 General Delivery, New Waterford, O.

**FREE FAIR**  
 COVINGTON, IND., August 22-27, 1938.  
 WANT Shows and Concessions. Gooding Rides Booked. Write  
 GEO. P. SCHWIN, Covington, Ind.

**WANTED FREE ACTS**  
**DeKalb County Fair**  
 October 4 to 8, Inclusive, AUBURN, IND.  
 BUSTER HETRICK, Secy.

**WANTED**  
 Carnival with Free Acts or Independent Shows, Rides, Concessions, Acts.  
**GREENFIELD, MO., FREE FAIR**  
 SEPTEMBER 8-9-10.  
 Write PRES. C. of C., Greenfield, Mo.

**TRI-COUNTY FAIR**  
 OF IMBODEN, ARK., September 18-24, Inclusive,  
 wants to contact Carnival Company. Four Rides, three Shows. Right company gets exclusive rights on Concessions. Fair in operation fourteen years.  
 M. W. PHILLIPS, Secy.

**MISS ELLA CARVER**  
 INTERNATIONAL LADY HIGH FIRE DIVER.  
 Swan Dive on Fire Int. Fire. Thrilling and Sensational. An Act that will draw the crowds and hold them. For open time address  
 MISS ELLA CARVER, Cincinnati, O.  
 Care Billboard.

**WANTED**  
 Legitimate Concessions and Free Acts, for  
**PIERCETON, IND., FAIR**  
 SEPTEMBER 6-7-8-9-10.  
 MR. HENRY E. SMEADER, Secy., Piercetion, Ind.  
 Box 102

**LAST CALL**  
 FOR THE MILFORD STREET FAIR  
 AUGUST 10-11-12-13.  
 Legitimate and Pit Shows wanted.  
 EUGENE W. FELKNER, Secy., Milford, Ind.

**WANTED**  
 CONCESSIONS FOR ALEXANDRIA FAIR, ALEXANDRIA, KY.  
 Saturday, Sunday and Labor Day, Sept. 3, 4, 5.  
 Write  
 J. W. SHAW, Secy., 335 York St., Newport, Ky.

**Wanted WANTED**  
 Independent Rides, Shows and Concessions, or Small Carnival, to play two Fairs, 23 miles apart, Wilson County Colored Fair, Lebanon, Tenn., September 1, 2, 3; Rutherford County Colored Fair, September 8, 9, 10. Write or wire  
 J. R. McDANIEL, Secy., Lebanon, Tenn.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

BECAUSE the National Skating Association of Great Britain will not permit them to leave England until after the European Championships, in which they are scheduled to take part on September 17, the tour of American rinks to be made by Jim and Joan Lidstone will have to be arranged accordingly, reports Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association of the United States, Detroit. The news was conveyed to him by radiogram from the brother and sister team, which has won and retained the English amateur championships in both dance and figure roller skating consecutively for the past six years.

"It will be to our advantage to have the Lidstones later after the 1938-'39 season is on in full swing," said Secretary Martin. "Every member of the RSROA has been notified regarding the Lidstones, and we have already received several verifications of dates for their appearance."

"Because of this change in dates we have pushed ahead the deadline on verifications so that they must be in the headquarters office, 5795 Woodward avenue, Detroit, not later than midnight on August 6. As we are working in conjunction with the NSA of Great Britain, only members of the RSROA are permitted to have this famous English team appear in their rinks."

MILO D. TOWNE recently closed his rink in Clearwater Beach, Fla., after a successful season and returned to Herkimer, N. Y., to open Carroll Park Rink, which has been resurfaced and redecorated. Silver cups will be awarded for speed and graceful skating. He recently opened another rink at Palatine Bridge in Dreamland Ballroom and on July 20 was host to a party of girls from Beechnut Packing Co. He believes a spinning record was established in his rink when Fred Dutcher and Prosper Vennera recently went 52 minutes, 7 seconds, besting Joseph Calgure and Joseph Spatol, who went 50 1/2 minutes.

"FRIENDS all over the country will be grieved by news of the death of Hilbert (Bert) English, who died at his home in Buffalo on July 18," writes Peter J. Shea, Detroit. "For a number of years he operated and owned rinks in various parts of the country, including Michigan, Indiana, Ohio and Pennsylvania. From 1902 to 1905 he conducted six roller rinks and was reputed to be wealthy, but of late years he had lost heavily in investments. The last few years he had a booking office, handling leading orchestras and bands. Few rink managers were more popular than Bert English, as he was a great mixer, having visited many rinks in America as well as in foreign countries. He was about 62 and had no living relatives. Burial was in Buffalo. Ray Kneeland, his old friend and associate, being in charge of arrangements."

ARENA Gardens Rink, Detroit, being revamped and redecorated, will open the 1938-'39 season on September 3, again under management of Fred A. Martin, who writes that the well-trained personal-service staff will return in a body. Manager Martin, secretary-treasurer of the Roller Skating Rink Operators' Asso-

ciation of the United States, has returned from a tour of Michigan rinks on behalf of the RSROA, having visited Manager Orville Godfrey, Edgewater Park Rink, Detroit; Manager Jesse Bell, Walled Lake Rink; Manager Mickey Dunn, Fair Haven Rink; Manager Wally Kiefer, Flint Park Rink; Manager Edward Godfrey, Madison Rink, Flint; Manager H. P. Hurkett, Wenona Beach Rink; Manager M. S. Lewis, Crystal Lake Rink, and Manager Jonath Riggle, Lake Orion Rink. He said all operators reported nice business and that they expect a good season in their winter spots.

DUE TO GOOD harvests Mrs. Anna Kilby and her son, J. D., proprietors of a 40 by 100-foot portable roller rink at Wayne, Okla., are doing good business. Rink averages 185 skaters week nights and 250 Saturday nights for three sessions. Gearl Long is floor manager, assisted by Richard Hicks.

## As a Foundation

By EARLE REYNOLDS

World-Famous Roller Skater and Manager

Recently I have had the pleasure of visiting a number of oldtimers, who, in my opinion, are responsible for the present roller-skating craze. I enjoyed a fine evening with Earl Van Horn, who tired of doing four and five shows a day, landed himself a rink and put show business into rinking. His Garden City Roller Rink in Mineola, L. I., has wonderful and costly improvements made in the past two years. What impressed me most was the fine clientele he has built up. He has formed a figure-skating club with daily sessions and has that famous figure skater, Beegee, as head coach. I saw more than 200 dancing and waltzing to strains of good music in perfect tempo.

Rink managers should visit Van Horn's rink and see how his patrons have advanced in figure skating, which gives them a foundation that permits them to master the tricky ballbearings with skill and grace. Here one will see just as fine pair-skating couples as have ever been seen in big Madison Square ice carnivals. Ice skaters have not yet invented a number equal to the Van Horn Mineola Scratch, a combination of two-step, waltz and rumba.

Will roller skating be in the Olympics? Well, if it is left out of the 1940 Olympics in Finland the athletic world will miss one of the finest sports of the times. There is some variety in all roller-skating numbers and there is not the sameness thruout that is seen continually on the ice. There are 20,000,000 roller-skating fans in England and America and there are not 300,000 ice skaters, because ice rinks are devoted to hockey and there are only a few days of ice skating in parks and on ponds each winter and some winters none at all. There is no place for them to enjoy ice skating.

Rinks like Martin's in Detroit, Cleveland Rink and Van Horn's Rink are playing to capacity nightly and having figure-skating sessions daily which put a foundation under anyone who wants to become a good skater. What's the reason for this uplift in the skating game? What's the secret? Perfect management; keeping it classy; no rowdiness at any time; rules that are lived up to; no fast skating except special numbers for those who want to show their speed, all others stay off the floor, and up-to-date good music. Figure skating makes skaters sure on their feet. Last year in Martin's rink I watched 1,000 skaters during a couple of evenings and in Van Horn's rink were similar big crowds and not once did I see any of the skaters flopping on the floor.

I read that the famous American youngster, Gloria Vanderbilt, the heiress, has developed into a fine skater and is skating in Newport at the beach rink daily. But Gloria was either tripped or skidded into a piled-up fall the other night while she was enjoying the Van Horn Scratch dance with a good-looking chap, who evidently had the idea of this number. As they were rolling around the rink down went Gloria and pulled her partner with her. Those behind were unable to change course and there was a real football pile-up. She came up unhurt and was off with her boy friend to finish the dance. That was the first fall I have heard of in rinks in some time.

Now that Gloria and the "400" have taken up roller skating I look to see a big rink in New York City that will skate a few thousands nightly before many months. Don't fail to teach figure

skating. Give the crowds that foundation for skating that is everlasting. That is what has brought ice skating to its high level and that is what will place roller skating on its highest peak. For roller fans can enjoy their sport in winter, spring, summer and fall at a very small cost for their amusement and good health.

## DE SOTO EXPO

(Continued from page 35)

day with a monster parade and program of frolic.

### Big Attractions Planned

There will be at least three days of professional auto races and two or more days of thrill attractions. Night show probably will evolve around a spectacular review with vaudeville, circus and hippodrome attractions and nightly fireworks. Lieutenants in charge of details of the expo include Albert Thornton, executive secretary; Russell Kay, director of advertising and publicity; James Malone, assistant to Manager Strieder, and Beatrix James, office manager.

"There has never been more enthusiasm displayed by Florida State Fair board of directors than was manifested by President Carl Brorein and the other officials during our mid-summer conference," said Mr. Strieder. "We are particularly fortunate in the governmental appointment of Dr. Dye, who understands the work thoroly and is lending invaluable support to make the event an outstanding success. We won't be satisfied with less than 1,000,000 attendance."

## Fair Grounds

DELAWARE, O.—Sale of fairgrounds at Powell, O., has been authorized by Delaware County commissioners and Eli Long, president of the fair board, will handle details. Sale of the 30-acre grounds and buildings was authorized after decision of commissioners to build a plant in Delaware, which, starting this year, will be site of Delaware County Fair.

CLARKSDALE, Miss.—At the 1938 Delta Cotton Festival here Mrs. B. J. Marshall will be in charge of the Horse Show. Chauncey Smith, general director, named a committee comprising Max Friedman, R. Clay Williams, Charles Sisson, W. C. Kirkpatrick, Charley C. Cooper, Ben R. Lombard, R. F. Dickinson, Gary McWilliams and Eudie Kavanaugh. An added feature will be a ceremony commemorating discovery of the Mississippi River by Hernando DeSoto at Sunflower Landing and a marker will be erected there during the fair.

CLEARFIELD, Pa.—The 75th annual edition, a 112-page booklet for the 1938 Clearfield County Agricultural and Industrial Exposition, has been issued. Exhibit premiums and race purses total more than \$5,000. State championship horseshoe tournament will be held on the last two days. Bantly All-American Shows will be on the midway. The fair is conducted by Clearfield fire company with William J. Brice Jr., Bedford, Pa., as managing director.

PLAIN CITY, O.—Entries for the third annual Plain City Fair indicate larger representation from Madison, Union and Franklin counties, said Secretary J. L. Rihl. The four days will include three days of harness racing, night draft horse show, saddle horse show, pet parade, bicycle parade and flower show. Sam Torbert and Orville Noteman will be in charge of the draft show.

DELAWARE, O.—Because Delaware County Fair Board only recently acquired new fair, it will not be possible to build a track for a harness horse meeting at the 1938 fair. It is expected the racing plant will be ready in 1939. A three-night saddle horse fair will be featured in addition to a Percheron and

draft-horse show and junior fair. Eli Long is president of the new group, which is working for revival of the fair.

CANTON, O.—A joint outdoor advertising campaign for the 1938 fairs in Stark and Columbiana counties will be launched by the agricultural societies. Contract has been placed for 24-sheets for 30 days, paper of attractive design to be double dated and boards spotted thruout the two counties. It is a departure from the previous policy of using smaller signs along highways.

JACKSON, Miss.—F. J. Hurst, Jackson, editor of the U. S.-State Extension Service, is new superintendent of agriculture for Mississippi Free State Fair here, succeeding the late J. Ed Ruff, who died on July 15 after a three-month illness. Mr. Ruff was widely known to show people who have played the fair during the past 22 years.

FORT WORTH, Tex.—F. M. McFalls installed a shooting gallery on the fiesta grounds here when Casa Manana opened on July 29. This will be the third season for the gallery here. McFalls also has shooting galleries in Casino Park, Lake Worth; in Tyler, Tex., on Dallas Fairgrounds, and he will have two galleries at the 1939 San Francisco Exposition. Casa Manana will be the only attraction on the fiesta grounds except Pioneer Palace with a free vaude show.

MADISON, Wis.—Dane County board on July 25 appropriated \$2,500 to Dane County Agricultural Society toward a 1938 fair.

BEAUMONT, Tex.—South Texas State Fair Association adopted a \$40,750 budget for the 1938 fair. Work on grounds is being pushed and President Howard W. Gardner is assured the plant will be ready. E. C. Davis, chairman of budget committee, said plans have been worked out on estimated income of \$44,775.

MARKSVILLE, La.—A 150 per cent increase in exhibit space and a new auditorium seating several thousand will be completed in time for the 1938 Avoyelles Parish Fair, said L. A. Cayer, president. Association is spending \$25,000 on an improved plant. Burke Shows will be on the midway. Cash and auto awards will be made on three days.

LA CROSSE, Wis.—Interstate Fair Association will embark upon a \$50,000 building improvement program immediately after the 1938 annual. Work under the WPA will include reroofing grand stand and erection of two buildings.

## GRAND-STAND SHOWS

(Continued from opposite page)

tor of agriculture, acts will include Flash Williams and his Thrill Drivers and Renfro Valley Barn Dance.

THREE Aerial Skyrockets, high trapeze, played Jasper County Fair, Newton, Ill., on July 21 and 22 and a return engagement in St. Charles, Mo., on July 24, reports C. L. Hodges, manager of the act.

FOR the 1938 Tri-State Fair, Superior, Wis., WLS Barn Dance Troupe has been booked as grand-stand attraction on two days and Lottie Mayer's Disappearing Water Ballet during remainder of the week.

MAKING his first appearance in the Pacific Northwest in several years, Graham McNamee, radio announcer and former war correspondent, will be emcee at the 39th annual Western Washington Fair, Puyallup, this year, said A. E. Bartel, general manager and fair secretary. Announcement that he had signed a contract for the week confirmed rumors that McNamee would emcee the day and night grand-stand show.



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## Hennies Bros. Score in Butte

Ten-day stand rounds out in fine style—press praises show

BUTTE, Mont., July 30.—The Hennies Bros.' Shows are completing a most profitable 10 days' engagement here, drawing wonderful crowds each evening since opening Thursday, July 21, in spite of hitting this copper mining city at the worst time imaginable. The mines have been shut down in this section for months and the town hard hit.

Even the first Saturday afternoon Children's Matinee drew big. The engagement was billed in all towns within a radius of 100 miles. The newspapers used, and Radio Station KGIR, of Ed Craney, putting the show over in grand style.

Harold DePue, manager of the North Montana State Fair, Great Falls, where the Hennies Bros. furnish the midway features, visited the show Tuesday night and stated in *The Great Falls Tribune* the following day that the Hennies Bros. Shows were the most colorful midway show on the continent. He was high in his praise of the neon decorations and illumination.

The engagement was under the sponsorship of the Lion's Club for the benefit of its Sunshine Camp for the undernourished and underprivileged children of Butte. Reported by Joe S. Scholibo.

## G. F. Dorman Joins Clyde's Carnival

INDIANA, Pa., July 30.—Clyde's United Carnival Shows under the ownership and management of George C. Smith has been touring since early in the season to business that has been somewhat spotty.

However, in recent weeks business has picked up and Manager Smith has started on a program of enlargement in a modest way for the present at least.

George F. Dorman, who had been secretary of Royal Exposition Shows, joined last week with his Big Eli Wheel and this week took over the duties of secretary for Clyde's Shows, succeeding William Nathan, who resigned Monday. Others from the Royal organization who joined at Scalp Level, Pa., last week were Mrs. George F. Dorman, Mr. and Mrs. Bud Foreman, J. C. Reid, William Hughes, Kenneth Hughes and John Hanley.

## James C. Simpson in Cincinnati on Business

CINCINNATI, July 30.—James C. Simpson, general representative of the Johnny J. Jones Exposition, was here this week from Chicago on some railroad business.

He came to *The Billboard* office for a chat with the staff between trains and also visited with Felix Bley, also a carnival general agent, who was a caller at the time.

Simpson stated that the show is booked and railroad contracts made up to closing of season time, now set as in November.

## Aldrich Hawaiians Beating Records

SASKATOON, Sask., Can., July 30.—With a cast of 21 native Hawaiians, a show front of gay deck chairs and striped awnings depicting the glamour of the islands, Bill Aldrich's Imperial Hawaiian show on Royal American midway to date this season has justified extravagant claims made for it by chalking up a net gain of 35 per cent in receipts for the Canadian engagement as compared with same period last year.

Demand for the show was so great that at Saskatoon Aldrich enlarged the tent to accommodate 800 for a performance. For many weeks the show has topped attractions of its type on the midway. Aldrich is producer also of Hawaiian shows at Steel Pier in Atlantic City, but says RAS unit is his top show.

Using for the first time "Electro," an (See ALDRICH HAWAIIANS on page 49)

## Line o' Two of News

ROCHESTER, July 30.—Ideal Exposition Shows did a fair business here week ended July 23, sponsored by Columbian Republican League. Poor weather cut attendance to 10,000, but next week the show under same sponsors on a new location. Three Queens and a Jack is free act. Patrick Provenzano was chairman, Tom Latin and Joseph Farbo comprised committee.

CLEVELAND, July 30.—Paul Lee, two years at Great Lakes Exposition here with a Chinese art store, is on midway of J. R. Edwards Attractions playing this State. He states he is well pleased with this, his first season with a carnival. He reports he has been able to maintain interest in his wares from midway patrons despite fact that his is a business confined to over-counter sales.

JOHNSTOWN, Pa., July 30.—Following recent engagement here Lloyd Reese's Cavalcade of Fun Shows closed and called it a season for that organization.

CINCINNATI, July 30.—E. Lawrence Phillips, owner Johnny J. Jones Exposition, stopped over here between trains Wednesday night en route from Salem, Ill., to Washington, D. C. It is reported that he is interested in the purchase of some additional show equipment.

SALEM, Ill., July 30.—Jack E. Dadsell, free-lance photographer and writer, was a visitor at the celebration here this week. Next week he will visit the

Rubin & Cherry Exposition and L. J. Heth Shows in connection with his work.

RIESEL, Tex., July 30.—Following the close of a successful fair here recently, Ira Burdick's All-Texas Shows were awarded the contract for next year, Eddie Kelker, of the shows, stated.

JANESVILLE, Wis., July 30.—Rubin Gruberg, president of Rubin & Cherry Exposition, Inc., announced here yesterday that owing to conditions in Hammond, Ind., that the shows will play Elkhart, Ind., next week instead of Hammond.

DUBUQUE, Ia., July 30.—Freddie Jones, professionally known as Flexible Freddie, joined Pete Kortez' side show with the Beckmann & Gerety Shows this week.

## Mrs. David Stock's Birthday Party an Enjoyable Event

MINNEAPOLIS, July 30.—Because her birthday came at end of week, Mrs. David Stock, of Goodman Wonder Show, was not going to miss her annual birthday party on midway, nor were ever present mosquitoes for which North Dakota is famous going to stop her.

She staged festivities in front of her (See MRS. DAVID STOCK'S on page 49)

## W. of M. Hit by Rain in Lewiston

Four inches fell during week — stand concludes Maine tour

HOLYOKE, Mass., July 30.—The World of Mirth Shows arrived here Sunday following a week's engagement in Lewiston, Me., where they were located on Sabatous street under the auspices of Le Cercle Canadien. Seven days of rain put the damper on midway business and as a whole the week was a near blank. Constant rain, which added up to over four inches for the week, made it impossible for business to be anything but poor. Sawdust and straw were added to the midway every day in an effort to keep it in fair condition, but nature won the battle early Saturday night and turned it into a sea of mud. Pictures showing flooded condition of the midway made all three local papers.

This stand concluded a series of four Maine engagements, two of which were completely spoiled by rain, the other being Portland.

J. L. Edwards, show electrician, has completed new colored streamers for the light towers and set them up in Holyoke, Mass. Wallace Cobb and train crew made a record run from Bangor to Lewiston, covering the 125-mile run in four hours. All wagons were on the lot and many shows and rides set up before dark on Sunday. Lew Cedar is now assistant (See W. OF M. HIT on page 49)

## Michigan Showmen Have "Moonlight"

DETROIT, July 30.—A large crowd of members and friends, despite inclement weather, boarded the steamer Columbia Tuesday night, July 26, at 2:30 a.m. to enjoy the annual moonlight party of Michigan Showman's Association.

Louie Wish, chairman, and his committee on arrangements for the "moonlight" provided what was agreed by all present to be fine entertainment, contributed to by the members of the Coconut Palms floor show from Eastwood Amusement Park. Music for dancing was furnished by Phil Skillman's Orchestra.

After the boat docked at 6 a.m. on return trip a tired but happy crowd dispersed to their homes in Detroit and vicinity.

## Mrs. Pearson Honored at Big Birthday Party

ROODHOUSE, Ill., July 30.—Mrs. Anna Jane Pearson, owner and manager of the Pearson Shows, was given a birthday party after the evening's work at Lexington, Ill., July 12.

She was entertained and dined by 97 members of her show's personnel who had assembled in Boate's bingo for the occasion. Refreshments consisted of 20 gallons of peach custard and two large cakes were cut and served.

The party lasted until 2 a.m., during which time bingo was played and many presents were presented to Mrs. Pearson, who laughingly managed to keep her age a secret. Reported by Lora Potter, the show's secretary.

## C&W Shows Buy More Insurance

HARRINGTON, Del., July 30.—Charles A. Lenz, showman's insurance man, announced here today the writing of \$1,700 on Cetlin & Wilson's Shows' truck and trailer equipment to protect the public.

This insurance, together with the other liability insurance which the show carries on its rides, shows and concessions, gives the organization one of the most complete insurance coverages that any carnival carries in the East.

Handling of claims by Lenz has been prompt and efficient and the managers decided that it would be best to pool their insurance interests to conform with the ideas that were presented at the Chicago meeting of the American Carnivals Association, of which John W. Wilson is president.



BYERS & BEACH SHOWS and the Carrollton (Ill.) Fair, where the shows were playing recently, were favored by a visit from "the tallest man in the world." Standing in the doorway of a Campbell Tent and Awning Co. top is Robert Wadlow, of Alton, Ill. Others, left to right: C. W. Byers, associate owner; Jimmy Winters, general agent; Price Lindsey, secretary of concessions; Harry Beach, associate owner of the shows, and Harry Beatty, secretary of the fair. (Photo by Reime Studio, Carrollton, Ill., furnished by Don Trueblood.)

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Etrick, Ore.,

Week ended July 23, 1938.

Dear Red Onion:

Over dangerous mountain railroads, hazardous curves and steep inclines, the Ballyhoo Bros.' three-section train of 90 triple-length cars plowed thru a blinding rain. Thru one cloud-burst after another the Gold Leaf Special roared on toward its goal at the rate of 60 miles an hour. In the five palatial private cars of the famous brothers rode the bosses and their families, their hearts bleeding for the some 500 workmen, actors, freaks and musicians that were braving the elements out on the open flat cars ahead.

At 4 p.m. the trains arrived in the yards, and the rain let up at the same time. Word of the show's arrival spread thruout the city, and thousands swarmed to the depot to see it pass and unload. At 4:30 the train again started

up, and as it passed the crowd a great preview of "How the other half of the world lives" was given. Wet—yes, drenched to the skin—workingmen sat on the car sides and gaily waved at the town girls. Men and their wives slowly climbed off of their army cots that were parked under the wagons to give the crowd the onceover. Girls with wet, straggly hair and damp slacks threw their wet canvas covers off and posed for the gaping natives.

Then the second section slowly passed. In the stock car doors sat grooms with their pants rolled high, no socks and stringless shoes. Then came the baggage car loaded with trunks of stock and some 15 stomach sticks that were occupying their time by shooting dice on the car floor before the open door. The third section pulled up in front of the depot and stopped. A wild scramble (See BALLYHOO on page 49)

# Rain in Duluth Hurts Goodman

• Show well received—Roland W. Richards scores with press

MINNEAPOLIS, July 30. — Goodman Wonder Show, first big railroad carnival in that city in many years, concluded a week's engagement in Duluth, Minn., last Saturday. The show was sponsored by the Aad Temple of the Shrine and exhibited on the lot on 35th Avenue, south, and Superior street. Business varied from fair to good and was somewhat handicapped by two nights of rain.

Monday night just at 8 o'clock when the crowd was coming on the midway there was a downpour. This continued long enough to spoil the evening. Tues-

day and Wednesday, however, showed that Duluth knew the Goodman show was in town.

On both nights there was a big turnout of patrons and then Thursday brought another night of rain. In the remaining three days business was highly flattering and the whole may be called a fair week of business.

Just before the shows left Grand Forks Mildred Harrison, one of the misses on the show, dropped from sight. So did John Wilson, who operates the fairy floss candy machine. They met the shows at Duluth as Mr. and Mrs. John Harris. Thursday night they were tendered a wedding supper, which was attended by nearly all with the show.

Roland W. Richards, who until the Duluth engagement was press agent back with the shows, alternated with the writer. Be it said to his credit not an edition of the morning and afternoon paper came out without a story and nearly every day with a picture of the midway. He also entertained 400 newsboys and assisted in guiding 200 orphans thru the midway without mishap. From Duluth the shows turned southward in the direction of listed fairs. Reported by Beverly White.

## Carnivals Pick Up In Detroit Area

DETROIT, July 30.—Carnivals playing in the Detroit area enjoyed one of the best week-ends of the season last Saturday and Sunday, with weather ideal for carnival attendance. Two warm clear days, without being sultry, proved a good attendance booster on most lots. The crowds appeared to be spending more freely than in recent weeks, indicating a growing optimism about fall business and industrial conditions in this city.

Plans for carnivals in the immediate future also looked like a revival of old times, with four receiving new permits during the week from the city council. Sponsoring organizations are: North Detroit Post, American Legion, Vernor highway and Beaufort street; West Detroit Post No. 2107, Veterans of Foreign Wars, Waterman and Cadet streets; Strathcona Chapter No. 175, R. A. M., Livernois and Warren avenues, and Guardian Angel Church, Hayes and Mayfield avenues.

## Hennies Bros. Showfolk Have a Picnic in Wisconsin

BUTTE, Mont., July 30.—Wednesday afternoon, July 13, while Hennies Bros. Shows were playing Eau Claire, Wis., 41 members of the show personnel took box lunches and motored 19 miles from there to a picnic grounds and bathing beach and made a most enjoyable afternoon of it.

Sofball games were played by not only the male members but the fair sex as well and swimming was enjoyed by all.

A good majority of the picnickers will remember this outing for many a day, not only for the good time that was had by all, but the sunburn that was suffered by many. Reported by Joe S. Scholibo.

# 15 Years Ago

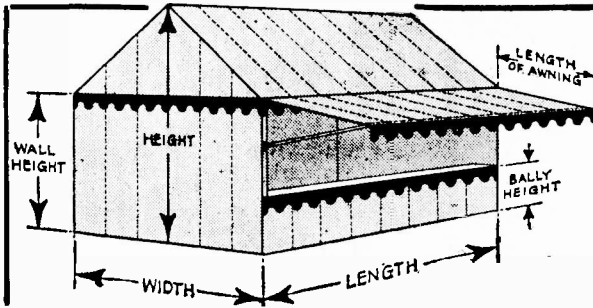
(From The Billboard Dated August 4, 1923)

John Francis Shows were playing Kansas territory to best business in their history. . . . A party of four members of C. D. Scott Greater Shows visited The Billboard offices while in Cincinnati on business. Quartet comprised Mr. and Mrs. C. D. Scott, General Agent Louis McAbee and Joe Church. . . . Harry Witt moved his carnival of rides to Coney Island, locating on grounds formerly occupied by World at Home Shows. . . . Among the features largely responsible for success of Victoria Exhibition, Calgary, Alberta, Can., was Johnny J. Jones Exposition. . . . John T. Wertham Shows blew into Springfield, Mo., after a successful engagement at Miami, Okla. Brown & Dyer Shows were playing last of a three-week engagement in Buffalo to good results under Wilden Club auspices. . . . Mimic World Shows were playing large lumber mill towns in Texas to uniformly good business. . . . William

# SPILLMAN PRESENTS

Consistent Dividends—**RIDE-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  
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Modern, Smart, Indispensable To Any and All Shows  
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- |               |                      |
|---------------|----------------------|
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| WRESTLING, 1  | SWORD SWALLOWER, 1   |
| BIRDS, 4      | CHINESE DRAGON, 3    |
| CLOWN, 1      | CRYSTAL GAZER, 2     |
| FAT GIRL, 1   | ELEC. CHAIR, 1       |
| FAT BOY, 1    | GLASS BLOWER, 2      |
| GECK, 4       | GRAVE ROBBERS, 3     |
| GIRL SHOW, 5  | IRON TONGUE, 2       |
| GORILLA, 1    | JUNGLE SCENE, 4      |
| ILLUSION, 6   | MOTOR DROME, 2       |
| MAGIC, 2      | MENTAL MARVEL, 1     |
| MIDGET, 2     |                      |
| MONKEYS, 2    |                      |
| TATTOO, 2     |                      |
| WHAT IS IT? 3 |                      |
| WHITE RATS, 2 |                      |

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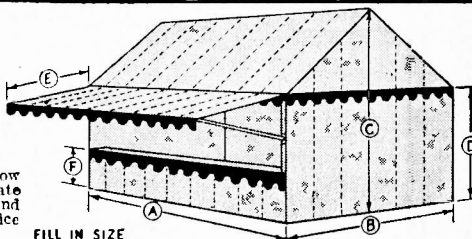
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With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

**BULLOCK AMUSEMENT COMPANY WANT**  
SECOND MEN ON FOLLOWING RIDES:  
Eli Wheel, Loop-o-Plane, Chair-o-Plane.  
All must be experienced, sober and reliable.  
No chasers. Must be Truck Drivers, Man Agent for Ball Game. This Show never misses a pay day. Week August 1, Oceana, W. Va.; Week August 8, Rhodell, W. Va.

**FUNLAND SHOWS WANT**  
COOKHOUSE AND PHOTO BOOTH.  
DANCING GIRLS FOR REVUE.  
Salary certain. All replies, Hardinsburg, Ky., this week; Morgantown, Ky. (Fair) next week.

WANTED — WANTED — WANTED  
B. & H. AMUSEMENT CO.  
Beginning week August 8 to 13, Timmonsville, S. C. Tobacco Festival. Ten weeks to follow best tobacco and cotton markets. Can place Agents for Bingo, Ball Game and Grand Stores. Want Ferris Wheel, Kiddie Ride, Shows with own outfits. Positively no C. Concessions. Stock Concessions \$20 per week. Write **JOHNNIE HOBBS**, per route.

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**FULTON BAG & COTTON MILLS,**  
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**TILT-A-WHIRL**  
Flashy - Reliable - Money Getter  
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**KIDDIE AUTO RIDES**—Over 180 sold—nowhere 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.  
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**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.  
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**PRICES: Minimum Quantity 1000.**  
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Largest Sheet on the market. Immediate delivery. Samples free.  
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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.**



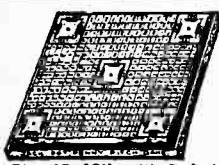
## Ready For Mailing BIG E-L-I-N-E-W-S for July-August

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120 Pages, 2 Sets Numbers, Clearing and Pol-  
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HOW TO WIN AT ANY KIND OF SPECULA-  
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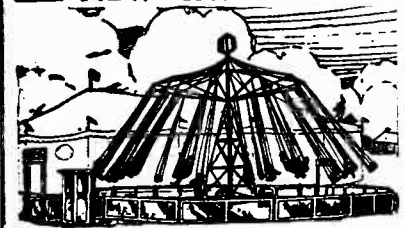
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ZODIAC FORTUNE CARDS, Fine Set of 30  
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Instant delivery. Send for Wholesale Prices.

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The Chairplane is now built in three heights,  
22 ft., 20 ft. and 18 ft. The 22 ft. tower is  
our standard size ride. The 18 ft. tower takes  
a smaller space for operation but still has  
the same seating capacity as the other sizes. All  
24 seats can also be hung on the outside if  
preferred.  
SMITH & SMITH, Springville, Erie Co., N. Y.

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Buddha Papers, 1-4-7 and 35-page Readings, Zodiac  
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198 S. Third St., Columbus, O.

## FAIRS are HERE

Wheels, Skillets, Tracks, Blowers, Roll Downs,  
Penny Pitches, Bottles, Laydowns. Everything  
you need ready to ship. Prices way below others.  
Catalog Free.

"POP" BAKER, 5161 Trumbull, Detroit.

## WANTED

### FOR SIXTEEN BIG FAIRS

Feature Freaks and Working Acts; also Neat Talker  
that can cut it. State lowest salary, as you get it  
here. Store Show all winter. Write or wire.  
Week of August 1, Sulphur Springs, Tex.;  
Week of August 8, Alvarado, Tex.  
SIDE SHOW, BILL HAMES SHOW.

Send your correspondence to advertisers by men-  
tioning The Billboard.



# Our Midway

By RED ONION

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

**A PRIZE WINNER: Wanted—Jingle Board**  
concessioner with plenty of flash!

RALPH WILLIAMS seems to be han-  
dling the press for the Rubin & Cherry  
Exposition in a workmanlike manner.

TONY MARTONE seems to be in Kan-  
sas City and still interested in the Heart  
of America Shows, that is the ride and  
concession end.

FISHER AND GRAHAM, free act, card  
from Frostburg, Md.: "Left Wyles Pro-  
ductions at Rockwood, Pa., and joined  
Latlip's Home State Shows here."

STARR DeBELLE has been given the  
assignment by Red Onion to write the  
life story of Ugo Straight, the famous  
Skill-O operator.

She was not a coach dancer. However, she  
did admit that she longed to be a hostess in  
the engine room of an ocean liner.



**TRAFFIC - DIRECTING CLOWN:**  
Rube Curtis, brother of late Denny  
Curtis, is seen here in one of the  
characteristic poses he assumes along  
the route of the Goodman Wonder  
Show for which he is street adver-  
tiser this season. Judging by the  
smile on the face of the young lady  
in this picture Rube is a decided hit.  
Beverly White, who furnished the  
picture, rates him a clown and that  
means funny.

EVERY ONCE in a while H. G. Star-  
buck, secretary of Buckeye State Shows,  
takes a notion to write Our Midway a  
letter. Show is now playing fairs in Mis-  
sissippi and seems to be doing well.

WHEN Doc Waddell and Beverly  
White, eminent press agents, have no  
typewriter available they obviously write  
with a pencil, and sometimes they find  
a pen and some ink.

UNKLE JERK, Wadley Tif, Soapy Glue  
and Tillie Few Clothes have gone on va-  
cation for an indefinite period. Red  
Onion will remain on the job until Au-  
gust 20, when he will go on vacation.

A woman will try so hard to keep a secret  
that sometimes she has to get two or three  
other women to help her.—William B. Davis.

DON TRUEBLOOD, of Byers & Beach  
Shows, seems to be elated over the fact  
that the first fair of the season for this  
show was a winner. "This gives all on  
the show a better feeling as to the fu-  
ture," Don concludes in a recent letter.

JACK AND RUBY NELSON, midgets,  
card from Warren, Pa.: "We left Fred La  
Reine's Snow White and Seven Dwarfs  
show on World of Mirth Shows and are  
now with the midget show on Max Gru-  
ber's World's Exposition Shows."

DOC AUSTIN letters from Oil City,  
Pa.: "Mrs. Austin and I visited James E.  
Strates Shows here and were surprised to

meet Claudine Claude, of the Keystone  
Shows, last Tuesday. Claudine worked  
in the Annex for us 13 years ago."

Beware! Ten never did get any man 20.  
Only suckers are looking to double their  
money.

IT IS TOO BAD that Floyd Newell did  
not live up to his New Year resolutions  
as far as *The Billboard* is concerned.  
Those resolutions were published in *The  
Billboard* at the request of Mr. Newell,  
himself, and in all good faith on the part  
of the carnival editor.

JACK SIMONS cards from Eldorado,  
Ill.: "On my way west I visited the  
snappy Royal Midway Shows. Roy Gold-  
stone, its young general manager, is a  
progressive showman and it looks as tho  
he will go places. Next stop will be  
Kansas City."

SPENCER A. STINE letters from  
Washington: "Am a circus and carnival  
fan. Visited the Eric B. Hyde Shows  
and took some photographs of the mid-  
way. Harry O'Hara has the cookhouse.  
Inclosing my order for some copies of  
*The Billboard*, as there seems to be a  
shortage here every week."



HERE WE SEE RUSS HULL and  
the new member of the family, Ruth,  
in his arms. Photo, furnished by L.  
Swires, was taken Fourth of July  
week while the J. L. Landes Shows  
were playing Pittsburg, Kan.

Some carnivals recently have been reported  
as having paid their help off 100 per cent  
short. Now that just ain't right!

W. J. O'BRIEN cards from Revere  
Beach, Mass.: "There is an old Razzle  
Dazzle or Ocean Wave ride which has  
been at work for the past month and is  
appropriately named Dipsey Doodle.  
Note that another 'highly original' out-  
lander is taking this title onto another  
contraption. Shall I sue?"

HERBERT A. DOUGLAS cards from  
Lansdale, Pa.: "One carnival has a 'wild  
girl' who is off the gold standard. This  
poor 'savage' creature refuses to bite the  
heads off of snakes until some silver is  
thrown in the pit by cash customers.  
Hope Captain Delmar's lions never get  
that way."

REAL dyed-in-the-wool showfolks never  
say "good-by" when they meet each  
other. It is always "So long, we'll be  
seeing you." This is how it should be.  
They, however, have one certain meeting  
place at all times and that is thru the  
columns of *The Billboard*. Of that they  
need no reminder.

YOUNG MEN: While vitality is available  
make the most of it. Youth is the golden  
age for all men.

H. B. SHIVE, of Gold Medal Shows,  
letters from Grand Rapids, Mich.: "The  
Soo was by far the best stand played

this season. Our dog show will be held  
August 17 and all on the show that have  
dogs are interested and all pepped up  
about it in a good-natured way. Our  
fair season starts middle of August."

MR. AND MRS. JACK H. PALMER  
card from Madison, Wis.: "Fluffy, our  
pet poodle, died following an operation  
here in a veterinary hospital. She was  
8 years old and spent all her life on  
carnivals with us. She had traveled at  
least 75,000 miles and had many friends  
in the business. We are pop-corn con-  
cessioners."

TOM SPARKS letters from Richmond,  
Ky.: "I have taken over the position as  
secretary for the J. F. Sparks Shows and  
will also send in the weekly show letter  
to *The Billboard*. Mr. Sparks joins me  
in wishing our former Secretary Tim-  
mons all good wishes for success in his  
new position. He was a most competent  
secretary."

## Huggins' Press Agent Boosts Shows' Lot Man and Agent

Noticed in Our Midway, issue July 23,  
an item to the effect that the laying out  
of a carnival lot seems to have become a  
lost art. Coincidentally with that issue of  
*The Billboard* Joe de Mouchelle, special  
agent for Huggins' West Coast Shows,  
laid out the lot in Olympia, Wash. He  
did it under great difficulties and topped  
a season of consistently excellent per-  
formances.

This is not a press agent's plug, but  
a well-merited commendation. In this  
instance de Mouchelle converted a  
junkyard into a midway and on a lot  
that was exactly half the size required  
ordinarily for this show, and yet he gave  
every attraction proper space and suf-  
ficient room in which to operate. Some-  
how or other his spotting of the midway  
seemed to place all customers in a con-  
venient position from the standpoint of  
the ride and show operators.

To my knowledge de Mouchelle has  
never yet failed to lay out a lot so that  
ballyhoo and grind shows harmon-  
ized with each other perfectly and  
always so that the show's neon and in-  
direct lighting were displayed to the  
best advantage.

I really feel that Joe de Mouchelle de-  
serves credit as one of the most capable  
lot men in the carnival business.—CARL  
FOREMAN.

Men should continually fight to keep their  
talents from being hid under a bushel. In-  
feriority complex has no place in this modern  
world.

MRS. BESS LOWE RUTHERFORD let-  
ters from Gauley Bridge, W. Va.: "Mrs.  
Lester McGee Gray and daughter, Betty  
Lou, of Indianapolis, motored over for  
the summer months to visit me at the  
camp at Charleston Heights. Have  
planned a nice time for my visitors. Am  
known as "Bess" and wife of late Hugh  
Lowe, of concession fame."

FREE ACTS: Some committees seem  
to think that because an act is adver-  
tised as a Free Act it should not be paid  
when the engagement is over. There are  
a lot of local celebration committees  
that think and do the wrong thing re-  
garding Free Acts. As a reminder Red  
Onion suggests that all free act men and  
women find out if the money is up to  
pay them when they book with certain  
committees. Men and women who risk  
their lives to entertain the public should  
be paid and paid plenty.

FELIX BLEY visited *The Billboard*  
office last week, as did Foster Bell, the  
press agent, and later Mrs. Charles C.  
Foltz (Blue).

TRAINMASTER P. J. McLANE, of  
Hennies Bros.' Shows, left show train,  
his charge during night, while show  
special was stopped in Great Falls, Mont.,  
en route to Butte, without saying any-  
thing of his intentions of leaving to  
the management. It was in early hours  
of morning, Wednesday, July 20. This  
was a surprise to everyone connected  
with show and especially to manage-  
ment, as he at no time having given  
anyone slightest inkling of his intended  
action.—JOE S. SCHOLIBO.

VISUALIZING the carnival of the  
future: Royal American, Beckmann &  
Gerety, Hennies Bros., Rubin & Cherry,  
World of Mirth, Goodman Wonder,  
Mighty Sheesley, James E. Strates and  
several others are the "carnivals of the  
future" that showmen planned 10 or 15  
years ago. What they will be 10 or 15



years from now is decidedly up to the showmen of the present day. The little ones new will be the big ones and better ones of tomorrow.

One ride operator writes that after many weeks of misery on a "racket" show this season he decided that it would be best for him to go with a show that did not have any; so he did. Moral: People will not pay a gate admission to see questionable concessions operated as free acts.

A BRIGHT RAY of sunshine vanished from along the Rubin & Cherry Exposition's concession row recently when "Little Stixie," properly known as Mrs. Helen Westmoreland, abandoned her ball game to enter Pinehurst Sanatorium at Janesville, Wis. She will remain there indefinitely and hopes to hear frequently from her many friends. Her husband, Melvin Westmoreland, will continue on with the show, planning to meet her in Janesville at the conclusion of the season.—RALPH WILLIAMS.

CHICK FRANKLIN letters from Sioux Falls, S. D.: "Jimmie Lynch and his Death Dodgers played two Sundays, July 10 and 17, in Omaha, auspices of Ak-Sar-Ben and World-Herald Fresh-Air Fund. First Sunday 7,000 paid admissions, and second was 13,000. Newspaper gave front-page space and art almost daily. Taxis and street cars carried cards. Lynch paraded with 13 of his cars in downtown section. It was some feat, as parades are seldom permitted in downtown Omaha. Fund's share was \$1,007. I contacted many small-town newspapers to good results. Duke Hanford, announcer, asked how many were present from out of town and about half of the audiences applauded in response. It might be a good idea for carnivals to use out-of-town papers, too."

Music is essential on a carnival midway; just noise is certainly not. There is a possibility that the loudspeaker on the front of carnival shows is doomed. This item of ballyhoo has been grossly overdone. In time mechanical musical instruments will be returned to the ballyhoo stages of carnival show fronts. Many will remember the wonderful organ on the front of the late Col. Francis Ferari's wild animal show. Ask Larry S. Hogan, he talked on the King Edward wild animal show one time. This show formerly belonged to Ferari.

MINOCQUA, Wis.—Notes from Reynolds & Wells United Shows: After playing biggest Fourth of July date in show's history at Rice Lake, Wis., show has had two red ones since, Hayward, Wis., and Bessemer, Mich. First three days at Minocqua, Wis., were big ones. This good business is almost unheard of this year of rain and bad weather. Norman Smith's motordrome continues to be top money on shows, with Paris, girlie revue, a close second. Tilt-a-Whirl and old reliable Big Eli Wheel are still top money on rides. General Manager Reynolds returned from Minnesota, looking after show's fair dates. General Agent Burns is in Southern territory. Several new faces on concession row, among them Mr. and Mrs. A. H. McClanahan, Bennie Benfield, Mary Bowen and Tom Kellar and wife. Visitor recently was M. F. Sellner, of Sellner Mfg. Co. Business Manager Wells in Chicago negotiating purchase of new floodlights for new light towers designed for midway. Fishing was the order for past few weeks. E. Reynolds and

Raymond Taylor are champions of rod and reel. Fire caused a little damage at Hayward, Wis., Raymond Taylor losing two concessions. Due to quick response of show personnel and city fire department the fire was out in a short time. W. J. LINDSAY.

WHITEHALL, Mont.—Notes from the Rocky Mountain Shows, motorized: Show played the Indian Rodeo and Powwow at Rowan, Mont., July 3-5. There were some 2,000 from Washington, Oregon, Idaho, Montana and parts of Canada in for the event. July 4-5 attendance was 10,000 each day. Business was good despite cold winds and rain. Ed Evans and sons joined with nine concessions, coming over from the George T. Scott Shows. Crusher Burns got second money with his Athletic Arena. Mr. and Mrs. F. J. Reid and son joined. Mr. Reid took over all of Dewey Bowker's concessions, consisting of howsie, balloon ball game, cigaret shooting gallery, clothespins and others. Mrs. Reid has hoop-la and penny pitch. Mr. and Mrs. Carl Willig joined with cookhouse. Jimmie Parque took over the girl show and his brother, Louie Parque, joined with short-range shooting gallery. Show moved from Rowan to Hamilton, Mont. Weather was fine, but business was only fair. Then the show played the Beet Growers and Laborers' Picnic at Corvallis, Mont. Rained for three hours Saturday, but most of the people in attendance sat in their cars until it was over and then stayed on the midway until after 1 o'clock next morning, but business was only fair. Jump from Corvallis to Whitehall was 220 miles and show opened Tuesday, July 19; weather was ideal and business excellent. With change in weather and business uptrend noticeable all on the show are looking forward to a good season. Show played two towns each week. Roster: Dewey Bowker, owner-manager; Mrs. Billie Bowker, secretary-treasurer; Frank Holzemer, electrician and lot superintendent, and Clarence Bowker, master of transportation, and he moves the show right and fast.—MRS. F. J. REID.

The lot superintendent who can get the show off the lot with the least possible loss of time and money is a valuable man around a carnival. There are altogether too many of them in the business who give no consideration whatever to try to save money for the management. Some seem to think that if they run up a big labor bill that the owners will think they are doing great work on behalf of the show. They are not being accused of graft, but most certainly of thoughtlessness and lack of attention to certain essential details in connection with their position. Take it or leave it: Lot superintendents are considered executives on carnivals and should qualify as such in ability and consideration for the management's bank roll.

## Home Once More

By VIRGINIA KLINE

SALEM, Ore., July 19.—After July 4 at Greeley, Colo., Abner and I stopped overnight at Denver. Elitch Gardens and Lakeside Park were most beautiful with flower beds in full bloom and their grassy lawns restful places to see. We also stopped in to see Max Levine and Sam Horowitz, heads of two supply houses in Denver.

Then we drove on to Lusk, Wyo., where the C. F. Zeiger Show was playing. Am sorry to say that we got there too late for me to attend the meeting of the Girls' Club on the show. They have a fine club and much credit is due Clara Zeiger for her continued enthusiasm in keeping the club alive and well attended every week. Rita Brazier, the photographer, and Rosemary Loomis, the secretary, are her aids. With the ever-changing personnel of shows from year to year they keep the club interesting to the members. I met Mrs. Scarcell on the show, who is from Portland, Ore., and with her husband owns and operates the Octopus and Dodgem rides. Morris Thurman is always improving his photo gallery and now has a modern front that is very attractive. This evidently brings in the money, as Morris seemed very well satisfied with this season's business. He has a new dog to take the place of Balto, who died some time ago. This one is just a puppy, but as it is a St. Bernard that means a big puppy.

We stopped at Rawlins, Wyo., to see Toney and Bernice Kitterm on the Western States Shows. Bernice had a group of the girls in her trailer in a close game of knock-rummy. They were Viola Blake, Sophia Mullins, Muriel



PROMINENT COOKHOUSE PEOPLE with Blue Ribbon Shows: Left, Susie Jenkins, who has put in many long seasons cooking for carnival people and the general public. Jack Galluppo, operator and show's reporter for The Billboard, and Sara Sorrell, cashier. Photo taken in Washington, Ind., recently.

Woods and Ruth Deneke. While I could not stay long I enjoyed renewing acquaintance with the girls. Mrs. Bobby Hyman, who is The Billboard sales agent on the show, stopped to talk a while. She was bringing The Denver Post as an extra accommodation to her regular customers. Her son is expected for a visit soon from San Antonio. While I remember him as a very small boy she tells me he is 5 feet 8 inches, and tho only a freshman in high school he already holds second place in the high jump.

At Nampa, Ida., we stopped with the Monte Young Show again, as the new Octopus ride was to be delivered there and my husband wanted to see it installed. The No. 2 unit of the show which had played at Mountain Home, Ida., came in and I met Mr. and Mrs. Ray Davidson with their photo gallery. They are brand-new showfolks and have never been with a carnival before. Several of the women gathered around Mrs. Davidson's house trailer and while she served us a cold fruit drink we tried to explain many words that were new to her. Mrs. Eddie McKenna was there and mentioned a '49 camp. It was fun, and a little difficult to explain a '49 camp to a person who has never seen one. Mrs. McKenna and her husband have the bingo on the No. 2 unit of the show now. Mr. McKenna is to leave soon for Washington, to go on a personal-appearance tour with Chester Morris.

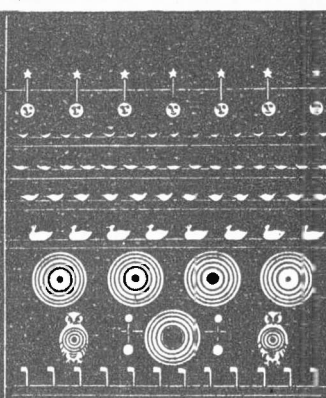
Mrs. Monte Young had her mother visiting her as well as a brother with his wife and son.

We started home Friday morning expecting to stop some place in the evening, but the weather was so hot we drove in to Salem, nearly 500 miles. We knew it would be cool at home. Browning Amusement Co. was showing on the streets at Salem for the VFW convention. After resting up two or three days I still felt pretty low and on going to the doctor found that I have a painful case of shingles. So I fear that my visiting days for the summer are over.

# EVANS

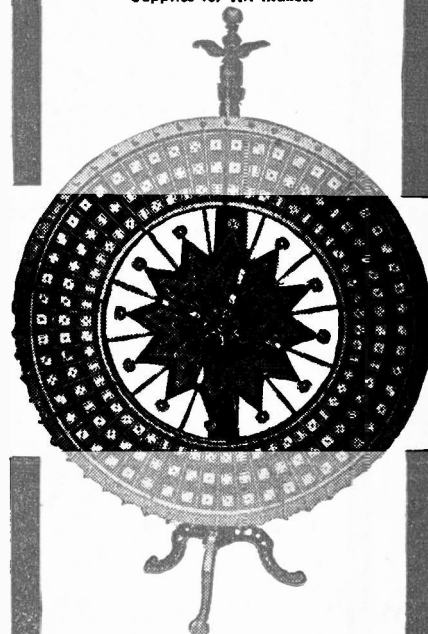
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TWO COLEMAN BROS.' SHOWS' CHILDREN: Helen DeBell, daughter of Mr. and Mrs. Fred DeBell, and James Harrison, son of Mr. and Mrs. Harry Harrison. The DeBells, high-wire artists, furnish the show's free act and the Harrisons have had the mentalist camp on the show for three seasons. Photo by Neal Creamer, Octopus ride operator, was taken recently in Hartford, Conn.



Lands on One Semi Trailer.

# OCTOPUS LOOP-O-PLANE TWO BIG WINNERS

PERMANENT OR PORTABLE.

EVERY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO., Salem, Oregon

ABNER K. KLINE, Sales Manager. Luske Bros., Ltd., Blackpool, England, European Suppliers.

## COLEMAN BROS.

Wanted for Middletown, N. Y., Fair and Balance of Fair Season SHOWS — PIT OR PLATFORM

THOS. J. COLEMAN

Middletown, Conn., August 1-8 — Middletown, N. Y., August 12-20.

# SHOWS WANTED--CONCESSIONS

FOR THREE FAIRS—RIPLEY, W. VA., AUGUST 24-28; PENNSBORO, W. VA., AUGUST 30-SEPTEMBER 3; MOUNDSVILLE FREE FAIR, LABOR DAY WEEK.

Shows and Concessions of all kinds, Eating Stands, Candy Floss, Penny Arcade, Ten-in-One Show. Any Legitimate Concession come on. Space reasonable. All racketeers save your gas; not wanted. "No Gypsies." Winter's Rides Contracted. Write or wire FRANK J. SWEENEY, 1150 Water St., Wheeling, W. Va.

# Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows



C. D. SCOTT is now in his 21st year as a carnival manager. At present he is the executive head of the newly organized Scott Bros. Shows. Photo was taken in Brownsville, Tenn., July 22 by Douglas Dougherty.

## Johnny J. Jones (Railroad)

Evansville, Ind. July 18-21. Salem, Ill., July 23. Auspices, Soldiers and Sailors' Reunion. Weather, ideal. Attendance, record breaking. Business, 50 per cent increase for day over 1937.

Due to show opening Saturday, July 23, at Marion County Soldiers and Sailors' Reunion, Salem, Ill., first four days of week were spent in Evansville. With a Thursday night teardown, train arrived in Salem early Friday evening. Trainmaster George Shannon soon had wagons unloaded and on way to lot. All during night showmen, riders and concessioners worked diligently getting midway attractions ready for an early Saturday opening. Ideal weather prevailed thruout day and thousands flocked to Bryan Memorial Park and midway for a day of pleasure. Opening attendance and grosses far better than in previous years. Johnny J. Jones Exposition really went over top. Gross receipts for day 50 per cent over 1937 gross. Reunion Manager Earl W. Merritt

## WILSON AMUSEMENT SHOWS WANT

Monkey Circus, Hawaiian Show, Athletic Show or any Shows that do not conflict. Must have good equipment and own transportation. To Join at Clifton, Ill., for six days, starting August 9. Good Celebrations to follow. CAN ALWAYS USE reliable Ride Help. Wire or write, August 1-3, Farmersville, Ill.; August 4-6, Mt. Auburn, Ill.

## Want Address Of STEVE J. DORGAN

Formerly with Johnny J. Jones, also Rubin & Cherry Shows. Will compensate for satisfactory information received. Wire collect or wire R. L. HOLLGATE, 1289 University Ave., St. Paul, Minn.

## COUPON AGENTS

Boll-Downs, Brazil Boards and Pin Stores. Preference given former agents. Milford, Mich. (Free Fair), August 10-13; Northville, Armada, Jackson, Manton (Labor Day) to follow.

JOHN QUINN, Detroit, Mich. 2129 Michigan Ave.,

# 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

# FIDLER'S UNITED SHOWS

MACOUPIN COUNTY FREE FAIR, CARLINVILLE, ILL., Around the Square—August 9 to 13.

CAN PLACE Shows of merit with or without own transportation. Girl, Snake, Mechanical, Athletic and Monkey Circus.

CONCESSIONS—Legitimate Stock Concessions of all kinds at Let-Live Privilege. RIDES—Will Book Kiddie Ride with own transportation.

New Canton, Ill., Celebration, August 1st to 7th; Madison County Fair, Highland, Ill.; Nashville Celebration and Homecoming, Aurora, Mo.; Tri-County Free Fair, Around the Square, to follow.

stated attendance greatest for opening day in history of this event. Harvey Wilson, well-known funhouse operator, was rushed to hospital in Evansville and successfully underwent an appendicitis operation. Baby Lillian, living up to name "World's Jolliest Fat Girl," always a smile and a good story for visiting members of press. Rube Nixon, monkey circus operator, not only gets money with his attraction but has proved himself as an accomplished violinist. Rube with fiddle and Chester Cass on harmonica nightly concerts are rendered on their trailer steps daily. Dick Harris, manager of show bearing his name, was an Evansville visitor. Mr. and Mrs. Henry Kruep and daughter, Mr. and Mrs. Boots Kruep and son, Mr. and Mrs. William Backman, all of St. Louis, visited Mrs. J. C. Simpson in Salem. Two Messrs. Krueps are her brothers and Mrs. Backman her sister. Other visitors that arrived for Salem opening were John R. Ward, manager of the Ward Shows; Mrs. Henry Heth; Syndicate Mack, retired showman; Mat Dawson, Mr. and Mrs. Charles T. Goss and Mr. and Mrs. Tom W. Allen, St. Louis. Mr. and Mrs. Ernest Delebatte, concessioners with show, left to start playing fairs in Wisconsin.

STARR DeBELLE.

## Ideal (Motorized)

Rochester, N. Y. Week ended July 23. Weather, hot; storm Friday. Business, good.

Friday night was almost a complete loss, as a storm struck just at opening time. Monday 2,000 newsboys ruled midway. Everything was free to them. Saturday night was best of week and everybody got good business. Visitors were Max Gruber; Max Cohen, of American Carnival Association; Frank Ruff, of Max Gruber's Show; Mrs. Edith Taylor, of Du Bois, Pa.; Mr. and Mrs. Charles Coble, of Rochester; Mrs. Alice Auger, daughter and grandchildren visited W. C. Thompson, ball game concessioner. Fred Krieger and his 14 ponies joined here and are attracting attention. Catherine Sherwood is ticket seller.

M. LASKY.

## Byers & Beach (Motorized)

Carrollton, Ill. Week ended July 23. Greene County Fair. Weather, ideal. Business, fair.

Carrollton marked opening of fair season for show. All attendance marks were broken despite fact that crowds were light in afternoons due to harvesting in vicinity. Night crowds easily surpassed previous marks. Sunday opening day marred by rain. Monday business just average on grounds. Tuesday proved to be one of heaviest days, with rides doing a late capacity business. Thursday was banner day of fair, with rides, shows and concessions all getting good play. Friday and Saturday business was considerably under fore part of week. Robert Wadlow, Alton, Ill., giant,

appearing at a concession on fairgrounds, caused a near panic whenever he paraded. A feature of fair was splendid co-operation given show by secretary Harry Beatty. Visitors: Dorothy Byers spent week-end with her mother, Mrs. C. W. Byers, and Mr. and Mrs. Charley T. Goss. DON TRUEBLOOD.

## Gold Medal (Motorized)

Crystal Falls, Mich. Fair days ended July 16. Location, fairgrounds. Auspices, Volunteer Fire Department. Weather, warm. Business, fair three days and excellent one day.

Crystal Falls being only 16 miles from Iron River, everything was in and up at 2 o'clock Wednesday afternoon. Saturday people came from hither and yon and show got one of its few big days of season. Mr. and Mrs. Ernie Wade visited, as did many friends made while show was in Iron River. Folks all getting in plenty of swimming and fishing. Some repair and painting going on making ready for fair dates.

Sault Ste. Marie, Mich. Week ended July 23. Auspices, American Legion. Weather, one night rain. Location, Athletic Field. Business, best of season.

Show made 278-mile move from Crystal Falls, no mishaps en route and up and ready 7 p.m. Monday show started off with best single day's business of season and kept up all week, except Friday, when night was lost on account of rain. Many of showfolks on Canadian border for first time. Many candid cameras popped up here. Others with kodaks taking pictures of beautiful parks and many locks on St. Mary's River. Practically every person on show made one or more trips across to Canada and all came back with wearing apparel or useful souvenirs of some sort. Ted and Rena Kelly even purchased household effects for that little home way down yonder in the cane patches. Mr. and Mrs. Curly Eagan came back with baby clothes. Oscar Bloom bought each of his ride help a sweater. Hudson Bay coat furs also were purchased. Pat Ford went from top to bottom, even to a hand-made toothbrush. Mrs. Arthur Sullivan doing big business with her penny pitch. Dottie Moss added another rider to her bevy of dare-devil riders, new member being Camille Garcia from Spain. Miss Moss, while on Michigan tour, has been very much in demand at a number of civic events as marshal of parades and has proved to folks that she can ride a horse as well as a motorcycle. H. B. SHIVE.

## Blue Ribbon (Motorized)

Washington, Ind. July 17-23. Location, Helphinstein showgrounds. Auspices, V. F. W. Cissell Jackson Post No. 3321. Weather, ideal. Business, fair.

Much credit is due General Agent E. K. Johnson for trying to make this stand a success. Advertisements were run in following weekly papers, Odon Journal, Shoals News, Loogootee Tribune, Petersburg Democrat and Winslow Dispatch, all adjoining towns of Washington. Daily stories were run in two local papers, Washington Democrat and Washington Herald, running 10 two-column cuts, five inches each paper, also 1,100 inches of space and front-page stories daily. Washington Herald's entire staff of carriers and newsboys were guests of shows. They were met at front entrance by a representative of show and escorted to shows and rides free. Wednesday evening Ladies' Auxiliary of Cissell Jackson Post were guests of show and escorted around midway by Page's Kiddie Band. A new feature of show is a fireworks display nightly. It is creating comments. This being last still date of season found everybody busy getting ready for first fair. This week veterans' committee in charge of and composed of Barton Weber, Hobart Best, Murlin Butler, Perry Miller, John Dillon, George Henry, Charlie White, Joseph Gilley, Oral Gootie and Jesse Wilson gave every effort to make date a success, and also gave heavy patronage to midway restaurant nightly. Jack Perry's new Snake Show completed and opened here with an impressive panel front. John Galligan left with 40-foot corn game to play fairs. Mrs. Ann Galligan remaining with unit on show here, assisted by her



ELIZABETH YEAROUT is serving her 10th year as secretary for John Francis carnival enterprises. For several years she has been on the Greater Exposition Shows of which she is general manager. Elizabeth is also secretary of the Ladies' Auxiliary, of the Heart of America Showmen's Club, Kansas City, in which she has been a member for more than a decade. Among the shows she has served in various capacities were the Great Patterson and Lachman-Carson organizations. (Photo by Jack E. Dadsell, Dayton, O.)

brother, Steve Lako, and crew. Pope Hudgins' new diggers completed and now playing fairs with Mr. and Mrs. Ralph Murry as agents. Mrs. Pat Brady added new candy floss concession, while Pat keeps contented with electrical department of show. Mrs. L. E. Roth, who has been missed from office, is back home again assisting Mrs. Mary Lee Newton, who has been holding down job of secretary for past 12 weeks. Nightly visitor during week was George Kemp, veteran trouper and father of Walter and Bill Kemp, both of Motordrome fame. Bert Melville's new show completed and will be managed by Att Chandler and will be called "Assassin of Youth." First showing will be at Rockport fair. Mike Rosen paid show a visit here and reports things are still a bit rough. Business in general for week varied. Summer skies every night. Monday opened with a nice crowd, Tuesday another fair crowd. Wednesday night business reached its peak when crowds jammed front-gate ticket boxes, rides doing capacity business for evening. Thursday dropped in attendance. Friday good Children's Matinee and large crowd at night when money was spent freely. Saturday night topped all records and business was had by all, especially Harry Seiller's Show Boat, which had a steady line of customers all evening. JACK GALLUPPO.

## E. J. Casey

Little New York, Alta., Can. July 4-7. Location, baseball diamond. Auspices, Rotary Club. Weather, cool and rainy. Business, good.

This was first carnival to play Turner Valley oil fields. Great interest was shown. Newspapers gave good co-operation. Workers in three shifts from local oil wells kept show going 24 hours daily. Gas flares from numerous wells made brightest midway ever seen. Red Walker, in advance, had valley well papered. Professor Khardo show did well. Big Eli Wheel ran nearly day and night. Owner E. J. Casey visited Conklin Shows at Lethbridge. Rotary Club from High River visited.

Carmangay, Alta. July 8-9. Location, stamped grounds. Auspices, stampede committee. Weather, hot, duststorm. Business, fair.

This was a typical wild and woolly exhibition. Cowboys and ranchers began to patronize attractions early. Robinson's Midget Show joined and moved into second money. Big Eli Wheel topped midway. Carter's bingo busy until duststorm came up and ruined most of stock. Paul Werner, cookhouse chef, lost some provisions. Peewee Tribe visited Calgary Stampede, and F. L. Prescott and Bob Kerslake looked over Royal American midway at Calgary. Carl Cannell's high striker had banner day here. Duststorm ruined what would have been a red one.

High River, Alta. July 12-14. Location, Highway Bridge grounds. Auspices,

**Canada Legion Tennis Club. Weather, hot. Business, fair.**

This spot proved not so good, as show followed within just a few days another carnival. Calgary Stampede gave strong opposition besides. Owner E. J. Casey and family, F. Prescott, Robin Kerslake, Joe Carter visited friends on Royal American Shows at Calgary. Pewee Tribe, novelty concessioner, left for Calgary to look after his interests there with Paul Spink. **FRED L. PRESCOTT.**

**Hennies Bros. (Railroad)**

**Eau Claire, Wis. Week ended July 16. Auspices, none. Location, Altoona road showgrounds. Weather, good. Attendance and business, fair.**

Another good break in weather for show and entire midway had what could be called a fair week, business conditions considered. Show followed three small truck shows, one truck circus and played day and date with Tom Mix Circus on Saturday. Circus in no way hurt either Children's Matinee Saturday or night business. Much credit is due Radio Station WEAU, Eau Claire, for putting over show's week here with three studio programs put on by Bill Collins and his Red Hot and Blue attraction. Robinson Swing Band was big feature of all broadcasts. Jackie Dondlinger replaced Hughie Mack as talker on Chez la Femme attraction. J. W. Norris is handling front of Facts show. Denny Pugh has his two concessions, ham and bacon corn game and an automatic 36-foot line penny pitch, with Christ Ayers in charge of bingo and Bus Lowry, penny pitch. Neon has been added for decoration on Octopus ride, and everything around show is being touched up for fair dates starting at Great Falls, Mont. All week those driving thru have been routing themselves for 1,200-mile trip to Butte, Mont., with many planning to spend a day or so in Yellowstone Park. Mr. and Mrs. Orville W. Hennies and Mr. and Mrs. Johnny Lavin left before week was over to make a visit to Yellowstone Park and other points of interest en route. Pat McGowan, comic, and Vi-Mar Duo, skating act, have been added to Red Hot and Blue attraction. Visitors: President L. J. Vaudreuil and Secretary-Manager A. L. Putnam, of Northern Wisconsin District Fair, Chippewa Falls, and Secretary-Manager F. A. Tincher, of Steele County Free Fair, Owatonna, Minn. **JOE S. SCHOLIBO.**

**Cetlin & Wilson**

**Camden, N. J. Week ended July 23. Auspices, Sparrow Ship No. 1269, VFW. Location, Civic Center showgrounds. Weather, rain. Business, nil.**

Opened Monday night in rain, and Saturday night it was still raining; consequently, no business. First time in history of this show that rain prevented six days of showing. Painting up of rides and shows seriously handicapped owing to weather. Red Rogers received new tent for his Midget Show, also new banners. When completed will be a beautiful show, with chrome indirect lights and neon. Ted Miller scored heavy publicity in connection with Red Rogers' midgets in a tie-up with radio and RCA-Victor Co. Ted also got two full pages in *Philadelphia Record* and two short movie reels during week. Duke Jeanette added several new attractions to Side Show for fair season. Had as an extra added free attraction for this engagement Looping Nixes, from George A. Hamid office, but still it rained. Street parade planned for Tuesday night postponed each night until Friday night when between raindrops they proceeded to march to showgrounds, but it rained. Cinders, shavings and sawdust hauled daily. **GEORGE HIRSHBERG.**

**Hilderbrand's (Motortized)**

**Cle Elum, Wash. Three days ended July 20. Location, V lot heart business district. Auspices, Kiwanis Club. Weather and business, good.**

Show moved for split week opening on pay day at all coal mines, which gave show good three days' business. Opening night crowds came and received a surprise as first time show of this size to play here. Following two nights packed midway, giving shows, rides and concessions big play. Owner O. H. Hilderbrand and Manager E. W. Coe in conference with General Agent Pierre Ouellette and Special Agent George Morgan as show is now booked solid until closing in November. Bob Booker, secretary-treasurer of show, kept busy answering correspondence. Johnnie Hicks

presented writer and wife with 15 mountain trout caught by Johnnie and Billie. Fern Chaney opened her new balloon concession. Ed and Ma LaRay, midway cafe owners, closed coffee urns as temperature has hovered around 111, so cold drinks were in order. Verna Seeborg and Hazel Fisher received new uniforms for candy floss concession, appearing as flower girls at a wedding. Dorene Summers closed with French Casino. Milzie Jurden, French doll dancer, replacing her here. Fred Stewart booked mechanical man for rest of season. Al Bird's Athletic Arena staged bout here for showfolks, proceeds going to new athletic club formed on show. Max Williams' Gay '90s had best week of season. Madeline Lewis on sick list. Hustrel Troupe, Smith and Diving Ponies and Four Rockets still packing midway. Art Anderson, Ralph Balcom, Johnnie Cardwell, Rube Miller, Mac McQuillan framing new concession for fair dates. Harry Rhinehart, master of transportation, taking rest cure for remainder of season. Babe Gr-sham, with Don Jurden, Jimmie Heller, C. C. Rhinehart, Red Shannon, Bill Summers, Charles Wilson, Dan Barnett, Fred Thumberg, Ernest Crow, Wendell Foss and Gene Knowles setting records for moves. Tex Cordell's Tilt-a-Whirl topped midway for rides.

**Toppenish, Wash. Three days ended July 23. Location, Polo Field. Weather, hot. Business, fair.**

Manager E. W. Coe closed show at 1:30 a.m. Wednesday at Cle Elum and after 98-mile move up and ready to go at 6 p.m. Thursday, proving efficiency of all connected with show. Pierre Ouellette and George Morgan had news and art in local papers, but opening night was marred by bombardment of

**Funland**

**Horse Cave, Ky. Week ended July 23. Location, Wilson lot. Auspices, Volunteer Fire Department. Weather, three days lost by rain. Five-cent gate. Business, good three days.**

Fireworks a nightly feature. Many visitors from Reading Shows at Bowling Green, including Charles Drill. Word was received that Illinois is considering State aid for carnivals. New 60-front animal show joined and clicked. It was neck and neck with Minstrel Show. Mike Mitchell has new Packard. Midget and Slippers handling outside of Merica's Midway Cafe.

**TED C. TAYLOR.**

**James E. Strates (Railroad)**

**Zanesville, O. Week ended July 23. Auspices, Disabled American Veterans of World War. Weather, fair. Business, bad.**

Zanesville despite high hopes turned out to be just another town. Good weather all week and public seemed willing to spend but pursestrings were too weak to be opened, so Secretary Harold English purchased a new bottle of red ink to record week's happenings in his journals. Two intrepid souls connected with Fred Thomas Side Show defied depression and were publicly married on midway Thursday evening. Two principals were Stella Bernat and Dick Flagle, midget performers. Ann Stryker joined Fred Thomas' Side Show as mentalist and is proving to be one of big features. Frank Walden, who has been trainmaster since opening in April, resigned to accept a position with



IN FRONT OF HARRY O'HARA'S cookhouse on the Eric B. Hyde Shows, Washington, week ended July 23. Left to right: Mattie Mullenix, John McCormick, Harry O'Hara and Charles Cartwright. Last named has been with the Hydes for many years as property man for concessions, and the dog, Chink, Mrs. Hyde's pet, has been his constant companion thru almost all of that time. Shows appeared for the Guard of Honor American Legion. (Photo by Spencer A. Stine, Washington.)

grasshoppers and bugs. Following two nights were fair considering fact this town is in heart of heat wave. Midway looked like real Wild West when Indians squatted around grounds. Betty Coe, Margaret Hilderbrand, Toots Epple, Margaret Balcom and Leone Barie working on plans for PCSA Ladies' Auxiliary. Owner O. H. Hilderbrand leased tourist park with swimming pool for three days for all housecars and opened swimming pool for all connected with show. Thoughtfulness of O. H. during heat wave was appreciated by entire personnel. Bert Warren, assisted by Buck Ritchie and Jack Ripley, installed portable shower bath. Writer received newsy letter from Lucille King and Ted and Marlo LeFors, of White City Shows, telling of conditions in Utah and Idaho. Darling of midway, Betty Joan Hilderbrand, getting sweeter and bigger every day. **CLAUDE BARIE.**

**J. F. Sparks**

**Somerset, Ky. Week ended July 25. No auspices. Weather, cloudy all week. Business, fair.**

Move of 75 miles from Greensburg, Ky. Everything opened Monday. Fair attendance at night, with increasing business each night and Saturday good. Charles Miller; wife, Louise, and daughter, Mary, joined show here. Charlie handles six cats and Louise cigaret gallery. Doc Stanton joined to take over Big Ell Wheel and George Price as new Tilt-a-Whirl foreman. **TOM SPARKS.**

Chrysler Corp. in Detroit, being succeeded by Tom Evans, who held position last season. General Manager James E. Strates ordered a general clean-up and paint-up campaign so as to be ready in time for shows' first fair date at Cale-

donia, N. Y. General Agent C. W. Crawford returned to show for a short visit after making a trip south in the interest of the show's fall fair dates.

**BEN H. VOORHEES.**

**Wallace Bros. (Canada)**

**Brantford, Ont. July 18-23. Auspices, Mad Fourth Battalion. Business, only fair.**

Show opened up new lot located on outskirts of town. Chief Montour's Athletic Arena did top business, as this town is red-hot for boxing and wrestling. Town has been well played this season, having had two carnivals plus Cole Bros.' and Hagenbeck-Wallace circuses. Weather has been good. Jamie Graves still proving good drawing card with her high ladder and slide for life as free attraction. **DON FRECKELTON.**

**Rubin & Cherry (Railroad)**

**Menominee, Mich. Week ended July 23. Auspices, American Legion. Weather, clear but uncomfortably cool. Business, satisfactory.**

Courtesy of Lloyd Theater extended to showfolk by Manager C. F. Wall at Tuesday and Thursday matinees. Many bathing parties forestalled Monday when State issued warning that lake-front waters are contaminated. George Vogstad's new Expose had its premiere here with splendid results. Advertising Agent Pringle, of Wells-Reynolds Shows, and Mrs. Pringle visited Katherine O'iver and others on lot. Entire personnel sympathizing with Woodie Mosher on receipt of news his father and mother both seriously injured in auto crash near Atlanta. George Percy and Leo Bergman made flying visit to former's mother, Mrs. Margaret Percy, Morris & Castle alumna, in Milwaukee. Yogi Naranda articulated from Sol's Liberty Shows to join Pauline Myers' mentalist

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 Cheapest, Best, Genuine.  
 Original Ball Bearing Machine.  
 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,  
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**WALLACE BROS. SHOWS**  
 Can Place for Following Iowa Fairs:  
 Central City, Eldora, Indianola, Knoxville,  
 Dual Loop, Kiddle Auto, U-Drive, Pony Ride,  
 Snake Show, Girl Show, Fat Show, Fun  
 House, Side Show Acts, Freaks, Stock Con-  
 ceptions. Ten Southern Fairs to follow.  
**CENTRAL CITY, This Week.  
 ELDORA, August 8 to 13.**

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$450.00 Kohr Custard Machine, Working Order.  
 Candy Floss Machine, Late Model, Fine Condition,  
 Sell Cheap.  
 \$62.00 Long-Eakin Orispette Machine with Rasps.  
 \$10.00 Each Merry-Go-Round Horse, Second-Hand.  
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 WE BUY ALL KINDS OF RINK SKATES.  
**WEIL'S CURIOSITY SHOP,  
 20 S. Second Street, Philadelphia, Pa.**

**W. G. WADE SHOWS**  
**FAIR DATES**  
 Can place two more Attractive Shows that do not conflict, also one modern  
 major Ride for the following Fair Dates: Corunna, Northville, Marshall and  
 Coldwater in Michigan. Napoleon, Delaware and Pomeroy in Ohio. Goshen,  
 Warsaw and LaGrange in Indiana. Goshen is the Street Fall Festival. We  
 have Concessions at Corunna, LaGrange, Goshen and Pomeroy.  
**C. H. Hodges wants for big Side Show: Magic Man that Pitches or Strong  
 Mind-Reading Act, also wants Tattoo Man. You keep 75 per cent and your  
 meals are furnished. Address  
 W. G. WADE SHOWS, Traverse City, this week; Manistee, week August 8.**

**EVANGELINE SHOWS WANTS**  
 Merry-Go-Round, Loop-o-Plane, Octopus, Drive Own Cars, Pony Track, with own transportation. Will  
 book liberal percentage for following Celebrations: Shows, Fun House, Illusion, Big Snake, Crime Show,  
 Ten-in-One, Posing Show, Midgets (Grinnell answer). Those with own equipment given preference. Con-  
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 No exclusive sold. Grind Store Agents for Blower, Swinger, Tip-Ups, Roll-Downs, Slum Skillo, Pryor,  
 Okla., Rodeo, week August 1; Cassville, Mo., Reunion, week August 8. Address **C. R. LEGGETTE.**

# 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, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 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, 8 3/4 x 14. Per C. . . . 1.50. Stapling Bingo Cards on same, Extra, per C. . . . .50. Bingo Card Markers, in strips, 25,000 for 1.80. 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

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Frozen Custard, Candy Floss, Candied Apples, Guess-Your-Weight Scales, Lead Gallery, Photo Gallery. All exclusive on above. Reasonable Privileges. Inquiries.

**J. F. SPARKS SHOWS.**  
Richmond Ky., all this week; Ravenna, Ky., next week.

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14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.  
**BOWER SHOW PRINT** 1245 E. FOWLER, IND.

# ST. LOUIS COUNTY DAY AND NIGHT FAIR

Lakeside Park, St. Louis, Mo., Sept. 2, 3, 4, 5. On Highway 40—8 Miles West of St. Louis. First Fair in 10 Years. Will book Ten-in-One, Motorhome or any Shows of merit. Must have flash. Concessions that work for Stock. Not over 10c. No gift. Space limited. Address **JOE REEVES**, Robertson, Mo.

## WANTED

Chair-O-Plane, Shows With Own Outfit. 25% of Gross for County Fairs. Mowrystown, O., August 4 to 6; West Union, August 10 to 12; Falmouth, Ky., August 17 to 20; French Lick, Ind., August 22 to 27. Want Mug Gallery, Shooting Gallery, Ball Games, Pitch-Till-U-Win, Bingo Novelties. Any Game that works in Ohio Fairs. Eats and Drinks sold. Wire **JACOB PRYOR**, Western Union, Mowrystown, O.

# READING'S SHOWS

**STOCK CONCESSIONS WANTED.** Fair, Columbia, Ky., next week; Fair, Burkesville, Ky., this week. **W. J. WILLIAMS**, Manager.

## DROME RIDERS

CAN USE Straight Rider who can do Criss-Cross, to strengthen Show for Fairs.  
**EARL PURTLE**  
Care World of Mirth Shows, Utica, N. Y., this week; Watertown, N. Y., follows.

## WANT MORE REVENUE

for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**

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

emporium. Dr. and Mrs. F. J. Erdlitz, of near-by Peshtigo, visited Dr. and Mrs. W. B. Davis. Colleen Humphreys, recently of Art Lewis Shows, guest of latter en tour. Jack Semel joined Francis J. Bligh's candy crew. Mr. and Mrs. A. B. Henson, of College Station, Tex., visited Mrs. Henson's parents, Mr. and Mrs. Nat Worman. Softball activity lagging as preparation for impending fairs is pushed. **RALPH WILLIAMS.**

## L. J. Heth

(Motorized and Baggage Cars)

Newton, Ill. Week ended July 23. Jasper County Fair. Location, fairgrounds. Weather, good. Business, fair.

This fair proved as good as could be expected. Plenty of races and a good grand-stand program. People that visited received plenty of entertainment for their money. Charles Bateman and L. S. Jones, officials of fair, did everything to make show's stay pleasant. Manager Heth busy visiting near-by fair associations, and J. J. Fontana busy in office. Paul Reynolds has the stuff when it comes to move rides on and off lot. As far as a dog show is concerned, perhaps in near future this show will have one of its own, as any kind of dog can be found on midway. On Saturday night cookhouse has to see that they all have lunch for move. J. J. Fontana's St. Bernard is one of largest dogs this writer has ever seen. Trucks have been newly painted. Lester Parrish is handling band program over local radio stations. **THOMAS PARKER.**

## F. H. Bee

Grayson, Ky. Fair. Week ended July 23. Weather, rain all week. Business, nil.

Fair did not open until Tuesday. Rain started Monday and continued thruout week. Lot was flooded with a high-water mark of three feet for three days. Therefore business was far from being anything to write home about. However, several of natives braved mud and water and bought gate tickets and nothing else. Most everyone took advantage of water and could be seen romping around without any shoes, and several wore their bathing suits all week. Much credit is due working crews for way they kept water moving and faithful way they hauled cinders and sawdust. Saturday show engaged a Caterpillar tractor to move trucks, making it possible for show to get an early move. Great Snyder, with his "cremating a woman alive," joined at Vanceburg. Also presented his act here and is making natives sit up and take notice. Newspapers have been very liberal to him and acclaim his act as sensational. Eddie Cole joined with three nicely framed concessions. Jay Williams added another concession here, which brings his line-up to four. Leonard McClimore is getting his butchers lined up for grand stand at Harrodsburg Fair. Leaping Lena, F. H. Bee's pet squirrel, had another holiday here, as there were many trees on fairgrounds. Bill Shields added women wrestlers to Athletic Show and they are proving to be a good draw. Visitors: J. J. Page and Billie Clark, of J. J. Page Shows.

**WILLIAM R. HICKS.**

## Golden State

Boyes Springs, Calif. July 19-24. Auspices, Valley of the Moon Fire Department. Weather, good. Business, fair.

A beautiful summer resort nestled in heart of Sonoma County, with valleys, streams and mountains, where sick come to get well and young to play and bask in sunshine. Third year this show played here and has been long waited for by personnel of Golden State Shows. This is only place on entire circuit where show people can play, swim, relax and perhaps get a different attitude towards this everyday routine. Business first three days topped previous year by quite a margin, but last of the week fell off. Crowds were much larger at this resort this year, but on account of labor difficulties in San Francisco people just do not seem to have money. Side show topped midway, with motor-drome and athletic arena trailing. Bright spot of week was Show Within a Show. It was given by entire personnel of show. All proceeds to be given to Pacific Coast Showmen's Association for its burial fund and to help take care of show people in need. Rehearsals for the big event started three days before show was held. Officials selected to get show into shape on such short notice



**JOHNNIE J. BEJANO**, one of the oldest side-show men in the business, having for 45 years owned and managed his own pit and side shows. He started in show business 55 years ago at the Texas State Fair, Dallas, when the late T. H. Warsalis was its president. At one time Bejano managed 53 concessions at this fair for late Sidney Smith, then secretary. He is now with Fairly & Little Shows and for five years has been with various Noble C. Fairly carnivals. On September 26 he will be 78 years young and still talks thru a megaphone. Photo, furnished by Mrs. Noble C. Fairly, was snapped recently.

were LeRoy Belyea, director of plays, assisted by Peggy Bailey. Sale of tickets was handled by Mrs. Dick Kanthe, Mrs. Jack Lindsay and Mrs. Bill Hobday, who thru their untiring efforts made a wonderful showing. However, success of this show can only be attributed to Rudy Lichtenburg, now a member of Pacific Coast Showmen's Association, and Bill Johnson, owners and managers of Boyes Springs resort, who so graciously donated ballroom, together with Jack Martin and his 12-piece orchestra for entire evening. Program follows: Kangaroo Court, Manager William Hobday as the judge, and no fines were suspended. Arresting officers were Art Ray, Buster Blake and Walter Dann. Everyone paid his fine with a smile. First on program was a soft-shoe dance by Peggy Bailey. Banjo solo by Hugh Tooman. Chief White Cloud, king of all knife throwers, assisted by Pearl Belyea. The plays were *A Steak in the Dark*, *Learning How To Use the Telephone* and *Traveling Salesman*. Those in cast were Mr. and Mrs. Tommy Bailey, LeRoy Belyea, Otto Mais, Ernest Cronin, Lucky Nolan, Chuck Warren and George Malitch. A very fast mental act by Mr. and Mrs. Hobday. Songs rendered by Lucky Nolan and Chuck Warren, who have wonderful possibilities. Lighting effects were handled by George (Wimpy) Black. Cocktails were served and everyone retired to his respective destination knowing he had contributed to a very worthy cause.

**WILLIAM HOBDAY.**

## Parade of Shows

Leonard, Tex. Week ended July 24. Fifty-Ninth Old Settlers' Reunion. Weather, cloudy and misty. Business, profitable.

Short jump from Whitewright put show in and up Sunday, but opening was deferred until Monday, when customers started coming in thru new arch at an early hour. Frank Boggs came over from Bill Hames Shows and placed his custard machine for the week. This made Frank's 30th consecutive season to play this stand. General Agent R. W. (Tommy) Stevens and advance crew are doing an excellent job of trail blazing. Special paper in use can be seen from all corners of square and boys are not afraid of plate glass. Louise McDonald, Patricia Stanley and Lola Fae Smith had an enjoyable visit to Fort Worth and Dallas during week. Bob Hurst looked this show over again last week. Tom and Mrs. Morris have been commuting between show and their Dallas home. Mrs. Harry Reynolds is on sick list this week, as has been Mother Cudney, mother of Charley and Bill. The Gambiens, William and William Jr., who looks after artistic work on Parade of Shows, have surely lived up to their reputation of being the best artists on

the road. As Parade of Shows moved out of Leonard, Hames Shows were moving into McKinney and many visits were exchanged. William McKwade and company of 15 came on with an attractive illusion show that is an asset to midway. Radio program has been going over satisfactorily. A. A. Lane, cornerstone of Parade of Shows, has indeed made carnival history since opening last March. **B. C. McDONALD.**

## Wm. Bazinet & Sons

Neillsville, Wis. Week ended July 23. Location, loop. Auspices, Order of Moose. Business, good.

Business is holding up well considering expected slump after July 4. Tom Bird, corn game manager, is in his glory in these parts, due to many friends and acquaintances. Ed Ferrerrii, girl-show manager, ill for 10 days. Allan Sells joined with pop corn and Mrs. Sells with diggers. A new mentalist booth, operated by George Evans, has been added. **J. C. VINCENT JR.**

## W. C. Kaus

Burlington, Vt. Week ended July 23. Auspices, Civic Club. Weather, bad. Business, fair.

Monday night opened late to a good crowd, people staying late and patronizing. Tuesday rained all day, spoiling night business. Balance of week about same, rain every day, clearing for night with fair attendance. Rides grossed expenses. Hawaiian Show continues to top shows. Walter Cox's mouse game attracted and held crowds nightly. Helen Owens' bingo and her four neatly uniformed assistants attracting customers. Mrs. W. C. Kaus received injuries of left foot and was confined to bed for a few days. New arrivals: Mr. and Mrs. Phil Netzer, with their U-Drive-It ride; Mr. and Mrs. Virgil, of Ten-in-One and Revelations. Kaus Social Benefit Club held weekly meeting in the Hawaiian top after Thursday night performances, with Walter Cox as emcee. Program was neatly arranged and featured Professor RuTan and his magic. Nail hammering contest won by Ruth Bee. One-act sketch by the Khloris and Red. Jimmy Jagger with fire eating act. Boxing bout with Johnny and Frank Dill. Visits were exchanged with Fair at Home Shows all during week. **DOT GORGRANT.**

## Marks

Clarksburg, W. Va. Week ended July 23. Auspices, none. Location, Nixon Plaza showgrounds. Weather, heavy rains. Business, poor.

It always rains when a carnival or circus exhibits in Clarksburg, but this week established a new record for continuous heavy downpours. Monday night opening was practically nil because of heavy rain. It continued to pour Tuesday, but skies cleared Wednesday and there was a good attendance. Thursday more drizzling rains. Friday afternoon at 4:45 a cloud-burst hit Clarksburg, accompanied by a high wind that demolished electrical sign in front of Big Eli Wheels and did minor damage to several tents. Showfolks rallied and in a driving deluge succeeded in saving equipment, which suffered little damage, but killed whatever chance there was of doing any business that night. Co-operative tie-up with local Sears-Roebuck store brought out thousands of children to weekly children's party Saturday afternoon. Store paid for two quarter pages of display advertising in *Morning Exponent* and *Evening Times* Friday. Six broadcasts over local Radio Station WBK and Fairmont Station WMMN to advertise event. Free show at Sears-Roebuck store Saturday morning at 11 a.m. with Bluey-Bluey, midget magician; Scotty MacNeal and his dummy, "Tommy McCarthy"; "Mae West," monkey mother, and her 10-day old baby, in charge of Bill Redmond, brought out kids in droves. Weather cloudy and fair Saturday afternoon and a big crowd Saturday night. John H. Marks late Saturday afternoon decided to remain over in Clarksburg four more days so engagement here ended Thursday night, July 28. Local press gave much space and art to annual Marks Shows' engagement. Tuesday night Clarksburg Press Club was guest at a banquet served in George P. Welch's cookhouse, with John H. Marks as host. Those present were Hank Definbaugh, business manager of both newspapers, *Morning Exponent* and *Evening Times*. Others were Leo C. King, city editor; Sam Smith, State editor; Frank C. Carpenter, feature story writer of *Telegram*, at one time with Sheesley Shows, and Gene Collette, editorial

writer. Radio Station WBLK gave the shows three half-hour broadcasts Tuesday, Thursday and Friday, and Marks' radio unit entertained air-minded listeners during these sessions. Three commercial announcements daily were made during week. Superintendent Ray Miley, of traction company, co-operated with Marks Shows by granting permission to display announcement signs on 24 street-car front-and-back dashboards and ran additional cars during week. News carriers, 120 of them, of *Evening Telegram* and 87 carrier boys of *Morning Exponent* were guests of management during engagement. Mrs. Gertrude Miller has been named as new manager of Chez Paree girl show, and program is being entirely rearranged and new girls added to roster. First marriage of season is that of Katherine MacCarter to Kenneth Slaughter, both concessioners, ceremony taking place in Oakland, Md., July 11, and performed by Rev. Weisner of Episcopal Church, that city. An unusual event was meeting of John H. Marks with John C. (Jack) Marks, owner of Ritz and Orpheum theaters and manager of Standard Advertising Co. Fred E. Jule, master artist, and assistant, Arthur Martin, arrived from Richmond, Va., and started repainting entire equipment for fair dates. Jule will take over management of Parisian Models, posing girl revue, and Pat Flynn, veteran talker, will continue as orator on this attraction. Fred (Tex) Leatherman is foreman of Ridee-O ride. John H. Marks made trip to Richmond to visit for a day with his wife and daughter Gena. New shipment of big snakes arrived from W. A. (Snake) King's ranch for snake show. New canvas will arrive for several of attractions in time for fairs.

WALTER D. NEALAND.

**Zimdars**  
(Motortized)

Goshen, Ind. Week ended July 22. Location, 11th street show lot. Weather, rain Saturday night. Business, poor.

Show played a blank at its last still spot before starting fairs. During this lull ride crews put rides in shape, painting and repairing and making everything ship-shape for expected fair rush. Sailor Harris repainted and redecorated all show fronts. Show now looks as good as when it came out of quarters. Finishing touches were applied to a new fun-house and it is now ready to operate. During trip Mrs. Zimdars lost office trailer but no damage was done except for broken hitch which was cause of office's sudden departure. With conclusion of a somewhat disappointing spring still season everyone is smiling and looking forward to coming fairs.

BUDDY MUNN.

**Happyland**

Kalamazoo, Mich. July 15-23. Auspices, Metropolitan Club. Weather, fair. Business, good.

This was almost a new spot for show, not having been here in a number of years. Pay gate this week and it turned out very good. Opening Friday night to a good crowd, attendance more than doubled Saturday night. Sunday was day off because of local regulations and most everyone went to one of near-by lakes either to fish or just to stay in shade. Monday opened up fair and attendance kept picking up again each day except for Friday night, when a heavy shower kept people away and business was light. Special kiddies matinee Saturday afternoon with a free gate turned out to be best show had this season. Thousands of kids came out with their parents, the midway was jammed and everyone had a good day. Saturday night was also very good. Taking everything into consideration it was one of best weeks of season. New 20x60 marquee was set up for first time this week and was used for front gate. Illuminated by several floodlights and stringers of smaller lights it dressed up front of midway. Four Aces, high act, was feature free act and it brought out people and held them, very few leaving until after performances. Credit must be given committee under leadership of Charles Cross, which co-operated in every way and did everything it could to make stay enjoyable as well as profitable. Plenty of advertising this week with town and country for miles around covered with paper. Numerous newspaper ads and radio announcements over Station WKZO. Six times a day a brief revue of midway attractions was given and Thursday afternoon a special 15-minute program was given. Freddie Bedford, of Streets of Cairo show, did announcing and was featured by singing

of Tex Reid and Montana Slim, of the Wild West show. An interview of Capt. and Bessie Ritz, of Ritz Motordrome, and a general description of entire midway. Managers Reid and Dumas are very much in favor of radio advertising of this type, as they feel it serves to bring out features of each midway attraction. Lots of visiting this week between Sheesley Shows in Battle Creek, Northwestern Shows in Vicksburg. Visitors: John W. Sheesley, Floyd Newell and Mr. and Mrs. E. C. May, of Sheesley show, and R. E. Myers, of Northwestern. John Rea opened his Streets of Cairo show under management of Freddie Bedford and had a very good week. Eddie Miller opened his salt water taffy concession and is attracting attention. He has a taffy puller and a cutting and wrapping machine that wraps 150 kisses a minute mounted on a truck painted blue and white and decorated with neon lighting and white floodlights. Don Garner, Octopus foreman, and Clara Parkin, concessioner's daughter, were married this week.

V. L. DICKEY.

**Wallace Bros.**

(Baggage cars and trucks)

Tama, Ia. Population, 3,000. Annual Street Fair. Auspices, Fire Department. Location, streets. Weather, warm and clear except showers Thursday. Business, best of season.

With all shows, rides and concessions stretched from one end of Main street to the other and with crowds increasing nightly amount of business done in this little Iowa town was pleasing revelation to all. Altho Tama adjoins only Indian reservation in State it was unnecessary to "Give it back to the Indians" here and even hard-to-please concessioners spoke well of engagement. Concession row greatly augmented for celebration. Mr. and Mrs. W. B. Myler joined with two shows. Mr. and Mrs. E. C. Collins (the former Alice Moore) came on from Pittsburgh with two concessions and Riley Johns and family joined from Hansen's Great Hippodrome Shows. Regular monthly meeting of the Anvil Club, men's social and benevolent organization, was held in minstrel top Tuesday night after closing and following officers were elected for balance of season: Percy Taylor, president; B. R. Walsh, vice-president, and Al K. Hall, secretary-treasurer. Standard Chevrolet Co., of East St. Louis, delivered new semi-trailer here for Tilt-a-Whirl and show soon will dispense with baggage cars. Visitors: Mrs. Morris Miller and son, Maurice, of Miller Bros.' Shows, and Percy M. Jones and wife, of All-American Shows.

WALTER B. FOX.

**Bantly's**

Kane, Pa. Week ended July 23. Auspices, Fire Department and American Legion combined. Location, P. R. R. showgrounds. Weather, threatening several nights and rain late Thursday and Saturday nights. Business, excellent.

At last this show hit. This event was advertised as Old Home Week, Firemen's and Legion Convention and it was one that will never be forgotten by those who were fortunate enough to play it, visit it and work for it. Committee from Griffith Hook and Ladder Co., consisting of James McKenna, Walter H. Fogel, Eugene Henle and Theodore C. Johnson, did everything possible to make engagement a success, and a success it surely was. Plenty of ticket-takers, plenty of co-operation and writer cannot find words suitable to express his appreciation on behalf of entire show for this hard bunch of workers. Something special each day and night featuring firemen's parade, which consisted of 67 fire companies and 36 bands of music, some coming from a distance as far as 121 miles, which was town of North East, Pa. Press estimated crowd as 16,000 who visited this little town of 6,000 on Wednesday, day of parade. American Legion parade Saturday evening attracted approximately 12,000 visitors. Taken all in all this date brought smiles to many faces that were needing uplifting. Frank Zorda left with his side show and another is joining in Elmira. Harry Agne joined to stay with his bingo for several weeks. Harry had big week here.

HARRY E. WILSON.

**Buckeye State**

(Baggage Cars and Trucks)

Gulport, Miss. July 17-23. Auspices, State Convention American Legion. Location, opposite City Hall. Weather, rain three nights. Business, fair.

Auspices of State convention of American Legion proved more of a handicap

than a help this week. There were about 10,000 visitors in town and plenty of money, but committee had planned so many things for Legionnaires that they just did not have time to get out to the carnival. Town people were so busy watching legion antics that they didn't come until after convention was over. New banners were painted for snake pit, a fresh dressing was given to Ten-in-One interior, and Fred Rainey, of bingo, built a new soft-drink concession. Juanita Philips is running new candy wheel and doing well. She came with her husband, Jimmie, from Hennies Bros.' Shows. Big Eli Wheel added Albert Caro to its staff in Milton, Fla. Jack Riley came out of Veterans' Hospital, where he has been for past two years, to rejoin show. Since 1910 he has been in show business and often played with Slim Leschman, Buckeye lot manager. Visitors: Ken Mason, magician, formerly with L. J. Heth Shows, in to chat with Prof. Delousy and Charles R. Roach. L. S. Weeks, from Lawrence, Kan., on his 84th birthday visited his son, O. C. Weeks, in company with his other son, Virgil Weeks, who runs restaurant in Biloxi, and his daughter, Mrs. Maiden. Mr. and Mrs. Fred Rainey gave a fishing party, which was enjoyed by Mrs. Galler, Mr. and Mrs. Brown, Al Thomason, L. C. Weeks, Lon Morton, Fred Rainey Jr. and Betty Jean Rainey. Betty Jean is making her debut as part of ballyhoo for Ten-in-One. What success engagement enjoyed was largely due to splendid co-operation afforded show by city editor of *The Daily Herald* and Fred Stone, advertising manager. F. C. Ewing, WGCM radio station, gave show splendid breaks.

TED JOHNSON.

**Huggins' West Coast**

Olympia, Wash. July 18-23. Location, downtown. Auspices, American Legion. Weather, ideal. Business, good.

Show's second engagement here in State capital showed distinct improvement over one played here early in season at Tumwater. Weather was uniformly fine, and business, altho hampered by slack local conditions, was also good, grosses rising each day, with Saturday big for everyone. Special Agent Joe de Mouchelle won commendation for everyone by his masterly handling of a difficult lot situation. Altho lot was best in town from standpoint of location, it was not only too small by half but was cluttered by junked cars. It was cleared entirely by setting-up time and everyone was spotted to his satisfaction. Opening night was somewhat of an event in that Governor Clarence D. Martin and party came down to visit W. C. Huggins. His Excellency inspected midway and spent better part of an hour and a half in Joe Glacy's Congress of Oddities chatting with acts as each completed his or her turn. Heyday led rides, and Ten-in-One continued to top midway. Clark Willey's motordrome sported a new p.-a. system rented from Bud Smith, and Bud lent his able assistance on front for week. Amateur

night Friday at drome piled up a big gross and was responsible for eight performances during the evening. Eddie McMillan's athletic show had plenty of local talent and did well. Hickman's Miniature Circus continued to show beneficial effects of a ballyhoo and doubled receipts preceding week in Renton. Bud McLain, half-and-half, now in annex of Ten-in-One, and George Black in No. 2 ticket box. Art Hann and Carl Foreman, also of side show, celebrated birthdays this week. Friday night Otto Taglieber did his fire dive for third time this season and large turnout was result. Jack Green has sound car. It is said that Slim Tremaine, show's secretary, has forsworn poker and will henceforth confine his card-playing to bridge with W. C. Huggins, Dee Newland and Red Roberts. Frank Hatfield, juiceman, installed new equipment in several shows and concessions. S. A. Arthur, *The Billboard* sales agent, reports issue on time and enthusiastically received.

CARL FOREMAN.

**Crowley's**

Keokuk, Ia. Week ended July 23. Location, opposite ball park. Auspices, Disabled American World War Veterans. Pay gate, 10 cents. Weather, ideal. Business, very light.

Quick move Hannibal to Keokuk. Exchanged visits with Oliver Shows at Warsaw. Ted Wibbelsmann and girl show from Oliver's midway given after-midnight party. *Daily Gate City* liberal. Mrs. S. E. Carroll honored as oldest newspaper publisher in Iowa. *Quincy Herald-Whig* for first time gave carnival stories in Keokuk section. Newsboys of

**PROFIT LEADERS!**

**ADVANCE "French-Fried" POPCORN MACHINES MAKE 70c PROFIT ON EVERY DOLLAR**

Extra sales and extra profits are the rule with the new, modern ADVANCE Popcorn Machines.

Every machine is backed by the long experience of the world's largest manufacturer of quality-built, low priced popcorn equipment. Every model has a long record of past success—there are no fads or experimental designs in the ADVANCE line. All are efficient poppers that pop more corn—and because of their "flash" and eye appeal, they sell more popcorn, too!

Models for \$86.85  
Every Location \$9.00  
From UP.

**EASY TERMS.**

Write for Free Catalog

**ADVANCE MFG. CO.**  
6322 St. Louis Avenue,  
ST. LOUIS, MO.



**GREATER UNITED SHOWS WANT FREE ACT**

Have complete outfit for organized Side Show, or will place Side Show Acts and Manager. Also Minstrel Show Performers and Musicians. Platform Shows, Fun House, Penny Arcade, Help for Whip and other Rides.

**WANT RIDE-O OR OCTOPUS—12 FAIRS—12**

Week August 1, Cherryvale, Kan., Free Reunion.  
Week August 8, Burlington, Kan., Free Fair.  
Week August 15, Parsons, Kan., Tri-State Fair.  
Week August 22, Columbus, Kan., Free Fair.  
Week August 29, Iola, Kan., Free Fair.  
Week September 5, Wewoka, Okla., Free Fair.  
Week September 12, Holdenville, Okla., Free Fair.

Weeks of September 19 and 26 Open.  
Week October 3, Nacogdoches, Tex., Fair.  
Week October 10, Sequin, Tex., Diamond Jubilee Fair.  
Week October 17, Little World's Fair, Yorktown, Tex.  
Week October 31, Beeville, Tex., Free Fair. And Others.

**SHOWMEN** Remember this Show is an institution and not an experiment. Long season and early opening.

Have contracted for Season 1939, "CHARRO DAYS" CELEBRATION at BROWNSVILLE, TEX., followed by the Washington Birthday Celebration at Laredo, Tex., both in February. CAN PLACE LEGITIMATE CONCESSIONS.

Write or Wire J. GEORGE LOOS GREATER UNITED SHOWS, Cherryvale, Kan.

**OAKLAND COUNTY FREE FAIR**

MILFORD, MICH., AUGUST 10-13.

We Can Place legitimate Concessions of all kinds except Corn Game and Wheels. \$1.50 per Front Foot, minimum 10 feet to a Concession. (Extra choice Frontage, \$2.00 a foot). All Concessions (except as noted) controlled by Northwestern Shows. Angola, Ind.; then Mason (Mich.) Fair follows. Address all inquiries to F. L. FLACK, Mgr., Northwestern Shows, Brighton, Mich.

**WANTED WANTED WANTED**

Ten-in-One. Will furnish complete outfit for same. Must have something to put inside and join immediately. Also want Grind Shows and legitimate Concessions who work for stock. CAN PLACE Ball Games. Will sell exclusive for same. WANT A-1 Billposter with car, also A-1 Electrician. Concessions and Shows joining now will positively have preference for Key West Park this winter. Don't write, wire.

**BANTLY'S ALL-AMERICAN SHOWS, Waverly, N. Y.**

both papers midway guests. Boy Scouts also guests, and ladies on *Daily Gate City*. Memorial service for Elloree Highmiller, cousin Doc Waddell, who was buried at Springfield, O. Remembrance service for John Hickey, famous side-show orator, buried in Keokuk. Show-dom's Honor Knight Degree conferred on Ed Hines and Charles L. Alderfer, show owners; W. H. Bowers, now director Keokuk Municipal Band; L. M. Ducher, aged 99, relative Mel-Rol and Roy Goodman, former pop-corn concessioner, now retired. Show fans Al Klealsh, druggist, and James M. Fulton, bridge superintendent, honored with dinner. Kenneth Crowley, brother of George C., constructing mechanical city for midway. Otis Vaughan and wife, Mildred (cousin of George and Frances Crowley), from Austin, Tex., on show for rest of season. George Webb, high diver, given story on front page of *Daily Gate City* under two-column headline. George Harris' Dixieland Minstrels scoring with Sam Reynolds on front and Stump Dawkins, Reuben Jackson and Ernie Williams, comedians, and Kiddo Rusk, trick dancer. Visitors: Carl Schmidt, C. E. McKiernan, Henry Saunders Jr., E. M. Shannon, Daisy Ogelton, J. E. Peterson, Frank Foster, C. H. Duffy; Charles R. Davis and wife, Minnie; Tom and Bertha Custer. Sammy Lowry and Speedy Jack going profitably with Thrilldome and racing lions. Hubert Hall, wife, cooks, waiters gone elsewhere with tent restaurant. Chaplain Waddell photographed by newspapers preaching in Tom Squires' Tavern night club. Story and pictures used in magazine section. Mr. and Mrs. Harry Zier honored 20-odd Crowley showfolk with home dinner party. Mr. and Mrs. R. B. McConnell and their daughter, Velma, and Jeanette Schlinkman, of *Quincy Herald-Whig*, entertained Crowley executive staff with picnic luncheon in Rand Park. Dad Nelson has new "Mother and Child Turned to Stone" show. James V. Boone building crime show. E. W. Wells, general agent, and wife, Annalee, scouting Southwest. **GEORGE WEBB.**



H. W. KARNAK AND SOL SOLOMON at New Glasgow, N. S., Canada, after a morning of fisherman's luck July 15. Karnak is a magician and Solomon is the high diver and feature free act this season with Bill Lynch Shows.

set in picnics and jungle parties are much in vogue. Ragland-Korte people, with John Ragland himself as emcee, stage a picnic and swim meet most every day when swimming or picnic grounds are available. Mr. and Mrs. O. N. Crafts returned from San Diego after a week's vacation spent in Southern waters aboard Crafts' cabin cruiser, Okeeleha. They will depart August 2 for a tour of several national parks in the Northwest, traveling in shows' Waco cabin plane. James Lynch, popular cookhouse operator, says he will not take a Mexican tour again this winter. Mrs. Grace Asher has been acting as cashier and secretary of commissary department this season. Mrs. Karl Miller reports brisk business with her Folies Parisian show past few weeks. Karl Miller's Monkey Circus still among tops in midway attractions gross. Bert Nelson and Louis Roth, wild animal trainers, formerly with leading circuses, now engaged in studio work, visited here. They made arrangements with Red Crawford, of lion motordrome, to take his large male lion for picture work, substituting a smaller lion for motordrome until Pomona Fair. All concessions destroyed by fire Fourth of July week have received new canvas and are in operation again. Vitor Farley scheduled to return soon and take over Elmer Hanscom's penny pitch. W. H. McCormick, with this show a number of years and operator of Crafts funhouses, left at Sacramento, and Humpty-Dumpty is now in charge of Chester A. Dallas, and Giggle House has Mickey Turk Riley, Art Larue, fry chef at cookhouse, and Louisiana Bill LaRoque speak French yet cannot understand each other's lingo. Larue is a Canadian and Laroque is a Cadejon. Mrs. Ruth Korte, Mrs. O. N. Crafts, Mr. Roy Ludington, Mrs. Estelle Hanscom are a quartet of feminine members busy every pay day with PCSA benefit pool tickets. Winners of recent contests have been Henry Steer, John Ragland, Mrs. Ruth Korte, Mrs. Charles M. Miller and Louis Korte. This event is staged every pay day. Fifty per cent of collected moneys going to Pacific Coast Showmen's Association and auxiliary. Charley Goodenough, operator of milk bottle ball game, recently assisted Roy Ludington in making a freezer of ice cream at a show party picnic. **ROY SCOTT.**

### Scott Bros.

Selmer, Tenn. Tomato Festival, July 4-9. Ten-cent gate. Auspices, Lions' Club.

Had practically entire show ready to open Sunday night around courthouse when some influential citizenry objected, so were compelled to tear down and move to a new lot three blocks away by bridge. Most everything was ready to go at 4 o'clock July 4. Business was good considering fact that all activities took place on streets. While show was moving Monday streets were packed. Mrs. C. D. Scott gave a surprise birthday party to Mrs. Gus Litts at 5 o'clock at bingo stand. Mrs. Litts received many presents. Refreshments, birthday cake and tea cakes were served. Rodeo and Wild West was immensely enjoyed by natives. Dave Little was highlight of show with fancy roping and shooting. This show carries 18 head of stock.

Forrest City, Ark. July 11-16. Auspices, Young Men's Business Club.

Peach Festival opened Monday night to good crowd, which continued all week. Thursday about time for parade it started to rain. There were 50 floats and all of them carried beautiful girls. Estimated that there were 20,000 people and streets were lined entire distance of parade. Show had a good crowd despite inclement weather. Fred Cullan, who promoted this date, was taken ill Friday, July 8, lapsed into a coma from which he never recovered. His death occurred Monday at residence of his wife. He had only been married a few months. This was his second marriage. Mr. and Mrs. Kellie Grady were hosts to Mr. and Mrs. Edward Guest, of Memphis, and Helen Rogers, sister of Grady, of Miami, Fla., and Lucille McRay, half sister of Grady, of Birmingham, Ala. Latter remained over until Wednesday. Mrs. C. D. Scott's bingo did excellent business all week. All rides were well patronized. Big Ell Wheel, Kellie Grady, owner, topped. Manager Scott's Tilt-a-Whirl close second. Minstrels topped shows. E. H. Rucker, stage manager; Stanley Weather, musical director; Josephine Rice, chorus director. Writer heard many complimentary remarks regarding lighting system, which is exceptional for this size show. A. P. McCampbell added 1,000 new lights to panel fronts. Kellie Grady purchased three new concession tops. Mrs. Kellie Grady rules over penny pitches. Mr. and Mrs. Red Dougherty are still with it. Red has Kiddie Autos, diggers and photos. Mrs. Dougherty has three concessions. Arthur Scott, son of Mr. and Mrs. C. D. Scott, is manager of Recreation Club Hall. Mrs. Arthur Scott is secretary, who keeps reins of office in her very capable hands. Baby Charleen Louise, daughter of Mr. and Mrs. Arthur Scott, was very ill with pneumonia here.

Brownsville, Tenn. July 18-23. New lot in a grove. Cool. Ten-cent gate.

Rained daily. Fair attendance. This little city is about three-fifths Negroes. Very good autumn spot but not good now. Gus Litts is still working his crew hard remodeling. Baby Charleen is practically recovered from her attack of pneumonia. Felix Scott returned from Clinton, Ia., for visit with his wife, Anna. Manager Scott seems much better after the Turkish baths of last week. D. H. Blackwood returned from a trip to Andalusia, Ala., to be with his wife during birth of their third daughter. Blackwood is second man with show. General Agent Jack DeVoe is in Pulaski, Tenn., looking after our dairy, cattle and horse show to be given there in August. Ben Mottie, of Mottie's Cafe, was delivered a special-built Chevrolet snub-nosed truck on which he is building a van body. **B. M. SCOTT.**

### Patrick

(MotORIZED)

Baker, Ore. July 18-23. Weather, ideal. Attendance, big. Business, good.

Bull Martain's Athletic Show scored each night. He purchased new Hudson car. Upward trend of business is reason Bull is all smiles. Carl Holt and his nudist colony doing his share of business. Featured in show are Jean and Irene Stanley, Jeanne Royce, Patty King and Edna James. George Conkling is turning people in Ten-in-One which he finished organizing. Show has Jolly Trixy, fat girl; Koringo, jungle boy; Zobello, human pin cushion; Darlene Clark, illusions and mental act; Curtis Thompson and Paul Kerr, magicians; George Conkling, lecturer, and Freddie Fuller, talker. Manager W. R. Patrick is having new fronts put on all shows, including banners. He is making plans for a new panel front for the girl show. Painting and decorations under direction of Bill Nappy. Jim Greer remodeled his cookhouse. Mrs. Patrick and Mrs. Martin left for Canada Tuesday on trip in interest of show. Monroe Eisenman in charge of office during Mrs. Patrick's absence. Bull Montana and Bill Fielding, concessioners, both report an upward trend in business. Richard Bros.' free act still drawing people in front gate nightly. Mr. and Mrs. Patrick purchased new Hudson car. **PAUL BEERS.**

### White City

Pocatello, Ida. Week ended July 16. Location, ball park. Auspices, American Legion. Business, fair. Weather, ideal. Pay gate, 10 cents.

A whirlwind week of gaiety and entertainment prevailed during engagement. Crowds that attended nightly most gratifying. Committee did everything

possible to make event a success. The Octopus, operated by Johnnie Hertl, as usual topped midway, with Ten-in-One, operated by Frank Forrest, close second. Marquee was remodeled and presents pleasing appearance. Huge electric ball of rainbow hues containing several hundred globes was erected atop Tilt-a-Whirl, creating dazzling effect. Mr. and Mrs. C. F. Corey gave dinner-dance Wednesday night after show in Moonlight Room of Allen's Cafe to a select group of showfolks in honor of Capt. and Mrs. Irving Smith, of Hollywood, Calif., police department. The Smiths, accompanied by Osmen Gonzales, arrived from Hollywood on vacation to lakes of Idaho and remained on show during its engagement in Pocatello. Mrs. Smith is sister of Ted LeFors and Mrs. Jelly Long. Among happy dancers that enjoyed affair were: Capt. and Mrs. Irving Smith, Osmen Gonzales, Marlo and Ted LeFors, Mr. and Mrs. Jelly Long, Mr. and Mrs. Myles Nelson, Mr. and Mrs. Frank Forrest, Lucille King, May Collier, Howard Tydings, Mr. and Mrs. Swede Oleson, Virgie Miller Martin, Claude Renner and writer. Highlight of affair was distinctive and fantastic dancing performed by Marlo LeFors and Howard Tydings, Ted LeFors and Marie Forrest, which is still talk of show. Lucille King entertained the Smiths with a Southern chicken dinner at Porters and Waiters Club, followed by a dance at Paul Williams' night club. Paul Williams was a former carnival concessioner. Mr. and Mrs. Frank Forrest also entertained the Smiths at an Oriental repast. Lucille King's advertising campaign over Radio Station WSEI was a decided success. Ted Right and Mlle. Adelle added a new girl show titled *Hi Hat Revue*, featuring tiniest fan dancer, Cinderella, a midget. Lucille King entertained Mr. and Mrs. Harry Levine and Mr. and Mrs. Henry Bagby, of Los Angeles, who were en route on a trip thru Northwest. Ted and Marlo LeFors entertained Mr. and Mrs. Henry Taylor en route to a location in Middle West. Shirley Oleson's photo gallery had a good week's business. Jack Martin arrived from Olympia to visit the Myles Nelsons. The R. C. Carters visited en route to a location in Utah. Among new arrivals on the show were Fred Smith, Richard Duchow, James Hutchins, Mr. and Mrs. F. O'Kelly, Mr. and Mrs. R. Evans and Dallas Root. Jim Carl Hageman's acrobatic stunts atop double Loop-o-Plane keep patrons enthralled. Richard West joined Pa Slover's cookhouse crew. Donna Hole is aiding her grandfather, Pa Slover, with his new pop-corn stand. Scotty Garber arrived from Los Angeles for a visit to his brother in Pocatello and visited his friends on show. Mr. and Mrs. Johnnie Greene, former employees of White City Shows and now residing in Pocatello, visited nightly. **WALTON DE PELLATON.**

### Kaus

(Baggage cars)

Dickson, Pa. Week ended July 16. Auspices, American Legion. Weather, some rain. Business, fair.

Weather not favorable for Monday's opening. A quick hard windstorm in afternoon did some damage to canvas, but repairs were made in time for evening work. It continued cloudy, but people came out. Even 10 minutes hard rain at 8:30 did not stop them, and by 9 o'clock midway was crowded. Attendance increased each night except Thursday, with Wednesday and Saturday registering best attendance. Rain late Thursday, with intermittent showers in evening, cut down attendance, but night was not lost. Business done was not in proportion to attendance, and can best be termed as spotty. People seemed to have a limited amount of money and knew just where they wanted to spend it and no amount of salesmanship could change them. Stanley Stellman's Motordrome topped midway. This is Stanley's home town and his host of friends not only advertised him well, but also patronized him liberally. Cotton Club, running second, registered a nice gross for week. Elberta Mack's Monkey Circus, with a special attraction latter half of week, did nice business. Special attraction was baby monkey born on show Thursday morning. Mother and babe were exhibited at each performance Friday and Saturday nights and attracted much attention with a consequent increase in gross. Of rides, those with a thrill were favorites: Octopus, Caterpillar and Loop-o-Plane running ahead of others. On concession row business also spotty. Phil Bender's candy apples and Frank McLaughlin's pop corn registering one of their best weeks. Sat-

### Crafts

(MotORIZED)

Modesto, Calif. Week ended July 24. License date. Hopkins showgrounds. Business, fair.

Return engagement here, long an annual event for this show and heretofore always with gratifying results. This year fruit crop being late and idle canning company crews standing by made engagement way off from last year's gross. Lot was packed as usual but a lack of spending money was noticeable. Week-end crowds brought a slight increase in receipts of shows, rides and concessions. Now that hot weather has

## BYERS & BEACH SHOWS

### WANT

Legitimate Concessions for balance of season except Corn Game and Long-Range Gallery. Want caller for Corn Game. Farmer City Fair, Farmer City, July 31-August 5; Logan County Fair, Lincoln, August 7-11; Morgan County Fair, Jacksonville, August 22-26; Platt County Fair, August 28-September 2; Jerseyville Fair, September 4-10; Jerseyville, all Illinois. Then south to the cotton fields. Albert, wife Eddie Maddigan. Celebration committees. We have week of August 15 open.

### WANTED

Concessions and Shows. Rides not conflicting with Merry-Go-Round or Ferris Wheel. Musicians and Performers for Colored Minstrel Show, Dancers for Oriental and Hawaiian Shows, Strip and Tease. Freaks and Talkers for Ten-in-One. Legitimate Concessions of all kinds. Bedford, Pa., this week; Grantsville, Md., Old Home Week and Firemen Celebration week August 8. Then South for the winter.

### SMITH'S GREATER ATLANTIC SHOWS

K. F. (BROWNIE) SMITH, Bedford, Pa.

## Wanted Carnival

Wanted large Carnival for the 2d, 3d or 4th week in August. Falconer is a good show town. Address communications to **LEONARD ANDERSON**, Falconer Fire Department, Falconer, N. Y.

### BINGO OUTFIT

High class. Open for booking Fairs and Celebrations. Percentage or flat rate. Will work with sponsors. Big inducements.

**GEORGE E. GOLDING,**  
Riverside Park, Indianapolis, Ind.

urday night there was a Legion parade with many bands and drum corps. They paraded around the midway until they reached Herb and Irma Burton's root beer barrel. With scarcely an exception they lined up and Herb and Irma had one of nicest nights they have had in some time. Doc Seiden has added another show: La Belle Renee, an illusion show for which George Roach is working front. Doc Wilson is new talker on Motordrome. Geraldine Crossman and Irma Gamble have entered concessioners' ranks with a penny pitch. Mr. and Mrs. Jimmie Burns busy this week entertaining many friends and relatives as Scranton is Jimmie's former home town. First time many relatives had seen baby daughter, Marjorie. Mrs. Julia Kaus also had many visitors, as Duryea, a short distance away, is birthplace of Kaus family. Edith and Bill McPhillips, formerly on this show and now living in Scranton, were frequent visitors. Their many friends gave infant son, Donald, much attention. General Agent Crump, of Sam Lawrence Shows, was a visitor. Dare-Devil Parker put on weekly benefit show this week. He had taken many movies of various people and happenings around show, and his program showed us as we really are. It was not only interesting but contained a lot of comedy as well. **LESTER KERN.**

advertising, still setting woods on fire with paper. **R. F. McLENDON.**

**West Bros.**  
(Motorized)

Ely, Minn. Week ended July 10. Auspices, Legion Drum and Bugle Corps. Location, ball park. Weather, rain and threatening rain every day. Business, very good.

Everybody worked hard and show made move in here for July 4 after working Sunday at International Falls. Most of show ready by 1 o'clock, but due to an argument among members of city council permit to operate Monday was revoked and show forced to stay closed until Tuesday. Despite loss of Fourth business for week best so far this season with entire show doing good. Sparky Walker's Athletic Arena top money for week. Plenty of local talent with drawing power showing. The Octopus top money among rides. Fishing in many lakes that surround town enjoyed every morning by crowds of show people. Peggy Ketring, who joined at International Falls for week, decided to stay balance of season. Her frozen confection as popular with showfolks as with townspeople. Eugene Wilhelm left with his diggers to rejoin Fairly & Little Shows. Duluth, Minn. Week ended July 17. Auspices, Lakeview Post American Legion. Location, old circus lot. Weather, clear. Business, fair.

Business for week far below expectations, but still good enough to place gross in fair column. This was first show inside city limits in number of years. Much credit due General Agent Frank Owens and committee for securing permit. Jimmie Fingers joined with his diggers. Tommy Wentworth joined to take over Mitzie Show and off to a good start with a nice gross. Sparky Walker's Athletic Arena continued to top shows, with Sharpe's Minstrel Show a close second. Octopus and Tilt-a-Whirl neck and neck for ride honors. Mayor Jack Pishel and Alderman Al Nyman, of Ely, Minn., visited show Friday night and extended management an invitation to play their city at any time. Milton M. Morris, of Goodman Show, on midway number of times last of week preparing for coming of his show. Beverly White, press agent same show, with number of others also visited show Sunday night. Writer enjoyed a long talk with Mr. White. **BRUCE BARHAM.**

**Frisk**

Crookston, Minn. Week ended July 16. Location, opposite baseball park. Auspices, ball club. Weather, good. Business, very good.

Thomas Hand opened with his new musical comedy troupe here to very pleasing results. Harry Greb has again taken over management of the Athletic Arena. Manager Mrs. B. C. Frisk made a trip to Minneapolis, returning with neon tubing and hardware, which could not be secured locally. To be used in construction of a new entrance for Big Eli Wheel. New panel front for Athletic Show is now in paint shop and will be delivered soon. Carl Agmon, last season Tilt-a-Whirl foreman rejoined here, now employed on Big Eli Wheel. James Johnson and wife departed for St. Louis owing to ill health of Mrs. Johnson. **NEAL LANIGAN.**

**Reynolds & Wells**

Rice Lake, Wis. July 2-5. Fourth of July Celebration. Auspices, American Legion. Weather, good. Business, excellent.

Reynolds & Wells United Shows had one of best engagements of its two years on road here. Shows, rides and concessions doing near-capacity business. H. Norman Smith's Motordrome topped shows and Tilt-a-Whirl topped rides. Mary Bowen, mother of Mrs. H. Norman Smith, joined with hoop-la. A. H. McClanahan recently joined with blanket wheel and mouse game. M. W. Sellner, owner of Tilt-a-Whirl factory, and shop superintendent Vanderpool, of Faribault, Minn., recent visitors. A. N. Opsal's bingo doing good business every week. Manager Reynolds returned from looking over fair route in Minnesota and reports prospects very good. General Agent Burns closing contracts in Missouri and Arkansas. Writer got married at Palmyra, Mo., lady being Roberta O'Brian, of Monroe, La. Business manager recently returned from Chicago and Milwaukee looking over various floodlight systems and looking forward to improvement of show's floodlight effects on midway. Raymond Taylor, con-

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Here it is at last—a new Eastman made, SUPER-SPEED direct positive paper that is TWO AND ONE-HALF TIMES faster than regular direct positive paper. It will enable you to cut down your present illumination or increase your shutter speed. What's more, you'll get better pictures, because this amazing paper is more color sensitive. Finally, there is no increase in price over regular paper. Available in all size rolls and all sizes of enlarging paper.

**HURRY—** To assure prompt delivery, WIRE for your supply of this new, faster paper RIGHT AWAY! The demand will be tremendous, so play safe, wire your order NOW!

**MARKS & FULLER, Inc.** DEPT. B-24 Rochester, N. Y., U. S. A.

**BOOMERANG**

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.  
Capacity Gross Repeats Send for Illustrated Circular

**CETLIN & WILSON SHOWS, Inc.**

Can Place for Following Fairs and Celebrations:  
LEWISTOWN, PA.—Mifflin County Fair, August 1.  
UNIONTOWN, PA.—Western Pa. Firemen's Convention, August 8.  
BEDFORD, PA.—Bedford County Fair, August 29.  
LEBANON, PA.—Lebanon County Fair, September 5.  
READING, PA.—Great Reading Fair, September 12.  
WOODSTOWN, N. J.—Salem County Free State Fair and Rodeo, September 15.  
TRENTON, N. J.—New Jersey State Fair, September 26.  
ALBEMARLE, N. C.—Stanley County Fair, October 3.  
SALISBURY, N. C.—Rowan County Fair, October 10.  
GREENSBORO, N. C.—Greater Greensboro Fair, October 17.  
ROCKY MOUNT, N. C.—Rocky Mount Fair, October 24.  
MEBANE, N. C.—Six-County Fair, October 31.  
SANFORD, N. C.—Lec County Fair, November 7.  
SILODROME for wonderful Drome territory.  
8-Car Whip, Stratoship, Lindy Loop, Boomerang, Hey-Dey and Kiddie Rides. Slover's Riding Ponies answer.  
GRIND SHOWS with own equipment. BIG SNAKE, WORKING WORLD, FAT SHOW, TALKER FOR COLORED REVUE.  
LEGITIMATE GAME CONCESSIONS ONLY. EATING AND DRINKING STANDS. WORKING MEN in all departments. All address this week, MIFFLIN COUNTY FAIR, Lewistown, Pa.

**GROVES GREATER SHOWS**

MT. VERNON, ILL., AUGUST 1-6; HERRIN, ILL., AUGUST 8-13; JOHNSON COUNTY FAIR, VIENNA, ILL., AUGUST 15-20.  
WANTS AT ONCE—LOOP-O-PLANE or LOOP-THE-LOOP, Shows with or without own outfits, Fun House, Penny Arcade, or any Feature Attraction. Talker and Acts for Circus Side Show. Legitimate Concessions, Photos, Palmistry, Scales, Mouse Game, Ball Games, Cotton Candy, etc. Fair Secretaries Southern Illinois and Southeast Missouri—We have some open dates. All address ED GROVES, Mgr., as per route.

**TILLEY SHOWS WANT**

Talkers and Grinders for Fairs and Celebrations. Richard Loraine get in touch with Jesse Odell, Magician for Side Show. CAN PLACE good Mechanical Show or Fun House. We are operating two Shows now and can place clean Merchandise Concessions for Princeville Home Coming, August 4, 5 and 5; Benson, Ill., Home Coming, August 19 to 13; Armington Home Coming, August 19 and 20; McClain Harvest Festival, August 24 and 25; Miner Home Coming, August 26 and 27. Several other good Home Comings and Fall Festivals. Those booking early will get choice of later dates. Address Princeville, Ill., this week.

cessioner, is driving a new Ford V-8 sedan. **W. J. LINDSAY.**

**New England (Motorized)**

Westfield, Mass. July 18-23. Cross street grounds. Auspices, U. S. Army Reserve Anti-Air Craft No. 903.  
In Lanesboro, Mass., show had very good business. Opened here on 18th despite rain. Business conditions good here. Scotty Seig's wife joined him for balance of season. Johnny Austin now with Frank Pope's diggers. David Mann, The Billboard sales agent, leaving shortly for Detroit. Alfred P. Young's sister joining at next spot. Athletic show of Al Ventres and Whitey Brown's girl show are playing to near capacity. Miller's Curitorium is well patronized. D. Stack Hubbard's Sex Show also doing well. Rides doing very good. **ALFRED P. YOUNG.**

**Gruberg's**

Rochester, N. Y. Week ended July 16. Auspices, Kirk Otis Post, V. F. W. Location, Scottsville road near Barge Canal. Weather, fine. Ten-cent gate. Business, poor.  
Another bad week of business for third stand in this city this season. **(See SHOW LETTERS on page 45)**

**S. B. WEINTROUB WANTS**

Agents for Wheels and Corn Game Help. Can use one Caller for Bingo for the best fairs in the East. Address care General Delivery, Barre, Vt.  
Only one, that under auspices of the William Bowd Post, American Legion, paying dividends and that in spite of losing Saturday afternoon and night account of rain. It would appear that Rochester has been carnivalized to death this year. A lot of trouble with concessions, most of it caused by existence of a beer stand on lot run by auspices. Had three of them in Rochester, and but one properly operated, or at least but one of them that did not cause trouble somewhere or other. Shows did a certain amount of business. French Casino, Frollos and Motordrome among the leaders. Science, Life, Midgets and Esquire shows up in running. Rides did practically nothing. Visitors: Billy Breeze, of Glick Shows; Sam Bergdorf and wife, of same organization. Max Cohen on business and social trips. Verne and Mitzl Moore entertaining nightly in their new Palace car. Nancy Gruberg, daughter of Mr. and Mrs. Max Gruberg, queen of midway. Costs money to talk to Doubles Walter Kyski since

**O. J. Bach**

Rouses Point, N. Y. Week ended July 16. Auspices, American Legion. Weather, three nights rain. Business, fair.  
Old Jupe Pluvius was very much in evidence and with all spouts turned on wide open. After spirited warm-up sessions on Monday and Tuesday evenings old fellow went to work in earnest on Thursday night. When it was all over lot was a quagmire, with shows almost marooned and surrounded by water. While on short vacation to his home in Vermont writer had good fortune to encounter Robbins Bros.' Circus in Rutland. Became acquainted with Mr. Burkhart, of circus staff, and was extended every courtesy as his guest. Circus looks fine, everything being kept up in spick-and-span order. Weekly social party held Wednesday night at American Hotel, Champlain, N. Y., under direction of ride foreman George Bezio, Harry Allen, Oscar Barrows and Frenchy La-Fontain. The boys provided a splendid program of dancing and vaudeville. Altho kept busy almost continually, Icky McCoon, boss canvasman, says his workmanship is just "sew-sew." **LEO GRANDY.**

**O. C. Buck**

(Baggage Cars and Trucks)  
Oswego, N. Y. Week ended July 23. Auspices, Dante Alegheri Lodge. Location, Otis Field. Weather, bad Friday and Saturday. Business, good.  
Salute to Oswego! Coming into this stand everyone was blue and disgusted. For two weeks they had heard from attaches of another show that the show would play biggest bloomer of season. Such did not happen. As a matter of fact, Oswego would have proved one of the best spots of season had not rain spoiled both Friday and Saturday. Good crowds were in attendance nightly and even last two days it was surprising under circumstances. Biggest children's matinee of season was registered Saturday afternoon and just in its height a deluge came. After 40 men had drained lot at 6:30 another downpour, lasting 20 minutes, came. It looked like a hopeless case, but undaunted it was drained again and this time 50 bales of straw were utilized to good advantage and by 10:30 a good crowd was on grounds. However, receipts were probably half what they would have been. A complaint from police department at midnight Saturday was that not one single complaint of any description was registered. A record for Oswego. E. C. Evans building 30-foot open blanket concession for fairs. Sammy Cohen came along with his concession, leaving Levy contingent, Maine bound. Mrs. Marie Scott back again with five concessions, always beautifully flashed grind stores. During life of Mr. Scott they were with Buck Shows for long periods many times. The Mark Grahams left unannounced, destination unknown. Mrs. E. C. Evans put on her ball game and will continue thru fairs. Mr. and Mrs. Oscar C. Buck to New York home for visit and on business. Mrs. Buck will remain there for some time. Irving Lewis, with Folies Bergere and posing show, repainting and rebuilding for fairs. Ray Rehrig, Jones' bingo manager and crew also busy with paintbrushes. Billy Owens, advance

# Heavy Receipts Taken In From Milwaukee Fete

MILWAUKEE, July 30.—When the curtain rang down on July 24 on the eight-day Midsummer Festival, Otto R. Hauser, secretary of the commission, declared he believed the event would show a profit.

With attendance between 800,000 and 1,000,000, the commission estimated it would realize \$10,000 from carnival receipts, \$9,000 from reserved seat sales and other concessions, \$1,000 from firemen-police ball game and \$2,500 in voluntary "scroll of honor" contributions. In addition the commission received \$5,000 from the county board and has available an extra \$5,000 from the city council revolving fund.

Last year's festival drew only 490,000 visitors, while the year before saw an estimated 600,000. Reason for the 1937 attendance decline was laid in no small part to failure to present a carnival. This year the Beckmann & Gerety Shows were one of the big drawing cards. Because of success of the 1938 event plans are under way for a bigger festival in 1939.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

## All-Time High Attendance Sees Big Program at Biscailuz Fiesta

LOS ANGELES, July 30.—Annual Barbecue and Fiesta given by Sheriff Gene Biscailuz at Santa Anita track, Arcadia, is reported to have had an all-time high in attendance by M. F. Benesch and Ed Lynch, department of public relations. Charles Ellison was in charge of preparation of food and hundreds of pounds of steer beef was served. There was a great variety of entertainment, vaude bill running seven and one-half hours. Clem Peoples, chief jaller, and Lieutenant Fitzgerald handled the stage show. Features were the sheriff's aero squadron races, stunt flying and parachute drops and the sheriff's mounted posse of 100 men, said to be the largest sheriff's posse in the world.

Vaude program included Downie Tumbling Girls, seven; Nurleo Zabell's 16 Starlets, dancing; Jimmie Wesley, operatic baritone; sheriff's pistol team, fancy shooting; Dave King and 30 girls from Westjoy dance studios; Burns Phillips and Marimba Band; Wanda Queen; sheriff's boys' band; Dottie Hunt and her Saxophone Cadets; Stewart Hamblen's Lucky Stars, 17, singing and dancing; Ray Shilppee and fire brigade; Henry Neir and 10 Swedish acrobatic girls; Willie Covan Revue, colored; Jimmie Gorrell, soft-shoe dance; Donald Broan, song and dance; Gene and Phyllis, song and dance; Robert Fekder, acrobatic dancer; Love Jean Weber, blues singer and dancer; Bobby and Alma Henderson, posing; Joe Anderson, shoe-shine boy, acrobatic dancer; Joan Brooks, Irish folk dances; Eric and Ella May, tap dancers; Joy Mack, pedestal clog; Lowell McPeck, song and dance; Eloise Witherspoon, soft-shoe dance; Barbara Brownlee, singing and dancing; skit, Peckey, by Eric and Ella Mae and Donald Brown; Topic Swingsters, 10; Paul and Rena, champagne dance; Carl Langley and Blue Ridge Mountain Boys; Marshall Summers; Zell Fry; Bill Freeland; Cecil Fry; Floyd, Lester and Ann Fry; Meretta Backus; Helen M. Kirby and Sarena Fierle, French chansons.

Sunset Singers, eight men, harmony; Ed Vincent and West Virginia Mountaineers; Eben Coe and Lois Lawton, vocalists; Wonder Valley Players, nine, original short drama; Brown La Velle and Co., song and dance revue; Theresa Thorpe and Sonny Boy, talking dog; Ronnie Richardson, little girl with the big voice; Rose Bettker, tap stylist; Rice, Meretta and Miquelle, electrical novelty dances. Governor Merriam and a large number of candidates were called

to the mike. Mrs. Vada C. Russell, chief matron, was in charge of women and girls who participated.

Roland Shows on the midway had Ferris Wheel, John Hightower, foreman; Joe Silsby, assistant; Margaret O'Connell, tickets. Kiddy Swing, Ben Cook, foreman; Ed Byrly, assistant; Maggie Bauer, tickets. Merry Mix-Up, H. Connors, foreman; Ben Keller, assistant; Marion Hightower, tickets. Scales, C. A. Tripp. High striker, E. T. Fretz, Ray Hightower. Popeye ball game, Harold De Garro, Earl Dement. Cigaret shooting gallery, Grace De Garro, Anna Worth. Knife and cane rack, Harry De Garro, Edgar Clyde. Cork gallery, Raymond and Hazel Behee. Milk bottles, Marie Hyde, Chick Carpenter. Short-range lead gallery, George and Elmer Hyde. Doll rack, Newt O'Connell, Jimmie Avery. Penny pitch, Tony Finley, Helen Chevis.

A. C. Barton had the ex on novelties; I. J. Baldy Miller, assistant; salesmen, J. W. Williams, Spence Roberts, Bert Welter, Dan C. Stover; Mrs. A. C. Barton, in charge of stock. Outside stand, Tom Clarke. Harry Curland and Joe Roberts, ex on drinks and lunch with 35 helpers. Iam and bacon, No. 1, Joe Payon, L. B. McClelland, William Phillips, Ray Millings. Ham and bacon, Fred Guinol, Vic Reynolds, R. W. Carter, Boyd Wilkerson. Toy aeroplanes, C. M. and Dorothy McKenzie. Grand-stand photo strips, Ben and Josephine Smith. Duck hoop-la, George Sackson, Ben Ames, Arthur Barry. Mickey Mouse, penny pitch, Walter Tubbs, Joe De Mardo. Balloon dart gallery, Joe Stone, H. W. Ellis, Penny pitch (stock), L. B. and Mary Miles. Midway photo strips, Lawrence Banger, Joe Readey. Name on pennant, Harry Goldberg, M. Lowenstein. Racem, Ed Towner, George Barth. Balloon dart, Kerry Thomas, Martin Gilbreath. Novelty store, Norman Stuart, Joe Sherman. Rides had a big play.

### Interest High in Jubilesta

KANSAS CITY, Mo., July 30.—Interest in the fall Jubilesta, third annual, is increasing as new acts are announced by Lincoln G. Dickey, general manager. Newspapers are giving wide publicity and a contest which will find 30 young women receiving trips to Europe, Hawaii and other foreign lands for selling Jubilesta tickets is receiving much attention. Rudy Vallee and company were first to be signed for appearances in the main arena of Municipal Auditorium two days, matinee and night. George Burns and Gracie Allen also will appear two days and nights. Jubilesta has been underwritten for \$35,000 by business men.

### Old Home Midway Biz Big

KANE, Pa., July 30.—As in the past two years, city officials granted permission to the committee in charge of the successful Old Home Week, Firemen's and American Legion Convention here on July 18-23 to contract a carnival and thru co-operation of the committee Bantly's All-American Shows, midway attraction, had its most successful date this season, reports Harry E. Wilson. Attendance was big, 16,000 and 12,000 witnessing the firemen's and Legion parades on Wednesday and Saturday. On the committee were James McKenna, Walter H. Fogel, Eugene Henle and Theocore C. Johnson.

### Firemen's Event for Relief

LOWELL, Mass., July 30.—Six-day Firemen's Frolic and Carnival, John F. Carney, manager, will open here on August 1 to raise money for a firemen's relief fund. Free acts were booked thru Al Martin, Boston, and shows, concessions and fireworks are contracted. Program includes daily gate prizes, with an automobile giveaway on final night; parade, Orphans' Day, firemen's muster, contests, exhibits, fire drills and soap-box derby. Event was advertised in a 30-mile radius with bills and radio, press, posters, tire cards and stickers used.

## Shorts

AFTER playing six weeks in Pennsylvania parks, the Tumbling Atwoods were at Zanesville (O.) Pumpkin Show on July 25-30.

SUCCESSFUL Woonsocket (R. I.) Harvest Celebration on July 18 and 19, sponsored by the Commercial Club, had Jay Gould's five shows and five rides, reports Secretary Edward B. Oddy.

RODEO, live-stock show and other attractions are scheduled for the third annual Excelsior Springs (Mo.) Mulesta, which grew from a "fool idea" into an event which last year drew 10,000 spectators and participants.

SPONSORED by Pocahontas Operators' Association, annual three-day Southern Appalachian Industrial Exhibit in Municipal Auditorium, Bluefield, W. Va., will have a thrill circus presented by George A. Hamid, Inc., and concessions.

BOOKINGS for the fifth annual Lowell (Mich.) Showboat, completed by

## STREET HOMECOMING CELEBRATION

August 9 to August 13  
Rawson, O., Under the Rawson 34-Piece Band Want Concessions of all kinds and some Wheels. Also Platform Shows, Rides, Bingo, Eats and Drinks Booked. This is an annual celebration right on the main street. For more information write or wire THOS. J. O'GORMAN, Chairman, Buckeye Lake, Ohio.

## IROQUOIS COUNTY JAMBOREE

One Day Only, August 31.  
Write W. E. TROTTER, Watseka, Ill., for Information.

## Liberal Guarantee MODOC HOMECOMING

For Two Rides.  
AUGUST 19-20.  
C. R. WRIGHT, Modoc, Ind.

## GRAND GLASS EXPOSITION

WESTON, W. VA., SEPT. 5-8-7-8.  
WANTED—Carnival, Free Acts, Concessions, Fire Works.  
State All in First Letter.  
HOMER GOLDEN, Weston, W. Va.

## CARNIVAL WANTED

BOSWELL, IND., AUGUST 18, 19, 20.  
Thirteenth Annual Live Stock Show.  
Rides, Shows, Girl Shows, Minstrel and Athletic.  
First come, first served. All Concessions write or wire EDGAR BURNETT, Boswell, Ind.

## WANTED CARNIVAL

To show Pulaski, Va., last of August or first of September, under auspices of American Legion. Interested parties communicate with R. C. STRATTON, Chairman Carnival Committee.

## WANTED

RIDES AND SWINGS FOR LABOR DAY CELEBRATION  
Old spot. Very good play for last twenty years.  
Write J. S. SILVIS, Wagner, S. D.

## WANTED

AMERICAN LEGION FALL FESTIVAL  
SEPT. 14-15-16-17. CANAL WINCHESTER, O.  
Legitimate Concessions and Attractions of all kinds.  
Write CHAS. W. BENNER.

## WANTED

Bids on Rides and Amusement and Sale Concessions for Downtown Stand.  
BEET SUGAR WEEK JUBILEE,  
Woodland, Calif., August 19-20-21.  
LINDSAY VAN TONGEREN, Secy.-Mgr.

## FESTIVAL

WOLCOTT, IND., AUGUST 17-18-19-20.  
WANTED—Concessions and Legitimate Shows.  
Address  
J. M. WINTERS.

## WANTED

EXPERIENCED FLAG SOLICITOR  
For Official Decorator.

Largest Convention in United States

Sixty Days' Work. Exclusive Territory Protection. Must be hustler and good closer. Write immediately.

BOX D-149

Care The Billboard, Cincinnati, O.

## WANTED

Concessions of all kinds, Free Acts.

PERRYVILLE HOME-COMING

On the Street, August 31-September 1-2-3.  
Write HOWARD BUTLER, Perrysville, O.

## RIDES AND CONCESSIONS WANTED

HARVEST FESTIVAL,  
1 Day Only, August 24.

J. R. GOBBLE, Secretary,  
Chamber of Commerce, Jefferson, Ia.

## WANTED

SPECIALTY AND PLATFORM ACTS,  
LABOR DAY PICNIC  
MOLINE, ILL.

No Concessions.  
C. E. GAULEY,  
2703 14th Avenue, Moline, Ill.

## WANTED CARNIVAL

With Rides and Shows, for  
LABOR DAY WEEK, SEPTEMBER 5-10.  
Under Auspices American Legion and Greater Linton Club.  
Also Free Acts and Concessions.  
ROBERT RANEY, Secy., Linton, Ind.

## WANTED FREE ACTS

AMATEUR CONTEST, Saturday, Sept. 3,  
FREE ACTS, Sunday, Sept. 4,  
DR. W. C. STEELE, DePue, Ill.

## WANTED CARNIVAL

OR SOME RIDES.  
CATHOLIC CHURCH FAIR  
SEPTEMBER 1-2-3, NORTH MADISON, IND.  
JOSEPH M. BROWN, Secy.

## South's Largest Labor Day and Week Celebration

Greater Little Rock Central Trades Council  
52 Union Organizations Co-operating, all organized. Large Parade Labor Day to Start Off the Big Doling.

WANTED—Organized Carnival or Rides, Shows, Concessions. Contest and Exhibit Men, Decorator, Free Acts (big only), Fireworks Men.  
SIX BIG DAYS AND NIGHTS. STARTS LABOR DAY, SEPTEMBER 5.  
ELMER BROWN, Union Labor Bldg., 1121 1/2 W. Markham, Little Rock, Ark.

### Clowns Burned at Carnival

ALBANY, N. Y., July 30.—Two performers at Ghent (N. Y.) Volunteer Firemen's Carnival and Circus suffered burns in a fire which destroyed their tent on July 27. Herbert Taylor Jr. and brother, Richard, members of Herb Taylor's clown act, were burned on the arms when a gasoline stove overturned. Both were treated at Community Hospital. The main tent caught fire but quick action by the staff saved it.

### R. I. Show Opening Draws

WOONSOCKET, R. I., July 30.—About 15,000 attended opening of the six-day Second Annual Charity Circus, sponsored by Knights of Columbus at Barry Field here on July 25. Program included the Billett! troupe, Flying Melzoras, Three Milos, Virginia Senior, Hazel Williams, Three Buffoons, Welby Cook and his horse and Leo and May Jackson, cyclists.



the Del-Ray Booking Office, include Jimmy Raschel's Band; Manuel, high-wire drunk; Flying Howards, and Madeline Lewis, dancer. Minstrel Show also will be put on. Event, sponsored by Lowell Beard of Trade under management of Norman E. Borgerson, played to over 40,000 last year with nightly turn-aways.

**ADVANCE** sale for the Tall Cedars' Show in New London, Conn., is reported good. It will be staged by Frank Wirth, featuring his Congress of Thrillers. Mack Kassow writes that he has been awarded all dates of Frank Wirth indoor circuses to again present the concerts and after-show, starting in White Plains, N. Y. Kassow also announces he has been appointed manager of the Wirth indoor circus department.

**HUSTISFORD** (Wis.) Advancement Association will be sponsor of a two-day Venetian Night and Bridge-Opening Celebration there, reports Paul Walters.

**THE O'NEILLS**, comedy acrobats, report a successful engagement at Tuscola (Ill.) Home-Coming on July 20-23, others on the bill being Al Miller's Girl Band; Seven Gauchos, double teeterboard; Four Monarchs, aerialists; Gautier's Steeplechase; Great Fussner, spiral tower, and De Kohl Troupe, rolling globe and juggling. Sidney Belmont directed the program.

**C. P. BRECHLER** has been named general chairman of the three-day 16th annual Mt. Horeb (Wis.) Fall Frolic sponsored by the Chamber of Commerce.

**IN 1941** Laurel, Miss., will be 50 years old, and P. G. (Pep) Jones, secretary of the Chamber of Commerce, has started agitation for a big semi-centennial.

**FIVE** governors and more than 100 other notables have been invited to the 1938 Watermelon Carnival in Water Valley, Miss. A feature will be crowning a watermelon queen from among 75 beauties of Mississippi and surrounding States.

**DR. MARY BETHUNE**, said to be the outstanding Negro woman in America, and Dr. George W. Carver, noted Negro chemist of Tuskegee Institute, are among race notables invited to the Jackson (Miss.) celebration, "Seventy-Five Years of Progress of Negroes in Mississippi." Celebration is headed by Dr. C. L. Barnes, president of Jackson Negro Chamber of Commerce.

**NATIONAL** Home Show, Dallas, sponsored by the Real Estate Board, will have five vaude and circus acts and 75 booths, reports Executive Secretary Thomas Cruikshank. Edwin N. Williams is managing director.

**ACTS** at a Moose outing in Kane's Park, Bronx, New York, on July 24 were Hughie Fitz and Co., comedy, magic and contortion; Bassett and Bailey, balancers; the Melfords, Risley and juggling, and De Dio's dogs and monkeys. Fitz was emcee.

**PLAYING** the recent Fourth Annual Police Show in the Coliseum, Los Angeles, were Rube Wolf's Entertainers and Fanckon & Marco Fanckonettes.

**ELMER BROWN** has been contracted by Little Rock (Ark.) Central Trades and Labor Council to stage a six-day celebration featuring free acts, fireworks, parade, contests, rides, shows and concessions. Fifty unions will co-operate.

**FEDERATION OF LABOR** will sponsor a one-day celebration on Muskingum County Fair grounds, Zanesville, O. There will be a parade, free acts and concessions. J. E. Wilson is chairman.

**SHERMAN** (N. Y.) Volunteer Fire Department booked Jolly Jollett Shows for July 11-16, during which time Chattanooga County volunteer firemen's convention was held, reports Secretary J. L. Bement, of Sherman fire department. There were 4 rides, 3 shows and 20 concessions. Firemen had beer and eats concessions. On the program were band concerts, open-air dance and parade.

**CELEBRATION** of the 125th anniversary of the Battle of Lake Erie will center at Sandusky and Put-in-Bay, scene of the battle, a Congressional committee headed by Representative Dow Harter, Akron, O., announced following a meeting in Lorain, Detroit, Cleveland, Toledo, Erie, Ashtabula, Lorain and other cities will be urged to sponsor celebrations separate from the principal observance. Committee will request that the

Niagara, Perry's flagship, be sent to Put-in-Bay for the event.

**NAT D. RODGERS**, director of special events of Barnes-Carruthers Fair Booking Association, Inc., has contracted the B-C show, *Star Parade*, at Wichita (Kan.) Fall Festival, a new development sponsored by the Chamber of Commerce, two newspapers and business men. A private corporation is being formed to make the event an annual affair.

### ALDRICH HAWAIIANS—

(Continued from page 38)

all-electric instrument designed and perfected by Aldrich, the Hawaiians have been most called for of show's musical units for outside entertainment. In every city they have responded to appeals of civic clubs and radio stations and have received hundreds of congratulatory letters.

Getting away from the old ballyhoo style, Aldrich innovated the idea of having his girl entertainers recline on deck chairs with musicians playing as a background. This, he said, dignified the performance. George Haley, one of the outstanding talkers of the micway, handles the front alone. Members of cast, introduced from the stage by Olive Young, Chinese blues singer and emcee, are Lulu Matsumoto, Lilyan Kahele-muna, Ruth Kalehuamakanoa, Nani, Puanani, Lilla, Keala, Puaala, Makalika. Male musicians are Kalaulani, Lani Kuni, Kawika, Wilima and Keaka, and Pekelo, Hawaiian emcee.

### MRS. DAVID STOCK'S—

(Continued from page 38)

housecar Thursday at Grand Forks, N. D. All day she was busy in cookhouse preparing festive board. She worked surrounded by numerous fires. These were in metal buckets which were filled with smoldering cloth so that much smoke was given off to rout insects, which make life miserable.

Her persistent efforts were highly successful and resulted in one of most enjoyable events of show's season. Menu consisted of everything on market.

Those who attended were John Allen, Mr. and Mrs. Thomas Bowers, Zella Boyd, Mr. and Mrs. Grant Chandler, Mr. and Mrs. Arthur Comstock, Joe Conley, Evelyn Davis, Mr. and Mrs. A. J. Dennis, Mr. and Mrs. James Dunleavy, Mr. and Mrs. Walter Dutton, Joyce Everson, Myrtle Everson, Mr. and Mrs. Goldie Fitts, Mitzie Fitts, Mr. and Mrs. Isidore Firesides, Dr. Sam Friedman, Mr. and Mrs. Joseph Goodman, Mr. and Mrs. Max Goodman, Leo Greenspan, Mr. and Mrs. Greenwald, John Greenwald, William Griffith, Mr. and Mrs. George Hamilton, Mr. and Mrs. Ray Hamilton, Mr. and Mrs. John Harris, Mildred Harris, Egon Heinemann, Elmer Hendrickson, Ruby Hudgins, Tom Isles, Alvin Jackson, Edward Johnson, Palmer Johnson, Arnold Jones, Eddie Latham, Verne Lee, Allen Love, Mr. and Mrs. Al Kennedy, Max Klepper, Don R. Knisely, Calie Knotts, Clarence Mathews, J. M. McCree, William Morocco, Mr. and Mrs. Milton Morris, R. Moseley, William Powell, William Ramsdell, Mrs. Thomas Rankine, Mr. and Mrs. Art Riley, Elnora Rinehart, Mr. and Mrs. R. W. Rocco, Mr. and Mrs. Victor Roper, Mr. and Mrs. Rounds, B. Salazin, Max Shaffer, Mr. and Mrs. "Bo" Sherman, Julius Shuster, Harold Sinclair, William Stock, Mrs. Betty Weaver, Mr. and Mrs. Doc Welch, Joseph Wiles, Ben Whitmore, Ben Wilkerson, Richard Williams, William Williams, Ben Wise, C. G. Woods, Louis Yaffa, James Zaharee.

### BALLYHOO—

(Continued from page 38)

hit the platform. The midgets were the of all masses and classes of show people last to climb off with their felt hats wet and pulled to a peak and with wet flash blankets drawn around their shoulders. They very much resembled some of the famed seven dwarfs. Suddenly the train gave a sudden lurch that caused a set of bed springs that were tied on the side of a wagon to fly off, hitting a lady spectator over the head. As the train slowly passed all of the members of the colored show were hanging out of the windows, followed by the girl-show car with its vestibule well decorated with freshly washed lingerie flapping in the wind. Then passed the five private cars, with General Manager Pete Ballyhoo sitting on the back vestibule and who was washing his feet in a smoked-up black bucket.

The date as a whole was very bad from the start. Even with our 90-car railroad flash the natives did or did not wake up. Then to make matters worse one of the

concessioners that was on the nut for privilege and berth blown without paying off and willed the show a great collection of hotel towels that he could not pack. Thursday night Jake Ballyhoo's daughter ran off and married a chump. The boss stood up under that blow, but when the show's mail man refused the office any more credit for stamps he finally broke. Saturday the farmers came to town, and the show grossed enough to give everyone two pieces of silver money to make the run.

Please run the following ad: **BALLYHOO BROS. CAN PLACE**—People in all lines. Free transportation after joining. Out all winter. Salary, no object. (Do not mention we never did make it any object.) Join the happy Ballyhoo Family. Pleasant surroundings.

### MAJOR PRIVILEGE.

PS.: We pay the expense of paraffining your traveling clothes. M. P.

### W. OF M. HIT—

(Continued from page 38)

to T. W. Kelley in the management of the late Charles Docen's Freak Animal show. Bill Rushmor celebrated his 70th birthday July 27. That makes him the oldest snowman traveling with the World of Mirth. Jack Greenspoon and Phil Isser were here for a few days to look the show over.

Charles Nash, general manager of the Eastern States Exposition, and Dan Singer, assistant manager, also were here to look the show over. Mr. and Mrs. Max Linderman were busy entertaining many guests during the week. Among them were Mrs. Linderman's brother, Jacob Griffel, and his daughter, Miriam, from New York; Dr. Frank Rand, a nephew of Mrs. Linderman, also from New York, and Dr. Schactman, of Fitchburg, Mass. Reported by Jim McHugh.

### SHOW LETTERS—

(Continued from page 47)

*The Billboard* published his daughter's picture. Norman Wolf entertaining his kid brother from Buffalo. Jimmy Rafferty has new 22-foot trailer. William Weber, night watchman, confined with pneumonia in Genessee Hospital, but well enough to go home. Dewey Huff recovered from malaria and again with Norman Wolf. Entire show shocked and grieved to hear of Mrs. Barbara McIntyre's death. She was a great favorite on this organization. Eddie and Mrs. Rahn were visitors. Mrs. Verne Soules went to Syracuse to see her ere she died. Pancakes Hewett's family returned home. DICK COLLINS.

### Blotner

*Ellsworth, Me.* Week ended July 23. Location, old circus lot. Auspices, Veterans of Foreign Wars. Weather, rain. Business, fair.

Lot was muddy all week. Business was good when weather permitted. Rain prevented opening Monday night. Flying Americans, free act, joined here. Show moves on 12 trucks and five trailers. Elmer Ayers, electrician, added a cookhouse to feed show's help. Eight-year-old Mavis Rollins is mascot of show. Recent visitors were Mr. and Mrs. Wright, who were with show last season. Much excitement was created on midway recently when living tent of the writer burned due to an explosion of a gas stove. Writer was badly burned about face while rescuing a pet monkey from tent. Roster: Rides—Chairplane, Glen Kelly, superintendent; Perley Howe, clutch; Keith Mahar, ticket seller. Merry-Go-Round, Freddy Caron; Arthur Willett, Jules Prue and Pete Markus, helpers; Gloria Rollins, ticket seller. Big Eli Wheel, Joe Russell; Joe Ringette, helper. Kiddie Ride, Arthur Willett. Shows: Athletic and Hawaiian Village, Bozo Harris, manager; Baron Shonsky and Joe Joe, tiger boy, wrestlers. On Hawaiian Village are Mary Rogers, Gene Morgan, Alice Lake, Lilly Spencer, Flo Mercer and Margy Mitchell. Nature's Wonderland Museum, Victor E. Holtz, manager. New line of banners was recently put up on that show. Feature attraction is a lamb with one head, two bodies and eight legs. Concessioners: Red Blotner, pop corn; Jack Sawyer, cat rack; Max Winner, blankets; Bob Hise,

lead gallery; Jake Blotner, bean; Merle Kirkpatrick and Herby Noble, assistants; Jessie Hise, darts; Florence Ayers, balloon dart; Lewie Blotner, cookhouse; Dave Blotner, dummy wheel and milk bottles; Dick Wilcox, pitch-till-you-win, bowling alley, bumper and cigaret gallery; Ponzy Epstein, jingle board, candy wheel and bottle pitch; Sam Glasser, wild mouse track.

VICTOR E. HOLTZ.

### Eric B. Hyde

*Washington, D. C.* July 13-23. Location, 21st and C. N. E. Weather, rain. Business, very poor.

During show's second engagement here it rained every evening about opening time or shortly after show opened. In spite of efforts of a hard-working and competent committee, engagement was biggest blank of season. The sudden death of Johnnie Webb, fat man and manager of Ten-in-One, cast a spell of sadness over entire show. He was cremated after funeral services attended by almost all members of show. Friday night was lost on account of rain and Manager Hyde and committee decided to terminate engagement and show tore down Saturday in a heavy rain.

WILLIAM C. EARLE.

### Dixie Belle

*English, Ind.* Week ended July 23. Location, city park. Auspices, Home-Coming and Old Settlers' Reunion. Weather, ideal. Business, fair.

Show arrived Sunday and was ready to go Monday, when people came out early but did little spending. Thursday midway was packed with a crowd estimated at between 8,000 and 10,000. Business, however, picked up only a little. Athletic show went over big, and eating stands did well. Side show left. A few are on sick list due to drinking water. ANNABEL STARKEY.

### Cunningham's

*Woodsfield, O.* Week ended July 23. Location, old depot lot. Auspices, American Legion. Weather, fair. Business, good.

Show opened Monday night to large crowd and fair business. American Legion and local authorities gave much publicity and co-operation, and business increased nightly. Saturday night started out big, but a thunderstorm at 8 p.m. put a brake on front gate. John Cunningham Jr., who has been very ill for past week, is greatly improved. Mrs. W. M. Cunningham, mother of manager, visited. DOROTHY CUNNINGHAM.

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LEGITIMATE CONCESSIONS.

Big Picnic Put on by 26 Towns.

ILLINOIS VALLEY FIREMEN'S ASSN.

AT DALZELL, ILL., SUNDAY, AUG. 14, 1938.

20,000 People Last Year.

A. D. ROCK,

Chicago, Ill.

### WANTED

Rides, Shows for

HOME-COMING—BEAN DINNER

Rock Springs Fair Grounds  
Feeney-Bennett Post 128, American Legion  
EVERETT DAVIS, Chrm., Middleport, O.

### WANT MORE REVENUE

for

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A Column About Bingo in the  
WHOLESALE MERCHANDISE  
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### WANTED BERRYVILLE, VA.

CLARKE COUNTY HORSE SHOW AND FAIR

Shows, Rides, Legitimate Concessions, Cook Houses, Grab Joints, Custard. Everything open.

SIX DAYS AND NIGHTS, BEGINNING AUGUST 15 TO 20.

This is positively the biggest date of its kind in this section. Any Legitimate Concession will do good here. All address LLOYD REESE, Midway Manager, Berryville, Va.

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5c WORD (First Line Large Black Type)  
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Figure Total of Words at One Rate Only  
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Letters for store windows. Free samples.  
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throughout U. S. for Travelstamps, the most compelling plan yet devised to stimulate sales.  
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**AGENTS - DEMONSTRATORS — THE NEWEST,**  
salable article of the century. Instantaneous Lawn Mower Sharpener. Sharpen all blades at once. Cheap, light and durable. Easily attached, etc. Three size sharpeners mailed, 60c.  
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**AGENTS! SALESMEN! CANVASSERS!—BRAND**  
new line of Kolorfelt novelties. Practical household necessities. All territories open. Write today. **ATLANTIC-EASTERN CO.**, 140 W. 42 St., New York City.

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If you work east of Rockies and north of Mason-Dixon line, write for proposition.  
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Hosiery, Underwear, Raincoats, Pants, Dresses. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln Ave., Chicago. x

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**BRAND NEW MONEY MAKER—AUTOMATIC**  
Nursing Bottle Holder. Retail \$50c. Sample dozen \$2.00, including demonstrator. **E. JEWELL**, Room 1001, 203 S. Dearborn St., Chicago, Ill. x

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Folders, name imprinted, \$1.00. Cost you 50c. Samples free. No investment. **DUNBAR**, New Brunswick, N. J. x

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Snakes, Boas, Dragons, Iguanas, Gilas, Mon- keys, Parrots, Macaws, Parrakeets for Wheel- SNAKE KING, Brownsville, Tex. au20x

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\$3.00; 12 Medium, \$5.00; 12 Large, \$10.00; 20 Large, \$15.00. **ELLISON MITCHELL**, St. Stephen, S. C.

**THE FALL SPECIAL ISSUE OF THE**  
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**INTELLIGENT SAINT BERNARDS — EASIEST**  
trained, most attractive, priced right. Shipped anywhere. Prospectus, colored souvenir free. **ROYAL KENNELS**, No. 79, Chazy, N. Y. x

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Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coatimundis, Peccaries, Guinea Pigs, Rats, Mice, Parrakeets, Wild Cats, Ringtail Cats, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. au6x

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**AGENTS — START OWN BUSINESS, HOME OR**  
office. No peddling. Little or no invest- ment. Full particulars free. **BECLEY COM- PANY**, 1472 A Broadway, New York. x

**BUY FOR 20c—SELL FOR \$1.00 BY MAIL**  
Send stamps or silver. **PERRY MAHARG CO.**, 1304 E. 75th St., Chicago, Ill.

**DO YOU NEED CAPITAL—RAISING CAPITAL**  
made easy. Write for free information. **B. SEMINOLE COMPANY**, 45 W. Forsyth St., Jacksonville, Fla. x

**FOR SALE—SEILS STERLING CIRCUS. ALL OR**  
any part of it. Can be seen at Sheboygan, Wis.

**LARGE DANCE HALL FOR LEASE—ON MAIN**  
Street, Lexington, Ky. Located on second floor covering twenty-one thousand square feet. Could be decorated and improved into largest and most beautiful in the Middle West. **A. H. BAHR**, 508 W. Main St., Lexington, Ky. x

**PARTNER—DUE TO ILL HEALTH WISHES TO**  
sell his interest in concern manufacturing Chrome Furniture. Plant fully equipped. Un- usual opportunity, \$10,000 needed. **SUPERIOR CHROME MFG. CO.**, 5110 Germantown Ave., Philadelphia, Pa. 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.

**"QUICK CASH" — DEMONSTRATING NEW**  
Social Security Pocket Keychecks. Rush 25c for sample and literature. **BAHN CO.**, Box 86, Wilkes-Barre, Pa.

**SOAP MAKING—LEARN AT HOME. NO MA-**  
chinery needed. Save! Make your own. Earn money selling others. **POSERA**, 4543 Bartlett, Milwaukee, Wis. x

**STORED PITTSBURGH, PA.—BEAUTIFUL MU-**  
scum for indoors or out. Lease to reliable parties without deposit if cash to operate. **WALTER L. MAIN**, Geneva, O.

**100 SELLING IDEAS—WILL SHOW YOU THE**  
way to prosperity wage slavery freedom, \$1.00. **BRADCO SALES**, Box 115, Cleveland, Tenn.

**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 Bill- board.

**BALLY RESERVE, \$38.50; GOLDEN WHEEL,**  
\$22.50; Preakness, \$27.50; Palooka Sr., \$12.50; Jennings Chiefs, 5c, 10c, 25c, late type, \$29.00; Counter Games. Deposit. **WEST COAST AMUSEMENT CO.**, 820 S. Lisbon Ave., Tampa, Fla.

## IMPORTANT

Due to the increased size and circulation of the **FALL SPECIAL (dated August 27, 1938)** we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

Classified Advertising Forms

for the

## FALL SPECIAL

Go to Press in Cincinnati

**Wednesday, August 17**

"rush your copy—TODAY"

The **Billboard**

25 Opera Place

Cincinnati, Ohio

**AAA-1 BARGAINS—RAY'S TRACK, \$49.50;**  
Rally Reserves, \$47.50; Preakness, \$29.00; Racing Forms, \$29.00; Latonias, \$27.00; Derby Days, \$16.50; Sportsman Deluxe, \$22.50. Also all types Novelty Games at bargain prices. Want to buy Sport Page, Fairgrounds. Write us what you have to sell. **THE MARKEPP COMPANY**, Cleveland, O.

**ALL BARGAINS - GOOD CONDITION — 15**  
Mystery B Front Vendors, single jackpot, \$49.50; 10 Melon Vendors, \$79.50; 2 Mills Club Consoles, like new, \$99.50; 6 Watling Treasuries, like new, \$47.50; 1 Ray's Track, No. 3600, at \$79.50; 10 Fairgrounds, \$59.50; 5 Preakness and 1 Foto Finish, \$35.00; 1 Royal Race, \$25.00. **J. H. WINFIELD CO.**, 1022 Main St., Buffalo, N. Y. au13x

**BALLY RESERVE, \$37.50; BULLS EYE, \$24.00;**  
Airway, \$23.00; Slugger, \$18.00; Vogue, \$15.00; Turf King, \$13.00; Power Play, \$11.00; Running Wild, \$10.00; \$6.50 each: Boo-Hoo, Equalite, East-West, Scoreboard, Ricochet, 300 Arcade Machines reasonable. **MUNVES**, 555 W. 157th, New York.

**BIG RACE, \$70.00; STABLES, \$40.00; SPORT**  
Page, \$99.00; Mills Flasher, \$58.00; Paddles, \$34.50; Fleetwood, Fairground, \$65.00; Preak- ness, Lady Luck, \$31.00; Racing Form, Foto Finish, \$24.50; Golden Wheel, Foto Finish, \$22.00; Classic, Carom, Policy, Flying High, \$16.00; Natural, Bee Jay, Top Em, Tourt, \$10.00. Consoles: Keeney Dark Horse, \$44.00; Long Champs, 5c and 25c coin slide, \$65.00; Mills Blue Fronts, \$37.50; Mills F. O. K. Silent, Pace Comet, 5c, Reliance Dice, 5c and 25c, Superior Race Horse, 25c, 10c, 5c, \$20.00. Reference, Panhandle State Bank, Third de- posit. **TODD NOVELTY COMPANY**, Box 657, Borger, Tex.

**CLEAN MERCHANDISE, READY TO OPERATE—**  
Bally Reserves, \$49.50; Daval Bumper Bowl- ing, \$39.50; Bally Saddle Clubs, \$59.50; Mills Rios (floor samples), \$79.50; Mills 1-2-3, \$54.50; Evans Roll-etette, \$39.50; Mills Track King (floor sample), \$69.50; Dewey Junior (Electric Dewey), \$69.50; Douces Wild, \$14.50; Skill Targets, \$14.50; Daval Bell Slides, \$12.50; Genco Magic Roll (floor sample), \$79.50; Western Wind Jammer (floor sample), \$69.50; Wurlitzer Skee Ball, late model, \$59.50. Write for our list of guaranteed used equipment. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga.

**THE FALL SPECIAL ISSUE OF THE**  
**BILLBOARD WILL BE DATED AUGUST**  
**27. CLASSIFIED FORMS CLOSE IN CIN-**  
**CINNATI AUGUST 17. INCREASED CIR-**  
**CULATION. MARK YOUR COPY "CLASSI-**  
**FIED" AND SEND IT IN EARLY.**

**DIGGERS — BUCKLEYS, ERIES, MERCHANT-**  
men, Mutescopes, Iron Claws, Candy Bar Machines, Arcade Machines, 200 Peanut Ma- chines. Bargains. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**FOR SALE—\$500.00 WORTH OF DICGER AND**  
Rotary Merchandise. Write for list. Bangs-a-Deer, like new, \$165.00; includes 4,000 shells. **ST. CLOUD NOVELTY CO.**, 117 E. St. Germain, St. Cloud, Minn.

**GIVE AWAY BARGAINS—JUMBO, PEERLESS,**  
Credit, Prospector, Multi-Play, Round-Up, \$5.00; Bally Derby, \$7.50; Daily Races, Mys- tery, \$12.00; Rola Score, \$25.00; Columbus 1 Cent Cigarette Reels, \$3.00. **H. KURTZER**, 892 Avon St., Akron, O.

**GOODBODY'S BARGAIN LIST IS WAITING**  
for You. We Buy, Sell or Exchange. **GOOD- BODY**, 1824 East Main St., Rochester, N. Y. au27

**PERFECT CONDITION — APPEARANCE LIKE**  
new. Late Model Jennings Chiefs, half dol- lar play, \$49.50. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga. x

**PHONOGRAPH BARGAINS — WURLITZER**  
412, \$79.50; 3 Wurlitzer 416, \$130.00; 4 Rock-Ola 1937, 16, \$95.00; 2 Rock-Ola 1937 Imperial 20, \$125.00; 2 Mills Do-Re-Mi, \$80.00; 15 Mills Dance Master, \$25.00. All machines perfectly refinished. 1/3 deposit. **EAST COAST PHONOGRAPH DISTRIBUTORS**, 625 10th Ave., New York City.

**SILVER FLASH, AIRWAY, SKI HI, BULLS EYE,**  
Cargo, Chicago Express, Cottlieb Slugger, \$20.00 each; Gaytime, \$44.50; Dux, Football, Beamlite, Forward March, \$15.00; Scoreboard, Tournament, Stormy, Mercury, Running Wild, Sensation, Genco Junior, Great Guns, \$10.00; Booster, Bumper, \$7.50. 1/3 deposit. **WEST COAST VENDING COMPANY**, 1112 Ninth St., No. St. Petersburg, Fla. x

**THIRTY-THREE SEVEN-WAY FIVE CENT**  
Package Gum Vending Machines. Regular price \$16.00. Closing out at \$8.00 each. **WM. MICHAEL CO.**, Indianapolis, Ind. x

**TOM MIX RADIO RIFLES—LIKE NEW, COM-**  
pletely overhauled, reconditioned in our own factory, \$150 each. Also limited quantity of used Junior Rock-O-Ball Electric Bowling Alleys, ten feet long, \$95.00 each. 1/3 deposit, bal- ance C. O. D. **ROCK-OLA MFG. CORP.**, 800 No. Kedzie Ave., Chicago, Ill. au15x

**USED PHONOGRAPHS — 1935, '36 AND '37**  
Models, \$25.00 up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan.

**TRADE OR SELL : : : TWENTY PRACTICALLY**  
 Brand New Bally Reserves, \$49.50 : : :  
 Eighteen Deuces Wild, \$12.50 : : : Two—  
 One Two Threes, \$55.00; One Daval Bumper  
 Bowling, \$45.00 : : : One Thirty Pay Paces  
 Races, \$99.00 : : : Two Bally Lite-A-Pax,  
 \$20.00 : : : Two Bally Turf Special Consoles,  
 \$65.00 : : : One Mills Rio (Practically New),  
 \$125.00 : : : Five Wurlitzer Skee Balls, \$50.00  
 : : : Twelve Practically New 1c Play Snacks  
 (With DeLuxe Stands), \$25.00; also practically  
 any type late Novelty Table at give-away prices  
 : : : Will trade for Wurlitzer or Seeburg  
 Phonographs, Columbus Peanut Machines or  
 Watling Tom Thumb Scales : : : What Have  
 You? : : : Write **SOUTHERN MUSIC COM-  
 PANY**, Orlando, Fla. x

**WANTED—USED BUCKLEY DIGGERS.** STATE  
 serial numbers, model, condition. Write  
**BOX C-587, Billboard, Cincinnati, O.** au13

**WANTED—HANDICAPPERS, SPORT PAGES,**  
 Blue Fronts, any quantity. Write or wire  
**ACME NOVELTY COMPANY**, Minneapolis,  
 Minn. au6x

**WANTED — OLD STYLE MASTER VENDORS.**  
 State condition, quantity, lowest price in  
 first letter. **BLOCK**, 4919 N. 8th, Philadelphia,  
 Pa.

**WANTED — PENNY SLOTS. DIXIE SALES,**  
 New Orleans, La.

**WANTED TO BUY — USED PHONOGRAPHS.**  
 Advise quantity, model, condition and best  
 prices. **CANADA AMUSEMENT MACHINE  
 EXCH.**, 3353 Lasalle Blvd., Verdun, P. Q., Can.

**WILL TRADE—LIKE NEW GINGERS OR USED**  
 Wurlitzers for Late Model Slots, Cigarette  
 Machines, Tit-Tat-Toes, 1c Target Skills or  
 Triple Gridders. **MARION COMPANY**, Wichita,  
 Kan. au13

**WILL TAKE IN TRADE — COUNTER MA-**  
 chines, Slots, Old Scales, Peanut Machines,  
 Stands, Safes, Sales Boards, Carnival Wheels,  
 Roulette Tables, Arcade Machines, for Colum-  
 bus Peanut Machines, Wurlitzer Phonographs,  
 Watling Scales and National or Mills Cigarette  
 Machines. **O'BRIEN**, 89 Thames, Newport,  
 R. I.

**WILL TRADE—KEENEY TRACK TIME (RED**  
 Cabinet) for Seeburg Ray-O-Lite. State  
 serial number of gun. **JOY AUTOMATICS**,  
 Elmira, N. Y.

**WILL TRADE LATE ONE-BALLS, CONSOLES**  
 for late used Wurlitzer or Rock-Ola Music  
 and Reserve Type Novelty Games. **CLEVE-  
 LAND COIN**, 2336-8 Prospect Ave., Cleveland,  
 Ohio.

**5/8" BALL GUM, FACTORY FRESH, 11c BOX;**  
 Tab, Stick, Midget Chicks, every Vending  
 Gum. **AMERICAN CHEWING, Mt. Pleasant,**  
 Newark, N. J. au13x

**3 KEENEY 10-FT. BOWLETTES, \$30.00; 5**  
 Keeneey 14-Ft. Bowlettes, \$39.00; 2 Genco  
 Bankrolls, \$39.00; crating \$5.00 extra. Half  
 deposit. **CLEVELAND COIN**, 2336-8 Prospect,  
 Cleveland, O.

**6 FLAT AND DOME TOP MERCHANTMEN,**  
 \$25.00 each. Half deposit. **CLEVELAND  
 COIN**, 2336-8 Prospect, Cleveland, O.

**8 BALLY RESERVES—USED LESS THAN TWO**  
 weeks, \$45.00 each; Chicago Express, Air-  
 ways, Bobs, Exhibit Basket Balls, \$25.00 each.  
 All in good condition. 1/3 cash, balance  
 C. O. D. **JAX NOVELTY SALES CO.**, 411 W.  
 Duvall, Jacksonville, Fla.

**17 BALLY RESERVES — EXCELLENT CONDI-**  
 tion, used approximately three weeks, \$39.50  
 each. 1/3 deposit, balance C. O. D. **STAR  
 SALES COMPANY**, 108 W. Hill Ave., Valdosta,  
 Ga.

**25 STEWART McGUIRE 4-COLUMN SLUG-**  
 proof Cigarette Machines, 35 Coretta 6-  
 Column Cigarette Machines, clean and ready to  
 operate, \$14.95 each in lots of 5 or more.  
 Half deposit. **CLEVELAND COIN**, 2336-8  
 Prospect, Cleveland, O.

**40 NORRIS MASTERS, 5 NAVCO SCALES,**  
 \$22.50; 6 Mills Moderne, \$17.50; Ridgeway  
 Jr., \$17.50; Wurlitzer 12 Record Selective,  
 \$50.00. **L. R. PORTER**, Alexandria, Ind.

**100 DUPLEX LOC CABIN PENNY VENDORS—**  
 Less than six months old. Lots of ten,  
 \$12.50. 1/3 with order. **ROSS F. BAREFOOT**,  
 R. 8, Dayton, O

**600 SIDE MINT VENDING COMPARTMENTS,**  
 complete, \$2.25; Mills War Eagles, \$25.00,  
 lots four; Penny Twin Watlings, \$14.50. **COLE-  
 MAN NOVELTY**, Rockford, Ill. x

### COSTUMES, UNIFORMS, WARDROBE

**INDIAN RELICS, BEADWORK, CURIOS,**  
 Weapons, Old Glass, Catalogue 5c. 5 Arrow-  
 heads, 20c. Eagle Feather Indian War Bonnet,  
 \$9.00, fine. **INDIAN MUSEUM**, Northbranch,  
 Kan. x

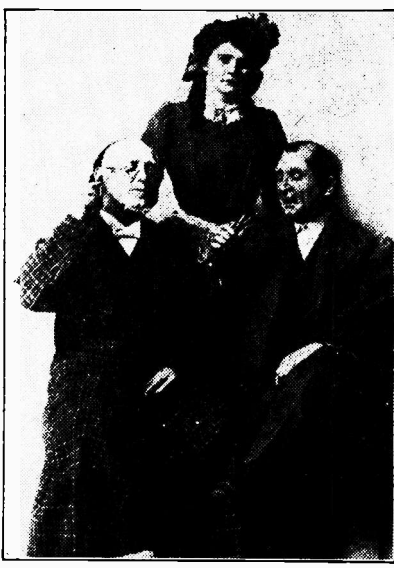
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**FIED" AND SEND IT IN EARLY.**

### FORMULAS

**EXPERT ANALYSIS. RESEARCH. INDUSTRIAL**  
 Development. Newest guaranteed Formulas.  
 Biggest catalog free. Special prices; leads.  
**GIBSON LABORATORY**, Chemists, BH-1142  
 Sunnyside, Chicago. tfnx

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# Show Family Album



**AT THE LEFT** are employees of Adam (Pop) Ebre, snapped season of 1919 on Smith's Greater Shows. At the bottom is Mildred Nelson and at top right is Mary Davis. Both were '49 camp girls. When last heard of they made their home in Bellaire, O. In the center is Marie Nelson, woman wrestler, now Mrs. Joseph Steblar and connected with World of Fun Shows. The comedy team of Frank H. Swain, Charlotte Willard and Maurice Downey, which formerly presented the skit "The Deaf Doctor" on big-time vaudeville circuits, is shown at the right. Picture was taken about 1910. Swain is now a concessioner with Broadway Shows of America. Charlotte Willard (Mrs. Downey) is dead. Downey has retired.

*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.*

**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

**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

**COVERED WAGON—CUSTOM USED, \$795.00.**  
 Others, \$135.00 and up. Distributors for  
 new Schult, Royal, Covered Wagon and Alma  
 Silvermoon. 6% financing. Write or phone  
 collect. **SELLHORN'S**, East Lansing, Mich.  
 au13x

**ENTERPRISE PINEAPPLE, ETC. CRUSHER —**  
 1/3 H. P., A. C., \$75.00. Exchange, buy  
 Popcorn, Crispette Machines. **SPRINGER**, 780  
 E. 2d St., Brooklyn, N. Y.

**FOR SALE — SNOW CONE MACHINE, 6x6,**  
 Hinged Stand, New Top and all supplies.  
 Ready for use. Price \$50.00. **ORAL RAY**,  
 Havana, Ill.

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**FOR SALE—ROLLER SKATES AND CAPEHART**  
 Music. All in A-1 shape. Ready to roll.  
 Priced for quick sale. **GEORGE R. GILL**, Warsaw,  
 Ind.

**FOR SALE — HAND CARVED MERRY-GO-**  
 Round Horses at low prices. **W. S. TOTBILL**,  
 Webster Ave., corner Wood St., Chicago.

**FROZEN CUSTARD MACHINE — HENRY**  
 Freezer without motor, Ambassador Model,  
 \$120. **R. H. CASSEY**, 1825 S. Main St., New  
 Castle, Ind.

**SNOWBALL MACHINES—JUST A FEW LEFT**  
 of C. and G. Was \$97.50; clean up, \$69.50.  
**GEORGE E. GOLDING**, Riverside Park, Indian-  
 apolis, Ind.

### FOR SALE—SECOND-HAND SHOW PROPERTY

**ATTRACTIVE BALL THROWING GAMES —**  
 Bottles, Cats, Dolls, Kids, Tempins. Com-  
 plete outfits. Also, one Chairplanc. **LAMANCE**,  
 782 Marion, S. E., Atlanta, Ga.

**SMALL, NEAT COOK HOUSE, 12x76; KITCHEN,**  
 12x7. Call or write. 3127 Jasper St.,  
 Philadelphia, Pa.

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**CIRCUS BLEACHER SEATS—ALL SIZES, NEW**  
 and used, out or indoors, with or without  
 foot rests. **PENN BLEACHER SEAT CO.**, 1207  
 West Thompson, Philadelphia, Pa. au13x

### HELP WANTED

**BALLROOM MANAGER — OPERATING 12**  
 months a year in Chicago. Must be thor-  
 oughly familiar with all phases of manage-  
 ment and operation. State qualifications, age and  
 salary expected. **BOX 332, Billboard, Chicago.**

**HELL DRIVERS — THRILL ACTS, WITH OWN**  
 Equipment. Clowns, Funny Ford, Agent who  
 can announce. Work once each week at fairs.  
 Can use Small Unit complete several Eastern  
 spots. Give details. Salary. **AUSTIN C. WIL-**  
**SON**, 640 Bryson St., Youngstown, O.

**MASTER OF CEREMONIES — VERSATILE,**  
 Youth, Personality. Also line of four girls.  
 Specialty Dancers, Singers. Youth, personality,  
 wardrobe essential. **WISTERIA GARDENS, At-**  
**lanta, Ga.**

**PERFORMERS, MUSICIANS, DOGS, PONIES —**  
 For Southern Fairs. Join on wire in Min-  
 nesota, on receipt of wire. **ATTERBURY'S**  
**CIRCUS**, Dakota City, Neb.

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**PROFESSIONAL GIRL MUSICIANS — INTER-**  
 ested in Radio and Orchestra Work. Need  
 Percussion, Drums, Trombone, Trumpet, Flute,  
 Guitar, Sax. Apply **PIANIST**, 64 Virginia Ave.,  
 Dayton, O.

**WANTED—TEAM, MAN AND WIFE, CAR**  
 and trailer. Picture and Vaudeville Show.  
 Do straight in acts. Write only. **JACK  
 WRIGHT'S SHOW**, Hardin, Ky.

**YOUNG MAN — 120 LBS, TOPMOUNTER,**  
 recognized Three People Act. Send par-  
 ticulars at once. Good amateur considered.  
**ALBERT JASON**, 1122 Avenue M, Brooklyn,  
 N. Y.

### LOCATIONS WANTED

**WANTED — ROLLER RINK FOR BALANCE OF**  
 summer. Also locations for the winter.  
**R. H. RHODA**, 422 19th St., Bedford, Ind.

### 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. au13

**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
 25c. **MAX HOLDEN**, 220 W. 42d St., New  
 York City. au20x

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**MAGIC—MENTALISM, SPIRITISM, FORTUNE**  
 Telling. Luminous Paints, Ghost Effects,  
 Handwriting, Palmistry Charts. Catalogue 10c.  
**REILLY**, 57 E. Long, Columbus, O. au6

**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, Funch and Judy and  
 Marionettes. **PINXY**, 1261 N. Wells, Chicago,  
 Ill. Illustrated folder free.

### MISCELLANEOUS

**MEXICAN JUMPING BEANS — THE MOST**  
 Original Curiosity in the World. They at-  
 tract universal attention. **JOAQUIN HERNAN-**  
**DEZ**, Exporter, Alamos, Sonora, Mexico. au20

**STEEL COOK'S CHESTS, \$1.50. NEW COOK-**  
 ing Kettles, tinned steel, \$1.25. Army Field  
 Stoves, \$3.50, \$5.00. **TAVETIAN**, 61 Fuyfers  
 St., New York. x

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**SOUND AMPLIFIER SALE—HALF PRICE, 15**  
 Watt Output, 2 Speakers, Carrying Case,  
 Crystal or Velocity Microphone. Nationally  
 known manufacturer, \$174.00 list, your cost  
 \$87.00. Ideal for indoor or outdoor use.  
**VAN SICKLE RADIO SUPPLY CO.**, 34 W. Ohio  
 St., Indianapolis, Ind. au20

### M. P. ACCESSORIES & FILMS

**"BIRTH"—SHOWING THE ACTUAL BIRTHS**  
 of two babies. Hospital filmed. Shows all.  
 New 16MM., \$40.00 complete. **M.B.M. PRO-**  
**DUCTIONS**, Newton, Ia. au13x

**CASH WAITING FOR 35MM. SOUND, SILENT**  
 Films, Silent Projectors. Sound Films for  
 sale, rent, exchange. **OAKLEY**, 242 Kontner,  
 Nelsonville, O.

**MOVIE ROAD SHOW BARGAINS — 35MM.**  
 Movie Portables, complete limited quanti-  
 ties DeVry, Weber and Universal, with Ampli-  
 fiers, Speakers. Every equipment fully guar-  
 anteed. From \$189.50 up. Special bulletin.  
 Also 16MM. Sound Projectors. **CONSOLIDATED  
 THEATER SUPPLY CORP.**, 1600-B Broadway,  
 New York, N. Y. au20x

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**UNUSUAL BARGAINS IN USED OPERA CHAIRS,**  
 Sound Equipment, Moving Picture Machines,  
 Screens, Spotlights, Stereopticons, etc. Pro-  
 jection Machines repaired. Catalogue 5c free.  
**MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash,  
 Chicago. au20

### PHOTO SUPPLIES AND DEVELOPING

**ACT NOW, 4-FOR-DIME OPERATORS—AMAZ-**  
 ing offer. New Portable Foto-Flash Outfit,  
 only \$140. Send for free catalog of complete  
 line of money-makers. Largest stock direct  
 positive supplies in country assures quickest  
 delivery. **MARKS & FULLER, INC.**, Dept.  
 BC-11, Rochester, N. Y. au27

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**ALL 4 FOR 10c OPERATORS WRITE FOR NEW**  
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AT LIBERTY

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MED. LECTURER—Car. stock and experience. Registered druggist. Note too big. Platform and office. DR. C. E. HANKENSON, Palace Hotel, Market St., St. Louis, Mo.

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AT LIBERTY

MUSICIANS

ALTO OR TENOR SAX—DOUBLING CLARINET, Violin, Flute and Baritone Sax. No take-off. Good reader, tone and teamwork. Radio and recording experience. With "Dan Russo" in '35 and '36. Write or wire. HARLEY E. WALKER, 1316 Carroll St., Keokuk, Ia.

AT LIBERTY—TENOR SAX, CLARINET, SING. Young, single, union, good habits. Read and improvise. Join Rockin' Chair style band. Experienced. Write particulars. No panics. GEO. WM. BROWN, 205 E. Locust, Bloomington, Ill.

BANDMASTER—TRUMPET, VIOLIN, TROUPE or locate. Sign Painter. BANDMASTER, 1034 Ave. F, Ft. Madison, Ia. au6

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DRUMMER—BEATS OUT A GOOD, SOLID TWO or four. Plenty of flash. Fine equipment. Union, 23, sober, reliable. J. DEZSO, 120 E. Tutt, South Bend, Ind. au6

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GIRL PIANO AND TENOR MAN—MAN AND wife. Clean, sober and reliable. Can read and do good take-off work. Both vocals. Prefer small combination. Address TOMMY THOMASON, McCall Apts., Charleston, Ill.

GUITARIST—RHYTHM, DOUBLE ELECTRIC Steel. Experienced all type work. Join anywhere. BOX C-599, The Billboard, Cincinnati, O. au13

SIX-STRING GUITAR MAN—DOUBLING Violin and Trumpet. Union, sober and reliable. Go anywhere if job is good. Have new automobile. CLARENCE T. NELSON, Yankton, S. D.

SWING TRUMPET—DOUBLE ACCORDION AND Piano. Read, ride all three. Plenty experience. Twenty-two, sober, reliable, neat appearance. Desire change. Must give notice. MUSICIAN, 1330 N. 29th St., Birmingham, Ala.

TENOR-ALTO SAX PLAYER—DOUBLES FLUTE, Clarinet, wishes to join recognized Girls' Band. Experienced, reliable. LOIS WILSON, 915 Seminary Ave., Woodstock, Ill.

TROMBONIST AND DRUMMER—JOIN IMMEDIATELY. Young, neat, sober, reliable, experienced. Read, fake, hot, sweet, transpose on sight. References. BOX C-589, The Billboard, Cincinnati, O.

TRUMPET—WELL EXPERIENCED. SWING OR Legitimate. Arranger, union. BOX C-525, Billboard, Cincinnati, O. au6

TRUMPET—READ, FAKE, EXPERIENCE MUSICIAN, 221 10th St., Columbus, Ga.

TRUMPET MAN—DESIRES LOCATION JOB with some small night club combo. Write or wire MUSICIAN, General Delivery, Menominee, Mich.

TRUMPET AND DRUMMER—BROTHERS. Young, plenty experience, union. Trumpet can read, phrase, take-off, play first or second. Drummer is steady, can read, good outfit, plenty rhythm. Have car. We are reliable and can join immediately. JACK AND BOB WALKER, General Delivery, Evansville, Ind. au13

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AT LIBERTY—Old-Time Guitar and Violin Player. Would like a place with some good string band. EARL JOSEPH, 811 E. Main St., DuQuoin, Ill.

GUITARIST—Modern style. Read, fake, take-off. Doubling Violin, String Bass, Sing baritone in trio. Union. Experienced in large, small bands. Young, single, sober. Prefer location. Have tax. No corny outfits. CHARLIE HANSEN, 782 Iglerhart Ave., St. Paul, Minn. au18

BASS VIOL—Age 25. Have 30 swing arrangements. Only reliable and swing bands answer this. Panics lay off. SAM ROWE, 409 E. Wood, Paris, Ill. Phone 918-X. au6

SWING GUITARIST—Doubling Piano. Young, dependable, experienced orchestra work, radio, stage. Go anywhere with good outfit. GORDON CROMPTON 289, Totowa Ave., Paterson, N. J. au13

SWING TENOR - CLARINET—Read, fake, jam, modern style. No lush or tea. Age 22, experienced. State all. Write or wire. MUSICIAN, 148 Mill, Memphis, Tenn.

TENOR-CLARINET-FLUTE—Arranging. Baritone voice. Sight transposition. Age thirty. Courteous. Wide experience all lines. College graduate. Location only. BOX 192, Macomb, Ill. au13

TENOR SAX—Doubling Clarinet and Alto. Modern, read, rule and tone. Young and single. Will consider all, but prefer location. Write all in first. BOX CH-51, Billboard, Chicago, Ill.

TROMBONIST—A-1, range, tone. Union, age 23 years. Arrange, reliable, married. RED BROOKS, 1322 N. E. 23d, Oklahoma City, Okla.

TRUMPET—Ten years' dance, hotel, show work. Read, take-off, sweet or stylized. Sober, young, neat. Arrange, double fast melophone, vocals. K. C. card. Permanent. GILBERT, care M. P. Long, Centerville, Mo. au6

TRUMPET AND TENOR SAX—Available immediately. Sax man doubles clarinet and trumpet and can transpose at sight. Union, congenial, reliable. Join on wire. Consider all offers. RAY KRAEMER, 1310 S. Cedar St., Marshfield, Wis.

AT LIBERTY

PARKS AND FAIRS

A BALLOON ASCENSION—By Daring Young Lady Aeronauts. Three units available. Equipment and personnel in Ohio. CONTINENTAL BALLOON CO., care Billboard, Cincinnati, O. se3

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write, wire. JOHNSON BALLOON CO., Clayton, N. J. au20

BALLOON ASCENSIONS—Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind. au20

BALLOON ASCENSIONS—Furnished Parks, Fairs, Celebrations. Established 1917. Experienced operators. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

BALLOONISTS AND AIR-Plane Parachute Jumpers. Coast-to-Coast service. Cash bond if desired. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. au20

BALLOONIST—PROF. CHAS. SWARTZ. Committees write, wire. Address Humboldt, Tenn. au27

HELL DRIVERS—THRILL Shows. A few available dates in East and South for fair engagements. Exploitation, special publicity, sound truck, etc. Labor Day open close to New York City. AUSTIN C. WILSON, 640 Bryson St., Youngstown, O.

TUMBLING AT WOODS—Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. au27

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. au27

BALLOON ASCENSIONS WITH PARACHUTE Drops furnished for all occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo). au27

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich. au20

ATTENTION—SECRETARIES AND MANAGERS—A High Swaying Pole Act with several new features that are original. A spectacular, thrilling feature. BOX C-594, Billboard, Cincinnati, O. au6

BALLOON ASCENSIONS WITH PARACHUTE Drops furnished for all occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo). au6

CARMENE'S CIRCUS REVUE—FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich. se3

FOUR HIGH CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINKS' CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. au27

OKLAHOMA BLACKIE IN PERSON—THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharp Shooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature wire or write OKLAHOMA BLACKIE, care of The Billboard, Cincinnati, O. au13

THEDOSHIA, THE CLOWN—OLD GAGS, NEW Gags. Thedoshia is the Original. Clowning grand stands. Care Billboard, Cincinnati, O. au6

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AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swing Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. au18

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AT LIBERTY ACROBATS

PHILIP PIANTONE—TUMBLER, HAND-BALancer, Comedian. 1526 Monroe St., Chicago, Ill. Phone Haymarket 2631.

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AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—20 Years' Experience. Can route and book any unit or orchestra anywhere in the United States, Canada. Close contractor. Salary, reliable. BOX 331, Billboard, Chicago.

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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.

AT LIBERTY—A-1, 3-PIECE COMBINATION, consisting of electric organ, drums with girl pianist doing vocals. Working now, but desire change by September. Union. State all in first to S. SHAW, 110 Edwards, Helena, Mont.

AVAILABLE AT ONCE—FINE, MODERN, ORGANIZED, Union, Eight-Piece Swing and Commercial Band and Girl Vocalist, free to go anywhere. We have uniforms, bus, amplifiers, stands, library, etc. For further information write LEADER, Box C-471, Billboard, Cincinnati. au6

BOY AND GIRL COCKTAIL UNION—ACCORDION doubling Piano. Male Guitarist with exceptionally fine voice. Harmony singing. Complete wardrobe, library, all essentials. Young and presentable. Just finished six months hotel engagement. BOX C-600, Billboard, Cincinnati, O. au13

ORCHESTRA DESIRES BOOKING—11 MEN. union. Just returned from successful tour. ORCHESTRA MANAGER, 1017 N. 9th St., Reading, Pa.

WINIFRED McDONNELL AND HER DEBUTANTES—Six-Piece Girl Band completing 5 months' engagement September 21. Union. Would like hotel location or better type cocktail lounge. Sweet music featuring "The Three Marys," violin trio, and pleasing vocal trio, guitar, bass, piano, sax and trumpet. Y. W. C. A., Helena, Mont.

INSTRUMENTAL DUO—Cocktail lounge, small club, etc. Piano and Marimba. Sweet, swing. Feature vocals. Modern arrangements, extensive library. Young, sober, reliable. Union. All offers considered. BUD KEYES, 1113 S. Third St., La Crosse, Wis.

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MODERN EIGHT-PIECE DANCE BAND available immediately. Both sweet and swing. Have racks, complete modern library, specials, vocals and entertainment. Organized three years and can furnish best of references. Willing to cut to six or seven or augment to nine or ten men. Guarantee complete satisfaction and can cut any floor show. Will go anywhere for reliable work. Wire or write. BOX C-598, Billboard, Cincinnati. au13

THREE YOUNG MEN—Professional Swing Band. Union. Play 8 different instruments. Put on surprise floor show. Can change entertainment each week. Available August 3. Salary \$125.00. BOX 328, Billboard, Chicago, Ill. au6

AT LIBERTY CIRCUS AND CARNIVAL

EXPERT ELECTRICIAN—Join at once. JOSEPH KOMM, 223 W. 115 St., Chicago, Ill. au13

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AT LIBERTY—BOBBIE THE TATTOOED LADY. Who will give me a job? All alone. IRENE MILLER, 203 W. Central, Ft. Worth, Tex. au13

AT LIBERTY DRAMATIC ARTISTS

ACE 21—JUVENILES, GENERAL BUSINESS. Strong Singing Specialties and Guitar. Sober, experience and adequate wardrobe. Wire or write. "TIP" WALKER, 1203 1/2 Penn Ave., Charleston, W. Va.

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JOSEPH L. HALL—ART DIRECTOR MANHATTAN Players, Lake Whalon Theater, Fitchburg, Mass., will be available for an engagement after Labor Day.

AT LIBERTY MAGICIANS

MYSTIC - CARD READER - CHALK CARTOONIST—European education. Cruises or Bermuda preferred. Write registered, stating full particulars. PRINCESS ETTA, Moultrie, Ga.

**AT LIBERTY**—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. au20

**CHARLES LA CROIX**—Original, Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large dramatic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. **CHARLES LA CROIX**, 1304 S. Anthony Blvd., Fort Wayne, Ind.

**CHAS. AUGUSTUS**—High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address **CHAS. AUGUSTUS**, care Dreier Drug Co., 602 Calhoun St., Fort Wayne, Ind.

**FAIRS AND OUTDOOR CELEBRATIONS**—Quartet, String music and sing. Platform or grand stand, and for dances. Write **WEBER'S TROUPE**, 100 N. Broadway, St. Louis, Mo. au13

**FRED AND MARIE GUTHRIE**—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. **Bradner**, Ohio. au9

**HIGH SWAYING POLE** and Highest Aerial Contortion Act, with original contortion thrilling features. Two different acts. **BOX C-530**, Billboard, Cincinnati, O. au20

**THREE ACTS**—Tight Wire, Slack Wire and Rolling Globe. All acts first-class every way. Write for prices and literature. **RALPH AND SYLVIA CHRISTY**, Keokuk, Ia. au8

**TWO ACTS**—Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Road if desired. **BOX C-465**, care Billboard, Cincinnati, O. au27

**SENSATIONAL REVUES**—Eight to Sixteen Girls in line and specialties, platform, aerial acts, bands. For fairs, conventions, etc. Appearance guaranteed. **ROY DOWER**, 1545 Broadway, New York City. au6

**SUM SUM**—The Hollywood Clown, puts real life into any program. Two separate acts. Also, the Smallest Performing Dogs. In a carnival of fun for youngsters from six to sixty. Write for details. **Billboard**, Chicago.

**THE SMILEYS**—Lady and Gentleman. Two separate and distinct acts. Act 1: Comedy, Acrobatic Knockabout. Act 2: High Table Rock and Fall. Also, clown grandstand and announce. Wardrobe and props the best. **Care Billboard**, Chicago.

**THEODOSHIA, THE CLOWN**—Clowning grand stands. Last week a feller said "That guy reminds me of the old-time clown." Been doing white face thirty years. Address, **The Billboard**, Cincinnati, O.

**TWO FREE ATTRACTIONS**—Sensational Acrobatic Act and Comedy Boxing Act. Also first-class Athletic Pay Show. Write **GLENNY AND FORD**, Billboard, Cincinnati, O.

**VAUTELLE'S CIRCUS**—Ten Dogs, Cats, Monkey. Two distinct acts for fairs and theaters in Georgia, North Carolina and South Carolina for October and November. Address **Moline**, Ill. au8

**AT LIBERTY**  
**PIANO PLAYERS**

**EXPERIENCED PIANIST—READ, FAKE, ETC.**  
Reliable and all essentials. **BOX C-597**, Billboard, Cincinnati, O.

**RHYTHM PIANIST—WORKING BUT DESIRE** change. Must give notice. Write. **BOX 94**, Grantville, Ga.

**UNION PIANIST—DESIRES ORCHESTRA** Work. No wires. **RAYMOND DEMPSEY**, Franklinville, N. Y.

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**MALE SINGING PIANIST**—Read, appearance. Carnival (double calliope), dance band, tavern. Also drummer (excellent outfit). Plenty experience. car. **McDONALD**, 24 Tichenor (Tavern), Newark, N. J.

**PIANIST**—After August 12. Radio staff orchestra pianist. Good reader, concert or dance work. Union, experienced. Want location. Prefer hotel. Give particulars. **LARRY SCHIEBEN**, 520 W. Sixth St., Little Rock, Ark.

**AT LIBERTY**  
**VAUDEVILLE ARTISTS**

**AT LIBERTY**—Price and Gentry. Walter, Comedian, Banjo in Orchestra. Helen, Piano, read, fake, transpose. Single and double specialties. Have musical openings. Can produce concerts. Have car. Join on wire. **WALTER X. PRICE**, Victoria Hotel, Oklahoma City, Okla. au6

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**AT LIBERTY**—For Vaude or Med Show. Hokum Comedy Team, Toby or Black Comedy, Harmony Singing and Talking. Change strong for ten days. Don't ask your lowest, state what you pay. **THE NORTONS**, 1216 Thomas, Memphis, Tenn. au13

**AT LIBERTY**—Versatile Team. Man Singer, Comic Characters. Wife, Piano and Accordion. Have cowboy outfits. Have car, go anywhere. **SPECIALTY TEAM**, General Delivery, Knoxville, Tenn.

**COMIC SINGER**—Female. Big hit at Loew's Theater Amateur Nights. Free to travel. **E. SARGENT**, 254 W. 98th St., New York City.

**NOVELTY ACT**—Single for unit or tent; no med. Novelty Roller Skate Dance; also Blackface and Eccentric. Good wardrobe. Sober and reliable. **JOHNNY BURNS**, 162 South Ave., Poughkeepsie, N. Y.

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**SOMETHING NEW**—Chuck Johnson, Dancer, and His Piano Act, featuring playing the piano with feet while dancing on piano keys. Flashy and show stopping. Playing sax and piano together; also trumpet, clarinet. Playing four instruments one time, sax, clarinet, drums and piano. Comedy wash board numbers. Doing tap and featuring rubber leg comedy dances. Young, appearance. Salary. Experience club, vaude and minstrel. Write, allowing forwarding. **Dawson**, N. D. au8

**TEAM**—Man, Comedy, Straights or as cast. Produce. Lady, A-1 Pianist, read, take-off. Good singles and doubles. Novelty, singing. Up in med acts and hits. Plenty strong changes. **B. WHITE**, General Delivery, Eureka, Kan.

**THE LERCHES**—Lady and gent. Comedy Table Act; also Aerial Act. 1801 W. Main St. Belleville, Ill. au27

**MAGIC**  
*(Continued from page 22)*  
however, don't cancel your order with the butcher. . . . **JEAN FOLE** is current at the Moose Roof Garden in his native Pittsburgh. Jean, who recently was made publicity director of the Pittsburgh actors' union, met Al Flossio the other week at Hamid's Million-Dollar Pier in Atlantic City. "A swell act; good magic and good kid stuff," postals Fole.

**CARYL S. FLEMING** was elected president of the Pacific Coast Association of Magicians at the organization's recent annual convention at San Jose, Calif. Dariel Fitzkee was named vice-president, and Ray Gamble, second vice-president. Other officers are Harry Shaw, San Jose, secretary, and Leo Schmitt, Reno, treasurer. San Francisco won the 1939 convention. . . . **HASKELL**, current at the Trocadero, Hollywood, opens a two-week engagement at the Bal Tabin, San Francisco, August 17. . . . **JAY PALMER** and Doreen are in their third week of an indefinite engagement at the Bartlett Club, Rochester, N. Y., with their Magic Kettle rifty. Palmer is putting the finishing touches to a new illusion which he has labeled *Tilly Vision*. . . . **SONIA ZARANOFF**, mentalist, as the result of her recent success at the Cussin & Fern department, Columbus, O., with her talking tea kettle novelty, has been given the firm's entire chain of 24 stores. R. A. Nelson, of the Nelson Enterprises, Columbus, arranged the booking. . . . **PENNSYLVANIA STATE** picnic of the IBM will be held at Lancaster, Pa., August 14. Ned Fralley and Dr. Viola Lockwood are in charge of arrangements. . . . **MARDO THE MAGICIAN**, who in the fall of 1935 entertained the dictators of Central and South America, is the current feature at the College Inn, Philadelphia. . . . **MR. AND MRS. GLEN POPE**, Mr. and Mrs. Mardoni, Haskell and Mr. and Mrs. Loring Campbell caught the Noel Lester performance at the Hippodrome, Los Angeles, July 24. . . . **EIGHTY-TWO** magicians and their guests attended the annual picnic of Keystone Ring No. 20 (Harrisburg, Pa.), IBM, at Williams Grove Park, Mechanicsburg, Pa., July 24. Two free magic shows attracted more than 4,000 spectators. Charles Jones, of Harrisburg, did the emceeding, and Lu Brent and Mike Zerrance were among those who showed their wares. . . . **AL FLOSSIO**, now appearing at Hamid's Million-Dollar Pier, Atlantic City, recently entertained the kiddies at the Betty Bacharach Home, Atlantic City, with 45 minutes of magic.

**GOOD REGISTRATION**  
*(Continued from page 29)*  
one of the most important yet held. Only a short business meeting was held on opening day, the time being devoted to a talk by President Hildreth and appointment of committees. In late afternoon Fans were taken for a boat trip on Lake Mendota. Monday will be devoted to business meetings. In the evening the Fans will be entertained at dinner at the Nacoma Country Club, where a meeting of the Ku Ku Club will be held. Tuesday the Fans will attend the Al G. Barnes and Sells-Floto Circus in a body at night, and after the show a banquet will be held at the Loraine Hotel with circus folks as guests of the

Fans. Local labor leaders also will be guests at the banquet. Thru efforts of Sverre Braathen and Dr. Tom Tormey, the local labor council after the circus situation had been explained to them assured the Fans they would put no obstacles in the way of the circus, as they had no desire to put union men out of work. Complete report will appear in the next issue.

**GAINESVILLE SHOW**  
*(Continued from page 29)*  
throat infection which threatened his life for a few days. Joe M. Leonard, press agent of the circus, is back from a long visit in Iowa, and C. H. Leonard, CFA and publisher of *The Register*, has returned from a vacation trip to Washington, New York, Chicago and other points. Mr. and Mrs. A. Morton Smith and family are planning a two weeks' trip to Tennessee in early August. Smith is chairman of the Mollie Bailey CFA top of Texas and program director of the Gainesville circus.

**CORRAL**  
*(Continued from page 31)*  
Joe Bassett, Asbury Scheil and Lawrence Conley, Mike Stuart and Cort Carter. Fourth day, Jake McClure and Art Beloat, Roy Adams and Mike Stuart, Darwin Parks and Dick Corley; Buckshot Sorrells and John Rhodes and George Champie and Toots Mansfield split fourth. Finals, Asbury Scheil and Joe Bassett, Jake McClure and Arthur Beloat, Dick Robbins and George Cline, Lawrence Conley and Carl Arnold. Brahma Steer Riding—First day, Lee Farris, Kid Fletcher, Smoky Snyder, Frankie Schneider and Paul Carney split fourth. Second day, Lee Farris, Frankie Schneider, Jimmie McGee, Ken Hargis. Third day, Paul Carney, Lem Roberts, Lee Farris; Jimmie McGee and Bob Ester split fourth. Bulldogging—First day, Joe Thompson, Buckshot Sorrells, Paul Carney, Hugh Clingman. Second day, Ward Watkins, Joe Thompson, Bud Evans, Jonas DeArman. Third day, Bud Evans, Earl Blevins, Buckshot Sorrells, Jonas DeArman. Fourth day, Joe Thompson, Lee Farris, Jonas DeArman, Earl Blevins. Finals, Joe Thompson, Lee Farris, Jonas DeArman, Earl Blevins. Finals. Joe Thompson, Jonas DeArman, Buckshot Sorrells, Earl Blevins. Rubber Cinch Relay Race—First day, Floyd Murphy, Sonny Dixon, Carl Arnold. Second day, Floyd Murphy, G. W. Cox, Carl Arnold. Third day, Floye Murphy, Sonny Dixon, G. W. Cox Jr. Fourth day, Sonny Dixon, Carl Arnold, G. W. Cox Jr. Bender Race—First day, Loy Clingman, Buckshot Sorrells, John Rhodes. Second day, Mike Stuart, Jake McClure, Diego Monreal. Third day, Tommy Rhodes, George Findley, George Cline. Fourth day, Loy Clingman, Tommy Rhodes, Joe Bassett. 1/4-Mile Roping Race—First day, Dick Robbins. Second day, Dick Robbins. Third day, Cort Carter. Fourth day, Cort Carter. 3/8-Mile Free-for-All Horse Race—First day, Floyd Murphy, Ferris Price, Jack Price. Second day, E. Shay, Ferris Price, Floyd Murphy. Third day, Floyd Murphy, Ferris Price, Ed Shay. Fourth day, E. Shay, Ferris Price, Floyd Murphy. 3/8-Mile Free-for-All Race—First day, Floyd Murphy, E. Shay, Jackie Price. Second day, Floyd Murphy, Ferris

Price, Jackie Price. Third day, Floyd Murphy, E. Shay, Ferris Price. Fourth day, Floyd Murphy, Jackie Price, V. Pence. Official's included Homer R. Wood, John Osborne and Albert List, timers; Carl Arnold, Earl Thode, Bill Chick and Jonas DeArman, judges; Smoky Snyder, barrier man; Arthur Beloat, starter; Romaine Lowdermilk, Mrs. John Osborne and Mrs. R. O. Barrett, parade judges.

**DRESSING ROOM**  
*(Continued from page 31)*  
stove exploded recently. He had the flames extinguished when the city fire trucks arrived. I just saw Cliff McDougall parading downtown and out to the grounds with the North Platte High School Band of 50 pieces, girls and boys, and carrying a banner, "Welcome H-W Circus to North Platte." Cheerful Gardner is the originator of the "If" Club and if I don't hurry and get this into *The Billboard* office pronto it won't make the issue.

**CHESTER (BO BO) BARNETT**.  
**COLE BROS.**—The other day while showing in Springfield Eddie Globe, the Wild West tailor, was over to visit Jimmie Foster and it looks as if the cowboys are going to have some new wardrobe. I see Otto Griebling getting ready for his new number. He is going to have cannon gag, featuring Prince Paul. Is trying to show Eileen Larey how to put on a make-up on the dummy to look like Prince Paul. They are having some time of it. When the show was in New London, Conn., the CFA had all the performers over to a party given at Dr. J. Ganey's place. Attending were Mr. and Mrs. Clyde Beatty, Mr. and Mrs. Eugene Grentona, T. P. Lewis, Wanda Wentz, Otto Griebling, Captain Barnardi, Mr. and Mrs. Eddie Allen, Mary Matson and many others. Ray Dean found out who Rollin Hebler's stooge was. He is Captain Barnardi. Dean is taking up knitting in a big way. Have had quite a bit of rain but business has been pretty fair. In Altoona, Pa., show was on a railroad lot. No baseball games because of rainy weather. **JACK VOISE**.

**ROBBINS BROS.**—Oldtimers are commenting on the unusual weather, as we have had seven consecutive days of rain. The Antelkes, Lou Jacobs, Jimmy Mooney's clowns, and Louie Nagy, of the Bell Troupe, visited friends on the show. Joe Lewis is experimenting on a new kind of slapstick. Paul Jerome "lost" his umbrella one rainy day, but later discovered it was taken by mistake. Bill Moreen's wife and daughter visited over the week-end. James Hoyer and Walter Soderquist, CFA, visited at New Britain and Waterbury, Conn. Bob Behee took up barbering for one day, giving Buddy Brown a very good trim. Mickey Larkin is having trouble with his chair. Has been sewing on it for a couple of days. We are glad to hear that Freddy Freeman will again have his baseball team, as the side-show bunch and ushers have been boasting so much about their strong teams. A few of the folks have taken up tennis and golf. Our old friend Mac McConnell, who now lives in New York, dropped in at Waterbury. He visited us early

this spring for three weeks and went in for clowning. **VAN WELLS**.

**UNDER THE MARQUEE**  
*(Continued from page 31)*  
Circus billed Allentown July 22 for August 4 and will be first circus there this season and first railroad circus there since 1935. . . . **WILLARD J. CAKLEY** caught Ringling-Barnum, Barnett Bros., Cole Bros. and Robbins Bros.' circuses in New England. . . . **BRUCE M. SENTER** and Earle C. Stooks saw the Barnett show at Little Falls, N. Y., reporting Senter, Stooks and Bert F. Dart saw Lewis Bros.' Circus when it was at Oneida, N. Y. . . . **WILLIAM TOWLERTON** visited Tom Mix Circus at Waterloo, Ia., and spent the day with G. M. Shaw. Fair crowd in afternoon and good at night. Mr. and Mrs. Shaw and others had breakfast with Towlerton the following morning in Independence, Ia. Shaw and Towlerton were on private car. Jo-Mar, on Ringling show some 15 years ago. . . . **JAMES MCKENNA** saw Robbins Bros.' Circus at Worcester, Mass., on the fairgrounds. . . . **M. J. KUSIC** and C. Wenerstrom saw the Cole show at Uniontown, Pa. Fairly good house in afternoon. . . . **H. BARROWS** caught night performance of the Barnes show at Decatur, Ill. Very light house. . . . **F. M. CARLIN**, Joe Conway and Herbert A. Douglas attended Silver Bros.' Circus at Skippack, Pa. Show had been in rain daily for nearly two weeks. Visitors were entertained by Sam Jock. . . . **RICHARD FREY** attended Parker & Watts Circus at Canon City, Colo., reporting very good performance. . . . **LAWRENCE C. BROWN** saw Barnett Bros.' Circus at Saco, Old Orchard Beach and Brunswick, Me., reporting good performance and equipment. Between shows at Old Orchard elephants were taken to the beach for a dip in the ocean. The stunt drew a large crowd. . . . **BOB EUGENE** Troupe visited Cole Bros.' Circus at Albany, N. Y., and saw an excellent program. Eugene played a return engagement at Shoreham Hotel, Washington, D. C. . . . **MRS. DOC LITZGOW** visited Mr. and Mrs. Milt Robbins, of Robbins Bros.' Circus, and entertained them at dinner after the night show in Waterbury. Business very good. . . . **J. W. HARTIGAN JR.**, of Morgantown, W. Va., saw the Cole show in Uniontown, Pa. . . . **WALTER B. LEONARD** caught Eddy Bros.' Circus at Lake George, N. Y., July 25. Had light matinee, but top was full at night. Met Ed and Josie Simpson, with whom he trouped. . . . **FOUR MONARCHS** recently visited the Barnes show and enjoyed the performance. . . . **JOHN LOONEY** attended Robbins Bros.' show at Worcester, Mass., and visited with a number of the folks.

**THE LAPEARLS**, clowns, after spending a few weeks at Lake Hollybrook near Gosport, Ind., joined Polack Bros.' Circus for the season. Besides Harry and Loretta, Harold McEvoy and Glenn Purdy are in the troupe, also Tony Jr., tiny trained dog, doing tricks and working with clown band. The LaPearls recently played two days at Riverside Park, Indianapolis, and a week's engagement at Golding's Showboat Gardens in that city. They attended Parker & Watts Circus at Canon City, Colo., and visited with many friends on show. Jack Bell is now leader of the Polack show band. Business has been good.

# Wholesale Merchandise

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## BINGO BUSINESS

By JOHN CARY

MANY BINGO OPERATORS are doing well this summer playing celebrations and various other outdoor events sponsored by fraternal organizations, firemen's groups, labor unions. Many operators are not aware of the tremendous crowds some of these little known outdoor events are capable of drawing.

A PERFECT EXAMPLE of this type of occasion is the celebration held annually in Hillsdale, Mich., under American Legion auspices. At its recent 12th annual celebration at the local fairgrounds 25,000 people attended. A grand-stand show was presented and well patronized, and all rides and concessions did well. Of course, included among the concessions was a bingo game which netted a neat profit for the few days of the affair.

DUTCH DILLINGER, an operator who plays a number of these celebrations, recently made the Fourth of July celebration under American Legion auspices in East Moline, Ill. Business was exceptionally good, with more than 10,000 people attending the event during its two-day run. Dillinger, of course, did extremely well with his bingo.

CERTAIN OPERATORS who feel that the end of June is the end of the bingo season would do well to look into the celebrations field. Some of these celebrations, it is interesting to note, are so small that very few concessioners know about them. The operator who can get wind of the smaller celebrations and get his bingo set-up booked in stands an exceptionally fine chance of netting a good take. Competition from other concessions and shows and rides is much less keen on the smaller celebrations.

A TIP TO THOSE bingo ops who may not have noticed it or who are new readers of *The Billboard*: You will find all the latest news about celebrations, festivals and home-comings discussed in the foregoing paragraphs in the Sponsored Events department each week. You will be able to line up many a profitable date by answering the advertisements for concessions which appear regularly in that section.

ANOTHER INDICATION of how popular bingo is becoming in Indiana is the number of stands operating at numerous lake resorts and vacation spots which annually attract hundreds of thousands to the northern part of Hoosierdom. Games have been especially well attended on Saturday nights and Sundays, and ops are featuring plenty of prizes that appeal to the vacationists. The boys at Circle Park, Hamilton Lake, are reported to be doing a real job in offering a wide and varied line of flashy prizes.

IT IS IMPORTANT, we believe, to replenish the supply of prizes as often as possible during an afternoon or night session of games. Too often players of concession games who shop the various stands arrive at the bingo games only to find a half-depleted stock displayed from which the most appealing items have already been removed. Thus in appraising prizes on display they find nothing they desire and move on to the next concession. It is good psychology, too, to be busy arranging the fresh prizes and attracting players' attention (See *BINGO BUSINESS* on page 56)

## A Big Need

By MAYNARD REUTER

"We have been engaged in the premium business in Pittsburgh for the past six years. It is only recently, however, that we began contacting salesboard operators. We are in need of a new item. Do you know of a manufacturer who might have something to fit into our set-up?" That's a letter that arrived in the morning's mail. It is one of several picked at random which this department receives weekly telling the same story.



M. REUTER

While there is nothing startling about receiving such a letter from time to time, the manner in which their number has increased in the past few months is first-class evidence of the stagnant state of the wholesale markets at present. They are absolute proof of the painstaking search salesboard and bingo operators as well as concessioners and premium users are making to uncover something new and different. They are an indication of the orders any manufacturer may expect to receive who bobs up soon with an honest-to-goodness "new item."

Such letters as the one above, however, are not needed to cite the acuteness of the merchandise famine at present. All one need do is call on a few of the operators or jobbers supplying this trade. "What's new?" are the two words on everyone's lips. They are the first words spoken any time two of the men get together. They mirror perfectly the current tenor of the industry.

One only has to look back on the past year to realize how acute the shortage of new ideas in the prize and premium fields has been. Charlie McCarthy, Dummy Dan and the other members of the vent doll family, along with the Peek-a-Boo and other lines of novelty drinking glasses, have been the only new numbers to make their appearance, and they are almost ready to celebrate their first birthday anniversary. Electric shavers, candid cameras, midget radios are being pushed extensively right now, but there certainly is nothing "new" about any of them.

Nothing causes the dollars to flow freer in this field than a plentiful supply of new and different items suitable for prize and premium use. Fundamental characteristics of our outlets depend on such a supply. Over a period of years the people who get a kick out of trying their luck on a salesboard or at a concession stand or a bingo expect to find prizes displayed that are a bit out of the ordinary—something that they cannot purchase at their corner store. In many cases the sheer novelty of the merchandise prizes displayed is what urges them to play.

Deals that have been the greatest success, prizes most in demand at bingos and on concession stands are those so new and different that they have yet to appear on retail shelves. As soon as they do the popularity of the number fast wanes. Its come-on appeal for the prize trade is lost, since anyone who wants the item can easily purchase it. That strong psychological urge that makes people play to win a prize because they know in winning they'll acquire something their friends don't have—because they can't buy it—is gone.

What has caused this shortage? Is it simply a dearth of worth-while ideas? Can it be that manufacturers are not paying sufficient attention to the development of new numbers? Or is everyone taking it easy and leaving the development and pioneering job to "the other fellow" so that they can copy the winners and avoid the expense of promoting an item that might flop? Or is the finger of blame to be pointed at the operators and jobbers themselves in not helping manufacturers uncover numbers that small-time inventors have on the market which would click in a big way with the help of proper promotion?

No matter what the cause, the dearth of new items is acute. Side by side with it exists the golden opportunity to capitalize on this shortage. As the letter reproduced in the opening paragraph of this article indicates, more firms are turning their attention to the prize and premium fields daily. These newcomers are enlarging an already big market. Bingo ops and salesboard men are beseeching jobbers and distributors to give them something new. These sources of supply are eager to give the men out on the firing line what they want. Both have their pursestrings open.

How long will it be before a new hot number will appear on the merchandise horizon? Will it duplicate the feats of past winners? Only time can tell. All signs point to the fact that the need for something new exists. Whoever can unearth a good number to supply that need and backs it up with the proper promotion need not worry. He can't miss cashing in.

## Dry Shave Makers Recognize Value Of Prize Outlets

NEW YORK, July 30.—In the past few weeks several important manufacturers of electric shavers have turned to the salesboard and prize fields in their efforts to convert the vast number of potential users who are still using the lather and brush method.

Despite the fact that electric razors have been on the market since 1931, when Colonel Jacob Shick formed his Shick Dry Shaver Co., Inc., it is estimated that less than 10 per cent of the men in this country use the electric method. One of the biggest difficulties in gaining mass acceptance of the product has always been that its price has made it a luxury item. Since the average man either could not or would not pay the price asked, sales were confined to the higher income groups and to people choosing the item as a gift. Over half the yearly retail sales are reported to be made during the Christmas shopping season.

Some of the new entrants into this field, however, have brought the price of their product down to a level where salesboard men, concessioners, bingo ops can afford to use them as prizes. New improvements in mechanism and design featuring such sales points as transparent cases and new-style cutting heads have awakened new interest in the item.

What makes the item particularly adaptable to the prize and premium fields is that it is something every man would like to own, but few feel free to buy. Consequently many welcome the chance to win one. What's more, so few men possess them that there is practically a virgin market in the middle and lower class groups for their promotion.

How many of the shavers now in use have been placed in the hands of users by way of the award route is not known, but with more and more of the companies turning to this market as a means of gaining acceptance for their use the total is certain to be on the upgrade.



By BEN SMITH

Fred Gusky, of Hamilton Sales Co., writes: "Things have been rather dull here over the hot weather. But in the meantime we have been preparing an item which we believe will be quite sensational as it is something that has never been used in these channels. It is, instead, an item which is generally featured only by the highest priced specialty shops, and has never before been produced on a volume low-cost basis. I realize that I may be exciting your curiosity, but that is all I can tell you about it now."

Well, Fred, you have excited our curiosity and as we are always interested in anything that is new we are looking forward to hearing more soon. If the item is half what you claim it to be it should be a humdinger. A quality item at a price gives the operator a chance to flash up a low-take deal which can still make money for him despite the low take. Such a deal is a natural for a quick turnover.

In the past year the trend has been away from deals which take in more than \$30, and many deals today take in less than \$20. This trend has automat-

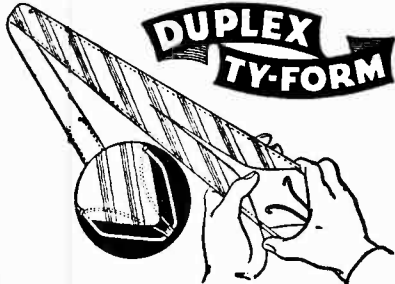
(See *DEALS* on page 56)

# 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.

## Duplex Ty-Form

A device that removes wrinkles from ties without pressing is the new Duplex Ty-Form being marketed by Charles Green Co. Item consists of a metal form which is inserted inside the tie and conforms to its shape. Does not disturb



lining, it is claimed, and clips are provided to hold the tie in position. Wrinkles are removed by slightly steaming the tie, and spots can be easily removed with a bit of cleaner. Left on the form to dry, ties are reported to be removed

looking good as new. Firm states it is an invaluable aid to traveling men in that it enables them to carry their ties without wrinkling.

## New Confection

T. Miller & Son are introducing a new 5-cent confection called Tavern Clove Mints, which they claim has good sale possibilities. Mint is a quality candy which sweetens and purifies the breath and is packed in an attractive display box that has an interesting tavern design. Firm is also featuring the Millson Havana Blend 5-cent cigar. Both items can be sold to a variety of customers, including bars and grills, restaurants, cigar and candy stores and concessions. They can also be vended thru vending machines.

## Jiffy Outlets

A new self-attaching electric outlet is the latest convenience for the home owner just introduced to the direct-selling trade by the Woody Mfg. Co. Since no screws, nails or tools are required to install the electric outlets, item is finding great favor with building, school, store and home owners. Agents working territories where rural electrification is under way are finding unwired homes good customers. Item's low price and ease of installation make it a good mover, it is reported.

## Cincy's Record Bingo Crowd

CINCINNATI, July 30.—A crowd estimated at 25,000 persons, unprecedented in the history of this bingo-ridden city, packed the River Downs Race Track last night at a game staged under Fraternal Order of Eagles auspices. Hundreds of prospective customers were turned away and a serious traffic jam resulted when the players in about 5,000 automobiles started for home.

## NEW ITEM



### GUARANTEED TO "CLICK"

So new . . . So "Hot" . . . we're not revealing what it is. Just what you need. A timely summer premium with tremendous appeal. Sales are breaking all records. It "clicks" with every prospect. Sensationally low-priced . . . nationally advertised . . . easy to sell . . . big profits. Wire or write for beautifully colored circular giving complete details. No obligation.

**EVANS NOVELTY CO.**  
946 DIVERSEY, CHICAGO, ILL.

## 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.

## 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.



## HEIGH HO! HEIGH HO! 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.

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 1811.  
217-225 W. Madison St., Chicago, Ill.

**GUARANTEED REBUILT WATCHES**  
DIRECT FROM WHOLESALER.  
12 Size Elgin or Waltham Illinois Engraved Chromium Finish **\$3.50**  
Case, 7 Jewel, Each . . . \$4.25  
15 Jewel, Each . . . \$4.25  
Each Individually Boxed.  
**FREE** — Fine Quality Chain With Each Watch.  
25% Deposit, Balance C. O. D.  
**KANE WATCH CO.** 105 Canal St., New York, N. Y.



**Concessionaires--  
Parkmen--  
Carnivals--  
Streetmen--  
Pitchmen--**

The World's Largest Novelty House  
Offers You the Greatest Values  
on Today's Market!

The Goods You Need—Always at the Right Prices!

- Celluloid Dolls
- Flying Birds
- Bamboo Canes
- Parade Canes
- Pennant Canes
- Fur Monkeys
- Parasols
- Balloons
- Bingo Games
- Novelties

And Thousands of Other Items for the Show World

Write for Our Big Catalog No. B130

State Business You Are In, As We Do Not Sell Consumers



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. Shankle for chain. Size classed, 3 1/2 in. 1 dozen in package.  
B100 178  
Per Gross **\$12.00** | Per Dozen **\$1.05**

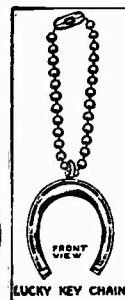
### Get Going with this Hot Number!

#### 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**

**N. SHURE CO.** 300 WEST ADAMS ST. CHICAGO

## 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-E CENTRAL ST., KANSAS CITY, MO.

## GOGGLES

Carded. Assorted Colors. Special Dozen **65c**

## Another PLAYLAND SCOOP

- Smallest Midget Radio Made.
- Dynamic Speaker—Flush Mounted.
- Highly Engineered TRF Circuit.
- Built-In Aerial—No Ground.
- Works on A-C or D-C.
- R. C. A. Licensed Tubes.
- Ideal for Travelers, Picnics, Etc.
- Completely Enclosed.
- Neat, Small, Compact, Lightweight.
- Litz Wound Coils—Super Selectivity.
- Outstanding Tone, Tremendous Volume.

**\$5.95**  
EACH.  
Size: 4x4x5 1/2.



**PLAYLAND SUPPLY CO.,** 14 W. 17th St., NEW YORK, N. Y.

**SPECIALS!—REAL BARGAINS!**

- DOUBLE EDGE RAZOR BLADES—5s. Cello. Wrapped. 1000 **\$2.25**
- SINGLE EDGE RAZOR BLADES—5s. Cello. Wrapped. 1000 **4.50**
- MEN'S HANDKERCHIEFS—White, 15x15. Gross **2.20**
- MEN'S TIES—Washable Material. Fancy Summer Patterns and Colors. Gross, \$5.50. Dozen **50c**
- SHOE LACES—USA, Black, Brown and White. 27". Gross **30c**
- FACE POWDER—Asst. Shades. 10c Box. Gross **2.50**
- DIXON PENCILS—2 for 5c Seller. Hexagon Shapn. Gross **1.25**
- CHARMS—Ass. Kinds. Gross **55c**
- 25¢ Deposit, Balance C. O. D.
- 1938 CATALOGUE NOW READY!  
Over 3,000 Numbers, 164 Pages.

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

**DEALS**

(Continued from page 54)

ically eliminated a large percentage of class items in the higher price brackets and has restricted the field in which the operator can find something good to work. Of course, there are numbers which are so hot and have so much consumer appeal they move regardless of the take, but these are the exceptions and not the rule. Wherever we go operators invariably ask the same question: "Have you run into anything new recently?" This cry can be answered profitably by some smart manufacturer or group of manufacturers who are willing to spend their time developing merchandise expressly for this market.

Fred Morr infos he is introducing a combination deal featuring a candid camera, electric shaver, cigaret case and a flameless lighter. These can be worked on a small card.

Leo Fliske, of Diecasters, Inc., has hit the road and will be gone about four weeks. He is making the same rounds again and says he is looking forward to a big season this fall.

Depression and recession are words without meaning when you have an item which hits the public fancy. Utility Mfg. Co. has such an item in the Falcon Cam-

era, and its jobbers and distributors have been writing an amazingly large volume of business.

Happy Landing.

**BINGO BUSINESS**

(Continued from page 54)

to them during game intermissions. If this detail seems slight remember prizes have a lot to do with bringing players up to the counter, and any effort spent on centering attention on those prizes, particularly if they're good ones (and they should be), is energy well spent.

**PLENTY RAIN**

(Continued from page 29)

Bridgeport Lou Jacobs, clown, and Henry Bouchet, elephant trainer, who had charge of the bulls on the Sells-Floto Circus, made their appearance. Bouchet lives in Worcester, Mass., with his sister. Ellsworth Somers "made" his home town when show was at Waterbury. Ellsworth is assistant to Marvin Malman on candy stands. Sam Stratton, who recently closed as press agent with the Barnes show, visited at Waterbury, coming over from Hartford, his home. He was accompanied by Gil Conlin, CFA of Hartford; wife, and daughter, Barbara. Jeff Morrison, trapeze performer, of Waterbury, took in night performance.

Albert Loeffler, connected with the city administration of Waterbury, is a circus fan at heart. He visited show at Bridgeport and was on the lot Sunday and Monday at Waterbury. "Doc" Cgden, former side-show manager, visited show and his many friends at evening performance at Waterbury. "Doc" is in the advertising business.

George (Candy Floss) Welch left show at Waterbury, having been called home to Burlington, N. C., because of illness of his wife.

BRIDGEPORT, Conn., July 30.—Despite a steady rain all day, Robbins Bros.' Circus, playing here last Saturday, did a good day's business. Matinee was capacity and night show about three-quarters. Hoot Gibson, in a tie-up with local Radio Station WICC, made a hit in a 15-minute program at noon. Show received great co-operation from local press and fine reviews.

**SNOW WHITE AND SEVEN DWARFS.**  
**Positive Sensation on LIVE LUCKY TURTLES**

Each in 10c, 00 lots. Hand-lettered



Sells like hotcakes for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. Only 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.

Walt Disney Designs. Sample Doz. \$1.50  
Flora 1 Designs, Scottie, etc., in 9c  
100 lots. Each  
Individual, Self-Mailing Postal Approved Boxes. Each **1c**  
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Ventriloquist Dummies.



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**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**PARKER-WATTS SHOW**  
(Continued from page 29)

on hand for afternoon performance. The Denny Comedians spent the day at Rifle, Colo. In Rocky Ford and La Junta Leonard Stroud and wife were on hand. Mrs. Charley Parker, her two daughters and her father are on the show for a visit.

General Agent George Duvall was on show for two days. He returned from New Mexico, and it looks as if the show will see some of the Sunshine State. William Mitchell, master mechanic, is back on the job after a siege in the hospital. His appendix was removed. Frank Nalley is now with Mitchell.

With the season half over the show looks as if it just left quarters, with everything painted and the canvas without a hole in it, reports Thomas (Skinny) Dawson.

**Extra Value!** **\$2.25** Each




**5 for \$10.50**

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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BB5 High Hat Fur Monks, 6 1/2 in. <b>Gro. 3.50</b>	BB10 China Head Swager Sticks <b>Gro. 6.75</b>
	BB11 Jap Clr. Cases <b>Gro. 4.50</b>
	BB12 Reach Bouncer Balls <b>Doz. 1.15</b>
	BB13 Carnival Print Balloons, No. 8 <b>Gro. 2.35</b>
	BB14 Spiral Balloons, 45 in. <b>Gro. 3.50</b>

1938 CATALOG NOW READY. WRITE FOR YOUR COPY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

**LEVIN BROS.** **TERRE HAUTE, IND.**

**WALSH'S COMMENT**  
(Continued from page 29)

for the enthusiastic crowds that swarmed heroically thru the downpour of rain.

One good and substantial reason why Albany turned out strong in welcoming Cole Bros. here again was the fine reputation for honest worth that the show left on previous visits.

**Features of Show**

Clyde Beatty was, of course, the dominating feature of the performance, but the superior acts of his clever wife, Harriet; the unique display of Liberty horses by Jorgen Christiansen, the riding of the Aurelia family, the unsupported ladder work of the Zoepes, the flying acts of the Illingtons and the Harolds and the wire walking of the Gretonas combine in an up-to-date circus entertainment of the finest artistic quality. The prank-playing clowns are as usual led by Otto Griebbling, who is this year convulsing the crowd with his best effort, a burlesque magic act that is altogether original.

In the large audience at night I spied, besides our Mayor Thatcher, Mr. and Mrs. John M. Van Densen, of the State Correction Department, and James J. Poulos, foreign agent for European novelties.

**TOWNSEND WALSH.**

**ATTENTION**

Lord's Prayer or Ten Commandments with Card, on real Penny, \$2.00 a 100. Lord's Prayer or Ten Commandments on Copper with Cards, 90c a 100. Bracelets, \$5.00 a 100, with Cards. Those are the year around prices. 3 Samples, 10c.

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*For*  
**by BILL BAKER**  
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**E. JOHNSON** . . .  
 scribes from Kansas City, Kan., that he is working a safety campaign in that territory.

**LEON LONG** . . .  
 is conducting a med show, working Kentucky and Virginia territory to reported good business. Roster includes Gains and Gains; L. Skinner, pianist; Chief Eagle Eye, Indian numbers and Indian herbs.

**DON'T WORRY** too much about the influence needed to fix spots. The law of averages usually takes care of the boys who are really in there trying.

**BEN MOOREHOUSE** . . .  
 after a successful engagement in Cincinnati, is in Cheboygan, Mich. Writing from that city, he says: "If you fellows contemplate working this neck of the woods you had better bring a good-sized bank roll with you, because you'll need it to pay for spots and city readers. Town is small and a Saturday one only, and you must pay for a spot and then give \$5 to the city. If you're a good worker you may make the nut. Cherry Festival at Traverse City, Mich., was a holdup. If you were lucky enough to get a spot and pay a good price the city would charge you \$8 per day. Plenty of pitchmen were in town, but they didn't stay long as the nut was too high. Only Jack Anthony and I worked, and we finished up with a little long green. There is only one good thing about this part of the country and that is the cool weather, which I plan to enjoy until the fairs start August 9 in Escanaba, Mich., and then I'll head for the West. My wife and I were sorry to learn of the death of Mrs. Rose Lewis. She was a real trouper and will be sadly missed by everyone who knew her."

**JACK ANTHONY, NOTICE!** . . .  
 Mrs. J. C. Anthony asks from Greensboro, Pa., that anyone knowing the whereabouts of J. C. or Jack Anthony have him contact her immediately as his oldest son is seriously ill there.

**CLEAN COMPETITION** and keen competition should go hand in hand. Try it, fellows, and see if it doesn't result in improved conditions for everyone in the business.

**"WEATHER IS COOL** . . .  
 crops are good and business in general seems good here," blasts Dan Crabb from Fargo, N. D. "Had a swell weekend here, so plan to remain another week. The folks really went for the peelers. There aren't any pitchmen in this city, and it seems strange, too, because this is the best season in years for this part of the country. Saw Naldrett, juicer worker, in St. Paul, and MacLean and wife with peelers. Etsel was there, too, but he headed north for the pumpkin fairs with red. Believe this will be my last indoor spot for a while, as I plan to make a few pumpkin fairs and the Minnesota State Fair. Read Naldrett's pipe in which he stated that he was going to work here. It'll be nice to see another pitchman. Pipe in, Red Winterhalter."

**THE SEASON** . . .  
 is now at the three-quarters post. Come on, boys and girls, give out with everything you've got down the homestretch.

**WHEN A PITCHMAN** complains that he can't get into his shoes it's a definite sign that his feet have swelled, too.

**"THIS CITY** . . .  
 is about the same as almost any other one regarding readers," wall Alvia and Lowell Peters from Philadelphia. "If you have \$3.50 for a merchant's license you can work the lots providing you have a little grease when you find a spot. Then the people wouldn't buy \$20 gold pieces at a dime a dozen. We've been here for two weeks and haven't seen anyone working outside. Some of the boys and girls are doing a little business in stores, tho. We took in New York recently and visited a couple of the pitch stores. Believe us, things are

plenty tough there. Atlantic City, Wildwood and Cape May have a zillion people, but they just look and don't spend a dime, and the boys are down in the dumps. We are heading west now after seven months spent in seeing the remainder of the grand and glorious country and will work some fairs in the Middle West before returning to the Coast this fall. We're working our mystery arrow magic layout and have two new layouts to release about November 1. Roy Davis, Chief Mexia, White Alm and Hack Halstead, why don't you pipe up?"

**COME ON, YOU OLDSTERS** . . .  
 let's have some of those good old-fashioned pipes. What do you say?

**MEMORIES:** Remember when Sam Levy worked his first fair spot and Billy Nelson rented him a little show and he tried to erect the ridge poles first? Those were the good old days.

**IN THE CURRENT ISSUE** . . .  
 of the mag *For Men* there appears an article anent pitchmen entitled *Turning the Tip*, which, altho not strictly kosher, might be of some interest to the boys and girls. As in other instances in the past on similar articles the writer's knowledge of the subject appears very limited. Especially amusing is the glossary of pitch terms which concludes the article. The author displays his true knowledge of the subject at hand by frequently filling the glossary with faux pas.

**NICTON** . . .  
 "Barnum of the sticks," scribes from Tallulah Falls, Ga. "Boy, it certainly is difficult to get any work done on this show since we've been playing the mountainous territory of North Georgia. There's plenty of swell fishing, mountain climbing and swimming being done. We've played Mountain City, Clayton, Lakemont, Helen and Tallulah Falls and jammed 'em in. We'll probably get somewhere when we leave this territory. We're not complaining, tho, as we're doing plenty of business."

**MR. PUBLIC'S** critical eyes are ever on members of the tripes and keister fraternity.

**"I'VE BEEN PITCHING** . . .  
 and horsebacking for 40 years and in all that time I had been able to sell some article with good success until the last year or so," blasts Walter DeMoss, veteran belt man from Indianapolis. "Nowadays tho a fellow may pick a good spot to work on fargrounds, but the secretary figures what he might make and charges him that amount. Soon after you've started working another concession with a loud speaker will be rigged up near you and put you out of business. I recently made the Winchester, Ind., auto races at an expense of \$4 and found upon arrival there that the soft-drink man had the exclusive on all concessions and wouldn't subtlet. So I set up in a corner near a fence and got about \$10, when with an even break I should have obtained \$100. All I ever asked for was an even break, but, fellows, that's plenty hard to get."

**NAT K. MORRIS** . . .  
 of peeler and kitchen gadget fame, is going to town with the items on the boardwalk, Asbury Park, N. J. His son, Lester, is assisting with the demonstrations.

**FAMOUS LAST WORDS:** Yeah, that guy is a heel.

**HERBERT JOHNSTON** . . .  
 from Gary, Ind.: "Blew into Chicago last week from the Coast with Eddie St. Mathews and found plenty of pitchmen and women there, with almost all of them crying the blues. The Loop is closed and outside spots are tough, with money scarce. Many of the large plants are closed, while others are working under a slow bell. Everyone is anxiously awaiting the opening of the

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 Here's your chance to put on a demonstration that will stop everybody and take in big money. Manipulated by rubber thread fastened to head, they're lively and interesting. Ask your jobber, or write us for details.



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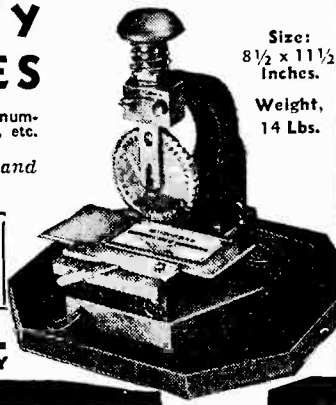
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seemed to be clicking with the item when this scribe visited with them during a noon-hour pitch last week.

**PURE NONSENSE**, if sufficiently ridiculous and expressed well, often makes interesting reading. So get out the writin' sticks, boys.

**WORD REACHING . . .** the pipes desk from the Dakotas indicates that business for the boys and girls working the fairs there has been poor.

**AL LAFRANGE . . .** is still working Minneapolis to a reported fair business.

**THE FELLOW** who said "Innovations are dangerous" is long dead. So will a person's business die if he doesn't try working something new once in awhile.

**IT'S AN OLD ADAGE . . .** but it still holds: "The customer is always right."

**A POINT TO REMEMBER . . .** Nowadays the individuals in a tip are every bit as wise if not wiser than the typical smart-guy worker.

**BUILD UP CONFIDENCE . . .** in your tip by displaying honesty and value to your audience. Shatter that confidence and you not only hurt yourself but all those in the same line of endeavor.

**KEEP PLUGGING AWAY.** You'll come into your own one of these days.

**STANLEY NALDRETT . . .** comes thru with the following from Des Moines: "Just blew in from St. Paul and will open with juicers in a chain store here. Cut up some jack pots with Les Etson, Ray (Shorty) Marks and Paul Murgas in St. Paul. Have been doing fairly well with juicers for the past three months since I left the Coast. I look for a good season with them during the forthcoming Midwest fairs."

**"AM WORKING . . .** the sheet on the **CDN Prairies**," wigwags H. John Buttler from Winnipeg, Man. "It looks as tho we might be in the money again this year, what with a prospective \$400,000,000 in new money in view around these parts. Hope I'm able to snatch some of it."

**LET'S HAVE more news and roster of med shows.**

**MIX A LITTLE . . .** psychology and art along with your natural ability and you'll encounter little difficulty in cashing in on your efforts.

**KID CARRIGAN . . .** lines that he has just returned to Chicago after a week's engagement in South Bend, Ind., and that he plans to stay in the Windy City for the remainder of the summer.

## Events for 2 Weeks

- (August 1-6)
- ARK.—Heber Springs. Old Soldiers' Reunion, 4-5.
  - Prairie Grove—Confederate Reunion, 3-5.
  - CALIF.—Ventura. Dog Show, 6-7.
  - COLO.—Monte Vista. Stampede, 3-5.
  - Wray. Celebration, 4-6.
  - IDAHO.—Gooding. Rodeo, 4-6.
  - Soda Springs. Stampede, 4-6.
  - ILL.—Beardstown. Fish Fry, 1-6.
  - Carlyle—Street Fair, 2-7.
  - Carthage. Homecoming, 3-6.
  - Chadwick. Cheese Day, 3-4.
  - Chicago. Gift Show, 1-12.
  - Chicago. Merchandise Fair, 1-10.
  - Cuba. Soldiers & Sailors' Reunion, 4-6.
  - Mt. Auburn. Farmers' Picnic, 5-6.
  - Moweaqua. Homecoming, 1-6.
  - Quincy. K. of C. Barbecue, 7.
  - Waverly. K. of C. Picnic, 1-6.
  - Wenona. Homecoming, 3-6.
  - York. Old York Reunion, 4-7.
  - IND.—Brownstown. Soldiers' Reunion, 1-8.
  - Decatur. Free Fair & 4-H Club Exhibit, 1-6.
  - Hymers. Old Soldiers' Reunion, 4-6.
  - Michigan City. Indiana Days, 5-7.
  - Somers. Street Fair, 3-6.
  - Stilesville. Picnic, 5-6.
  - IA.—Toledo. Homecoming, 4-6.
  - KAN.—Axtell. Picnic, 3-5.
  - Dexter. Rodeo, 1-7.
  - Hanover. Days of '49, 2-5.
  - Lebanon. Homecoming, 4-6.
  - KY.—Louisville. Church Carnival, 4-6.
  - ME.—Rockport. Regatta Sportsmen's Show, 3-6.
  - MASS.—Caryville. Dog Show, 7.
  - Lowell. Fire Frolics & Carnival, 1-6.
  - MICH.—Beaverton. Homecoming, 6-7.
  - Constantine. Homecoming, 3-6.
  - Manistee. Trailer & Equipment Show, 1-10.
  - MO.—Barnard. Picnic, 3-6.
  - Humansville. Celebration, 3-6.
  - Kidder. Picnic, 5-6.

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August fairs. Eddie and I are booked in some of the best Wisconsin fairs, and after making them we plan to drift leisurely to the West Coast and open our spot at the San Francisco fair. Saw several of our friends at the Minot (N. D.) Fair. Among them were Johnnie Voght, Tony Tracy and wife, Fido Kerr and wife and May (Skipper) Watson. No one was doing any too well. Would like to read pipes from Sam Coe, Jimmy Watson, Dick Allen, Whitey Alm, Bill Goforth and all our West Coast friends."

**AMONG THE PITCH . . .** contingent working Asbury Park, N. J., according to Ed Harris, are Joe Hess, pens; Nat K. Morris and son, Lester, peelers and kitchen gadgets; Tex Dabney and wife, perfume and pens; Betty Vehling and daughter, handwriting analysis; Dot Taylor and son, mentalists; Marie Barton, perfume, and Mrs. Joe Hess, jewelry. All report good business.

**CHIEF WHITE EAGLE . . .** is reported to be working med on the Venice (Calif.) Ocean Park Boardwalk to good results.

**WHY KNOCK?** Helping and boosting each other will prove much more beneficial to all.

**DARWIN THE MAGICIAN . . .** who had his magic and novelty show playing New York and Pennsylvania territory until February, when he switched to night clubs in Pittsburgh, writes that he is back on a med show playing Pennsylvania. He adds that this is his fifth year with the organization.

**CURLY FREDRICKS . . .** scribes from Minneapolis that Jim Osborne is ill and confined in General Hospital there.

**HAVE YOU FELLOWS** given any thought to where you will locate next winter? Where will it be?

**"JUST RETURNED . . .** here after a three-week vacation at my wife's home," blasts Jack Flowers from Minneapolis. "Al Wallen and family visited us there. Dutch and Merle Varga are working here. Pipe in, Bill and Tiny Goforth, Jeff Farmer and Frenchy Thebault."

**CHARLEY COURTEAUX . . .** and George Haney, after several weeks of lucrative business with rad in downtown Cincinnati's best pitch location, have switched over to peelers. The boys

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Livonia. Picnic & Homecoming, 3-6.  
 MONT.—Butte, Rodeo, 4-7.  
 NEB.—David City, County Picnic, 5-6.  
 Trenton. Pow-Wow, 4-7.  
 N. Y.—Arcade, Firemen's Carnival, 3-6.  
 O.—Defiance, V. F. W. Circus & Expo., 4-6.  
 New Waterford, Firemen's Street Fair, 3-6.  
 OKLA.—Hinton, Rodeo, 3-5.  
 Yale, Homecoming, 3-6.  
 PA.—Dalton, Firemen's Carnival, 2-6.  
 Rocky Grove, Firemen's Fair, 2-6.  
 Skytop, Dog Show, 6.  
 Williams Grove Park, Cumberland Co. Horse Show, Aug. 5-6.  
 S. D.—Deadwood, Days of '76, 2-7.  
 Madison, Yankee Doodle Days, 5-6.  
 TEX.—DeLeon, Peach & Watermelon Show, 3-5.  
 Olton, Stampede, 4-6.  
 Sulphur Springs, Old Settlers' Reunion, 1-5.  
 VT.—Montpelier, Horse Show, 5-6.  
 WASH.—Auburn, Auburn Days, 1-6.  
 Centralia, Pioneer Days Celebration, 5-6.  
 WIS.—Brillion, Firemen's Picnic, 7.  
 Rio, Firemen's Picnic, 6-7.  
 Racine, Celebration, 1-7.  
 Siren, Siren Jubilee, 5-7.  
 CAN.—London, Ont. Old Boys' Reunion, 1-6.

PREMIUM FACTS

(Continued from page 36)  
 cycle races. Midway: Beckmann & Gerety Shows.

MASON CITY, Ia.—North Iowa Fair, 32d annual, August 14-19. 132 pages. Officers: Ray D. Robbins, president; H. D. Reynolds, vice-president; George E. Allbee, treasurer; R. D. (Duke) Molesworth, secretary. Admissions: General, 25 cents, "Everybody Pays." Attractions: Grand-stand show, free acts on midway; Ernie Young's revue, *Follies International*; Three Girton Girls, California Varsity Eight, Dobas Troupe; Tarzan, human ape; Frank R. Winkley's Suicide Club, auto races, Thearle-Duffield fireworks. Midway: Goodman Wonder Show.

CELINA, O.—Mercer County Fair, 5th annual, August 14-19. 88 pages. Officers: A. R. Hartzell, president; Ralph Murlin, vice-president; Fred Fisher, treasurer; C. W. Vale, secretary; sponsored by American Legion Post No. 210. Attractions: Grand-stand show; B. Ward Beam's musical comedy, *Hats Off*; harness races, B. Ward Beam's International Congress of Dare-Devils. Midway: Shows and rides.

MORE CONCESSIONS

(Continued from page 3)  
 partment executive, flew to North Tawanda last week to inspect a reputedly new ride sensation at the Spillman plant, a portable water job.

Maurice Mermev, director of exhibits and concessions, who has been spending several weeks in Europe in interests of the fair, returned and resumed work on July 27. While abroad he visited the Glasgow Exhibition, now in progress. Stephen Winter Wonderland is expected to be a winter sports show resembling a Swiss Village. Unit will consist of usual inside concessions besides expensive displays of winter sports.

Darling's Kiddyland

Kiddyland, "little world's fair" within the World's Fair, will be built and operated by a private corporation, backed by New York philanthropists, and with Mrs. Charles Shipman Payson as chairman of the board. Frank W. Darling, who built Playland, Rye, N. Y., and who has been associated with management of the Rainbow Room and Rockefeller Center Roofs, is president and managing director.

In announcing signing of the contract, President Grover Whalen said that "it was the original intention of the Fair Corp. to finance and supervise this miniature world's fair for children as a principal feature of the fair. But certain philanthropic individuals became so interested in this plan that they have volunteered to finance the project. The fact that Mrs. Charles Shipman Payson is chairman of the board of directors will indicate the character of her associates. Mrs. Payson, daughter of Mrs. Payne Whitney, and herself a mother of four children, is always interested in bettering conditions for children."

Darling estimates that more than 2,000,000 children between ages of 4 and 14 will visit the seven-acre plant. Located at the upper end of the amusement zone, it will be one of the most conveniently situated units in the entertainment field. Altho complete details are in no way worked out as yet, it is probable that Kiddyland will charge no gate admission, fees being centered in individual concessions within the parent concession.

Tentative plans call for construction of two large playgrounds, one for younger and one for older children. Trained directors will supervise play in these areas, so that parents will be able to "park" their offspring, assured that they will be well cared for. Darling and associates are selecting types of concessions suitable for such an enterprise. It is expected that the usual types of kiddie rides and shows will be in abundance.

Greyhound Bus

Figures on Greyhound Bus Lines' concession to operate the intramural bus system tend to indicate the tremendous size and proportion of the fair. According to Greyhound estimates, its buses will carry more than 30,000,000 visitors thru the grounds next year. They will be the largest passenger vehicles in the world, measuring 45 feet in length and 9 feet wide. The bus system will operate over 10 miles of fair highways on the major routes. Fare will be 10 cents, collected thru turnstiles installed at stations. There will be 30 stations, spaced so that it will not be necessary to walk more than two blocks from any point

WEST'S WORLD'S WONDER SHOWS WANT

For 2 weeks in Pittsburgh, Pa., starting August 1, with long string of Fairs to follow, starting at Cumberland, Md., August 15: RIDES—Loop-o-Plane or Stratoship. SHOWS—Illusion, Midget, Fat or any Grind Show. Will furnish wagons for Rides and outfits and wagons to capable showmen. Concessions all open for Pittsburgh and Fairs. Johnny Williams wants Trombone and Cornet Players and Girls for Plant Show. Reason: Enlarging for Fairs. This office show never has missed a pay day. Jack Bennis wants Candy Butchers. Address FRANK WEST, General Manager, West's World's Wonder Shows, this week, East Liberty, Pa.; next week, Exposition Park, Northside, Pittsburgh.

ELKS' BIG SUMMER FESTIVAL

PONTIAC, MICHIGAN—6 Days and Nights—AUGUST 8-13

WANTED—Legitimate Concessions of all kinds. Can place Shows with the exception of Girl Show. Only Carnival to play in the "Heart of City" this year. This week, showing on Constantine Streets, Big Homecoming. Address ELMER F. COTE, Elks' Temple, Pontiac, Mich.

ORANGE STATE SHOWS

UNIT NUMBER TWO.

WANTED TO JOIN POSITIVELY ON AUGUST 15, FOR ELEVEN SOUTHERN FAIRS AND FLORIDA PARK LOCATION FOR WINTER.

Rides of all kinds. Preference to one man with set of Rides for entire season. Shows and Concessions. Circus Acts of all kinds for Grandstand Show, Aerial and Platform. PLACE immediately two capable Promoters and Sound Truck. Sam Mechanic, Red Brady, Mr. Britt get in touch by wire. LEO M. BISTANY, Martinsville, Va., this week; then Bassett, Va.

within the grounds to reach one. The contract permits the bus company to use buses for sightseeing trips when they are not required for transit purposes. Charge for an hour's trip around the grounds, including services of a guide, will be 50 cents.

AUD MEN NIX

(Continued from page 3)

with the nature of attractions and localities.

Joseph C. Grieb, of the Milwaukee Auditorium, was elevated from the post or secretary to president. Other officers elected are Walter A. Brown, Boston, vice-president of the Eastern district; Charles W. Bauer Jr., Cincinnati Music Hall, vice-president of the Southern district; Fred Beecher, Coliseum, Sioux Falls, S. D., vice-president of the Western district; George L. Adams, Minneapolis Auditorium, vice-president of the Central district; James E. Darst, Municipal Auditorium, St. Louis, secretary, and Edna Christensen, Memorial Hall, Racine, Wis., treasurer. New directors for a term of three years include Al Irwin, general manager of the Coliseum-Music Hall, Houston, Tex., and George L. Adams, of the Minneapolis Auditorium.

Next year's convention will be held the last week in July in Providence.

INITIAL DAYS

(Continued from page 3)

high mark being registered last week in Edmonton, Alta., when all records for attendance on midway and at shows, rides and concessions were shattered by a high mark. That this might continue thru other Canadian engagements was intimated, with weather reports showing a daily increase in crop.

BROADWAY'S LEGIT

(Continued from page 3)

shows running on Broadway at any given time during 1937-'38 was well under the number during 1936-'37. As a matter of fact, the season now ending was ahead of the previous year for only 13 weeks—a couple of sessions in August, two brief spells when the previous year dipped badly in early December and late January, the freak peak in February and March and, slightly, a few weeks during the usual spring decline.

The high point of 33 shows, however, which was reached March 5, was one show higher than the previous season's top. Season 1936-'37 had 32 shows running January 9. It is to be noted, too, that 1936-'37 was consistently and badly under 1935-'36—and the latter was supposed to be the depth of the depression.

Season 1937-'38 was much slower in starting than any previous year. September was very bad, and the usual early peak in October was entirely missing. As a matter of fact, on October 23 the season was a full 10 shows under the year before. There were only 18 productions running, as against 28 in 1936-'37.

It wasn't until December 4 that the season managed to hit even a total of 27 shows—but once it had it, it held on to it, keeping 27 shows on the boards pretty regularly from December 4 thru February 5, one of the steadiest totals in years. There were only two dips during that period—one of them inexplicably coming on Christmas night.

The usual late December-early January peak was missing for the first time within memory, and instead there was the freak peak in February and March. The minor high point that usually comes in April was also absent, tho, with the February-March upswing lasting for only four weeks and the total dropping sharply on March 19.

After that, thru May, June and July, the usual spring decline and simmer bankruptcy were followed pretty faithfully—only the summer was worse this year than it has been the past few years.

As for the new season starting Monday (August 1), almost anything can happen. Announced schedules, generally speaking, have been pretty light, in contrast to the previous year, with only a few established producers doing any talking on a large scale. Again in contrast to the previous year, tho, most of the talk looks as tho it was definite—and so do the preparations for the fall. Musicals, which had been practically knocked out of the ring the past two seasons, are due to make a comeback, but this is figured largely as the influence of the coming New York World's Fair. It's thought that there'll be plenty of merry-merries for a year—or for two years, if the fair lasts that long—and then the girl-and-gag shows, generally, will go back to the warehouse where they've been for the past few years.

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7p 15"	Reproduction Pearl Necklaces	2.25
T66	Face Powder	2.75
N284	Clip Combs	2.95
N310	Men's Quality Black Pocket Comb	2.25
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N145	Chinese S" Sewing Basket, Doz.	5.9c
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Wahl, Walter Dare (State) NYC, t. Wahl, Dorothy (Colosimo's) Chi, nc. Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc. Wainwright, Helen (Leon & Eddie's) NYC, nc. Wallace Bros. (Black Cat) NYC, nc. Walley, Nathan (International Casino) NYC, nc. Ward, Aida (Surfside) Long Beach, N. Y., nc. Ward, Joe (Grand View) Hunter, N. Y., h. Waring, Ruth (Wivel) NYC, re. Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc. Wayne, Iris (Chez Paree) Chi, nc. Wayne, Nick (Setter's Inn) Vineland, N. J., Wcher, Rex (State-Lake) Chi, t. Welch, Muriel (La Marquise) NYC, nc. Wences (Chicago) Chicago 12-19, t. Wessels, Henri (Plantation) NYC, nc. West, Art (Alhambra) Buffalo, nc. Whirling Bees, Three (Dominion) Montreal, Can., p. White, Jack (18) NYC, nc. White, Olive (Mayfair) Boston, nc. Whitney, Marjorie (Skyrocket) Chi, rh. Wicke, Gus "Poppey" (Radio Franks') NYC, nc. Wickse Bros. & Armida (Coliseum) East London, South Africa, 5-11; (Opera House) Port Elizabeth 13-20; (Alhambra) Capetown 23-Sept. 17, t. Wilcox, Verno (Alhambra) Buffalo, nc. Willard, Harold (Gay Nineties) NYC, nc. Williams, Betty (Half Moon) Coney Island, N. Y., h. Willis, Frances (McVan's) Buffalo, nc. Winter Sisters, Three (Paradise) NYC, re. Winters & Merano (Cafe Arrique) NYC, nc. Withee, Jerry (Villanova) Saratoga, N. Y., nc. Wolandi (Carnival) New London, Conn., 29-30; (Carnival) Norwich Aug. 1-6. Wolfe, Lorna (Ranch Club) Seattle, Wash., nc. Woods & Bray (Gray Wolf Tavern) Sharon, Pa., nc. Wyse Jr., Ross (Casa Manana) NYC, cb.

Y

Yevo & Doro (Marcel's) Flushing, L. I., nc. Youman Bros. (Riverside) Milwaukee, t. Youngman, Henny (Bath & Turf) Atlantic City, nc. Yvonne, Joy (McVan's) Buffalo, nc.

Z

Zito (Jim Braddock's Corner) NYC, re. Zudella & Co. (Coronado) Rockford, Ill., 23-Aug. 5, t.

FAIR GRAND-STAND ATTRACTIONS

Beno, Ben: Crothersville, Ind. Billetti Troupe: Boonville, Ind. D'Arcy Girls: Laconia, N. H.; Norwich, N. Y., 8-13. Eugene, Bob, Troupe: (Elks' Celebration) Norwich, Conn. Frazer, Jack: (Playland Park) Rye, N. Y. Great George & Anita: Great Falls, Mont.; Billings 8-13. Hodgini Bros. & Sister: Granite City, Ill.; Greenup 9-10; Cicero, Ind., 11-13. Jaydee, Great: (Celebration) New Waterford, O.; Lexington, Neb., 8-12. La Tona Troupe: Plymouth, Neb., 4-5; Gibbon 9-11. La Zellis, Aerial: Mora, Minn., 11-13. Levolo, Pat: Ashley, O., 4-6; Keosauqua, Ia., 10-11. Lorenzo, Paul: Mansfield, Mo.; Wausau, Wis., 14-17. Morris, Will, & Bobby: Norwich, N. Y. Nelson, Walter: (Playland Park) Rye, N. Y. Sky Rockets, Three: Greenup, Ill., 9-10; Cicero, Ind., 11-13. Steiner Trio: Fowlerville, Mich., 3-6; Ithaca 9-13. Sterling Rose Troupe: Shade Gap, Pa.; Keosauqua, Ia., 9-11. Stoker Bros., Six: Ligonier, Pa., 6-12. Unicus Troupe: Grove City, Pa.

REPERTOIRE

Aulger Bros.' Show: Faribault, Minn., 1-6. Brooks Players: Richland Center, Wis., 1-5. Ginnivan, Norma, Show: Centerville, Mich., 1-6. Heffner-Vinson Show: Pineville, Ky., 3; Middlesboro 4; Pennington Gap, Va., 5-8. Kinsey, Kathryn, Ko: Findlay, O., 1-6. Schaffner's Players: Canton, Mo., 1-6. Toby's Comedians: Bloomdale, O., 1-6.

DRAMATIC AND MUSICAL

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

On Borrowed Time: (Geary) San Francisco. Pins and Needles: (Biltmore) Los Angeles.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All American: Hominy, Okla. Alamo: Monroe, Ga. American Expo.: Rushville, Ind. American United: Butte, Mont. Anderson-Strader: Phillipsburg, Kan. Arena: Freeport, Pa. B. & H. Am. Co.: Ruby, S. C.; Timmonsville 8-13. Bach, O. J.: Ticonderoga, N. Y. Bantly's All-American: Waverly, N. Y. Barfield's Cosmopolitan: Manchester, Ky.; Pineville 8-13. Barker: Clinton, Ill. Barkoot Bros.: Saranac, Mich. Barnhart's Golden West: Elmore, Minn.; (Fair) Rockwell City, Ia., 11-13. Baysinger, Al: (Fair) Moweaqua, Ill. Bazinet, Wm., & Sons: Park Falls, Wis., 1-7. Beckmann & Greety: Rockford, Ill. Bee, P. H.: (Fair) Russell Springs, Ky.; (Fair) Brodhead 8-13. Betty Lee: Bellevue, Ia. Blue Ribbon: Boonville, Ind.

Boss & Lane: Okolona, Miss.; Woodland 8-13. Bremer Tri-State: Red Wing, Minn.; (Fair) Glenwood City, Wis., 8-10; (Fair) Colfax 11-13.

Brown Novelty: Vidalia, Ga. Brown Family Rides: Douglas, Ga. Buck, O. C.: (Fair) Boonville, N. Y. Buckeye State: (Fair) Philadelphia, Miss. Bullock Am. Co.: Oceana, W. Va.; Rhodell 8-13. Burdick's All-Texas: Gatesville, Tex. Burke, Harry: Lafayette, La. Byers Greater: (Fair) Kakoka, Mo.; (Fair) Tipton, Ia., 9-12. Byers & Beach: (Fair) Farmer City, Ill., 1-5; (Fair) Lincoln 7-11. C. & B.: Somerset, Ind. C. J. Attrs.: Karlstad, Minn. Campbell's United: Sparks, Ga. Central State: Imperial, Neb. Cetlin & Wilson: (Fair) Lewistown, Pa.; Uniontown 8-13. Clyde's United: Curwensville, Pa. Coleman Bros.: Middletown, Conn., 1-9; (Fair) Middletown, N. Y., 11-20. Colley, J. J.: Yale, Okla.; Pond Creek 8-13. Conklin: North Battleford, Sask., Can., 3-5. Crafts 20 Big: Fresno, Calif., 2-14. Crowley's United: Muscatine, Ia. Crystal Expo.: Jefferson City, Tenn. ... London, Tenn. Cunningham's Expo.: Cambridge, O. Curl, W. S.: Union City, O.; Auburn, Ind., 8-13.

De Luxe Shows of Amer.: Niagara Falls, N. Y. Dick's Paramount: Claremont, N. H. Dickey Belle: Leitchfield, Ky. Dudley, D. S.: Olton, Tex.; Crosbyton 8-13. Dyer's Greater: Taylor, Wis., 1-3; Hersey 4-7. Edwards, J. R.: Quaker City, O. Elite Expo.: (Fair) Trenton, Neb.; (Fair) Cambridge 8-13. Elliman: (Fair) Darlington, Wis., 1-7; (Fair) Monroe 8-14. Endy Bros.: Newton, N. J.; Dover 8-13. F. & M.: Ardmore, Pa. Evangeline: Pryor, Okla.; Cassville, Mo., 8-13. Fair at Home: Barre, Vt. Fairly & Little: (Fair) Chippewa Falls, Wis., 1-5. Falls City: (Preston & Kentucky streets) Louisville, Ky. Fidler's United: New Canton, Ill.; (Fair) Carlinville 9-13. Fla. Am. Co.: Baxley, Ga. Foley & Burk: Turlock, Calif. Fredericks Am. Co.: Clay Center, Neb. Frisk Greater: Cass Lake, Minn. Funland: Hardsburg, Ky.; (Fair) Morgantown 8-13. General Am. Enterprises: Newcastle, Tex.; Decatur 8-13. Gibbs, W. A.: Hanover, Kan. Gold Medal Shows: Morris, Ill., week Aug. 1. Golden Gate: Elizabethtown, Ill. Golden State: Placerville, Calif., 2-7. Gooding Greater: Decatur, Ind. Goodman Wonder: (Fair) Rochester, Minn., 3-7; Winona 9-12. Great Southern: (Fair) Stanford, Ky. Greater Expo.: Bucyrus, O. Greater U. S.: Weatherford, Okla. Greater United: Cherryvale, Kan.; (Fair) Burlington 8-13. Groves Greater: Mt. Vernon, Ill.; Herrin 8-13. Hanes, Bill: Sulphur Springs, Tex.; Alvarado 8-13. Happyland: (Fair) Fowlerville, Mich.; (Fair) Imlay City 8-12. Harris: Austin, Ind. Hartsock Bros.: Clarence, Mo. Heller's Acme: Englewood, N. J.; Haverstraw, N. Y., 8-13.

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Shelby, Mont., Week August 1. Browning, Mont., August 9 to 12. C. F. ZEIGER UNITED SHOWS

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Ottawa, Kan., Aug. 29-Sept. 3 72D ANNUAL FAIR E. LISTER, Sec., Ottawa, Kansas.

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For Ekton and Columbiaville Home-Coming and Sandusky 4-H Club Fair, all Michigan—starting Friday, August 12: Candy Floss, Grab, Cane Rack, High Striker, Bowling Alley, Novelties, String Game, Wire Worker, Pentants, Pitch-Till-You-Win and Scales. JACK CHAMPION, Mgr., Cote Wolverine Attractions, Caseville, Mich.

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Rides and Legitimate Concessions at CHRISMAN, ILL., HORSE SHOW August 30 to September 3 Absolutely no Flats or Hootch Shows. No gate. H. E. HAWORTH, Concessions.

Wanted to Buy or Book

TWO RIDES FOR CASH OR PER CENT. Booking Shows and Concessions. Good String of Fairs. Cook House open. ED LUNDGREN, MIDWEST SHOWS, Fair, Rushville, Neb., August 7-10; Fair, Pine Ridge, S. D., August 11-14.

LAST CALL-Wanted

One or Two More Shows, few Legitimate Concessions. V.F.W. Circus & Exposition DEFIANCE, O., AUGUST 4-5-6. LIMA, O., WEEK AUGUST 8 TO 13. Free Gate, \$5,000.00 Acts and Prizes, Including Automobiles. If You Can't Get It Here, You'll Never Get It—IT'S MIGHTY BIG. Address C. O. MUMA 508 3rd Street, Defiance, O.

WANTED World's Horse Traders Convention

Clean Concessions Ex., all kinds, and Shows. ALMOND, N. Y., August 17, 18, 19, 20, Day and Night. This is an annual event and the only doings of its kind in the world. Well advertised. Large drawing population. Come on, don't wire or write. MICKEY PERCELL, Almond, N. Y.

WANTED

Get the Winter's Bankroll. PLAINFIELD, N. J., FIREMEN'S FAIR August 22-27. Shows, Concessions, Free Acts get in touch right away. Wire by Western Union. M. BYRNES, Chairman, Pullman Hotel, New Brunswick, N. J.

CLEAN CARNIVAL WANTED

Labor Day, Sunday Before. Ten More Days and Nights. TIMONIUM FAIR, Baltimore County, Md., September 4-16. WANT SHOWS RIDES AND CONCESSIONS. JOHN T. McCASLIN, Baltimore, Md. 125 E. Baltimore St., Baltimore, Md. MERRY-GO-ROUND ORGAN FOR SALE.

ROUTES

(Continued from page 27)

Spec & Spot (Colosimo's) Chi, nc. Sperry, Frank (Roosevelt) NYC, h. Spiller, Capt. A. (Steeplechase Coney Island, N. Y., p. Spurr, Horton (Casa Manana) Ft. Worth, Tex., July 29-Aug. 11. Stapletons, The (Stanley) Pittsburgh, t. Starr, Jackie (Billings) Billings, Mont., cc. Starr, Jack (Oasis Suburban Restaurant) Seattle, Wash., nc. Sterling, Wynne (Roumanian Village) NYC, re. Stone, Mary (Alabama) Chi, nc. Stooges (Orpheum) Springfield, Ill., t. Stuart, Gene (Music Box) Belvedere Beach, Keansburg, N. J., nc. Suzanne & Christine (Jimmy Kelly's) NYC, nc. Swann, Russell (Piping Rock) Saratoga, N. Y., nc. Sylvia & Clemence (State-Lake) Chi, t.

T

Tarant & Decita (Monte Carlo) NYC, nc. Tavares, Freddy Kaulana (Biltmore) NYC, h. Taylor, Smiling Lou (Cavalier) NYC, nc. Taylor, Harry, & Five Kewpie Dolls (Glen) Williamsville, N. Y., p. Temple Leonards (Pleasure Isle) Clivington, Ky., nc. Terrace Boys (Barney Gallant's) NYC, nc. Thomashefsky, Boris (Rainbow Inn) NYC, re. Tilton, Martha (Pennsylvania) NYC, h. Timblin, Slim (Capitol) Washington, t. Tinney, Dot (Black Cat) NYC, nc. Tisdale Trio (Le Mirage) NYC, nc.

THE TITANS

"RHYTHM IN SLOW MOTION" BEVERLY HILLS COUNTRY CLUB,

Newport, Ky.

Dir.: MILES INCALLS & JACK DAVIES.

Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro. Torree Twins & Torrence (Palm Beach) Detroit, nc. Travers, Helene (18) NYC, nc. Tracey, Terry (Riverside) Milwaukee, t. Tucker, Sunny (Ivan Frank's) NYC, c. Tucker, Sophie (Bath & Turf) Atlantic City, nc. Tyler, Smiling Tex (Green Tree) Cincinnati, nc.

U

Uppman, John (Manny Wolf's) NYC, re. Valdez, Vern (Finocchio's) San Francisco, nc. Valera, Adelta (Havana-Madrid) NYC, nc. Vallee, Rudy, & Unit (Chicago) Chi, t. Van Anden: Niagara Falls, N. Y. Van, Gus (500) Atlantic City, nc. Variety Boys, Three (State-Lake) Chi, t. Velez, Angela (Chateau Moderne) NYC, re. Veloz & Yolanda (Palmer House) Chi, h. Venuta, Benay (Casa Manana) NYC, cb. Verne, Miriam (Essex House) NYC, h. Vernons, The (Riley's) Saratoga, N. Y., nc. Vernon, Dal (Radio City Rainbow Grill) NYC, nc. Verrill, Virginia (Arrowhead Inn) Saratoga, N. Y., nc. Villano & Lorna (Stork Club) Kansas City, nc.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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"Over Sixty Years Distributing Popcorn."

Henke Bros.: Milwaukee 3-10. Hennes Bros.: (Fair) Great Falls, Mont.; (Fair) Billings 8-13. Hoth, I. J.: Beardstown, Ill.

Hodge, Al G.: Lake Linden, Mich. Hoifner, Wm. Am. Co.: (Fair) Knoxville, Ill. Howard Bros.: Lucasville, O. Huggins' West Coast: Anacortes, Wash., 2-7. Hughey Bros.: Waverly, Ill. Hurst, Bob: (Fair) De Leon, Tex.; Hico 8-14. Hyde, Eric B.: Catonsville, Md. Ideal Expo.: Rochester, N. Y. Imperial: (Fair) Mt. Sterling, Ill. Joyland: Howard City, Mich. Joyland: Toledo, Ore., 1-7. Jolly Jallet: Tidoute, Pa. Jones, Johnny J., Expo.: (Fair) Muncie, Ind., 1-5.

K. G. Am.: Amita, Ia.; Bedford 8-13. Kaus Expo.: Wyoming, Pa.; Chester, Pa., 8-13. Keystone: Grove City, Pa. Kline's Greater (Fair) Crothersville, Ind. Landes, J. L.: (Fair) Broken Bow, Neb.; (Fair) Hastings 8-13. Lang's, Dee, Famous: (Fair) Thief River Falls, Minn., 1-4; Willmar 5-12. Large, H. P.: Dodsdsville, Miss. Lawrence, Sam, Shows: Berwick, Pa., week Aug. 1; Freeland, Pa., next.

Lewis, Art: Hull, Que., Can., 1-7. Liberty National: (Fair) Smiths Grove, Ky. McKee: (Rodeo) Hinton, Okla.; Cherokee 8-13. Magic Empire: Deshler, Neb., 1-5. Marcy: Whitney Point, N. Y. Marlow Mighty: Waverly, Tenn. Midwest Shows: Rushville, Neb., Fair, Aug. 7-10; Pine Ridge, S. D., Fair, Aug. 11-14. Midwest: Kadoka, S. D. Miller Amusements: Lake Charles, La.; Alexandria, La., 8-13.

Miller Bros.: David City, Neb. Miner Model: (Fair) Kimberton, Pa. Miner Ride Unit: (Fair) Berwyn, Pa. Model: Danville, Ky.; (Fair) Shelbyville 8-13. Motor City: (Livernols & Warren) Detroit, Mich., 1-7; (Vernor Highway & Stair) Detroit 8-14. Nail, C. W.: Austin, Ark. New England Motorized: New Bedford, Mass.; Troy, N. Y., 8-13. Northwestern: Brighton, Mich. (Fair) Milford 10-13.

Oliver Am. Co.: (Fair) Mansfield, Mo. Orange State: Martinsville, Va. Page, J. J., Expo.: Owensboro, Ky.; Hopkinsville 8-13. Parade of Shows: Perry, Tex., 2-5; Quitman 9-13. Pearson: (Fair) Charleston, Ill. Peerless: Harwick, Pa. Penn State: Shade Gap, Pa. Penny's, Bob, Amusements: Concord, N. C. Readings: (Fair) Burkesville, Ky.; (Fair) Columbia 8-13. Regal United: Eddyville, Ia. Reid, King: Manchester, Vt. Reynolds & Wells United: Arcadia, Wis. Roland: Fries, Va. Rogers Greater: (Fair) Celina, Tenn.; Carthage 8-13. Royal American: (Exhn.) Regina, Sask., Can.; (Exhn.) Winnipeg, Man., 8-13. Royal Expo.: Emporium, Pa. Royal Midway: (Fair) Benton, Ill.; (Fair) Pinckneyville 8-13. Rogers & Powell Am. Co.: Black Rock, Ark.; Naylor, Mo., 8-13. Rubin & Cherry Expo.: Elkhart Ind. Santa Fe: Axtell, Kan. Savage, Walter, Rides: South Sioux City, Ia., 4-5; Dedham 9-10. Scott Bros.: Franklin, Tenn. Sheesley Midway: Terre Haute, Ind. Shugart, Dr.: Stratford, Okla., 4-6. Silver State: Hardin, Mont. Sims, Freddie: Collingwood, Ont., Can., 1-3. Smith Bros.: Snyder, Okla. Smith's Greater Atlantic: Bedford, Pa.; Grantsville, Md., 8-13. Snapp Greater: (Fair) Portage, Wis., 3-7. Sol's Liberty: Green Bay, Wis., 7; (Fair) Escanaba, Mich., 8-14. Spencer, C. L.: Aurora, Mo.; Springfield 9-13. Stephen: Mercer, Mo.; Murray, 8-13. Strates: Bradford, Pa.; (Fair) Caledonia, N. Y., 8-13. Stumbo, Fred, No. 1: Mount Home, Ark. Stumbo, Fred, No. 2: Tontito, Ark. Swisher: Crane, Mo., 4-6; St. Paul, Kan., 8-13. Tassell, Barney: Culpeper, Va.; Orange 8-13. Texas Longhorn: Lawton, Okla. Terrill & Morohi: Cynthiahna, Ky. Tidwell, T. J.: (Fair) Eureka, Kan.; (Fair) Council Grove 8-13. Tilley: Princeville, Ill.; Benson 10-13. Valley: (Fair) Johnson City, Tex. Wade, W. G.: Traverse City, Mich.; Manistee 8-13. Wallace Bros.: (Fair) Central City, Ia., 1-7; (Fair) Eldora 9-13. Wallace Bros. of Can.: London, Ont., Can. Ward, John R.: (Fair) Carlyle, Ill.; (Fair) Albion 8-13. Weer: Holt, Mich.; Sygnet, O., 3-13. West Bros.: Stillwater, Minn. West Coast: Anacortes, Wash. Western State: North Platte, Neb. West's World's Wonder: Liberty, Pa.; Pittsburgh 8-13. Weydt Am. Co.: Wabeno, Wis., 5-7. Weyls: South Fork, Pa. White City: The Dalles, Ore.; Hood River 8-13. Williams, S. B.: Okarche, Okla. Wilson Am.: Farmersville, Ill., 1-3; Mt. Auburn 4-6. Winter's Attr.: Barberton, O. Wolf: Pittsboro, N. C. World of Mirth: Utica, N. Y.; Watertown 8-13. Zeiger, C. P., United: Shelby, Mont.; Brown- ing 9-12. Zimdars Greater: (Fair) South Bend, Ind., 1-7; (Fair) Fairmount, Ill., 8-13. Yellowstone: Big Timber, Mont. Young, Monty: Gooding, Ida.

DOLLY DIMPLES



GIVE-AWAY PACKAGE

Very Classy Number. Contains Assorted Kisses.

Packed 100 Packages to Carton, Per Carton \$2.00

500 Packages, \$10.00

25% Deposit with All Orders. Balance C. O. D. Send for Free ILLUSTRATED 1938 CATALOG.

MARVEL CANDY CO., Inc. 101-108 Wooster St., New York City

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man. CHARLES A. LENZ

Permanent Address. 440 Insurance Exchange Bldg., Chicago, Ill.

HUGHEY BROS.' SHOWS

Have just completed the most successful week of the present season at New Berlin, Ill. Thanks for the fine co-operation of a real live committee in the biggest little town on the map. No Concessions needed at present! but want two more Shows that can offer entertainment of value. Waverly, Ill., this week.

NASHVILLE, MICHIGAN 21st ANNUAL HARVEST FESTIVAL

August 10, 11, 12, 13—Main Streets. Want Independent Rides, Shows, Concessions all kinds. Photos, Pop, Ball Games sold. Wire or write, CONCESSION MANAGER, Box 105, Nashville, Mich.

SPERONI SHOWS WANT

Manager for Athletic Show, Agents for Blower, Merchandise Concessions for Celebrations. Ice Cream, Cook House, also capable and dependable Ride Help. Rochelle, Ill., this week, then Camanche, Ia., Rome Coming.

WANTED

Shows and Concessions for long string of fairs and celebrations. Concessions come on for your winter bank roll. Headed south. Anita, Ia., Legion Celebration, this week; Bedford, Ia., Fair, August 8 to 13; Beaver, Mo., Home-Coming, August 15 to 20; Plant City, Mo., Fair and others to follow. Missouri, Arkansas and Oklahoma. Jack Smith answer. Want Ten-in-One. Address as per route. K. G. AMUSEMENT SHOW.

WANTED

RIDES, SHOWS AND CONCESSIONS FOR SAVANNA ANNUAL FALL FESTIVAL AUGUST 18-19-20. Write IRVE SCHOECKEL, Villa Park., Ill.

WANTED

For Ravenna, N. Y., Italian Celebration, August 15 to 20; Concessions of all kinds. Also Pit Show and Three-in-One. Other celebrations to follow. All Rides booked. Wire at once for space to A. B. ROGERS SHOWS, North Creek, N. Y.

COLORED FAIR

Wellwood, Va., August 9, 10, 11, 12. Want Grind Stores, Wheels, Scale, Grab and Juice Stands. Privilege very reasonable. Representative on grounds week of fair or write B. & W. GREATER SHOWS, 1088 S. Charles St., Baltimore, Md.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER— ORDER A CARTON EACH No. 35 18c



Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14 1/2 inches, packed 12 to carton (no less sold).

WRITE FOR OUR NEW 1938 CATALOG TODAY SHOWING THE LARGEST AND FINEST SELECTION OF PREMIUM - CONCESSION - NOVELTY - AUCTION - GENERAL MERCHANDISE. — STATE YOUR BUSINESS —

WISCONSIN DELUXE CORPORATION

1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

FAST 5c SELLER—COSTS YOU 1 1/2c



TAVERN CLOVE MINTS, the finest tasting, fastest-selling Mints on the market—beautifully packed 20 to display box. SPECIAL OFFER: 1 Case (25 Boxes) @ 30c per Box. For Sample Box send 40c.

Agents wanted for our complete line of Candies, Sundries, Cigars and Cigarettes. Also MILLSON TAMPA HAND MADE 5c Cigars, 50 to Box, \$1.25.

T. MILLER & SON, 2 Astor Place, New York SINCE 1898.

MODERN AMUSEMENTS

ON WAY TO CANADIAN FAIRS. THIS WEEK, SUNAPEE, N. H.; WEEK AUGUST 8-13, BURLINGTON, VT., AMERICAN LEGION DRUM CORPS FESTIVAL, ATHLETIC PARK, IN HEART OF CITY. STATE COMPETITION PARADES DAILY. WEEK AUGUST 15-20, ST. JOHNSBURY, VT., V. F. W; THEN FOR TEN FAIRS IN CANADA.

One Side Show with own outfit, Girl Review, Athletic Show. Have outfits. Will not carry our own Concessions on this route. All Concessions open. Join in Burlington. One A-1 Foreman for Whip, one Cook House, Privilege in Meal Tickets. HAVE FOR SALE: Three-Arm Spillman Merry-Go-Round and No. 12 ELI Wheel, perfect shape. Reason for selling, discontinuing No. 2 Unit. Can be seen this week Keene, N. H., in action. Also two Knickerbocker 15 K. W. Light Plants, each mounted on truck, perfect condition. JOHN KILONIS, Gen. Mgr., Sunapee, N. H.

GOLD MEDAL SHOWS WANT

Custard, Hoopla, Popcorn, Cigarette Gallery, Fishpond, Darts, Country Store, Auto Bumper and Stock Wheels. Scenic and Pictorial Painter. Frank Hildebrand wants a Carry Chef and Waiters. Address Morris, Ill., this week.

Gould's, Jay, Circus & Revue: Welcome, Minn., 3-4; Chatfield 5-6; Morgan 8-9; Atwater 10-11; Perham 12-14. Kelly, Al G., & Miller Bros.: Cawker City, Kan., 2; Glen Elder 3; Courtland 4; Republic 5; Cuba 6. Mix, Tom: Columbia, Mo., 3. Newton Bros.: Canandaigua, N. Y., 3; Dansville 4; Franklinville 5; Corry, Pa., 6; Conneaut, O., 8; Jefferson 9. Parker & Watts: Ogallala, Neb., 2; Imperial 3; Benkelman 4; McCook 5; Oberlin, Kan., 6. Polack Bros.: Canon City, Colo., 1-6. Richard Bros.: Federalsburg, Md., 1; Princess Anne 2; Snow Hill 3; Pocomoke City 4; Exmore, Va., 5; Cape Charles 6. Robbins Bros.: Easton, Pa., 2; Plainfield, N. J., 3; Allentown, Pa., 4; Lancaster 5; York 6; Richmond, Va., 8. WPA: Hackensack, N. J., 3-5.

MISCELLANEOUS

Alee, Edna, & Co.: (Celebration) Wray, Colo., 4-6. Arthur, Magician: Buffalo Valley, Tenn., 3-4; Boma 5-6. Blythe Players: Ft. Jackson, N. Y., 1-6. Burke & Gordon: Lodge, Ill., 1-6. By-Gosh Vaude. Tent Show: Oakland, Md., 1-7. Coriell Family Show: (Rialto) Grand Rapids, Minn., 5-7. Crowley Show: Cuba, Ill., 1-6. Hoffner & Lavell Shows: Cuba, Ill., 1-6. Hunsinger, Harry, Magician: Anniston, Mo., 1-6. Kelly, Bernice, Circus Revue: (Gwynn Oak Park) Baltimore, Md., 1-6. Levant Show: Anniston, Mo., 1-6. Long, Leon, Magician: Pennington Gap, Va., 1-7. Lucy, Thos. Elmore: Wheaton, Kan., 4; Ozark, Mo., 9. McCall Bros.' Show: Modena, Mo., 1-6. McNally's Variety Show: Garrettsville, N. Y., 1-6. Magrum, C. Thomas, Magician: Conway, N. H., 3; Pittsfield, Mass., 4-8; Lee 9; Chester 10; North Adams 11-13. Marquis, Magician: Nephil, Utah, 3; Delta 4; Payson 5; Spanish Fork 6; Springville, Utah, 8; Provo 9; Heber City 10; Vernal 11-12; Park City 13. Musical May Mack: St. Paul, Minn., 1-6. Obrecht Co.: Sauk Center, Minn., 1-6. Princess Edna Show: Olton, Tex., 1-6. Rilton's Show: Robertstown, Ga., 4-6; Cleveland 8-10; Brookton 11-13. Sadler's Own Co.: Perryton, Tex., 1-6.

WANTED

For Kokomo Summer Festival AUGUST 22-27.

Shows and Concessions of all kind. Biggest event of the year. Have advertised this for 50 square miles, using billboards. Attendance 25,000 to 30,000. Aspicus T. S. C. Write W. C. BALDWIN, Supt. Concessions, 118 1/2 North Union Street, Kokomo, Ind.

WANTED FOR BERGEN COUNTY'S INDUSTRIAL FAIR

WEEK AUGUST 25-30, Free Acts of merit. Shows, Rides that do not conflict. All Concessions open. Address MICHAEL GRASSE, Amusement Director, Vedrome, Nutley, N. J.

BARKER SHOWS

Can place clean Cookhouse at once. Privilege in meal tickets. Also Diggers, Scales, Palmistry, Pitch-Till-Win, Cigarette, Hoopla, Lead Gallery, Bowling Alley. Paul Ebersole wants Corn Game Caller. Wayne McKusker answer. No grift. No gate. Have 7 Rides, 5 Shows. Can place Five-in-One or any small Grind Show. Clinton, Ill., this week; Arthur, Ill., Fair, week August 8; Noble, Ill., 85th Annual Home-Coming, in heart of oil fields, week August 13; Assumption, Ill., Annual Home-Coming on streets, week August 22. MRS. STELLA BARKER.

FALLS CITY SHOWS WANT

To join at once for three more weeks in city of Louisville, Ky., then long season Southern fairs and Celebrations. Sit-Down Cook House, privilege \$3.50 per week. Fishpond, Devil's Bowling Alley, Short-Range Gallery, P.T.U.-WIN, B&E Games or any Legitimate Concessions. No racket. Mechanical, Monkey Speedway, Snake or any money-getting Shows. Can also place one Flat Ride and Kiddie Ride. Address General Delivery, Louisville, Ky.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Madison, Wis., 2; Fond du Lac 3; Appleton 4; Green Bay 5; Wausau 6. Cole Bros.: Mattoon, Ill., 2; Bloomington 3; La Salle 4; Clinton, Ia., 5; Dubuque 6; Prairie du Chien, Wis., 7; Winona, Minn., 8; Mankato 9; Fairmont 10; Sioux Falls, S. D., 11; Estherville, Ia., 12; Iowa Falls 13.

## SAM LAWRENCE SHOWS WANT

For the Following Fairs, Starting August 22 to November 12—Hughesville and Hatfield, Pa.; Front Royal, Va.; Carthage, Hamlet, Spring Hope, N. C.; Conway, Kingstree, S. C.; Fitzgerald and Waycross, Ga.; Side Show, Illusion, Midget Shows, Fun House, Motordrome and any Show of merit. Reasonable percentages.

**RIDES**—Octopus, Tilt, Whip, U-Drive-Em, Pony Ride.  
**CONCESSIONS**—Everything open except Bingo. Will sell X on Cook House, Custard for entire circuit. Can place Wheels and Grind Stores.  
**WANT Experienced People for Popcorn, Peanuts and Candy Apple Stand, also Ball Game Workers. Write Mrs. Lawrence. Act quick. These are real bona-fide dates. All address**

**SAM LAWRENCE**

Berwick, Pa., This Week; Freeland, Pa., Next Week

## WORLD'S EXPOSITION SHOWS

**WILL BOOK OCTOPUS** to join immediately for long Fair season.  
**WANTED**—Man to take complete charge of beautifully framed Snake Show. Prefer one with his own Snakes.  
**WANTED**—Girls for Rainbow Frolics, Oriental Dancers, Strip-Tease, Hula (Youth, Good Looks and Figures Count). Piano Player or Piano-Accordionist. Wire CHAS. JOY GRAMLICH or AL POLLETTE.  
**WANTED**—Acts and Freaks for Big Circus Side Show.  
**CONCESSIONS** are all open. No exclusive, including Birds, Groceries and Coupons. Wire **WORLD'S EXPOSITION SHOWS**, Mt. Carmel, Pa., this week; Lancaster, Pa., next week.

## JOHN R. WARD SHOWS WANT

Capable Shows and Concessions for Fairs, ending Donaldson, La., October 16. Want Manager for Animal Show who can handle Monks and Lions. Want Frozen Custard, Diggers, Mouse, Photos, Popcorn and other Concessions. Want reliable, experienced Man for Pony Ride. Place capable Ride Help. Want capable Electrician. This show stays out all winter. Carlisle, Ill., Home-Coming on Streets, this week, closing Sunday. Albion and St. Joe, Ill., Fairs to follow.

## WEST BROTHERS SHOWS WANTS

**FOR THE FOLLOWING MINNESOTA FAIRS—AUSTIN, AUGUST 11 TO 14; APPLETON, AUGUST 18 TO 21; NEW ULM, AUGUST 25 TO 28; WINDOM, AUGUST 29 TO SEPTEMBER 1.** All kinds of Concessions that work for stock, Grind Shows with own outfits, Big Snake, Mechanical City, Fun House, Couple for Nudist Colony and organized Hula Show. Girls, small, attractive, for Chorus, Piano and Accordion Player. Salary and percentage out of office. Ride Help, all Rides; sober, reliable Truck Drivers given preference; Wheel Foreman. Sam Lielerweitz wants Corn Game Agents and Mike Man. Good salary and treatment. Also Agents for Rat Game. This Show out until November 15 with some of the best Minnesota, Iowa and Mississippi Fairs. Stillwater, Minn., week August 1 to 7; then Fairs as listed.

## WANT-KLINE'S GREATER SHOWS-WANT

**FOR A LONG SEASON OF FAIRS, OPENING AUG. 15, AND FLORIDA FAIRS ALL WINTER.**  
**CONCESSIONS**—Can place legitimate Concessions and Stock Wheels, including Mitt Camp and Photo Gallery.  
**SHOWS**—Can place Shows, such as Midgets, Fat Folks, Unborn, Mickey Mouse, Fun House, Penny Arcade, or any good Grind Show.  
**RIDES**—Can place one Major Ride, such as Octopus, Tilt, or Caterpillar.  
 Dorothy Davis can place experienced Agent for Ball Games—also Talkers and Grinders.  
**BOB KLINE, Manager, Crothersville, Ind., all this week.**

## KEYSTONE SHOWS

**WANT FOR ARMSTRONG CO. FAIR, FORD CITY, PA., WEEK OF AUGUST 8-13; INDIANA CO. FAIR, INDIANA, PA., WEEK OF AUGUST 29-SEPTEMBER 3.**  
 All Concessions open for these two Fairs. No exclusives. CAN PLACE worth-while Independent Shows at both Fairs. Eight Southern Fairs follow. Address **KEYSTONE SHOWS**, Grove City, Pa., this week, or **WM. C. MURRY**, Fairgrounds, Ford City, Pa.

## W. C. KAUS SHOWS, Inc.

WANT Billposter that can paste and put up paper. Complete Organized Girl Show, organized Minstrel Show, Acts for Side Show and Freak to feature. **CONCESSIONS** such as Bowling Alley, Fish-pond, Ball-games, Stock Wheels, Pitch-Tilt-U-Win, Scales, American Palmistry, Penny Arcade. **RIDES**—Loop-o-Plane, would prefer Double, and Ride-o. Next week, Rome, N. Y. We have a long string of Southern Fairs, beginning with Huntington, Pa., August 29, and ending November 12 in Charleston, S. C. Address all communications to **W. C. KAUS**, Hudson, N. Y.

## UNUSUAL SIDESHOW FEATURES

To Join Peterboro, Ontario, August 15, Circus Acts Preferred.

For **CANADIAN NATIONAL EXHIBITION, TORONTO**, and rest of summer season; also all winter indoor museums and indoor circuses. Evelyn Cook, Alfred Langevain wire. Especially interested in Tattooed Couple or Tattooed Girl who does tattooing; also Ventriloquist or good Punch and Judy worker who can pitch. No recession or depression with us. Wire or write to Prince Albert, Alberta, Canada, week of August 8; Peterboro, Ontario, Canada, week of August 15.  
**HARRY LEWISTON**, Conklin's All Canadian Shows.

## FOR SALE, Complete Carnival

Including **FERRIS WHEEL, THREE-ABREAST MERRY-GO-ROUND, Smith & Smith CHAIR-O-PLANE and EIGHT-CAR WHIP.** Also Show and Concessions Tots. Will consider Partner.  
**ELMER F. COTE**, 11728 Broadstreet Ave., Detroit, Mich.

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

**CHICAGO, July 30.**—Payment on Showmen's Home Fund pledges are due August 15. Wilhelmine Cimsie paid hers during the week, and inclosed in interesting letters from Brothers Donald S. MacLeod, Arthur M. Wirtz and Jimmy Sullivan were checks for the fund together with the story that the club will hear from them soon. Louis Schlossburg sent in his No. 2 pledge payment. Carl J. Sedlmayr and Fred Beckmann hope that September will see the start of a number of benefit shows to be held during the fall. Several are in the making and more news will be forthcoming.

Membership drive is beginning to perk up. Ned Torti stopped in long enough on his way to Michigan to leave applications of Edgar T. Neville and Anthony Ybanez. Harold Paddock, Fred H. Kressmann and John Gallivan are in the Gold Life Membership race, along with Ned, and early returns are expected from each.

Once more we are called upon to mourn the loss of a brother, Sidney Rothman, who died in St. Paul July 25. Message of sincere regret has been sent.

Lew Keller, S. T. Jessop and Secretary Joe Streibich visited the Beckmann & Gerety lot at Dubuque, Ia., last week. Made the trip along with President McCaffery.

We are holding mail for Brother Sam Arenz.

Visitors to the league rooms included President J. C. McCaffery, L. S. Hogan, L. C. Kelley, Sunny Bernet, Morris Haft, Sam Bloom, Morris Hanauer, Frank Ehlenz and Lou Leonard. An interesting discussion on league activities resulted.

Bob Miller left the hospital and is now at home, but Ben Landes, T. Brent and Victor Weinberg are still confined in the hospital. Colonel Owens and Tom Randle are still on the sick list and confined in their homes. Edward Karns is back on the job with Beckmann & Gerety Shows.

Mrs. Max Kimerer confined in American Hospital and being treated by Dr. Max Thorek.

Other visitors included Larry O'Keefe, H. Neitlich, William Hetlich, Charles H. Hall, Jack Pritchard, Rube Liebman, William Young, Whitey Lehrter, Earl Bunting and Louis Schlossburg. George Gore, of the Pacific Coast Showmen's Association and here on business, also visited the rooms.

A special meeting of the board of governors will be held August 4.

### Ladies' Auxiliary

Sister Elizabeth Ernst was hostess for July 21 social and she offered lovely prizes for the occasion. Sister Clara Hollie Harker won a pair of hand-crocheted pillow slips, while Sister Maude Geller won first prize and selected a lovely odd vase.

Relief committee reports all well. Almost all members are out of town for the summer. Sister Phoebe Carsky and Frances Keller left for Philadelphia to

## RIDES AND CONCESSIONS WANTED

For the 15th Annual **GALLATIN COUNTY FAIR**, Warsaw, Ky., August 17, 18, 19 & 20. A great central location and attraction. Only 35 miles from Cincinnati on U. S. Highway 42. Call or write **W. T. STRAW, Secy.**, Warsaw, Ky.

## WANTED

Giddleman, Steamtable and Waiters. **GEORGE WELCH, MARKS SHOWS** Fairmont, W. Va.

attend the burial of Mr. Keller's mother. Members were sorry to receive this news and extend their heartfelt sympathy.

Sister Bianche Latto is busy on the lots with Mr. Latto. Some members plan to visit them this week.

President Leah M. Brumleve is leaving for Wisconsin for a short vacation. Sister Edith Streibich has been making occasional trips to Milwaukee to visit her mother, who is still seriously ill.

The July 28 social was conducted by Hostess Sister Pearl McGlynn. Beautiful prizes were awarded, with President Leah M. Brumleve winning a hand-made pair of pillow slips. Sister Mattie Singleton won first prize, a huge basket of groceries. Members were delighted to see Sister Cora Yeldham present. She had been vacationing at her summer home. She won a dresser scarf.

Hostess for the August 4 social will be Sister Edith Streibich.

ELSIE MILLER.

## St. Louis

**ST. LOUIS, July 30.**—With Johnny J. Jones Exposition playing Salem, Ill., only 60 miles from here, this week, quite a few of the Jones showfolk journeyed to St. Louis, and some of the "homeguards" from this city made trip to Salem to visit folks on the Jones show. Mr. and Mrs. James C. Simpson visited relatives and friends here on several occasions this week, and Ralph Lockett, secretary of show, was in on a buying expedition. Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Tom W. Allen and Mr. and Mrs. Earl Riebe were among some of those who visited show in Salem.

Mrs. Jane Pearson, owner of Pearson Shows, was among *The Billboard* office visitors Thursday when she was in this city on business.

Elmer Brown, general agent of Blue Ribbon Shows, spent several days here this week.

Charles T. Goss, of Standard Chevrolet Co., of East St. Louis, returned last Sunday from an extended trip thru the East. He advises he sold some Eastern shows considerable motor equipment.

Louis Isler was a *Billboard* office visitor Wednesday when in city on business.

John Francis, of Greater Exposition Shows, made a hurried visit one day last week but got right out again.

W. J. (Doc) Allman was a *Billboard* office visitor last week when he came thru en route to visit several shows.

Friends of Art Dally will be grieved to learn that his condition has not improved one iota and he is confined to a hospital here.

### LETTER LIST

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 O'Connor, Albert  
 Ogle, Joe  
 Oliver, Larry  
 O'Neil, Tip  
 Parent, W. O.  
 (Parent's Cannon Act)

Perez, Ernesto  
 Pike, J. P.  
 Putnam, George W.  
 Quirk, Wm. E.  
 Redman, E. R.  
 Renard, Al  
 Roberts, Philip & Frank  
 Roseam, Chas. A.  
 Rose, H.  
 Roselli, Johnnie  
 Rowan, Ray  
 Sales, William  
 Sampson, Roy  
 Sheriff, Isidor  
 Silliman, Mr. & Mrs. Walter  
 Shusky, Louis  
 Steffenhagen, George

Spencer, Bennie  
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 Tanner, J. R.  
 Terry, Little  
 Tolmacks, The  
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 Blanchard, Mrs.  
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 Bryer, Mrs. Carrie  
 Buck, Mrs. Earl  
 Crowell, Mrs. H.  
 Dorey, Mrs. Eddie  
 Faldon, Miss Hattie  
 Ferguson, Mrs.  
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 Gates, Miss Billie  
 Hardin, Miss Gladelle  
 George Hester, Mrs. Mae

Lee, Catherine  
 Lento, Mrs. Ruth  
 Liberty, Miss Aldis  
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 Yaglia, Mrs. E. L.

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 Trueheart, Chief  
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 Brose, Nick  
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 Duffy, Roy T.  
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 Switzer, Pete  
 Truehart, Chief  
 Upson, Roy  
 Ware, Frank R.  
 Webster, Fred  
 Webster, Wayne  
 Wilson, H. D.  
 Zogi, Prince F.

### MAIL ON HAND AT ST. LOUIS OFFICE

380 Arcade Bldg. Parcel Post

Flannigan, Mrs. J. T., 3c

### Women



## National Showmen's Association

Palace Theater Building,  
New York.

NEW YORK, July 30.—As the Eastern fair season gets under way, so does the NSA's several concentrated campaigns. Of most importance is the membership drive, already under way with indications of being extremely successful. Without doubt one of the most vital meetings to date was the one held July 19 at Palsades Park, when no less than 110 park employees signified their intention of joining. Other pep meetings are on tap, the next at Coney Island the night of August 11.

Next important drive facing NSA is the creation of interest in the club's first annual banquet and ball to be held November 16 at Hotel Commodore in this city. Tickets are being printed and by the end of next week they will be on sale thruout the nation. President George A. Hamid expects the ball to be a tremendous affair, one that will last long in the memory of all show business. To make it that, each and every member will be obliged to do more than his part. Announcements of committees, etc., to handle details of the big job will be announced by Hamid in near future.

Gene O'Donnell, manager of H. W. Jones' bingo games with Art Lewis Shows, has declared his intentions of going after life membership. Members who have declared their intentions to compete for life memberships to date are Charles W. (Doc) Foster, Lew Lange, John J. Kelly and Joe and Al McKee. The life membership drive contest is open to each and every member. Members competing should notify Executive Secretary John M. Liddy. Plenty of time is still left, as the drive does not close until day of first annual banquet. It looks as if the honor of winning the first life membership will go to Joe McKee, who has to date sponsored over 60 applicants, most of them from Irving and Jack Rosenthal's Palisades Amusement Park.

Sam Wagner, of the World's Circus Side Show, chairman of our Coney Island Committee, which consists of Sam Taffet, Harry Rosen, George Bernert, A. E. Dumont, Doc Foster, Charles E. Miller, manager of Luna Park; James Onorotto, manager of Steeplechase; Capt. Albert Spiller and Hip Raymond, has arranged for a membership rally at New York's famous playground to take place about midnight, August 11. All concessioners, artists, managers and operators at the Island will be invited to attend this meeting, which will be held at any of the four following places: Luna Park, Steeplechase, Feltman's or Sam Wagner's World Circus Side Show. The place of meeting will be definitely decided by the time of next publication. Chairman Wagner advises that he has definitely lined up 25 artists, salesmen, concessioners, managers, etc.,

and many others have declared their intentions of joining. At this writing it looks as if Coney Island will be very well represented in the membership rolls of the National Showmen's Association.

Prior to the Coney Island drive there will be a membership rally at Olympic Park, Newark. This rally will be held the latter part of this week.

Members! Dues are always in order. Look at your card. If it does not read dues paid to July 15, 1939, you are not in good standing and should communicate with the executive secretary at once.

### Ladies' Auxiliary

President Dorothy Packtman reported this week that officers of the Ladies' Auxiliary are exceptionally pleased with the manner in which new members are coming in. After lagging somewhat during early summer, there has been a steady stream of new applications for several weeks—with a high point reached July 19 when 25 ladies joined from Palsades Park.

Sale of prize books also rolls along at a healthy pace, again showing the keen interest of members in the organization. The clubrooms are open every day and evening, and the few members are in town at this time of the year, hardly an evening passes that somebody is not enjoying the cool confines of the Palace Sixth Floor.

Anita Goldie, secretary, and Rose Lang have been hitting near-by resorts and shows lately and report excellent interest in the club thruout the East. They recently paid a visit to Ida Harris at Bradley Beach.

Next big evening will be August 11 at Coney Island when, with the NSA, another big pep meeting and membership rally is staged for benefit of new members. All members in that territory are requested to be present at the meeting, which will start some time after midnight at a spot to be announced later.



## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 30.—Thirty-three members attended Monday night's meeting. First Vice-President Harry Hargraves presided. Ross R. Davis was the only other executive present.

New members: James Finch, George Richard Murray and Fred Harold McCoy, credited to Joe Glacey and Bill Williams. Ross R. Davis' financial statement showed the cemetery and savings funds to be in a flourishing condition.

Business was recessed here for drawing and J. Ed Brown scored his first win.

Business was resumed, and George Tipton, who recently returned from the Al G. Barnes-Sells-Floto Circus, said he was enjoying his first summer in California in 40 years.

Pat Shanley, who just returned from the East, told of humorous incidents on the trip. He also said he found conditions here a bit better than in the East.

There were no important reports from standing committee members. Frank J. Downie, chairman of the annual Charity Banquet and Ball, is away on vacation, but Leo Haggerty, secretary, said he was receiving generous response to solicitation on tickets and space in the souvenir program. Meeting went thru in quick order, so Hargraves turned the fellows loose, with Pat Shanley, J. Ed Brown and Val Vino presenting the entertainment.

Harry Hargraves reported that plans for the Gigantic were being rapidly completed. News from stewards on the various shows indicate that several are holding weekly drawings under the same plan that is used at club meetings in an effort to aid the cemetery fund.

## Missouri Show Women's Club

ST. LOUIS, July 30.—Not much news around headquarters here, altho membership committee reports indicate that the 1938 drive is really going over big. Cash prizes offered by Rely Castle and Lillian Murray Shepard are adding incentive to the drive.

Mrs. Nell Allen, entertainment committee chairman, has really shown her ability to plan parties and good times for the summer. Last Thursday members and husbands attended the Municip-

pal Opera in Forest Park and stopped at the Parkmoor for snacks afterwards.

Those attending the opera were Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Leo Lang, Mr. and Mrs. E. Burke, Mr. and Mrs. George Parker, Mr. and Mrs. George Jacobson, Mr. and Mrs. Arthur Giuliani, Mr. and Mrs. E. E. Riebe and Mrs. Millicent Navarro. KATHLEEN RIEBE.

## Philadelphia

PHILADELPHIA, July 30.—This week's weather has been good for shows, consequently all owners are feeling much better. It's first real let-up in cool and rainy weather this season.

Cetlin & Wilson had a bad week in Camden, N. J. Only one night when people could get out to see show. Are showing their first fair at Harrington, Del., this week, and weather has been good.

Bench Bentum's Diving Sensations closed with Cetlin & Wilson Shows in Camden last week and left for fair dates, opening at Lawrenceburg, Ind., for Gus Sun Office. A new 25-foot semi-trailer and power unit arrived in Camden for transportation, making two hauling units for act.

Hank Shyflow is operating a show at celebrations and firemen's fairs in this vicinity since closing of Eighth Street Museum. Reports fair business.

Mrs. Frank Campbell, sister of Mrs. John W. Wilson, of Cetlin & Wilson Shows, is recovering nicely from results of a broken leg suffered in March.

## Hamid's Hub Rodeo Off to Good Start

BOSTON Aug. 1.—A scorching opening matinee (88 degrees) and a moderate evening temperature (81 degrees) started off the Second Annual Rodeo and Wild West Combined, presented by George A. Hamid at Suffolk Downs yesterday. Thirty-eight agencies were given the opportunity to send about 5,500 children from orphanages, etc., to the matinee. About 3,000 paid the gate fee of 40 cents. Reserved seats sold for \$1 and boxes for \$1.50. Evening performance drew about 2,000 and the day's gross grooved about \$2,000.

The rodeo, in from July 31 to August 15, sets an indication from all sources as a successful venture. Last year when the August 16-22 engagement tallied about 84,750 people for eight performances, with the last day's (Sunday) matinee and evening performances rained out, Hamid and the Eastern Racing Association signed contracts which resulted in this season's spread-out affair.

Show carries 150 head of stock and about 97 contestants. Introductory cavalcade of 43 riders, cowboys and cowgirls, mounted on splendid steeds and carrying pennants of Western States, appealed. Speedy Densmore carried Old Glory, while Bob Matthews displayed the JE Ranch flag. Both were mounted on white Arabian stallions. Stock and men came to Boston after playing Rochester, N. Y., July 25-29, under Lalla Rookh Grotto auspices.

Virginia, Monte and Dixie Lee Reger and Featured performers include Buddy, Virginia Shone. Twenty-two events featured the evening's program.

## FOR SALE CATERPILLAR

This ride in very good condition, ready to set up and operate. \$1,500 cash. Address BOX D151, Care The Billboard, Cincinnati, Ohio.

## A J A X GREATER SHOWS

Want Acts of all kinds for Side Show, Half and Half to feature. CAN PLACE Custard, Palmistry and Concessions of all kinds. Rates reasonable. WANT Foreman for Tilt-a-Whirl, Caterpillar and Ferris Wheel. Oak Hill, W. Va., August 1-6, Auspices U. N. C.; Williamson, W. Va., August 8-14, Auspices 40-8. All mail and wires to ED MONTIETH, Manager.

## WANTED

For Leading Street Spots of Michigan, Ohio and Indiana. Concessions—Crackerjack, Ball Games, Penny Pitch, Pitch-Til-Wins, Bowling Alleys and all other Legitimate Concessions. Shows—Can place all but Girl, Athletic and Snake Shows. Come on you live showmen if you want real money. M. R. WEER SHOWS Holt, Mich., this week; Cygnet, O., Aug. 8-13.

## TILLEY SHOW NUMBER 2

WANT Concessions for Home Coming, Benson, Ill., August 9 to 16; Metamora, Ill., to follow. Frozen Custard, Photcs, Ball Games, Grind Stores. Address GEO. R. WARREN, Mgr., Winona, Ill.

## WANTED

Labor Day Celebration and Grocers' Picnic, Riverside Park, Findlay, O., September 1-2-3-4-5—Rides of all kinds except Merry-Go-Round and Kiddie Airplanes. This picnic is now billed for miles around. 25,000 to 30,000 people expected. Giving away Packard Car, Frigidaire and Radio. Address M. KINSEL, Riverside Park, Findlay, Ohio.

## MAN OR GIRL

To work High Act, some Teeterboard. Get in touch at once. Week August 1, Shade Gap, Pa.; week August 8, Sharptown, Md.; week August 15, Cumberland, Md. CHAS. VESS, Mgr., 4 Aerial Cumbres, 4 Aerial Laddies.

## WANT ADDRESS OF

BEN DAVIS MARANZ, ALFORD (TOM) CUMMINS, JOHN APPLEBAUM Formerly with the Royal American Shows Will compensate for satisfactory information received. Wire collect or write ELMER OLSON, 761 3d Ave., South, Minneapolis, Minn.

## Pan-American Shows WANT

Shows and Show People. Want Side Show with or without own outfit. Want Hula and Oriental Shows. Also single Pit Attractions. Can place Attr. Shows with sober manager. Join at once. Concessions—Want Concessions of all kinds. Will sell X on Pop Corn and Diggers. Place Custard, Long-Range Gallery, Scales. Want Agents for Grind Stores and Girls for Ball Games and Penny Pitch. Address Valparaiso, Ind., this week.

## ELKIN, N. C., FAIR

WEEK OF SEPTEMBER 19, WANTS Riding Devices. Address MRS. ALAN BROWNING, JR., Sec., Elkin, N. C.

## WANTED HIGH SENSATION FREE ACT

Price no object. For long season, to join immediately. Wire JOE MANHEIMER, Western Union, Shamokin, Pa., this week.

## WANT RIDE HELP

Stock Concessions and Grind Shows. SCOTT BROS. SHOWS Franklin, Tenn., this week.

## HELLER'S ACME SHOWS WANT

Shows, Rides, Concessions for Haverstraw, N. Y., Firemen's Celebration, August 8 to 13; then Big Italian Fiesta, Hammonton, N. J., August 15-20; then Red Lion, Pa., Fair. Going South. Have 8 Fairs. All Address as per route, or phone Humboldt 3-0474, Newark, N. J.

## WANTED IMMEDIATELY

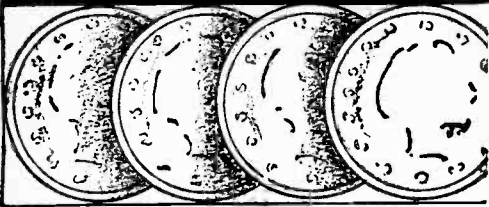
ORGANIZED SIDE SHOW, complete outfit, up in the air; Geek Show, or any other Attraction of merit. Girls for Posing Show, also Talker. Concessions all open. Beardstown Fish Fry, Thursday Big Day, Beardstown, this week; Greenup Fair, next; Bath, Ill., follows.

## L. J. HETH SHOWS

## MODEL SHOWS, Inc. WANT

For Shelbyville, Ky., Fair, week August 8; Springfield, Ky.; Somerset, La Follette and 12 others Georgia and Alabama: Shows and Concessions. Danville, Ky., this week.

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.

## CHANGING TIMES

For a light summer theme there may be some diversion in so heavy a topic as these changing times. It has its social, political and religious aspects and one can take any angle he prefers.

The times have always been in a state of change; a few people are able to capitalize on such changes and make money. We are all agreed that times seem to change faster now than a hundred years ago. Whether there will soon be a slowing up in this mad pace no one seems to know. The speed of the present age can be blamed chiefly on mechanical developments.



WALTER W. HURD

Machines have brought about great changes in everything connected with our daily lives, from ordinary details to our morals and religion. As new machines appear, it becomes necessary that we change our habits and opinions and business to keep pace with the new machines. Or else we will find our lives cluttered up with a lot of things that get in the way of progress. Coin-operated machines may be regarded as a small part of that mechanical progress that is taking us—nobody seems to know where.

The fast pace of changing times seems to divide us into two camps, each pulling against the other. There are those who steal a march and capitalize on some new development, only to find that a lot of people had already invested in some idea or machine that the new development puts out of business. New ideas, new machines and new developments always make something obsolete in which other people have invested time, thought and money. So, while some grab the new, there are others who stick to the old for dear life. And we are at war, the progressives against the reactionaries—the liberals against the conservatives, and so on.

In the mass of opinions that accumulate on what is wrong with the world and what ought to be done to bring prosperity there is little that seems to work out a compromise plan whereby we can adjust things as fast as time flies. Somebody is going to get hurt and somebody is going to lose a lot of money.

A lot of people have been converted in recent years to the sensible idea of "live and let live." In practical business it means fair competition, smaller profits, consideration for the under dog and a living chance for all. About 60 per cent of the people ask nothing better in life than the chance to make a fair living and then to have a chance to amuse themselves. There is a 10 per cent that dominate and domineer, whether it be as the head of a racket or a business enterprise. The other 30 per cent are the hirelings who will do anything under the sun for pay. They are found thru every department of business, from top to bottom, and they furnish both the brains and the dirty work for modern business.

In these changing times a lot of things are beginning to boil in the ranks of the lower 60 per cent. They are the

ones to watch. They may eventually decide to take a strong hand in the affairs of the machine age. A lot of farsighted business leaders are beginning to play ball with this mass of human beings. They are shaping their entire business policy, from advertising to wages paid, in keeping with the fast changes that seem to be taking place. Whatever one may think of the changing times, the masses of the people have to be reckoned with, whether they are called customers, voters or just plain boobs.

America has been built on the heresy that "where there is a will there is a way"—when our individual lives are made up of about 90 per cent chance. High-school and college graduates no longer believe the old heresy, so we will have to invent some new philosophy for the younger generation. Walter Lippmann, well-known columnist now touring Europe, says that one thing stands out clear in all countries where liberty is lost. It is the fact that people either have no jobs or do not feel secure in their jobs.

So in these changing times a job becomes the supreme thing if we would keep those ideals we call American. A lot of laws and business methods will have to be changed, even if it means legalizing all kinds of amusement games—anything that will provide jobs. Many of our ideas and ways of thinking will have to be changed.

New York State has recently furnished an example of how hard it is for people to change their minds in keeping with new ideas and new machines. New York has the basic practice of revising its State constitution every 15 years, which means that everything in the document may be brought up for consideration and revision at intervals. The principle is an excellent one and yet very few States have a definite time interval at which the constitution must come up for revision. In the discussions of ideas for improving the New York constitution it was also evident as to how hard it is to forget party, creed and prejudice to enter into honest discussion on subjects that need to be considered in times that change so fast.

The poor may starve in a land of plenty, rackets may thrive in all parts of the country, business itself may turn into a racket, but old ideas and old machines are cherished by many for dear life.

When it comes to the question of whose ideas must be changed, or whose plan is the best, then the only answer is that every person ought to be willing to subject his ideas to scrutiny—and be capable of changing them as new developments bring on new conditions.

But if every fellow would change his ideas as fast as progress suggested a change, then we would be in paradise and would not need to bother about such things.

Every summer brings on vacation time, a time for every fellow to do some thinking for himself and catch up with the world. More and more the masses of the people are trying to find ways to amuse themselves. They even like amusement games when they can find them. The doctors say it is the right thing to do.



## Greenbaum Off on Mich. Vacation

CHICAGO, July 30.—The following communication has been received from the Popmatic employees:

"The employees of the Popmatic Mfg. Co., Inc., all feel that they belong to one large family and are all interested and concerned with the welfare of each and every one of the organization. Rudolph R. Greenbaum, president, has worked incessantly for over four years without a day's vacation. All this work and effort has borne fruit because today Greenbaum heads a com-

pany whose product has proved to be a marked success. Mr. Greenbaum's family, friends, business associates and employees have unitedly been attempting to make him take this needed rest. Business activities at the plant and general offices are well under control by the Popmatic organization, which functions almost as smoothly as when Greenbaum was present.

"George W. Meyer, secretary of Popmatic, will be in charge of business relations during Mr. Greenbaum's absence. Walter Gummersheller, general sales manager, will handle sales; Hubert F. Messe, ad manager, will have his advertising and sales promotion to battle with; George A. Delf, Popmatic's engineer, will see that production rolls smoothly; Emil Zahndt, treasurer, has charge of the money being turned over by this progressive concern; D. Chisum will see that the office work is efficiently handled; the other department heads, namely, M. C. Murphy, C. A. Buckley and N. E. Higgins, will see that their departments operate smoothly and efficiently.

"Orders for the latest improved Popmatic machines are coming in at a fast pace and it takes this well-gearred organization to handle the business accurately.

"In the meantime President and Mrs. Greenbaum will be up 'somewhere in Michigan' enjoying the cooling breezes that the State is famous for. Rudy numbers tennis among his many hobbies and we expect to see him come back to St. Louis as brown as the proverbial berry. While packing the car we noticed that he included a long box and after a third degree examination he finally told us that some of the finest fishing tackle to be obtained was in that box. If an express package does not arrive containing some of those fresh lake trout our estimation of President Greenbaum's fishing ability will be somewhat altered. We have tried to find the exact destination that the Greenbaums were going to, but after hiring a detective we were at a loss to know just where this vacation spot will be. This was explained in the fact that a vacation in order to be a vacation must be entirely divorced from business and the only way this could be accomplished was to keep the location a secret."



RUDOLPH R. GREENBAUM

## Fitzgibbons Away On Needed Vacation

NEW YORK, July 30.—John A. Fitzgibbons, Bally's Eastern representative, left this week for a well deserved vacation. The months of sticking close to the job have earned him a rest. Before leaving he stated he needed a holiday to rest up from the hard work of the past few months as well as to prepare for the hit games he expects to find waiting for him when he returns.

"This is my first vacation in many years," Fitz stated. "I intend to forget all about business and just relax. Bill McDonald, Jack Devlin and the boys at our headquarters know every angle of the business and can take care of things in first-class shape. Our uptown and Newark offices are just as well staffed. I expect to return in a few weeks and have been notified by the Bally factory that I may expect a big surprise to be awaiting me. Tho I have heard nothing definite, it seems that it will be another game to rank with the Bally hits of the past season."

## Bert Lane Opens Seaboard Sales

NEW YORK, July 30.—Bert Lane, well known to the coin machine industry, has announced the formation of his own factory agent headquarters here to be known as Seaboard Sales, Inc.

As a starter for his new organization, which introduces a new angle into the coin distrib picture, he will carry the products of Genco, Inc., of Chicago, for the Eastern territory. Lane assures his friends thruout the industry that the new Genco games he is about to present are something distinctly out of the ordinary. The hit surprises of other lines will follow on this new "factory-to-you" plan, he states.

"The new angle which we bring to the coin distrib picture is that of eliminating one line of expense and one obstacle which has always been a bone of contention between factories and jobbers and distributors," Lane declared. "By becoming the direct factory agent for the manufacturer we are really bringing the factory right to the doorsteps of jobbers and distributors. We will be in a position to speed the action of deliveries, parts and service for all coinmen by serving them exactly as if they were located next door to the manufacturers. Thus we will eliminate

Mills 1-2-3.....	\$52.50	Silver Flash.....	\$22.50	Saddle Club.....	\$60.00
Mills Flasher.....	55.00	Hare and Hound.....	20.00	Derby Days.....	50.00
Preakness.....	25.00	Homestretch.....	12.50	Liberty Bells.....	50.00
Turf Champs.....	20.00	CONSOLES		Jockey Club.....	45.00
Bally Reserves.....	50.00	Bally Favorite, 9-Coin Head.....	\$40.00	Dark Horses.....	52.50
Golden Wheel.....	18.50	Bally Club House, 7-Coin Head.....	45.00	Ray's Track.....	49.50
Classic.....	15.00	Silver Bells.....	55.00	Skill Fields, 1938.....	139.50
Carom.....	15.00	Fast Track.....	30.00	Skill Times, 1938.....	125.00
Derby Days.....	20.00	CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.		Kentucky Clubs, 1938.....	175.00
Fairgrounds.....	70.00			Track Times.....	100.00
Flicker.....	12.50			1937 Rock-Ola Imperial 20 R. New.	

from the coin machine picture those annoying long-distance stalemated phone calls, wires and letters, giving jobbers and distributors instead person-to-person factory contact.

"Coinmen will be pleased," says Lane, "at being given the direct factory contact. This will bring closer together the element of manufacture, sale and distribution. The territory will therefore have the coverage it requires as far as the manufacturer is concerned and will most certainly find itself more able to produce sales for the jobbers and distribbers."

"Seaboard Sales, Inc.," concluded Lane, "has plans for the future welfare and promotion of the industry which will be announced soon and which are expected to open a new path for the betterment of present conditions."

## Hundreds Mourn Ted Stoner; Flying "T" Honors Deceased

Services for the late Ted Stoner, held Thursday, July 21, were largely attended by the many friends and relatives of the beloved well-known coin machine manufacturer. Stoner succumbed from an embolism following an operation for appendicitis. He had apparently been improving when the complications set in several days after the operation. Services had been held up until Mrs. Ruth Stoner, who was vacationing in Europe, returned.

The scattering of flowers over the casket from the air by members of the Aurora chapter of the National Aeronautical Association was a part of

the ceremonial arranged by the group which had been organized by Stoner to promote flying. Stoner was an ardent enthusiast for aviation and flew whenever he could.

Five planes from the Aurora airport flew over the cortege as it left the First Methodist Church after the services, forming a letter T for Ted. They were piloted by close friends of the deceased. Later flowers were strewn over the casket at the cemetery by a plane flying only 75 feet overhead.

The Rev. C. Wesley Israel officiated at the church services, while the Rev. Joseph Clare, pastor of the First Congre-

gational Church, a fellow member of the Lions' Club, offered a eulogy.

Many cars accompanied the remains to their last resting place. Mrs. Ruth Stoner, the widow, was vacationing in Europe when her husband died. She caught the Ile de France to New York, where she was met by Clarence R. Adelberg, sales manager of the Stoner Corp. It was not until her arrival in New York that she was apprised of her husband's death.

Among the numerous floral offerings was a flower designed replica of Stoner's airplane which he loved so well. It was the offering of members of the Aurora N. A. A. chapter.

It was at the cemetery that another tragedy almost occurred. In scattering flowers over the casket, the flyer flew very close to the ground. After circling several times to allow his passenger to throw overboard the flowers he discovered that his throttle rod was broken and that he could not raise the airplane. It was only the pilot's skill in stretching his glide that enabled him to make a crash landing about 300 yards away from the crowd.

Thousands mourned Stoner's passing, remembering his many acts of kindness and his interest in the welfare of others, especially in his home town of Aurora. Many recount stories of how his philanthropies were discovered only after scurces other than Ted himself had told about them. In addition to his aviation activities, he was a member of the Lions' and Cosmopolitan clubs. He was an active participant in any project that was for the betterment of the city of Aurora.

In addition to his widow, Ruth, and his brother, Harry, Mr. and Mrs. Marvin Henry Stoner, his father and mother, survive. Another brother, Ray Louis, and four sisters also survive.

## Robin Hood Hit In New York

(New Game)

NEW YORK, July 30.—George Ponsler, New York distributor, it is reported, enthusiastically indorses Robin Hood, Daval's new five-ball novelty game, with and without the reserve-bank feature.

Said Ponsler, "Never in my experience have we written as much operator and jobber business the first day a sample has been displayed in our office. Further-

The reason you hear of so many operators who have climbed on the KEENEY

# bandwagon

is because Keeney Games enable operators to make more money with fewer locations. Games like: TRIPLE ENTRY, WINNING TICKET, MULTI-FREE RACES and 1938 TRACK TIME.

J·H·KEENEY & COMPANY NOT INC.

"The House that Jack Built"

CHICAGO



## Southern Automatic In Larger Quarters

CINCINNATI, July 30.—Having outgrown its former location in this city, Southern Automatic Music Co. has moved to its new and larger quarters at 312 West Seventh street.

It was almost 10 years ago to the day that the firm started on a small scale in Louisville. At that time two brothers, Leo and Joe Weinberger, formed a partnership and purchased a few peanut and gum vending machines, which they operated in the Louisville territory.

They applied themselves to the business, working long hours, which brought them immediate success, and within a few months they were recognized as the leading jobbers and distributors in that territory.

In 1934 they took in as partners another brother, Sam Weinberger, and Sidney Stiebel, and entered the music business as Ohio, Indiana and Kentucky distributors of Seeburg phonographs, which line they have handled exclusively ever since.

The present set-up of the organization includes Leo Weinberger and Sidney Stiebel, in charge at Louisville; Sam Weinberger, in charge at Indianapolis, and Joe Weinberger, in charge at Cincinnati, assisted by Bernie Radford.

Joe Weinberger states that his firm is thoroly convinced as to the permanence and stability of the phonograph business. However, they are also aware of certain problems which confront the operators today, Weinberger said. In order to solve these problems and to assist the operator in his attempt to make more money they have arranged for meetings to be held at the Gibson Hotel, Cincinnati, Saturday, July 30; at the Lincoln Hotel, Indianapolis, Wednesday, August 3, and at the Brown Hotel, Louisville, Friday, August 5.

At these meetings they will present to the music operators what they term a sane and constructive program dealing with the future of the phonograph business. Meetings will be called at 10 a.m. and close at noon, at which time refreshments and lunch will be served.

## Honor Bob Bolles On His Birthday

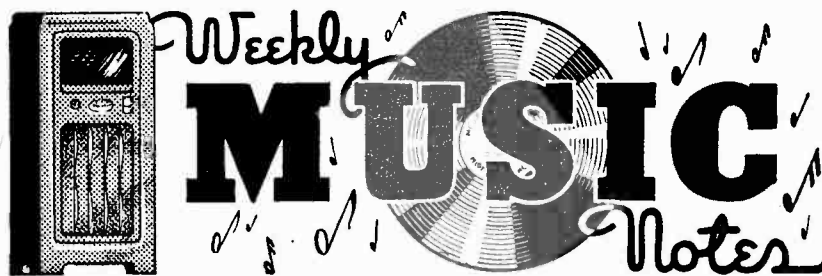
MINNEAPOLIS, July 30.—Minneapolis coinmen honored Bob Bolles, advertising manager of Wurlitzer, at the banquet of the Wurlitzer Transcontinental Limited here on its recent stop. "The gang bought Bolles a beautiful new-style curved solid-gold wrist watch," said Bill Cohen, of the Silent Sales Co., "and they didn't forget the birthday cake either. "And they did the best thing they could to cheer Bolles on his birthday," said Cohen. "The ops simply went wild over the new Wurlitzer models. And there were 600 people attending the banquet, so you can see it was quite a demonstration. Yes, sir, and as a result the first carload of Wurlitzers is on its way and ops in this area will be getting their models at once."

## Sheet-Music Leaders

(For Week Ending July 30)

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
2	2.	Says My Heart
4	3.	Cathedral in the Pines
3	4.	I Let a Song Go Out of My Heart
5	5.	Little Lady Make Believe
6	6.	Lovelight in the Starlight
13	7.	When Mother Nature Sings Her Lullaby
14	8.	A Tisket, a Tasket
7	9.	I Hadn't Anyone Till You
9	10.	Oh, Ma, Ma
11	11.	When They Played the Polka
12	12.	Flat Foot Floogie
10	13.	I Married an Angel
8	14.	You Leave Me Breathless
15	15.	I'm Gonna Lock My Heart



## Music for Sale

A Guest Editorial

By NAT COHN

President of Modern Vending Co., New York

Maybe it was Bill Shakespeare who said that "music is the universal language." It is the universal language for music machines as well. It is the one and only language the automatic phonograph understands. Without music, the blood stream would soon run dry and the machines would be one big, beautiful but meaningless mass of nothing. The very lifeline of the entire automatic phonograph industry would be cut.



NAT COHN

In this mad whirl of merchandising and marketing, placements and percentages, we are prone to overlook the basic and fundamental reason for being in business. Regardless of the sales enjoyed today or in the past, our business is primarily to sell music. Certainly an obvious reflection, but, unfortunately, little respected by the industry.

Giving the public the kind of music they want when they want it has caused the sale of machines to soar and developed an industry that grew in spite of depressions and recessions. The coin-operated phonograph made a sucker of prophets who predicted doom for the recording industry. Instead of a death knell, it was joy bells for musicians and singers. "His Master's Voice" was again being heard. Music was being sold to a radio-ridden population. And the unprecedented rise in record sales, rising steadily since the panic year of 1933,

is directly attributed to the fact that we are selling this music as fast as it is being supplied.

With the market limited and the industry doomed to oblivion, it mattered little or nothing what kind of music was being recorded. But now that we have made the industry a profitable one—profitable not only to the recording companies but also the recording artists—it is to the betterment of our own interests that the phonograph records we now buy carry the kind of music we can best sell.

It takes little logic to reason that the best insurance policy to keep coins popping into the cash boxes of the machines is a set of salable records. It's only that kind of music that can bring a profit.

Not that the recording companies or musicians have been ungrateful or have disregarded our demands. There is a common bond of business interest that ties their production and our reproduction of the music together.

Yet the fact remains that shelves have been stocked and are continuing to overflow with the kind of music we can't sell. That there is not a steady stream of records to keep the coins coming into machines at a steady rate is the blame of no one but the operator himself.

Artists and orchestra leaders are only too glad to record the kind of music our machines demand, the recording companies are ever ready to manufacture them, but in all these years we have neglected to tell them what we want, what we need—essentially, what we can sell.

Too long have we evaded this responsibility. It is now imperative that some single intelligent and responsible party among us takes it upon himself to pool our resources and bring to light our demands.

Mass production for national distribution characterizes the manufacture of records today. But the needs of the operator are individual and local. A best nickel grabber in New York may be a poor money maker in California. And a two song hit parlay in Florida may be only a field horse tune in Maine.

The operator must be a patient prospector while digging thru the mine of records before he strikes a "diamond" disk. This trial-and-error method of finding the kind of music to sell makes for unnecessary expenditures of time and money which can never be balanced under present conditions.

Let your voices be heard. Make known your demands. They will be met. In some expedient fashion a method should be devised to find out from each and every operator of a music-box machine exactly what orchestra or singer, playing or singing what song, kept the nickels jumping around in his phonograph.

That information is undoubtedly at your very fingertips waiting for a collector to call. Imagine what it would mean to the artists and bands to know exactly the kind of music you can sell. And imagine what it would mean to the operator to know that he can be assured at all times of getting the kind of music he can at all times sell.

You know. Why don't you tell them?

## Hankin Staging Clearance Sale

ATLANTA, July 30.—Morris Hankin, of the Hankin Music Co., reports he's staging one of the biggest sales in the history of his firm to make way for the new phonograph models he's due to receive in the near future.

After checking the firm's stock prior to the announcement of the new models,

Hankin stated: "We are getting ready to clear away every single phonograph possible. We need all the space we can get to make room for the new models we have ordered. Atlanta has long been known as one of the most progressive coin machine centers in the South, especially when it comes to music machines. Folks down here like their music the automatic phonograph way and hence operators try to please their phono fans by putting out the newest equipment as soon as it is available."

## Seeburg Official Meets Detroit Ops

DETROIT, July 30.—Seeburg Co. was to greet old friends and meet new ones among operators at a meeting at the Hotel Statler. Event was the visit of Pete Otis, of the company, to Detroit.

J. Mike Kratze, of the Atlas Automatic Music Co., who has the Seeburg machines in stock, was official host and sent out genial invitations to the music trade at large to attend. Otis was to give a short talk, and the Atlas "two-for-one" deal on Seeburgs was then to be disclosed to operators here for the first time.

Kratze described this as "the best, fairest and most businesslike deal you were ever offered." Kratze made it plain that this meeting was to disclose details of the plan and not to introduce any new model. Refreshments, "both solid and liquid," were to be served.

## Shayne Covers 5,000-Mile Trip on Biz and Pleasure

MIAMI, July 30.—William Shayne, president of the nationally known Shayne Dixie Music Co., Miami, accompanied by the charming Mrs. Shayne, has just completed a 5,000-mile automobile trip, visiting many interesting scenic spots and key cities east of the Mississippi River.

Upon leaving Miami they leisurely drove to Atlantic City, then on to New York City. After a pleasant sojourn in Gotham they headed west to Chicago—the mecca of all coin machine men. Shayne said he really got down to serious business in Chicago, for he spent most of his time there at the Rock-Ola factory. Shayne is the largest user of Rock-Ola equipment south of the Mason and Dixon line, it is reported. On the return trip they motored thru Indiana, Kentucky, Tennessee, North Carolina and Georgia, as well as their own "sunkissed" State of Florida.

While at the Rock-Ola plant in Chicago Shayne was impressed with the whirlwind of activity in every department and noticed the great number of employees busy at their work. He said: "Do you know I've seen real action in a business way in these few days here at the Rock-Ola plant. Not only is Rock-Ola turning out volume production on Rock-Ola phonographs every day, but all the production lines are running. I saw the new 'streamline' phonographs, Rock-o-Balls (bowling alley), World Series baseball game and 3-Up roll off the line. How that one-shot payout lasts and the people don't get tired of it. I wasn't surprised at such activity because I know that in my territory—and it covers a lot of locations—Rock-Ola products are tops for getting steady profits."

Shortly after the first of the year Shayne further expanded his business. His company first began to function back in 1913 and has grown to such successful proportions that it is known now as one of the oldest and largest music operating businesses in the country. It now occupies the Shayne Building, one of the most favorable locations in downtown Miami. Service has always been one of the cardinal principles of this company and at present 15 trucks are always equipped and ready to go to "rescue" at a moment's notice.

Mr. Shayne himself is one of Miami's civic-minded leaders. He is past director of the Miami Chamber of Commerce and is a director of the Young Democratic Club. He is affiliated with The Order of Miami Elks as assistant exalted ruler.

Mr. Shayne believes that his personnel deserves a word of praise. "Some of the boys have been with me from the very first. It's my belief that the kind of people in an organization is a very important factor in success or failure. And I consider the people in my company as efficient, loyal and aggressive as can be found anywhere." He mentioned particularly the following members of the Shayne Dixie Music Co.: Freddie Grayson, vice-president and manager; Mrs. Ruth Greenwood, bookkeeper and cashier; Dorothy Butterfield, Leon Hirsh, Charlie Budd, L. D. Callahan, Bernie Lashman, Howard Cowles, Bill Belsario, Manuel Perez, George J. Maier, Jack Wilson and Frank Lashman.

Ted and Thelma Olofson, he Wurlitzer service man for Ranny Foote, usually a sea-going couple, broke their habitat and donned party clothes for the Wurlitzer party. The Olofsons live the year round on their 52-foot yawl Halala in Winthrop, Mass.

# Wurlitzer Party Covers Deep South in 4th Week

Meets music men where automatic phonos have always been popular—live music organizations welcome party—prepared for final week on West Coast

LITTLE ROCK, Ark., July 30.—The Wurlitzer Transcontinental Tour covered the Deep South on the fourth week of its epoch-making trip into the phonograph trade centers of the country. At the Hotel Andrew Jackson, Nashville, on July 25; then to the Hotel Marion, Little Rock, on July 26; then dropping down to New Orleans at the Roosevelt Hotel on July 28, and closing the busy week in the South at the Hotel Baker in Dallas on Saturday evening, July 30. Thus the Wurlitzer party has touched centers where the automatic phonograph business has been popular for many, many years—even at times when it was at a low ebb in many other sections of the country.

On August 1 the Wurlitzer tour will stop in Los Angeles for the beginning of its final week: in San Francisco on August 3, and the grand finale in Seattle on August 6.

The big Wurlitzer banquet at the Marion Hotel here July 26 brought music men from the States of Arkansas and Oklahoma together for a good time and to hear the news of Wurlitzer policies and to see the new model phonographs at first hand. The attendance was said to be excellent and the spirit of the meeting was enlivened by officials and members of the very active Arkansas organization of music operators.

Principal speaker at the banquet was Homer E. Capehart, Wurlitzer vice-president, who told the operators: "You're doing a fine job down in Arkansas. Keep it up."

Mr. Capehart was enthusiastic about a speech made by Albert J. Demers, of Little Rock, attorney for Arkansas Music Operators' Association, who went to the trouble to collect data on the 300-year history of the Wurlitzer family dating back to Nicholas Wurlitzer, lute maker, in the 16th century.

Toastmaster was O. F. Kramer, district manager, who introduced Mr. Capehart. F. C. Cashion, Little Rock, presented Mr. Capehart with a large traveling bag on behalf of operators from Arkansas and Oklahoma.

Among Arkansas operators present, some of whom were introduced, were: O. M. Morgan, Paragould; Pete Adams, Forrest City; H. W. Jefferies, Fort Smith; W. J. McPike, Little Rock; Phil Marks, Hot Springs; Joe Maner, Texarkana, and Sam Johnson, El Dorado.

A floor show and dance climaxed the affair, which ended about 2 a.m. Several operators from surrounding States registered.

## New Orleans

NEW ORLEANS, July 30.—With a crowd of 420 operators, wives and friends jamming the newly opened Grand Ballroom of the Roosevelt, the Wurlitzer Transcontinental Limited gave New Orleans one of its grandest treats Thursday night.

Festivities got under way about 8 p.m. and things were still going at a fast clip long after midnight. A splendid floor show, an excellent dinner, awarding of two grand prizes, presents for Mr. and Mrs. Capehart and exchange of greetings kept the invited guests in good spirit throughout the evening. Art Leard, Wurlitzer's own emcee, led community singing and later emceed the hour and a half floor show.

Preliminary arrangements for the successful affair were in charge of Al M. Mendez, district manager for Wurlitzer. An hour after the start of events operators and their guests were quieted to hear Homer E. Capehart's intelligent talk, and comments overheard following the address showed that his words were not spoken in vain. Signing of the pledges of music operators proved this point.

Charles Soldano, head of the De Luxe Music Co., was winner of the Wurlitzer phonograph, and Marie Spanola, associated with Soldano's business, won the Spinnette piano.

Occupying the speakers' table, in addition to Capehart, were Jules Peres, New Orleans Wurlitzer distributor; R. B. Bolles, advertising manager; Walter B. Reed, service manager; District Manager Mendez; E. H. Petering, sales manager; Harry F. King, Capehart's secretary; F. A. Blalock, Wurlitzer distributor at Pensacola; Morris Hankin, distributor at Atlanta; Jerry Germentis, for several years local Wurlitzer distributor, and Mr. Strumbaugh, Palm Beach, Fla.

The floor show comprised the Ceigas Four, Marvella and Fried, Beverly Ann, Mildred Baehr, Roshia and Rhona, the Wurlitzerettes and Moore and Revel. Motion pictures taken at the factory during the 1937 Wurlitzer Century Club Convention concluded the entertainment program. Music was furnished by Leslie George's Ork.

Homer Capehart was remembered with a large picture of New Orleans presented by Jerry Germentis; a brief case, a Shrine emblem and a box of pralines by Jules Peres, New Orleans Wurlitzer distributor. Models 500 and 600 of the Wurlitzer line were on display.

## Dallas

DALLAS, July 30.—After almost a month's nation-wide sweep Wurlitzer's Transcontinental played Dallas for its 18th stopover today at Baker Hotel's Crystal Ballroom. Assisted by Earl Reynolds, Wurlitzer Southwestern distributor, the Wurlitzer staff crew wined, dined and entertained most royally over 600 enthusiastic music merchants from five Southwestern States. Optimism and good cheer greeted the Wurlitzer Dallas party.

In the afternoon cocktail hour was observed while hundreds of business-minded music men viewed display of new phonograph models, which were enthusiastically received. Booking of orders was reported as good.

Immediately following the banquet toastmaster Earl Reynolds introduced Homer E. Capehart, whose address on Wurlitzer's Seven-Point Program and What It Means to You followed the theme of his former messages. Address was well received and 100 per cent of the music merchants present signed the pledge to raise standard on music business in Southwest.

Banquet prize awards went to Mrs. Pat Newman, Houston, spinette piano, and to Buster Hopkins, Plainview, Tex., a phonograph and 100 records. Souvenirs and flowers were presented to all the wives and girl friends present.

Preceding the floor show Tom Murray, Fort Worth, interrupted the proceedings to present a full cowboy suit, with chaps and 10-gallon hat, to "Uncle Homer" Capehart as a present from Earl Reynolds and the boys.

Floor show of 21 vaudeville acts was presented, with Bob Bixley as emcee and Carl Lambert's Orchestra playing. Acts included Betsey Rees Ensemble, Hillis and Flint, Bobby Bixler, Ann and Annette, Parker Brothers, Marino and Devoll, Boyd Sisters, Polly Williams, Dare-Devil Dault and J. B. Carlisle. Acts booked by Oscar Blatt.

## "Music, Maestro, Please" Strong in Minneapolis

MINNEAPOLIS, July 30.—Murray M. Kirschbaum, phonograph record distributor of Minneapolis, reports that during the past week the discs have been moving strongly. Choices of operators, he reports, are as follows:

Numbers going strong: 1. *Music, Maestro, Please*; 2. *I'm Gonna Lock My Heart*; 3. *Flat Foot Floogie*; 4. *When They Played the Polka*; 5. *There's Honey on the Moon Tonight*.

Numbers coming up: 1. *I've Got a Pocket Full of Dreams*; 2. *There's a Brand-New Picture in My Picture Frame*; 3. *Don't Let That Moon Get Away*; 4. *Figaro*; 5. *Meet the Beat of My Heart*.

# \$8.40 WEEKLY AVERAGE ON MUSIC

## SHYVERS NEW STREAMLINED BAR AND WALL BOXES

Proven, Produced and Maintained by the Use of

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 more 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 STAEAMLINE 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.

## WAIT Before You Sell or Trade Your Old Phonographs SEE US

ATTEND one of the following meetings and hear our sane and constructive program as to the future of the phonograph business.

Travertine Room, Lincoln Hotel, Indianapolis, Wednesday, August 3, 10:00 A.M.  
South Room, Brown Hotel, Louisville, Friday, August 5, 10:00 A.M.

NOTICE: In last week's Billboard our ad showed Louisville meeting as Saturday, August 6th; however, due to this day being primary election, the date has been changed to

**FRIDAY, AUGUST 5th**

**SOUTHERN AUTOMATIC MUSIC CO.**

Seeburg Distributors  
LOUISVILLE INDIANAPOLIS CINCINNATI

## GABEL Jrs., --SACRIFICED!

All late Modern or Streamlined Models, 5c and 10c Sicts. Fully Selective. All equipment thoroughly reconditioned. 1/3 Cash Must Accompany All Orders. Balance C. O. D., F. O. B., Washington, D. C. LIMITED QUANTITY ONLY  
—ACT FAST—WRITE—PHONE or WIRE.

**\$25.00 FULL PRICE EACH**  
(Lots of 5)  
Single Machine, \$29.50 Each.

**AUTOMATIC MUSIC CO.**

2429 - 18TH ST., N. W.

WASHINGTON, D. C.

## PHONOGRAPH BARGAINS

WURLITZER 412 . . . . . \$ 79.50	1937 ROCK-OLA RYTHM MASTER — 16 Records—with \$15 Neon Effect	\$109.50
3 WURLITZER 416 (16 Records) .125.00	Grill . . . . .	
6 MILLS 1937 SWING KINGS . . . . . 67.50	5 1936 ROCK-OLA REGULARS—	\$52.50
2 MILLS DO-RE-MI . . . . . 75.00	12 Records . . . . .	
15 MILLS DANCE MASTER . . . . . 25.00		

All Machines Perfectly Refinished! 1/3 Deposit.

**EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.**

SAM KRESBERG, Mgr.

625 10th Ave.

(Phone, Long 5-4877)

New York City

FOR EXPORT: CABLE ADDRESS "EASTCOPHON"

★ SEEBURG EASTERN DISTRIBUTORS ★

## Pa. Music Ops Elect Directors

WILKES-BARRE, Pa., July 30.—With 19 music operators of Northeastern Pennsylvania in attendance at the regular meeting at the Hotel Sterling, Wilkes-Barre, July 25, a board of directors was elected as follows: John Campbell, Hazleton; Joseph C. Baldassari, Scranton; John Moran, Pittston; Michael Ford, McAdoo; Harry Cohen, Wilkes-Barre; Israel Itzkovitz, Shenandoah.

Board of directors together with the officers, John Martin, president; Max Roth, vice-president; Ben Sterling Jr., secretary-treasurer, constitutes the grievance committee. They immediately went into session and disposed of all the accumulated grievances.

The organization is now 95 per cent complete, and all music operators within a radius of 100 miles of Scranton or Wilkes-Barre are invited to join the organization.

Application blanks may be received from John Martin, 1341 W. Front street, Berwick, Pa.; Max Roth, Hotel Terminal Building, Wilkes-Barre, Pa., or Ben

## EXPERIENCED MUSIC MEN

Insist ON

## PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It 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

Sterling Jr., Rocky Glen Park, Scranton, Pa.

## Turn In Your Old Instrument

• AUTOMATIC **WURLITZER** PHONOGRAPH •

We are now making deliveries on Model 600 under WURLITZER'S Liberal Factory Trade-In Allowance Plan. Our terms and prices are the same as at the Factory. Write, Wire or phone your orders today to **Acme!**  
• Liberal Factory Trade-in Allowances •

**Acme NOVELTY CO.**  
1124 HENNEPIN • MINNEAPOLIS, MINN.  
Northwest's Most Progressive Distributors

## BARGAINS THAT ARE BARGAINS USED PHONOGRAPHS READY FOR LOCATION

Mills Regular Dance Masters. \$29.50	Seeburg A Symphonolas. . . . \$49.50
Mills De Luxe . . . . . 49.50	Seeburg C Symphonolas. . . . 59.50
Seeburg Selectophones . . . . 29.50	Rock-Ola, 1936, 12-Record. 49.50
Seeburg Selectophones De Luxe 34.50	Wurlitzer 412's . . . . . 79.50

All Above Machines Subject to Prior Sales  
1/3 Deposit With Order—Write, Wire or Phone

### SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2d St.  
Louisville, Ky.

312 W. 7th St.  
Cincinnati, Ohio

## "Told" in Big Hop To Take Lead; "Stick" Doing Okeh

By DANIEL RICHMAN

NEW YORK, July 30.—This week the two new Irving Berlin songs from the picture *Alexander's Ragtime Band* become an absolute must for operators, especially the ballad, *Now It Can Be Told*. From 17th position last week on the most played list, this one bounced up to top the leaders, and it's practically certain to hang around up there for some little time now. It greatly outdistanced its companion from the film, *My Walking Stick*, but the latter is doing well and will undoubtedly do even better before long. Both tunes should be right on tap for the nickel-droppers starting now.

Rivalling *Flat Foot Floogie* as the country's outstanding novelty ditty of the moment is *A Tisket, a Tasket*, the old nursery rhyme dressed up in 1938 swing style. The familiarity of melody coupled with an infectious rhythmic lilt is making this a necessity for the machines. *Floogie*, of course, ought to be

spinning right merrily under the needles now.

Mack Gordon and Harry Revel, who have supplied the phonos with many a past hit, have written the scores for two new pictures, out of which several popular numbers ought to develop. Most promising at the moment is *Meet the Beat of My Heart*, which has everything to put it in the front line. From *Love Finds Andy Hardy*, it combines a swinging tune with a catchy title and lyric, and it should go far. In the score of the new Sonja Henie picture, *My Lucky Star*, Gordon and Revel have a couple of likely looking efforts in *I've Got a Date With a Dream* and *By a Wishing Well*. There are four other tunes in the film, but these two appear to have the best chance for popularity. Another G. and R. song, from *Josette*, shouldn't be overlooked either, the one called *Where in the World*. It's high up on the air plug list and it probably will start to sell in a week or so.

Several other film songs are shortly going to give a good account of themselves. From Bing Crosby's latest movie, *Sing, You Sinners*; *I've Got a Pocketful of Dreams*, *Don't Let That Moon Get Away* and *Small Fry* are pretty sure to be front-runners, with the latter already having started as a radio song. This song, incidentally, is by Hoagy Carmichael, writer of *Lazybones*, and it is an attempt at a duplication of that hit; if it duplicates in popularity, operators ought to grab it immediately before the rush starts. The other two Crosby numbers are of the *On the Sentimental Side* type, by the same writers.

*What Goes On Here in My Heart*, from *Give Me a Sailor*, looks good for near-future success, as does its companion piece from the same picture, *A Little*

## 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.

### SWEET MUSIC

HAL KEMP  
Victor 25896

*I've Got a Pocketful of Dreams and Don't Let That Moon Get Away* (save these sides until the publishers start their plugging. They're both from Bing Crosby's forthcoming flicker and a pair of naturals!)

JAN GARBER  
Brunswick 8176

*The Same Sweet You* (one of those sugary waltzes played so sweetly. Mated with *When Twilight Comes*, a slow, soothing fox-trot that's styled in the inevitable Garber fashion that shows no let-down on the clicking).

FREDDY MARTIN  
Bluebird 7699

*Confidentially and Love Is Where You Find It* (safe to save these sides until they start getting excited about Warner Bros.' all-star *Garden of Moon* musical. Songs have plenty on the ball to roll up popular favor and Martin's music is plenty on the smart side).

### SWING MUSIC

FATS WALLER  
Victor 25898

*On the Bumpy Road to Love and We, the People* (Waller is in the right mood for both these sides. And when Waller is in the mood he's very hard to resist!)

WILL HUDSON  
and His Seven  
Swingsters  
Brunswick 8177

*Hangover in Hong Kong* (they'll be hanging on to this Hudson hangover. It's the Raymond Scott idiom, not as screwy but just as fast and furious. The plattermate was meant to be forgotten).

### VOCAL

BUDDY CLARK  
Vocalion 4207

*Let Me Whisper* (radio's sweet singer of songs brushes the ears, especially the femmes, the right way, and the tango twist to this tune has it all seasoned right smartly. Plattermate, *Beside a Moonlit Stream*, is from the forthcoming *Boo-oo* flicker so you can cash in on both sides!)

LOUIE  
ARMSTRONG  
Decca 1913

*Shadrack and Jonah and the Whale* (the trumpet man forsakes his tooling to give 'em some of that good ole revival religion in song. A mixed chorus is in the background and it's all Louie shouting out these swingy sermons. Either side is sure-fire!)

*Kiss at Twilight*. These songs, as well as the above-mentioned Crosby tunes, are not essential at the moment, but are being discussed here in advance of the heights they are certain to attain so that operators may be prepared for them.

In the meantime, hold on to the current leaders like *Muscle, Maestro, Please, I Let a Song Go Out of My Heart* and *Says My Heart*. These look good for several more weeks, along with *Little Lady Make Believe, Lovelight in the Starlight, I Hadn't Anyone Till You* and *When Mother Nature Sings Her Lullaby*.

shudder at any alteration in their comfortable surroundings.

They do not realize that their attitude is as foolish as it is futile. It is trite to repeat that life is change. Nonetheless it is everlastingly true, and the individual or group which by its philosophy strives to deny this truth is riding to a fall. If they ride too hard they will take many others with them.

Herein lies the danger of an unreasoning fear of change. The legal profession contains some who hold to this fear. So does many another group.

All may profit by the preaching which Justice Reed directs against the foolish fear of change:

## Dangerous Fear

(From *The Cleveland Plain Dealer*, July 27, 1938. To be read in conjunction with the coin machine editorial, "Changing Times," in this issue.)

"It is so much simpler to think of today as the culmination of men's efforts. Just as where we stand seems the center of the natural horizon, so it seems the apex of intellectual achievement."

These words of Justice Stanley F. Reed, of the United States Supreme Court, addressing the American Bar Association in Cleveland, were directed at those members of his profession who suffer from an excess of self-satisfaction. They are smart; they admit it. They think they have done pretty well. They

"So long as we are willing to discuss fairly and tolerantly proposals for the modifications of our laws and processes of government, our fundamental liberties will be maintained. A mind closed to change, a determination to save for ourselves at all hazards the existing advantages, is a constant threat to the democratic form of government."

### Record-Buying Guide

**Going Strong—Keep 'Em Around**  
Music, Maestro, Please  
Says My Heart  
I Let a Song Go Out of My Heart  
I Hadn't Anyone Till You  
Lovelight in the Starlight  
When Mother Nature Sings Her Lullaby

**On Way Up—Better Stock Them**  
Now It Can Be Told  
I'm Gonna Lock My Heart  
A Tisket, a Tasket  
Where in the World  
Flat Foot Floogie  
When They Played the Polka

**On Way Down—Not Worth Pushing**  
You Leave Me Breathless  
Cry, Baby, Cry  
Love Walked In  
Don't Be That Way  
At Your Beck and Call  
Why'd Ya Make Me Fall in Love?



WURLITZER TRANSCONTINENTAL LIMITED on its ninth stop at the Hotel Knickerbocker, Chicago, found all these people present to hear Homer E. Capehart. Registration passed the 700 mark.

## MIRACLE POINT NEEDLES

"IN THE GROOVE"  
TO GREATER PROFITS

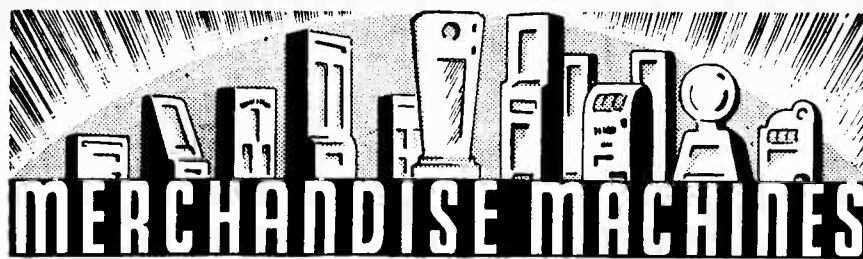
Send us your dealer's name  
and we will send you a  
sample needle

FREE

**M. A. GERETT CORP.**  
2947 No. 30th Milwaukee

### TENI-LITE GRILLES

New low prices on the ORIGINAL Teni-Lite Grilles. Unbreakable Red and Blue Plastic Front with Tinsel Background. Workmanship and material guaranteed. Makes old Phonographs look like late models. Sample, \$8.00; Lots of 5, \$8.50; Lots of 10, \$8.00. 1/3 deposit. If you do not say it is prettiest grille on the market, return for full refund. Satisfaction guaranteed.  
**K. & H. NOVELTY CO.**  
Kingsport, Tenn.



### Popmatic To Start Big Service Plan

ST. LOUIS, July 30.—R. R. Greenbaum, president of Popmatic Mfg. Co., maker of the Popmatic pop-corn machine, announced a far-reaching new merchandising service plan in connection with the machines made by the firm.

As announced, the firm will distribute attractive "Authorized Popmatic Service Station" window signs in all cities where there are Popmatic pop-corn machines. Greenbaum said that the plan would include 8,000 such service stations throughout the country. "These stations will handle supplies of all kinds for Popmatic machines, also parts and everything connected with the machines. All the stations will be identified by our stickers."

The stickers are designed to be an attractive and unusual type of promotion for the modern pop-corn machines made by the firm.

root beer," Pan officials explained, "and that is why the new number has proved so popular." The firm has specialized in developing hard-coated small confections for bulk vending machine operators and has made some important advances in candy supplies.

### Oriole Appointed Norris Distrib

BALTIMORE, July 30.—Oriole Coin Machine Corp. announced its appointment as distributor for the Norris Mfg. Co. during the past week. Eddie Ross, president of the firm, accompanied by Hirsh La Viez, manager of Oriole's Washington (D. C.) office, flew to Columbus, O., where they closed the deal with the makers of the Master venders.

"While in Columbus," Ross reported, "we took in the Wurlitzer banquet. Believe me, those boys really know how to enjoy themselves. On our way back we stopped off at Cleveland, Pittsburgh and other points. Operators in all the points we visited seemed to be optimistic about business for the coming months."

### Catalin Charms Announced by Pan

CHICAGO, July 30.—Pan Confection Factory, prominent manufacturer of candies for vending machines, announces a new assortment of catalin charms for use in vending machines. "These charms," said a company official, "are made in the United States of the finest materials. They are waterproof, non-inflammable, tasteless, heat resistant and sanitary. They are everything that any operator could want. They come in a variety of colors—red, green, yellow, white, orange and light blue."

C. A. Gerlach, Pan factory assistant manager, left recently with his family for a two-week vacation. He is traveling north and plans to do a bit of fishing—tales of which, it is expected, will enliven many a winter night's conversation.

### Root Beer Candy Hot Weather Idea

CHICAGO, July 30.—Officials of Pan Confection Factory here reported that the sales record for July to bulk vending machine operators indicated clearly the success of the firm's new hard-shell root-beer confections.

This item was introduced new to the vending machine trade early in the summer, and by the end of July reports from operators in the hottest areas showed that it would meet the operator's need for a summer confection that would also appeal to the customer's taste.

"During the summer months most everyone likes the refreshing taste of

### Stewart Named Chicago Manager

CHICAGO, July 30.—C. E. Stewart, pioneer in the merchandise vending machine field, has been named manager of the new Chicago office of the Coan-Sletteland Co., of Madison, Wis. The new branch has been opened in the "coin machine center of the world" to display the U-Select-It candy bar venders where visitors to Chicago can conveniently see them.

J. W. Coan, president of the firm, made the announcement of Mr. Stewart's appointment upon a visit to Chicago this week.

### Detroit

DETROIT, July 30.—Safeway Cigaret Service, managed by Harry F. Hornstein, well known in the local vending machine field, continues to expand its routes by the addition of several new machines. This firm specializes in the cigarette vender manufactured by the U-Need-A-Pack Products Corp. of Brooklyn.

Michigan Vending Service, national distributor for the new Trading Post, a four-unit vender, is planning the addition of new capital to the partnership. Details will be announced in a couple of weeks by the organization.

The Popcorn Robot, a Detroit-manufactured product, is going over well on initial installations on location in its own home State. Other State distributing companies are now being formed, with the national set-up now nearing completion.

Park Island Amusement Park at Lake Orion, Mich., has a new penny arcade this year. The former arcade has been torn down, to be replaced by a dance hall, and the former park restaurant building has been converted into the new arcade. The entire structure is devoted to machines, with the exception of an artcraft and souvenir concession at one side, which goes very well with the arcade patronage.

Erwin Baldrige and Bruce Bryan, Detroit operators, are operating the arcade for their second season here. About 75 machines have been placed on location, with about one-third more available in the stockroom to allow frequent change and novelty to attract park patrons. Machines include more of newer types than the majority of arcades, but also have a few going back 20 or 30 years, giving a representative selection of the industry's products over that period. View machines, often popular elsewhere in arcades, are in the minority here. A Modern Merchantman, occupying the place of honor at the front of the arcade, is one of the best played machines, while several digger types of machines are also proving good draws.



"AIRPOPS-IT" for M. J. Wolfson, manager of one of the Walgreen drug stores in Chicago. Notice that anticipatory smile as he waits for the pop corn.



IT'S TOPPER 2 TO 1

**TOPPER Vends Everything**  
Capacity: 5 Lbs. Mds. — 900 Balls of Gum.  
See Your Jobber for Complete Details and LOW PRICES, Or Write—  
**VICTOR VENDING CORP.**  
4205 Fullerton Avenue, Chicago.

**MODEL "E" SEL-MOR**  
**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)  
**GUARANTEED FOR 5 YEARS!**  
The **AUTOMATIC** Toy and Candy **SHOP** that brings **BIGGER PROFITS!**  
Ask any smart operator.  
**GREAT STATES MFG. CO.**  
DEPT. E. • 1601-09 E. 39TH ST. • KANSAS CITY, MO.

**"SAFE SHELL" CANDIES**  
for **VENDING MACHINES**

SUCH GOODNESS SUCH VALUE

Send Today for **COMPLETE PRICE LIST**  
**CANDY CRAFTERS, Inc.**  
Makers of Good Candy  
**LANSDOWNE, PA.**

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

**JACK QUICK-THINKER: MY POPMATIC ROUTE PAYS ME REAL CASH DIVIDENDS... I ACTUALLY HAVE RED 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

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

**KAY-SEE**  
**PEANUT VENDER for BOOTH or BAR**  
The Ideal Machine for Locations where space is limited.  
**\$3.00** Each  
1 or 100. Complete With Wall Hanger.  
Western Mo. and Kans. Distributors for Wurlitzer Phonographs and Products of Leading Game Manufacturers.  
**CENTRAL DISTRIBUTING CO.**  
105 W. Linwood Blvd., KANSAS CITY, MO.

**CHARMS**  
For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.  
**M. T. DANIELS**  
1027B University Ave. Wichita, Kan.

**June Cig Output Up 3.2% Over '37**  
WASHINGTON, July 30.—Cigaret production in June was 3.2 per cent higher than in June, 1937, according to figures released by the Treasury. Cigaret production was up 1 per cent over June a year ago. Cigaret production in June was 14,716,624,943 against 14,258,876,347 in June, 1937. Cigaret production 477,443,494 against 472,403,533, and chewing and smoking tobacco production 27,060,826 pounds against 25,769,044 pounds.

Philadelphia

PHILADELPHIA, July 30.—Hundreds of Philadelphia locations are facing an unpleasant fact—they owe the State a license fee on their pinball machines.

The fee is \$21.63 for the first machine and \$10 for each one in excess of one. And as the storekeepers don't own the machine. However, State officials say that

The storekeepers are charging the State with "double taxation," as operators are paying a license fee on each machine. However, State officials say that the strict interpretation of the amusement machine laws makes each storekeeper liable—as well as the operator.

FOR VENDING MACHINES  
**HARD SHELL—**

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

**CANDIES**

**PANS**  
**DE LUXE ASSORTMENT**  
200 Charms—40 Varieties.

No lead—No junk.  
(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY  
 (National Candy Co.),  
 345 W. Erie St.,  
 Chicago, Ill.  
 Gentlemen:  
 Please send me full particulars and samples of your Hard Shell Candies.  
 Name: .....  
 Address: .....  
 City: .....  
 State: .....  
 (Use Pencil, Ink Will Blot.) 126

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.

**cigarette  
merchandisers'  
association**

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

AT LAST the secret is out! Our parting shot last week was a bit of speculation as to what sort of role cigarette merchandising machines would play at the coming World's Fair and who would be operating them. During the past week news has come forth that Faber Coe & Gregg, Inc., a subsidiary of the American Tobacco Co., has been awarded the tobacco concession for the fair and that Stewart & McGuire machines will be used. Undoubtedly several hundred machines will be spotted in strategic spots thruout the grounds.

What is particularly significant about this news is the fact that it marks the first time that any one of the Big Three cigarette manufacturers has recognized the importance of the vending machine in the sale of its products. The fact that American Tobacco realizes vending machines are the answer to the problem of how best to cover the fairgrounds with sales outlets where fairgoers can get their favorite brands is a tacit tribute to their value in the merchandising world.

There is no doubt that this will be one of the most important batteries of machines on location anywhere—if the acres at Flushing Meadows can be considered as one location. Among the millions who will make the turnstiles click during the duration of the fair there will be thousands who will be first-time customers for merchandising machine sales. These machines will play a major role in bringing home to the public the many advantages of buying their cigarettes the vending machine way.

The CMA of New Jersey is offering its members a plan for purchasing book matches. The offer is being made by a well-known match company to CMA members only thru the New Jersey group to purchase special or imprinted matches in any style or color at considerable savings. Matches are reported to have been tried by several New Jersey operators and found to be satisfactory. Resale matches can also be obtained at the usual price with the name, address and phone number of the operator imprinted on the top or saddle of the folder. In addition the front and back covers are used to point out to the customers the advantages of buying their cigs the vending machine way. On the front flap appears, "Buy your cigarettes fresh and sanitary. Get the vending machine habit," and on the back, "Cigarettes always fresh and sanitary from a vending machine."

The use of such matches will mark another step forward in aggressive vending machine merchandising. While the operator is constantly pointing out to location owners the advertising value of book matches, it is seldom that he uses them as a medium to advertise his business and boost sales in his own machines. There is no doubt that a widespread use of matches bearing such copy will go a long way toward winning over more of the smoking public to purchasing their cigs from venders.

It was a long hot job, but the New York group finally completed the task of revising its constitution, by-laws and trade practices. All unnecessary, unenforceable and antiquated rules and regulations have been eliminated, is the report, and the finished product is regarded as a model of conciseness. Mimeographed copies have been distributed to all the members. Copies are also available to members of other CMA's or to other groups interested in joining the CMA banner. Just drop a line to the CMA of New York, Chanin Building, New York City.

The article entitled *Envisions Vending Machine Show*, by J. W. Coan, president of Coan-Sletteland, which appeared in the July 23 issue of *The Billboard*, has started many interesting discussions among Eastern CMA members. Many of them have voiced their opinion in favor of a separate vending machine show. Evidently the prospects of two shows in Chicago a month apart this year has the boys out on a limb as to which one they should attend. There is a movement under way to promote a special vending machine show in New York City during the opening weeks of the World's Fair next May. Plans are still in the formative stage, however.

The cigarette manufacturing industry is one that has not added to the unemployment situation during the past two years. In fact, the number of wage earners has increased 6.9 per cent and wages have jumped 32 per cent since 1935, according to figures just released by the Department of Commerce. The value of products turned out by this industry during 1937 amounted to \$968,857,634—a gain of 20.1 per cent over the 1935 figures. . . . Remember when Lorillard pushed Murads with the "Be nonchalant . . . light a Murad" campaign? Altho Murads are no longer in the limelight, Lorillard is using a similar appeal to promote Deities. Carton type of ads are now playing up "Be different with Deities! Remember, you're different!" At least that's one way to offset the appeals of the leading brands.

If there is one fundamental characteristic of the cigarette merchandising business it is its stability. Due to the widespread demand, the inventory turnover is rapid and thus allows the operator to keep his major investment down to a low figure as compared to annual sales. Rarely does a loss occur as a result of fluctuating market prices of cigarettes while in stock as in other lines. Then, too, there are no credit losses in this business.

While the operator earns a small margin of profit on the sale of a package of cigarettes, the steady volume assures him a worth-while revenue. Like all other businesses, volume can be increased by selling a greater number of packages to each consumer and thereby upping the sales total of each machine. The other method is by securing more locations. Fortunately for the operator, consumption of cigarettes is steadily on the increase, so that machines now in operation should show a gradual increase in the number of packages sold. New locations are constantly springing up and alert operators are always seeking ways of opening new outlets to increase their volume.

The cigarette merchandising business is no get-rich-quick scheme, but on the other hand it is no wildcat venture. It is easy to get into as regards capital and equipment necessary. The profits are limited but there is practically no danger of loss. Volume of sales may be increased by a proportionate increase in effort and expense.

**MAYFLOWER  
LEADS THE WAY**

New Machines Ready for  
Delivery  
**Klondike  
Grand Stand  
Sport Page  
Bally Arcade  
Fleet**

**USED GAMES**

May Day, Floor Sample	\$ 90.00
Keeney Derby Champ, G. S.	119.50
Bally Stables	65.00
Fleet	59.50
Stoner Skill Derby, G. S.	129.50
Stoner Champ, G. S.	120.00
Mills 1-2-3	69.50
Fair Grounds	69.50
Preakness	35.00
Derby Day	29.50
Entry	39.50
Gottlieb Multiple	59.50
Top 'Em	17.50
Fleetwood	69.50
Photo Finish	20.00
Flasher	65.00

**616 WURLITZER . . . \$149.50**

Rotary Merchandiser	\$ 60.00
Marksman	29.50
Pamco	15.00
Winner	10.00
Bally Bomber	7.50
10 Strike	7.50
10 Grand	17.50
McCoy	17.50
Daily Race	12.50
Clocker	27.50

**CONSOLES**

Sky Line	\$ 27.50
Saddle Club	74.50
Lincoln Field	129.50
Buckley T. Odds	109.50
Gottlieb Derby Day	99.50
Pick 'Em	119.50
Club House	79.50
Jennings Cigarolols	119.50
Keeno	39.50
Bunco	49.50
Liberty Bell	64.50
Teaser	29.50
Tracktime	119.50
Paces Races	89.50
Rays Track	59.50

**LOOK! LOOK! LOOK!**

Stoner Baseball	\$39.50
Rocket	39.50
New Bally Racer	69.50
Stoner ZETA	99.50
New Ringo	59.50

**MAYFLOWER NOVELTY CO.**  
1507-09 University Ave., ST. PAUL, MINN.

**RECONDITIONED--GUARANTEED**

<b>PHONOGRAPHS.</b>	
Mills Dancemaster	\$35.00
Mills Troubadour	20.00
Seeburg Model "E"	20.00
Seeburg Selectophone	22.50
Seeburg Selectophone DeLuxe	35.00
Seeburg Symphonola (Model A)	75.00
(Walnut)	39.50
Wurlitzer P-10	105.00
Wurlitzer P-400	80.00
Wurlitzer 412	80.00
<b>NOVELTY PIN GAMES.</b>	
Bally Bumper	\$10.00
Chicago Baseball	29.50
Dux	22.50
Electro	32.50
Jo-Jo	29.50
Miss America	29.50
New Rocket	29.50
Snappy	32.50
<b>AUTOMATICS.</b>	
Fair Grounds	\$75.00
Polly	10.50
Turf Champs (Ticket)	30.00
Winner (Ticket)	19.50
<b>COUNTER GAMES.</b>	
Grootchen "21"	\$ 5.00
Grip Scales (Gottlieb)	9.50
Sparks (New)	37.50
Target Skill	15.00
<b>SLOT MACHINES.</b>	
Callie Doughboy, 5c	\$25.00
Jennings Dutchess, 5c	15.00
Jennings Little Duke, Triple J.P., 1c	17.50
Mills Blue Front Vender, 5c	32.50
Mills Blue Front, D.J.P., 5c	39.50
Mills Extraordinary, 5c	35.00
Mills Futurity, 10c	35.00
Mills F. O. K., D.J.P., 5c	20.00
Mills G. T., Orange Front, 1c	35.00
Mills Skyscraper, D.J.P., 5c	19.50
Mills Tiger Front, D.J.P., 5c	19.50
Mills War Eagle, 10c, 20 Stop	27.50
Watling Twin Jackpot, 5c	15.00
Watling Twin Jackpot, 1c	15.00
<b>MISCELLANEOUS.</b>	
Bally Basket Ball	\$ 39.50
Seeburg Ray-O-Lite Rifle Range	125.00
Skill Ball Bowling Game	125.00
Track Times (Red Top) (Console)	125.00
Terms: 1/3 Deposit, Balance C. O. D.	
<b>W. B. NOVELTY CO., INC.</b>	
3800 N. GRAND BLVD., ST. LOUIS, MO.	

**"THE  
PERFUMIE  
BAR"**

"The World's Greatest Merchandise Machine Sensation." VENDS A FULL DRAM, BEAUTIFUL PURSE SIZE BOTTLE IN SILVER BOX OF THE WORLD-FAMOUS "Ris-Charde Perfume." PRICED LOW! WRITE OR WIRE TODAY!!

**MECHANICAL SALES CORP.**  
250 W. 54th St. • New York, N. Y.

**Fort Worth**

FORT WORTH, Tex., July 30.—Burglars looted a phonograph and a novelty table when they broke into the Sugar Bowl Tavern July 17. The tavern is located just north of the city. Entrance to the place was gained thru a small back window. Most of the money taken was from the phonograph.

Heavy rains in this section have put

broad smiles on the faces of operators. Good rains at this season usually mean heavy fall crops, and heavy fall crops mean heavy cash boxes for operators.

**VALUES - From America's Largest Distributors**

**THIS WEEK'S SPECIAL**  
KEENEY DERBY CHAMPS, 7-Coin Combination Paytable and Console, \$129.50.

MILLS 1-2-3 (Rebuilt at Factory)	\$7.50
FAIRGROUNDS	75.00
HEYDAY	119.50
QUINELLA (7-Coin Drop Head)	92.50
BREAKNESS	34.50
ARLINGTON	36.50
GOLDEN WHEEL	24.50
CAROM	19.50
MILLS BIG RACE	89.50

**NOVELTY GAMES**

AIRWAYS	\$32.50
DUX	21.50
SILVER FLASH	26.50
BOB HOO	17.50
TRACK MEET	22.50

**SLOTS**

5c MILLS WAR EAGLE	\$34.50
10c MILLS BLUE FRONT Gold Award	42.50
25c MILLS BLUE FRONT Gold Award	45.00
5c PACE COMET	34.50
25c GAILLE COMMANDER	32.50

**CONSOLES**

PACIFIC DOMINOLE	\$42.50
WESTERN FAST TRACK	47.50
RAY'S TRACK (Serial Over 3800)	97.50
PAGES RACES (Serial Over 4000)	124.50
BALLY SKILL FIELD	119.50

**COUNTER GAMES**

GROETCHEN ZEPHYR (like new)	\$10.50
MILLS KOUNTER KING	14.50
ABT TARGET	17.50
BUCKLEY BONES (Automatic Payout)	24.50

Write for our bulletin listing complete line of reconditioned Phonographs, Paytables, Consoles, Novelty and Counter Games.

Terms 1/3 Dep. Bal. C. O. D.  
**ATLAS NOVELTY CO.**  
2200 N. Western, 1326 W. Flagler St., CHICAGO, MIAMI  
1901 Fifth Ave., PITTSBURGH  
Cable Address: Atnovco.  
The House of Friendly Personal Service.

**"Bally Ponies" Is Released**

(New Game)

CHICAGO, July 30.—"Nearly everybody plays the 'ponies' nowadays," says Ray Moloney, president of Bally Mfg. Co., "and everybody who has seen our new Bally Ponies counter game agrees that it's one of the classiest nickel, dime and quarter machines ever produced.

"It has all the sparkling eye appeal and light-up flash of a one-shot back-board yet it requires less than a square foot of counter space. It has all the fast action and tantalizing suspense of a reel-type machine—and plenty of race-horse appeal, including the win-place-show idea which has been such a tremendous hit in the payout pin-game class.

"Altho just recently released, operators are parking Ponies on plenty of counters. At least so we judge by the volume orders we have already received."

**Seven Grand Biz Good, Says Koplo**

CHICAGO, July 30.—Al Koplo, head of the Rialto Sales Co., says demands for the Seven Grand counter machine have been most gratifying. Says he: "It is remarkable how the operators are taking to the convertible feature of the game. The spot-dice, cigaret-cube feature giving the operator a two-in-one machine seems to have struck the right pitch and has resulted in keeping the manufacturer busy turning out these machines."

Koplo continued, "And you ought to see how they are going for Reels, our gripper game. It has two reels with numbers that spin when the machine is played. When they stop the numbers line up. The score may be one of the combinations in the window in the front—that's a winner. The greatest money making machines in machine history owe their success to spinning reels.

"People like to play machines for fun and prizes. Reels has four different sets of score cards for beer, cigarets, straight numbers and candy or trade. It also has a recorder which records the last score made. It keeps competitive play at a high pitch. It's a swell machine," he concluded.

**Gottlieb Releases New Tobacco Pak**

(New Game)

CHICAGO, July 30.—D. Gottlieb & Co. report that they have released "a red-hot cigaret game that has made a terrific hit in all locations and is earmarked for unusual success."

Says Dave Gottlieb: "Called Tobacco Pak, it is a small space-saving counter game which has everything, including mystery selections, mystery odds, illuminated slot, anti-tilt and other big-game features. The game designates awards in cigarets from one package to a top award of one carton.

"One of the reasons of its striking success in test locations," said Gottlieb,

**\$49<sup>50</sup> 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.

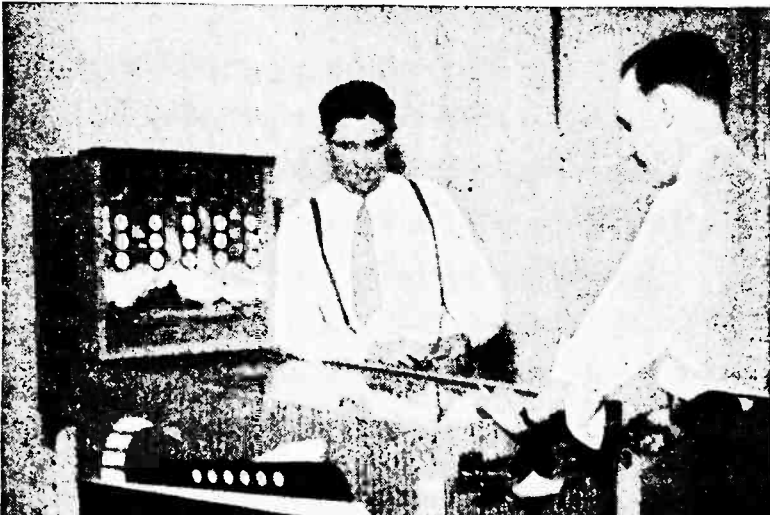
"is its tremendous play appeal, due to the great ease and simplicity of the play combined with lively action. You merely deposit your coin and up comes a number representing the brand of cigarets you are playing. With this number appear the 'odds' or number of packages of cigarets you are entitled to if you win. Four dice go into action. If their total exceeds your selection number your payoff is the odds indicated, namely, from one package to one carton of the cigarets you played. Because it is so quick and flashy in action and because it produces so many 'near winners', the player's excitement is bound to run high.

"Tobacco Pak belongs to the midget class of counter games introduced by D. Gottlieb & Co. Despite its super-features, it's small in size. The metal case is handsomely decorated and fitted with rubber suction cups. With its 1 to 25-cent slots, it is adaptable to practically every type of location and the low price enables the game to pay for itself and make profits for the operator in surprisingly short time. Tobacco Pak teams up perfectly with our De Luxe three-way grip scale, which has proved one of the biggest hits of 1938. Indications are that Tobacco Pak will be just as big a favorite with the ops."

**NOW DELIVERING!**  
**Chico's PEPPY**  
**Daval's GREEN LIGHTS**  
With RECORDED Intermediate Pay-Off Registers and New Reserve Features.  
**KEENEY'S MULTI-FREE RACES**

**SPECIAL!! LATEST SELECTION OF FINE, UP-TO-DATE USED MACHINES! WRITE FOR PRICES IMMEDIATELY!!**

**GEORGE PONSER ORGANIZATION**  
33 WEST 60th ST., NEW YORK CITY  
11-15 East Runyon St., NEWARK, N. J.  
8435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.



GEORGE JENKINS, of Bally Mfg. Co. sales department, demonstrates new Fleet, 3-in-1 novelty game, for Joe Hart, of Everett, Wash.

**LOOK ELECTRIC GRILLE**

FOR YOUR OLD MODEL PHONOGRAPHS THEY FIT ALL EXCEPT 1938 MODELS  
SAMPLE - \$10.00  
LOT OF 5 - \$8.75 EACH  
LOT OF 10 - \$5.00 EACH

Operators of Paces Races, we can fill your orders for parts for Paces Races, such as Paper Rolls, Mercury Switches, Brakes, Crank Shafts and other parts at a saving to you.

1 Pace Kingpin, 5c cash pay, No. 5740, like new	\$210.00
1 Buckley Track Odds, 7-coin head, like new	125.00
1 Buckley Flashing Ivories, 7-coin head, like new	125.00
1 Es-Ki-Mo Rifle Game, used as demonstrator, perfect with 10,000 bullets	175.00
3 Galloping Dominos—regular style coin head 5c play check sep. Mechanically perfect	75.00
1 Gottlieb 9 Slot 5c Console Horse Race (F.S. New)	85.00
6 Mills Q. T. 5c Play J.P. Venders, used 3 weeks, guaranteed like new	44.50

30 Bally Reserves, Used in our own operation, guaranteed like new \$45.00 each.

Used Games, Like New and Offered Subject to Prior Sale.	
1 Pamco Chase	\$ 8.50
1 Genco Baseball, F.S.	43.00
2 Jennings Hunter	5.00
20 Gottlieb Deluxe Grip Testers, Like New	11.00
2 Rock-Ola World Series, Like New	140.00
4 Exhibit Chuck-A-Lettes	32.50
1 Bally Skillfield, No. 2143, S.U.	75.00
6 Mills Kounter Kings, Used 10 Days	15.50
2 Stoner's Air Races	11.00
1 Arlington	38.00
1 Western Flying High	17.50
1 Foto Finish, Ticket Model	27.50
1 Rover	27.50
1 Genco Skill Roll, Automatic Free Play Slot	108.00
6 Wurflitz's 618, Perfect	130.00
1 Genco Touch Down, Football Machine, F.S.	35.00

**10 DEUCES WILD, Brand New with Gum Vender at \$20.00 Each.**

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 6, 1938. We have all latest hits available for immediate delivery. Stoner's Zeta, Bally Grand Stand, Arcade, Klondike, Paul Bennetts Deuces Wild.

**MOSELEY VEND. MACH. EX. Inc.**  
80 Broad St., Richmond, Va.  
Day Phone 3-4511. Night Phone 5-5228.

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

**SAY YOU SAW IT IN THE BILLBOARD**

# ROBIN HOOD

## THE GREATEST NOVELTY PIN GAME EVER BUILT !!

Precision Built  
by DAVAL

AFTER OUR MANY YEARS OF EXPERIENCE  
HERE'S THE REASON WHY WE SAY:  
"Daval's ROBIN HOOD is the Greatest  
Novelty Pin Game Ever Built!"

1. HIGH SCORE PLAY.
2. COMPETITIVE PLAY.
3. INTERMEDIATE PAYOUTS FROM 2 TO 10.
4. REGISTERS ALL INTERMEDIATE PAYOUTS ON SEPARATE VEEDER COUNTER.
5. RESERVE BANK PLAY UP TO \$50.95 TOP AWARD.

6. REGISTERS ALL RESERVE PAYOUTS ON SEPARATE VEEDER COUNTER.
7. NEW DOUBLE LIGHTS ACTION WITH NEW SKILL PLAY.
8. MECHANICALLY PERFECT!!!

PRICE ONLY \$

# 69.50

WITH RESERVE FEATURE ONLY \$79.50

**\$12.00 THE FIRST DAY ON TEST LOCATION**

"The first Robin Hood I purchased and tested for you on a location where renovation work was in progress. For the past 3 days the take has steadily increased, even with the place all upset and being fixed. Take my word for it, Robin Hood is a great money maker." (OPERATOR'S NAME ON REQUEST.)

**NOW DELIVERING! RUSH YOUR ORDER TODAY!**

# THE GEORGE PONSER ORGANIZATION

33 WEST 60th STREET, NEW YORK CITY, N. Y. ★
11-15 EAST RUNYON ST., NEWARK, NEW JERSEY ★
1435 BEDFORD AVE., BROOKLYN, N. Y. ★
900 NORTH FRANKLIN, PHILADELPHIA, PA. ★

## Journey From South Africa

Party of four on world tour observe coin machines in United States

CHICAGO, July 30.—Stopping over in Chicago this week as an interim in a world tour to last more than six months were Darcy Ball, his brother and their wives, of Johannesburg, South Africa. They operate the Kiwi Novelty Co. there and have been handling D. Gottlieb & Co. products for some time.

The party admit they are a long way from home but say they have made many observations of coin machines in Europe and now in America and that they are very much interested in observing conditions in America, where amusement games occupy such a prominent place in popular entertainment.

The Balls spent several weeks in the

various European countries, they said, and outside of England they found coin machines going best in Prague. After leaving Chicago the party will go to the West Coast to spend several days. Then they will sail for Honolulu and continue their voyage toward home. They tell many interesting incidents that have happened on the trip, but as a final word they boost their home in South Africa as "the best country in all the world."

They are real boosters of the climate, the diamond and gold mines and general business conditions in South Africa. Unemployment is much less a problem there than anywhere else they have observed, they state. If they tarry long in the United States or should contact many coinmen they will be leading a wholesale migration of operators to South Africa.

Except that there was one sad note in their story for operators. The government has banned many types of pinball games. Any game allowed to operate must be completely a game of skill. But public officials there are very considerate in such action, they state, since operators were given notice six months in advance that their games must be disposed of. There were no sudden raids or alarm insofar as officials were concerned. However, the newspapers do go in for a little sensationalism, they said, as our papers do in America.

The Balls reported that there are about 50 operators in their section. The arrival of *The Billboard*, they said, is almost a public occasion there. For distributors telephone operators upon the arrival of the magazines and they all come in to headquarters for discussion of the news from America. Trade is very lively in South Africa, according to the Balls, for their governments are much more liberal in trade with other nations than many other countries at the present time.

## Three Hit Games For Keeney Firm

CHICAGO, July 30.—"I think we have an unusual situation insofar as coin

MACHINE CLOSEOUTS			
HOME STRETCH	\$ 8.50	BATTER UP	\$ 8.50
RUNNING WILD	8.50	STONER'S RACES	12.50
LINE-UP	17.50	BUMPERS, 1c and 5c Play	8.00
SILVER FLASH	22.50	LONG BEACH	12.50
SKI-HI	27.50	TOM MIX RIFLE	79.50
MILLS POST TIME	14.50	BALLY EAGLE EYE	84.50

WRITE FOR SPECIAL PRICES IN QUANTITY ON MILLS BLUE FRONTS.

ROBINSON SALES CO., 2995 Grand River, DETROIT, MICH.

FLEETWOODS	\$65.00	RAYS TRACK, No. 3600	\$55.00
FAIRGROUNDS	50.00	EXHIBIT RACES	55.00
TANFORAN	50.00	ROSEMONT, Extra Slot Glass	32.50
PHOTO FINISH	20.00	HOMESTRETCH, STONER BALL	
LATONIA, HIGH CARD, MISS AMERICA, Clock	22.50	FAN	10.00
CLASSIC, CAROM, PAMCO TOUT	12.50	REEL "21" GUM VENDER, Fruit Reel	5.00
		GOTTLIEB'S SCOREBOARD	5.00

ALL RECONDITIONED IN PERFECT SHAPE. DEPOSIT REQUIRED.

**BEST NOVELTY CO. 1047 St. Clair, Cleveland, Ohio**

game manufacturing is concerned in that we have three hit games on our production lines at the same time."

The above statement was made by J. H. (Jack) Keeney, who went on to say: "The success of our Multi-Free Races is really something to crow about. Operators tell us that our persistent efforts in their behalf in producing this type of a game has been one of the most important factors contributing to both their success and the success of Keeney games. Multi-Free Races employs a multiple coin chute that takes from one to three coins and issues all awards in 'free games.' It's equipped with Keeney's new-style award meter, thus offers coinmen greater protection.

"Then we have Winning Ticket, which is going over big with operators of payout tables. Winning Ticket is a 'multiple play' payout table which takes one to six coins (or more). Its play principle and features are the same as those used in the famous Handicapper machine. Altho Handicapper was a real money maker, Winning Ticket is forging even further ahead. Operators justly call it a 'mint' on location.

"Triple Entry, Keeney's new 'honey' in a nine-coin three-dial console game, is upsetting the earning cart in console game collections everywhere. Players are wild over Triple Entry because there are one to three winners possible on each

## "\$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 8 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.

play. "Then, of course, there's the 1938 model Track Time and Skill Time—the game that will always be good."

## W. I. Thomas Is Dead

SPRINGFIELD, O., July 30.—W. I. Thomas, better known to his host of friends as Bill, died Saturday, July 16, in a Ravenna (O.) hospital. His sudden death was the result of an automobile accident near Kent, O., July 8.

First reports indicated that his injuries were not serious and that he was improving. But a cerebral hemorrhage occurred several days after the accident, causing death a few days later.

Burial was in Springfield, O., his home, July 19.

Thomas was a veteran in the coin machine business. For the past six years he had been connected with O. D. Jennings & Co., covering the Ohio and West Virginia territory.



# Philly Ops To Protest General License Fees

Games taxed under a general amusement license law—seek to reopen case which authorized the fee—enlarge organization to protect ops

PHILADELPHIA, July 30.—A move on three fronts against the high license fees on amusement machines in this State is being planned by the Amusement Machine Operators' Association, Maurice Mitnick, president, announced recently. The group, charging that the \$21.63 per machine tax was inequitable, mapped out the following campaign: 1.—The organization counsel, Bernard R. Cohn, filed a plea to reargue the case of "Commonwealth vs. Klucher" in which pinball machines were declared under the same category as bowling alleys, poolrooms and shooting galleries. This decision was handed down last year and the operators claimed that they have grounds for a rehearing because the storekeeper in the case (Klucher) was not represented by counsel.

2.—A new proceedings was filed in the Philadelphia Common Pleas Court to have amusement machines declared out of the "bowling alley" classification. The distributors maintain that present-day machines are different from the ones of last year when the Supreme Court's decision was handed down.

3.—The association is preparing a campaign to have a law passed at the next session of the State Legislature for the levying of a smaller tax on amusement machines.

"We are willing that our machines be taxed," said Mr. Mitnick, "but we believe that the present impost is far too excessive. I am sure that the legislators will see eye to eye on this subject with us."

A new system for meetings of the organization is being worked out by the officials. Instead of holding its monthly meetings in Harrisburg the group will meet in a different city each month, thus giving operators in all parts of the State a chance to voice their opinion. This circuit system, the officials believe, will attract more operators to the organization.

Plans are also being formulated for a general meeting in the form of an outing for all the members of the A. M. O. A. some time in August.

## Coin Firms Incorporated

CHICAGO, July 30.—Office of the secretary of state of Illinois this week reported the following new incorporations in which the coin machine trade will be interested:

Marquette Automatic Music Co., 201 North Wells street, Chicago; 400 shares p. v. common at \$500 per share. Incorporators, L. V. Ericson, L. G. Pike and H. Notherway. To deal in phonographs and other forms of merchandise. Correspondent, E. E. Rullman Jr., Automatic Equipment Corp., 201 North Wells Building, Chicago.

Dispenser Sales Corp., 516 Safety Building, Rock Island, Ill.; 250 shares p. v. common at \$10 per share. Incorporators, S. G. Katz, B. G. Katz and J. E. Spring. To deal in vending machines, equipment, etc. Correspondent, Sidney G. Katz, 3525 West 14th street, Rock Island, Ill.

## Bazon Says Biz Good at Monarch

CHICAGO, July 30.—Roy Bazon, Monarch Coin Machine Co. official, is extremely optimistic regarding the coin machine business in general and Monarch business in particular.

Stated Bazon: "To date this summer has been one of the best in our history. Sales of our dependable reconditioned equipment have risen steadily and are now sailing along at a steady clip. In other years sales seemed to be more erratic—more ups and downs—and in the final analysis not so good. But it seems as the operators are buying in a little different manner—that their buying methods today have a more stabilizing influence in the coin game business. This is an ideal for which we've worked a long time, and as it seems within our grasp I hope there is nothing that will take it away."

## Court Flays Cop For Game Arrest

NEW YORK, July 30.—Arrest of storekeepers for giving prizes on bagatelle machines is the product of a "mad desire to blacken up our storekeepers with criminal records," Magistrate Frank Oliver charged in Tombs Court. Oliver's attack came during the arraignment of a storekeeper, Louis Gellerman, of Brooklyn, arrested after he had paid a detective 10 cents for hitting a high score on a pinball machine.

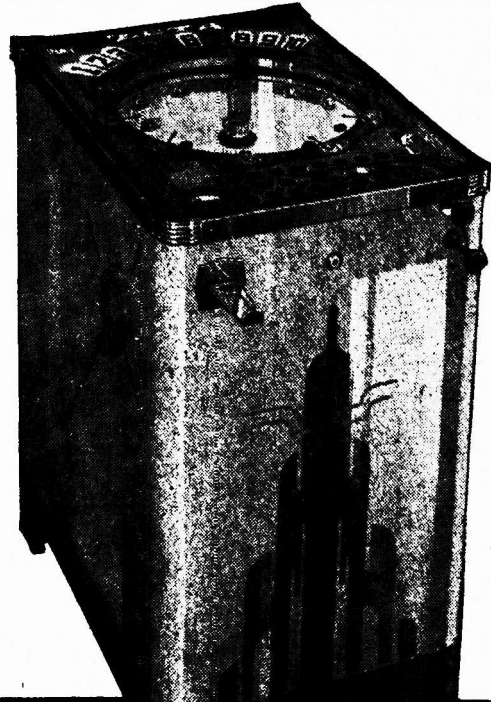
### "Making Criminals"

"Here we have another storekeeper charged with being a gambler," the magistrate said. He paroled Gellerman for Special Sessions and continued:

"In New York we seem to be making laws just for the purpose of making criminals out of citizens and not to forbid any grievous moral wrong.

"If a storekeeper gives even a free play on a bagatelle machine for a high score he is a criminal. . . . Almost all of the States permit a storekeeper to give merchandise as a prize. If a New York merchant gives a 5-cent 'stinker' as a prize he is a criminal, subject to a fine of \$500 and a year in jail."

# ZETA



You can't afford to overlook ZETA, a truly extraordinary novelty game . . . Entirely revolutionary in design and principal . . . INDISPENSABLE . . . INCOMPARABLE . . . ZETA will meet your most exacting requirements . . . unquestionably the solution to all location problems . . . Tested, proven mechanically perfect.

## STONER CORPORATION AURORA, ILL.



IMMEDIATE DELIVERY!

STONER'S ZETA

Today's Biggest Money Making Novelty Game!

D. ROBBINS & CO.,

1141-B De Kalb Ave., Brooklyn, N. Y.



"THERE'S NO SUMMER SLUMP at the J. H. Keeney & Co. factory," say Keeney officials, "as the above picture will testify."

**DEAL WITH CARL — ALWAYS A SQUARE DEAL**  
 FEATURING BALLY'S LATEST SENSATIONS—KLONDIKE, SPORT PAGE, ARCADE & FLEET

Jumbo . . . . . \$10.00	Bonus . . . . . \$11.00	Ace . . . . . \$ 9.00
Galloping Plugs . . . . . 15.00	Stampede . . . . . 9.00	Put 'N Take . . . . . 8.00
Grub Stake . . . . . 14.00	Turf Champ . . . . . 25.00	Sunshine Derby . . . . . 15.00
Double Header . . . . . 10.00	Queen Mary . . . . . 12.00	Combination . . . . . 12.00
De Luxe Grand Prize . . . . . 10.00	Pamco Palooka . . . . . 15.00	Fortune . . . . . 10.00
Pamco Bells . . . . . 10.00	Big Richard . . . . . 22.50	Lite-A-Pair . . . . . 12.00
<b>NON-PAYOUT GAMES</b>		
Hold 'Em . . . . . \$ 9.00	Skipper . . . . . \$14.00	Excel . . . . . \$10.00
Buttons . . . . . 9.00	Mercury . . . . . 15.00	Line-Up . . . . . 25.00
Sprint . . . . . 14.00	Zephyr . . . . . 25.00	Boo Hoo . . . . . 20.00
Air Way . . . . . 25.00	Bulls Eye . . . . . 25.00	New Rocket . . . . . 20.00
Ray-O-Lite . . . . . \$110.00	Bally Racer (New) . . . . . \$ 95.00	Rock-Ola School . . . . . \$ 35.00
A.B.T. Squirrel Gun . . . . . 125.00	Wurlitzer Skee Ball . . . . . 70.00	Days . . . . . \$ 35.00
Shoot-A-Lite . . . . . 45.00	Skill Ball . . . . . 50.00	Keeney Target . . . . . 35.00
Galloping Dominos, \$115.00 — Teaser, \$50.00 — Bang Tails, \$125.00		
Slots Galore, Mills Silent Jackpot Bells, Single and Double Jackpot, \$25.00 — \$35.00		
One-Third Deposit Required With Order.		

**UNITED AMUSEMENT COMPANY, 3410 Main St., Kansas City, Mo.**

**WURLITZER \$144.50 ea.**  
 — 616 — (Lots of 10)  
 SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.  
 ROCK-OLA, Late 1938 Model, \$79.50.

USED CIGARETTE MACHINES. KEENEY'S

ROWE ARISTOCRAT (6 Columns) . . . . . \$22.50	<b>BOWLETTE \$39.50</b> (PRACTICALLY NEW) 50% Deposit, Balance C. O. D.
STEWART & McGUIRE (8 Columns) . . . . . \$27.50	
NATIONAL 1937—8-30 . . . . . \$74.50	

**BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.**

IF IT'S PROFITS YOU WANT . . .



says  
**WM. MARMOR**  
of  
**SICKING NOV. CO.**  
Cincinnati  
Ohio

... YOUR BEST BET IS THE GREAT PENNY CIGARETTE APPEAL OF

**SMOKE REELS**



A 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 FOR CHICAGO

DAVAL

325 N. Myrtle CHICAGO

## Slot Vote Up In Nebraska

November vote to decide licensing slots for revenue to various funds

OMAHA, July 30.—Passage of an amendment legalizing and licensing slot machines in Nebraska, to be submitted to voters on the general election ballot in November, looks favorable.

The amendment provides for a tax of \$1,000 on the first machine owned by a license holder and \$80 for each additional machine. It also provides that cities and villages in which coin machines are licensed may levy an annual occupational tax not exceeding \$10 upon the licensed person, firm or corporation owning or operating machines.

Proceeds go to schools and the State assistance fund, which is set aside for old-age assistance, direct relief and blind assistance, child welfare services, crippled children services and similar welfare purposes. Sponsor of the amendment is the Old Age Assistance and Public Welfare Association, headed by Jim E. Beltzer, of Lincoln, former president of the Nebraska State Baseball League.

Other men active in the campaign include Mason Colbert, of Nebraska City, Neb., manufacturer of coin machines, and R. E. Brown, of Hastings, Neb.

## "Small Business" Talks Politics

CHICAGO, July 30.—Speaking in a suburban center at a merchants' association meeting, De Witt M. Emery, founder and president of the National Small Business Men's Association, Inc., expressed in words at least the progressive ideal that small business men must be non-partisan in their voting and opinions on present-day issues.

Altho Emery's activities and public statements in some ways belie his assuming of a non-partisan role, the ideal which he expressed here is worth study as a guide for business men.

"Small business men realize," he said, "that nothing worth while can be accomplished by turning out one set of politicians under one label and replacing them with another set of politicians under a different label. We therefore are advocating that party lines be disregarded and that the individual voter satisfy himself with reference to the qualifications of the candidate for the office he seeks."

## Change Pin Game Law in S. Africa

WASHINGTON, July 30.—The Department of Commerce in a special circular, prepared by Thomas Burke, specialties division chief, reports that pin tables have been withdrawn from use in the Transvaal Province of the Union of South Africa. The reports states that this action is the result of an arrangement between the Department of Justice and the police on the one hand and proprietors of establishments in which the machines were installed on the other.

The report continues, "An agreement was reached whereby prosecutions would not be instituted in respect of any pin tables in operation up to May 10 pro-

EXHIBIT'S NEW COUNTER SENSATION



EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

# "HONEY"

A 6 BALL NOVELTY "LITE UP" GAME WITH ACCUMULATING BANK NITE FEATURE.

**FAST — POWERFUL — TERRIFIC**

on any counter spot. BANK NITE award starts at \$1.00 and builds up with every second nickel. Top—\$10.95.

Increasing accumulation is automatically indicated by large size "LITE UP" register with each play. The higher the award the greater the appeal.

"The greatest counter game ever built," say operators. WORTH TWICE ITS PRICE. Pays for itself in a few days anywhere.

**47.50**

ORDER YOURS AT ONCE.

vided that they should be withdrawn by that date. Altho this action has been taken only in the Transvaal, it has stopped South African importations of them as that section of the country used by far the greatest proportion of all those imported.

"There have been rumors to the effect that certain municipalities were considering the possibility of taxing pin tables rather than prohibiting their use, but it is now apparent that such licensing will not become effective. There is, too, the fact that the Union Government will probably introduce legislation at the coming session of Parliament to prohibit the use or importation of pin tables.

"The action of the Provincial authorities was based on the fact that possible adjustments to the machines nullified the element of skill involved in their use and so they did, in effect, controvert existing law. Cranes and a few other types of coin-operated machines might escape the prohibition now in effect, but the return on these is not sufficiently attractive to interest prospective importers."

## Kansas City

KANSAS CITY, Mo., July 30.—The hotter the weather the better the business. At least that's what Kansas City coinmen are finding this summer as daily temperatures soar to the 100-degree mark and higher. Since the long rainy season ended late in June business has consistently boomed and everyone concerned reports conditions to be the best of the year.

Business offices of the Central Distributing Co. have been completely remodeled and redecorated, and the "head men" of the enterprise, Tim Crummett and Rue F. Mason, are now "at home" in the spacious and fancy new quarters.

Carl F. Hoelzel, head of the United Amusement Co., is almost too busy to talk these days. "We are selling lots of machines, new and used," says Hoelzel, "and business in general looks fine. Bally products are going faster than ever."

Proof that coin-operated phonographs are growing increasingly popular in the Kansas City area comes from the high number of record and needle sales at downtown music stores. Employees of three large music houses, queried this week, declared operators were buying new records more often and in greater quantities in order to please players.

## 500 SLOT MACHINES

## 300 Pay Tables

GUARANTEED PERFECT CONDITION  
PRICED TO SELL  
ALSO

### 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

Because popular tunes change in public favor so rapidly, it has become a virtual necessity for ops to make a complete change on their machines at least twice monthly to insure heavy play, altho some novelties always seem to be good. Even night clubs and ballrooms using bands and orchestras find it profitable to install new phonographs so patrons may have the music they want during intermissions and before the actual dancing gets under way. The current record rage is Benny Goodman's *Flat-Foot Floogie*, but Ella Fitzgerald's *Tisket a Tasket* is a close second.

POT SHOTS—Joseph Berkowitz and Richard Chandler, of the Universal Mfg. Co., declare their entire line of jar games to be moving swiftly. Altho they launched their business here only about 10 months ago, they now receive orders from all parts of the United States and Canada, proving, they say, that a good game is in demand everywhere. The Universal "Baby Midget" still is tops in sales, Chandler says. . . . Popmatic machines are still springing up in drug stores throuthout the city. Virtually every one of the Crown Drug chain has one, and independent druggists, too, are finding the new Popmatic models an excellent source of profit. Kansas Citians find the pop-corn diet a good one for hot summer days and nights. . . . Popularity of cigaret vending machines also is on the up-beat here. All but a few night clubs and restaurants, in fact, use them instead of a tobacco counter. . . . Kansas City's parking meters continue to show a profit to the city, regular report of Maurice Carey, city treasurer, showed this week. . . . Independence, town of 10,000 population and suburb of Kaycee, recently installed coin-operated parking meters to solve its traffic problems, and Columbia, 130 miles eastward, home of the University of Missouri, may order a consignment in the fall. . . . Political rivalry is the cause of the scarcity of slot machines here. No one knows how long the situation will last.

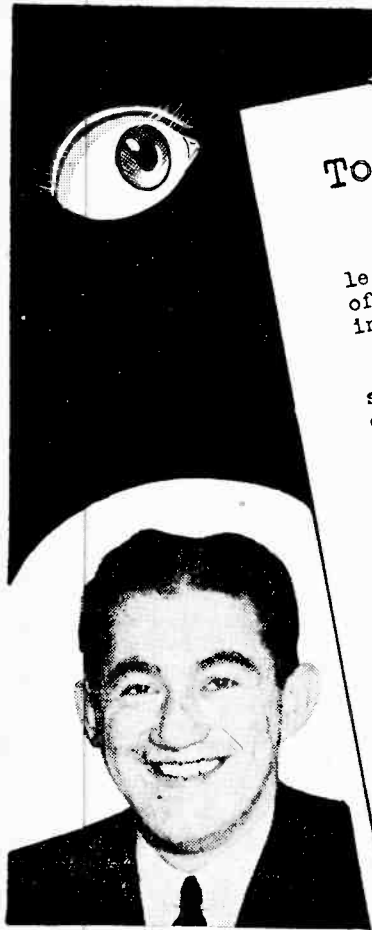
## Thought for the Week

(From The New York Daily News, July 21, 1938)

"SACROSANCT CONSTITUTIONS. The whole Constitutional Convention show (New York State) is a lesson in how these supposedly sacrosanct documents are put together.

"After the job is finished, courts bow down and worship the masterpiece, children are taught in school that it contains some sort of magic wisdom, conservatives are shocked to their back teeth when anybody questions its infallibility.

"All the while the priceless document is a patchwork of dickers and deals between Ins and Outs, conservatives and liberals, privilege and poverty, farm interests and city interests, etc. So will be the new New York State Constitution if it is adopted—and so is, and has been from the beginning, the Constitution of the United States."



Bert Lane

To Eastern Coinmen:

It is widely recognized that there is a lot of needless expense and wasting of time in the present set-up of distribution, sales and service in the coin machine industry.

To eliminate these evils -- to close the long, expensive gap between the manufacturers and the ultimate users of coin machines -- Seaboard Sales, Inc. enters the picture as Direct Factory Agent for leading manufacturers.

Seaboard Sales is a new firm, with a progressive new idea that will definitely cut down the headaches and promote harmony in a business that needs it. As Direct Factory Agent throughout the east, Seaboard Sales actually brings factory facilities right to the doorstep of every distributor and jobber! Every coin machine need, including sales and parts, is included in this personal "factory-to-you" service.

Genco, Inc. is the first forward-looking manufacturer to recognize this plan of "super distribution" as a better, quicker way to serve their customers. We take pleasure in directly representing this great firm and offer for immediate delivery their two new surefire novelty hits, SPLASH and OSCAR, high score sensations with adjustable award meter and bonus feature. See them at your local jobber or at our new showrooms!

Contact us by wire, phone or letter...better still, come in to see us for more details on a real New Deal. It will be worth your while.

Very cordially yours,  
Bert Lane  
General Manager

An Open Letter  
that will  
Open Your Eyes



SEABOARD SALES, INC.

619 TENTH AVENUE, NEW YORK, N.Y. Phone: Wisconsin 7-5688-9-90

Direct Factory Agents for Leading Manufacturers!

Johnson Explains Feed Bag Appeal

CHICAGO, July 30.—Jimmy Johnson, executive of Western Equipment and Supply Co., this week reported a marked rise in sales of its latest releases, Feed Bag, "the sparkling jackpot game"; Baby Track, "the profit-building counter game," and Baseball, "the powerful console game."

Commented Johnson: "We've spoken of Feed Bag before and have reported its spread to locations in various sections of the country, but only now are we really able to comprehend its true value. Immediately after we announced Feed Bag a few weeks ago orders from coinmen in various sections of the country began to pour in. They have continued this way and have increased in number and in volume each day since. Last week we began to receive some repeat orders for Feed Bag. And to date almost every coinman who made an original purchase of Feed Bag has placed a repeat order for more. Now this is a most optimistic sign to us, for it proves to us that our predictions of a successful game are true. Feed Bag must be clicking or we wouldn't have received any repeat orders for this most powerful jackpot game. According to reports from operators, Feed Bag is one of the biggest attractions they've ever placed on locations. But this doesn't surprise us, for in building Feed Bag we purposely packed it full of appealing features. To begin with, the \$10 Feed Bag jackpot appeals to everyone—everyone would like to win it. It's this tantalizing award that keeps Feed Bag crowded on every location. Another outstanding feature of Feed Bag—and one exclusive on Feed Bag—is the possibility of a player winning an award other than the Feed Bag. Yes, sir! A player may win an award for win, place, show and purse in the game play as well as the Feed Bag jackpot. Then there's the six-coin multiple coin chute, which allows a player to insert from one to six coins on each play. And there's the mystery coin-chute idea, which gives the player from one to eight horses on the selec-

M. M. Harrison Dies

NEW YORK, July 30.—Myron M. Harrison, well-known operator and former distributor, passed away this week at the age of 51 years. Harrison was formerly connected with the Long Island Amusement Co. Before entering the coin machine business he was president of the Gold Medal Cigar Co. Prior to that he was sales manager for Park & Tilford.

Harrison was actively engaged in the operation and sale of coin machines for the past nine years. He was well known here for his efforts to bring about better co-operation among operators. His son, Howard, will take over the operation of the route.

tion panel with each coin played. Selected horses light up on the flashy new backrack and the object is to match the selection number by skillful shooting of Feed Bags's one ball. Altho Feed Bag is a one-ball machine, the action and thrills packed into that one ball of play are equivalent—even exceed—to most five-ball games and many 10-ball games. It's truly the outstanding game of its type on the market and is earning outstanding profits for coinmen everywhere," Johnson concluded.

Multi-Free Races In 38 Territories

CHICAGO, July 30.—"Checking our sales map, we find Multi-Free Races operating in 38 major territories. By major territories we mean areas like New York City, San Francisco, Los Angeles, Philadelphia, Pittsburgh, New Orleans, Memphis, Houston, Seattle and other cities of this size," says Ray Becker.

"Of course," continued Keeney's sales manager, "this non-payout pin game is going great in hundreds of smaller sections thruout the country, but our sales

maps show only cities of 50,000 or over to which we have shipped at least 25 or more Multi-Free Races.

"That during these times is quite a remarkable showing for any game," claimed Becker, "especially in view of the fact that territories are so spotted, with one type of game being permitted in one section but not approved in another. Therefore it would seem that Keeney's Multi-Free Races is one of the most universally approved games on the market today.

"Multi-Free Races is a five-ball non-payout pin table with a one to three-coin multiple coin chute. It issues awards in free replays. The game's popularity is based on the fact that every shot is used in either obtaining a score or in bettering one after a score has been obtained."

Chi Coin Sales Up; Exposition Out

(New Game)

CHICAGO, July 30.—"The 'Sales Means Jobs' campaign now being carried on by business houses in all sections of the country is being pushed as strongly at Chicago Coin as anywhere else," stated Sam Wolberg and Sam Gensburg, officials of the Chicago Coin Machine Co.

"Immediately following our announcement of Peppy we were flooded with orders. In fact, the orders we've received for Peppy, combined with those for Cadet and Nags, two other recent releases, have become so heavy that we've added extra shifts to our already large working force. It's the old cycle of the more people we have working for us and the better our business is the more people we are able to put to work.

"Coinmen everywhere report that our newest five-ball game is really going to town insofar as earnings are concerned. They add that there are many reasons for its success. Fast action, the kind that players like, and its new and different playing field are drawing the customers' coins. Probably the most appealing features of all are the double award and the extra award offered to

Correction

The price of Liberty Bell Console is \$119.50 and not \$119.50 plus tax, as stated in our Billboard ad of last week (July 30th issue). We regret the occurrence of this error, because we know that at \$119.50, Liberty Bell Console is unquestionably the outstanding buy on the market today.

D. D. JENNINGS AND COMPANY  
4309 W. LAKE STREET, CHICAGO, ILLINOIS

players who make winning scores. Operators say these features keep players inserting coin after coin.

"Cadet, or 'Winner Take All,' continues to be the most popular and powerful attraction on location. Chico Nags because of its thrilling play, is still a favorite in every section of the country.

"In order to do everything possible to help make the 'Sales Means Jobs' campaign a complete success," concluded these officials, "we have decided to announce a brand-new game this week and to go into production on it immediately, even tho Peppy has only been on the market for a few weeks and Cadet for but a few weeks more than Peppy. In spite of these successes we are offering operators our new five-ball novelty sensation, Exposition, the game that features the two-way bumpers for 200 or 1,000 points in scoring. Outstanding on Exposition are its tabular lighting effects, its income register and novel high-score play. All we can say is, 'Don't miss Chicago Coin's Exposition!'"

# BALLY ARCADE

## NEW "RESERVE" GAME WITH ANIMATED BACKBOARD

Ducks and Rabbits Drop Out of Sight When Corresponding Bumpers Are Hit

AND

## OUTBALL RETURN FEATURE

Keep those "profits a la Reserve" coming your way with Bally's newest "Winner-Take-All" game. Write for details and prices today!



Patent Nos.  
2063108  
2082708  
2109678

5 BALL NOVELTY PLAY

# 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, BAMBINO, SPORT PAGE FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN FIELDS

# BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

## Key Beats Heat With Sales Drive

NEWARK, N. J., July 30.—"There's only one way to beat the heat," claims Jack Kay, of Ace Distributors, "and that is by working so hard that you forget all about it. That's just what we've been doing here since the heat wave came along, and our sales curve is decidedly on the upswing. In years gone by we've always found these past few weeks to be the slowest in our business. The sales we've been featuring this year in addition to greater sales efforts on our own part have helped tremendously to increase our business and eliminate this usual slow period.

"Ops are really searching for good used machines right now," Kay went on. "Many of the outdoor spots are calling for new equipment to bolster falling takes resulting from games that have been on location too long. That's why our sales are making such big hits with the ops, for we are giving them the chance to acquire the finest reconditioned machines at actual rock-bottom prices."

## Oriole Has Special New Game Room

BALTIMORE, July 30.—"We have always made it a policy to do everything possible to save time for the operator who comes into our showrooms in search of something new in coin-operated equipment. That's why we've devised separate showrooms for each type of machines. All of the novelty games are grouped in one showroom, the vending machines in another, the payout machines in another, and so on. But when an operator came in who was interested in seeing the new games in various lines it took him quite a bit of time to go from showroom to showroom.

"To correct this difficulty," Ross continued, "we have made arrangements for all the latest machines to be placed in one separate showroom. In this way men interested in the very latest equipment can inspect it quickly. To qualify for showing in this special room machines must be either advance samples or ones just coming off the production line."

## Report Spurt in World Series Play

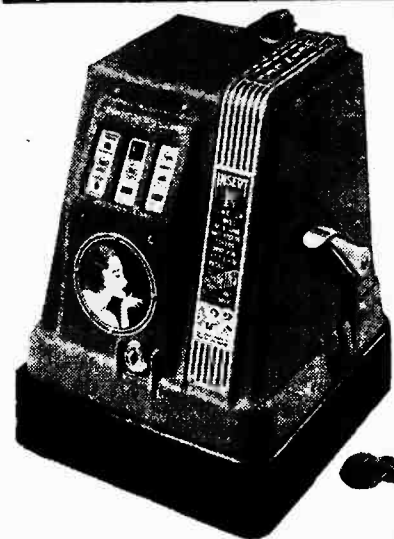
CHICAGO, July 30.—The recent comeback of Dizzy Dean, Chicago Cubs' pitcher, had a surprising effect on the cash box of Rock-Ola's coin-operated World Series baseball games on location all over the country, the firm reports. This was especially true in Chicago—a baseball-minded town if ever there was one—according to operators, where Rock-Ola's World Series was first introduced by "Dizzy" Dean at the Sherman Hotel over two years ago.

"The remarkable staying power of this game has astounded the most

3 Million Packs of Cigarettes monthly are sold through Ginger **TOKEN PAYOUT** Cigarette Reel Games

"Every Sale Certified"

Thousands of locations rave about the tremendous stimulation which Ginger automatic Token Payout has given to their Cigarette Sales.



Operators gladly pay the small extra charge to obtain the "certified payout" protection which redeemed payout tokens give them.

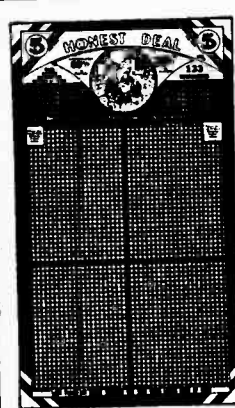
Mechanically perfect, with cheat-proof gooseneck coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation  
Write for quantity price

GROETCHEN TOOL COMPANY  
130 N. Union Street CHICAGO

skeptical operators in the business," say Rock-Ola officials. "Seasoned operators in Chicago, such as Herman Klebba, Fred Mann, Ray York and Harold Hagenson; Modern Machines, Inc.; Dave Coleman and many others have expressed the thought that equipment with the lasting power of World Series and Rock-Ola Ball, Rock-Ola's bowling alley, is the type of equipment that makes the best profit in the long run.

Harold Hagenson told Jack Nelson, Rock-Ola vice-president and general sales manager, recently: "I only wish I had purchased a hundred World Series when it was first introduced at the show. It is the sweetest operating machine and a honey for steady play. People seem to like it better the longer they play it, and because it is strictly legal and a skill game operators don't have to worry."

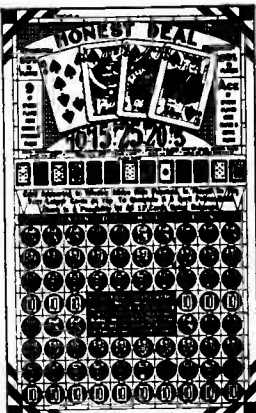


## GIVE YOUR LOCATION AN "HONEST DEAL!"

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL: Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2250-hole deal, \$12.00 more profit on 2520-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

**SUPERIOR PRODUCTS, Inc.**  
14 NORTH PEORIA ST.  
CHICAGO, ILLINOIS



EXHIBIT'S NEW COUNTER GAME, HONEY, sure attracts and draws the honeys as seen above, say Exhibit officials.

## NATIONAL'S BARGAIN COLUMN

### PAYOUTS

Fairgrounds \$70.00	Turf Champ \$24.50
Mills 1-2-3 59.00	Classic 17.00
Arlington 35.00	Derby Day 23.00
Breakneck 35.00	no clock 13.00
Rover 35.00	Bluebird 8.00
High Card 30.00	Multi-Play 8.00
Foto-Finish 25.00	Queen Mary 9.00
Latenia Tkt. 25.00	Peerless 9.00
Golden Whl. 24.00	Bonus 9.00

### NOVELTY GAMES

Daily Dozen Reserve \$47.00	Out Board \$13.00
Bally Reserve 47.00	Genco Foot-Ball 15.00
Jackpot 47.00	Aut Derby 12.00
New Auroran 30.00	Chico Derby 12.00
Hans 'N' Hound 27.00	Mercury 12.00
Silver Flash 25.00	Double Action 9.00
Storm Races 22.00	Home Run 9.00
Dux 22.50	Ricochet 9.00
Long Beach 15.00	Bumper 8.00

### SLOTS

Mills Blue Front, 1c D. J. \$39.00
Mills Blue Front, 5c S. J. 47.00
Mills Blue Front, 5c, 10c, 25c D. J., No Gold Award 45.00
Jennings Chief, 50c 55.00
Jennings Chief Console, 25c 69.50
Watling Roi-A-Top, 5c, 10c, 25c Seral Over 87,000 25.00
Watling Roi-A-Top, 50c 35.00
Bally Reliance Dice Game 22.50
F. O. K. Silent Escalator 19.50
Mills Q. T. 1c, Olive Green Front, Late Model 29.00
Mills Q. T., 1c, Orange Front 24.50

### COUNTER GAMES

Gottlieb Triple Grip Tester \$10.50
Gottlieb Single Grip Tester 7.00
Groechen Zephyr 9.50
Reel Spot 9.50
Tri-O-Pak 9.50
Penny Pak, Late Model 8.50
Pacific Gum Machine, New 8.50
Reel Dice 6.00
Superior Cigaret Machine 6.00

Gottlieb Derby Console, New \$125.00
Galloping Dominoes 95.00
Rotary Merchandiser 59.00
DeLuxe Ball 45.00
40 Rock-Ola Phonos, 12 Record 50.00
Keeney Bowlette, 14 Ft. 29.00

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange  
1407 DIVERSEY BLVD., CHICAGO.

## "Uncle Bert," 103, Praises Pinballs

AURORA, Ill., July 30.—Chicago and Aurora newspapers carried the news that "Uncle Bert" Wilder is 103 years old. "Uncle Bert," coinmen will remember, was one of the first residents of the Middle West and as such he claims recognition as the oldest pinball fan in the country.

"Uncle Bert," as he is familiarly known to thousands of Aurorans, celebrated his 103d birthday on July 26, 1938, by entertaining a group of youngsters with stories of pioneer days and with servings of ice cream. He was also guest of honor at a birthday party given by the Aurora Cosmopolitan Club at which he optimistically declared, "I'll be around in another 10 years for another party!"

He has a philosophy all his own that others would do well to observe. When others cry and lament about the recession, the depression or the war, he says that they are all the same and asks, "Which depression? Which war?"

The late Ted Stoner, president of the company bearing his name, once saw "Uncle Bert" playing a pinball game in a downtown Aurora store and shortly before Christmas sent the centenarian a Stoner Top Hat game as a gift of the Stoner organization. The game was made to order with the legs on the table sawed to such a length that he could play the game while seated in his favorite easy chair.

Asked if he regarded the games as gambling devices, "Uncle Bert" shook his head in vehement denial. "They're good clean fun," he said, "and no more gambling than anything else. Everything in life's a gamble from the day you're born until the day you die."

He continued, "I'm good at these games because I've had lots of practice. We used to play a game called 'pigeon hole' in the old days. It was something like pinball games, only you poked the balls with a kind of cue. The man who got low score had to pay for the drinks."

"Young folks would be better off if they'd spend more time amusing themselves with pinball games and less time gallivanting around in high-powered automobiles. These games hold you interest and relax your nerves. I can be feeling blue and after 10 minutes on a pin game I'll feel like a kid of 40 or 50."

On the occasion when he was presented with the pinball game by the Stoner company a picture was taken of him and his wife playing the game. It was later selected and published by *The Billboard* as the honor picture of 1935.

On his 103d birthday "Uncle Bert" imparted the following information for those who desire to live as long as he; here is his recipe:

First, mind your own business; second, do anything you want to provided it hurts no one; third, use moderation in everything you do from sleeping to eating. Drinking, smoking, playing cards and games are part of his creed.

He was born in Lawrence County, New York, July 26, 1835, and was brought west by his parents in 1857 in a covered wagon. He relates that the Indians were then just leaving the Fox River Valley in which Aurora is located.

"Uncle Bert" was feted at the 1935 Coin Machine Convention whence he had been brought by Stoner. He still relates the story of the good time he had and avers that he is an ardent pinball fan. "For that matter," he said, "anyone who ever played one couldn't help being enthusiastic about it."

known to coinmen, is now on a combined business and pleasure trip in the East. He expects to cover a large area and to contact as many ops as is possible.

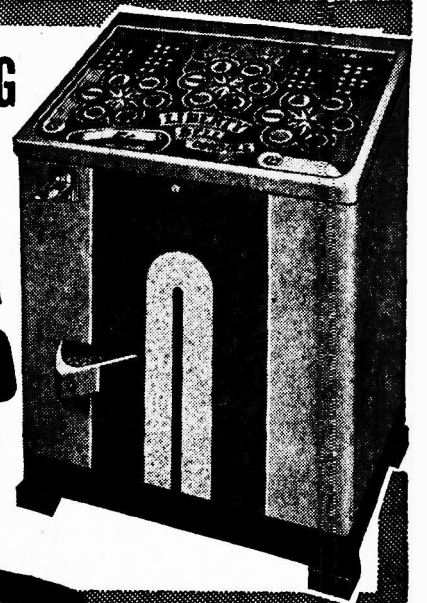
He made a trip to Detroit recently to be in attendance at the special show and sales meeting held at the offices of the Atlas Automatic Music Co. Said Ginsburg, "The meeting was attended by music men from all parts of the State of Michigan. It was very educational and instructive. New ideas and sales methods were outlined and much information on how to operate most efficiently and most profitably was exchanged."

Eddie Ginsburg, who has just returned from a business trip, and Irving Ovtz are carrying on in Morrie Ginsburg's absence.

CONSOLES ARE PAYING

# BIG PROFITS

GET YOURS!



# LIBERTY BELL

Right now is the time to work a few Liberty Bell consoles into your route — The console with all the features — beauty, dependability and big player appeal of machines selling for two and three times its price. Built by a bell machine manufacturer and made from standard parts. Beautiful maple cabinet — colorful glass top with flaming colors and dancing lights — and a big double odds feature that gets and holds the play. Grab off those big handsome console profits — by ordering your Liberty Bells today.

NOW ONLY  
**\$119.50**

FOR LIMITED TIME ONLY

Every Liberty Bell Console will be equipped with R. M. Senior "Easy-Push" Coin chute at no extra charge.



Derby Day playing field (race horse symbols) \$2.50 extra.

O. D. Jennings & Company, 4309 West Lake St., Chicago, Ill.

## Seaboard Names Iverson Sales Mgr.

NEW YORK, July 30.—Fred (Ivey) Iverson has been appointed regional sales manager for the new Seaboard Sales, Inc.

Iverson is reported to have built up an enviable reputation thruout the industry for his constant hard plugging in behalf of his numerous up-State and New England friends.

"In joining Seaboard Sales I believe I'm getting in on the ground floor of one of the greatest angles ever introduced into the coin machine business," said Iverson. "As direct factory agent for leading manufacturers we are offering something constructive in coin machine service. I have the greatest respect, admiration and affection for Bert Lane, general manager of Seaboard, who conceived this plan. To my mind 'Go-Getter Bert' is one of the smartest and most trustworthy men in the business. His remarkable record stands as an inspiration to me."

Says Bert Lane: "Seaboard Sales is lucky to have Fred Iverson, for he's an all-round grand guy and a real top-notch representative. He's a sure bet to succeed."

## Atlas Officials Busy; Take Trips

CHICAGO, July 30.—According to reports, the Atlas Novelty Co. and its officials are seething with activity. Say those who are observing their activity, "From the way Atlas officials have been engaging themselves lately, it seems only right that they receive the share of business that they do. Any firm that works so hard and tries to do so much in the interests of the trade is entitled to it."

Morrie Ginsburg, as official, well

## ANOTHER TWO HITS

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

GLOBE PRINTING CO.

1023 Race St., PHILADELPHIA, PA.

LIKE NEW

KEENEY'S 1938

LIMITED QUANTITY

# KENTUCKY CLUBS - - \$174.50

MODERN AUTOMATIC EXCHANGE

2618 Carnegie Ave.

Cleveland, O.

## Smoke Reels Aids Cigaret Sales

CHICAGO, July 30.—"One of the most unique achievements in the merchandising machine business has been the part that the new Daval Mfg. Co. counter game Smoke Reels has played to actually double and triple profits for the cigarette machine operators," say Daval officials.

"The Smoke Reels is out of the merchandising machine category, one leading Ohio cigarette machine op discovered that these counter games were the greatest sales stimulators he had ever used. He has been placing them on the same locations with his cigarette machines and finds that the prospective purchasers of cigarettes appreciate Smoke Reels to the extent where they will try

## OPERATORS

Repair Your Machines with an Apollo Test Lite. Combination service light and Test Lite instantly locates electrical trouble in any Coin Machine. Worth its weight in gold to any operator. Complete with full instructions. Prepaid, \$1.00.

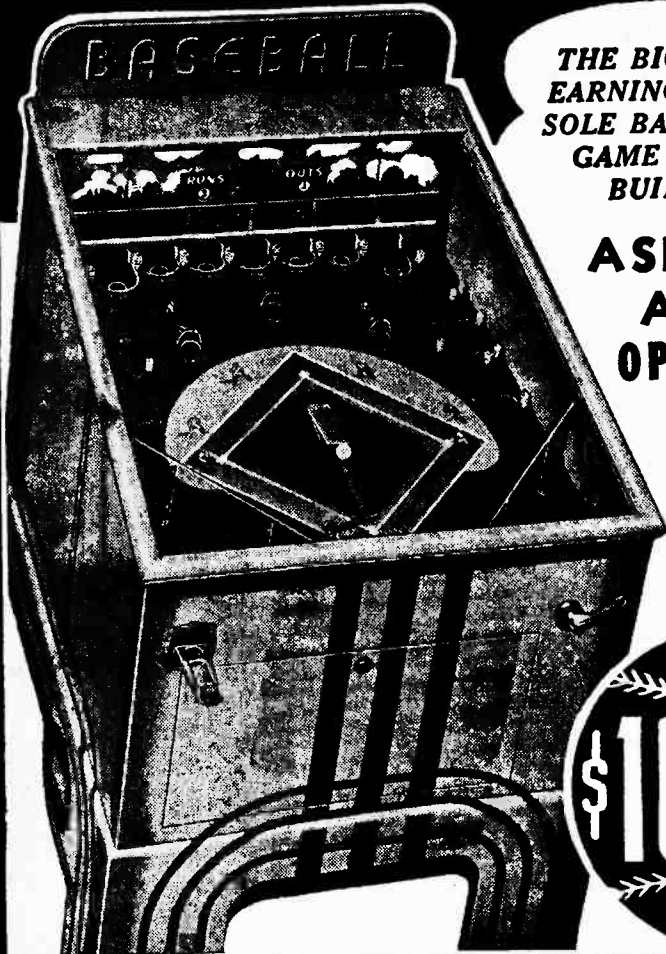
APOLLO MFG. CO.,

619 Monroe Ave., Memphis, Tenn.

to get a pack from this counter game first with their odd pennies prior to making the purchase.

"This has more than tripled his income on most locations. A winner has the cigarettes purchased for him by the location owner or is given the money to purchase the packs. In spots where the cig machine is behind the counter, Smoke Reels has acted as the perfect stimulator for greater sales," they concluded.

# CONSOLE BASEBALL



THE BIGGEST  
EARNING CON-  
SOLE BASEBALL  
GAME EVER  
BUILT!

ASK  
ANY  
OPERATOR!

ORDER  
YOURS AT  
ONCE!

Only

**\$169.50**  
TAX PAID  
F. O. B.  
CHICAGO



A  
GREAT NEW  
AUTOMATIC  
PAYOUT  
CONSOLE!

# FEED BAG

1-BALL PLAY . . .  
WIN, PLACE,  
SHOW and PURSE  
AWARDS . . .  
MYSTERY COIN  
CHUTE GIVING  
PLAYER 1 TO 8  
HORSES WITH  
EACH COIN PLAY-  
ED . . . 6-COIN  
MULTIPLE COIN  
CHUTE.

**\$195.00**  
TAX PAID  
F. O. B.  
CHICAGO

**WESTERN** *Jimmy Johnson*  
EQUIPMENT & SUPPLY CO. 925 W. NORTH AVENUE • CHICAGO, ILLINOIS

## 1-Day Service by Baltimore Vemco

BALTIMORE, July 30.—R. E. (Smitty) Smith, well known to the coin machine industry for over 20 years as one of its most progressive salesmen, now manager of the Vending Machine Co. offices in this city, makes an offer to operators within a wide area of this city.



R. E. (Smitty) Smith

Thru the headquarters of the firm in Fayetteville, N. C., Smitty reported: "For all operators in Maryland, the District of Columbia, Delaware, Pennsylvania, New Jersey and New York we will guarantee same-day service from our Baltimore offices at 1122 North Charles street.

"Speedy delivery arrangements will make possible immediate shipment of machines from our large stocks carried on hand here in Baltimore. We will also have on hand every type of popular game for these territories and insure the operators the finest and cleanest equipment it has ever been their pleasure to handle.

"In addition all the famous Vemco policies prevail at these offices just as they do at our headquarters in Fayetteville. Mr. Calcutt has helped us arrange a schedule which makes it possible for every single operator in the aforementioned States to benefit from buying from our offices," he concluded.

Regarding Smitty, Calcutt had this to say: "Here is one man that every operator knows can be of great help to him in all his problems. Not only does Smitty spend much of his time getting the boys started right but he makes

every effort to see that the machines they buy are the type machines that are best suited to their routes. His 20 years of experience in coin machine matters places him far ahead of most of the men in this industry today. We hope that every one of the operators in Delaware, Maryland, District of Columbia, Pennsylvania, New Jersey and New York will take advantage of these facts and contact Smitty for their machines, for not only will he give them the best machines but also arrange for same-day delivery to any point in these States."

## Genco Oscar and Splash Sales Good

CHICAGO, July 30.—"Altho announced only last week, our two newest releases, Oscar and Splash, have become very familiar to coinmen," states David Gensburg, executive of Genco, Inc.

"Oscar is destined to become quite the 'man about town' if our opinion and the opinion of the coinmen who have met Oscar is of value. Oscar is without a doubt one of the greatest jackpot-style games on the market today. It has the intermediate award idea that operators have been clamoring for for a long time. In Oscar the player gets the same awards as he does in Splash, two, four, six, etc., free-game awards—the opportunity for the big jackpot. All the player has to do is to string 12 fish on the line and the jackpot is his. Intermediate payouts may start with eight fish or more if desired. The new-style light-up register shows the exact amount in the jackpot. To protect operators' profits Oscar is equipped with triple registers.

"Splash, Oscar's stablemate, employs a novel and new type of backboard action—an animated cartoon. Pictured on this backboard is a boat with a man and a woman seated in it fishing. As a player inserts a coin the backboard lights up, showing not only the man and woman fishing but also a fish in the water. On the playing field itself are the bumpers which must be contacted by the balls in order for a player to win. Each hit of a

ball against the bumpers advances the fish towards the man's line. At the 10th hit the backboard shows the man landing the fish, pulling it into the boat and then putting it onto a stringer. It's this new type of action, coinmen declare, that will send Splash sailing along to new high-profit records. Again we repeat ourselves when we say, 'Splash is the most fascinating high-score novelty game we've ever made.' And when we say this we mean it sincerely.

"Splash incorporates the exciting feature of a combination free play and 1,000-point saucer-cup hole at the lower center of the board. We say to all operators, Oscar and Splash are two games you can't afford to pass up."

## Daval Plans To Poll Operators

CHICAGO, July 30.—"With several successful games such as Joker Wild, Smoke Reels, Green Lights and Robin Hood going over in a big way we have decided to poll the operators to learn just what type of game they want and to collaborate the ideas into games," said Al S. Douglass and Dave Helfenbein, of the Daval Mfg. Co., one of the leading manufacturers of amusement games.

"The firm plans at the same time to present a contest for the operator who proposes a game that meets with the ideas of most of the operators who write in and will award a fine prize to him. The idea of the firm is to let the operators build the game themselves by actually recommending the type of game they want," said the Daval officials.

Mr. Douglass stated, "Operators are always the best judges of any type of machine. Our factory is therefore going to be thrown open for their ideas and they can go right ahead and send in whatever they believe is the kind of game that is needed today. We will have our engineers develop it. Regardless of the type of machine, if we find that there is a substantial number of operators demanding it we will have a model made and will present it to the operators!"

"The poll work for this construction

program will go on before the show so that we can present these ideas in working models at a special showing during the convention and allow operators themselves to be the judges. They can start writing us immediately."

## Klondike Is New Bally Multiple

(New Game)

CHICAGO, July 30.—"The game they look at thru rose-colored glasses," is the way Jim Buckley, general sales manager of Bally Mfg. Co., describes the new Klondike multiple one-shot.

"By that I mean," Buckley explained, "that the player doesn't see a board with 16 pockets ranging in value from 10 to 150—no, he sees 16 \$1.50 pockets, because every hole on the board pays \$1.50 when all three 150-booster lights remain lit on the backboard. The average player, after playing all four multiples, will invariably play two to five additional coins in an effort to get a triple-150 advantage. In similar manner, all pockets may be boosted to 50 or 100, but no pocket is ever decreased in value.

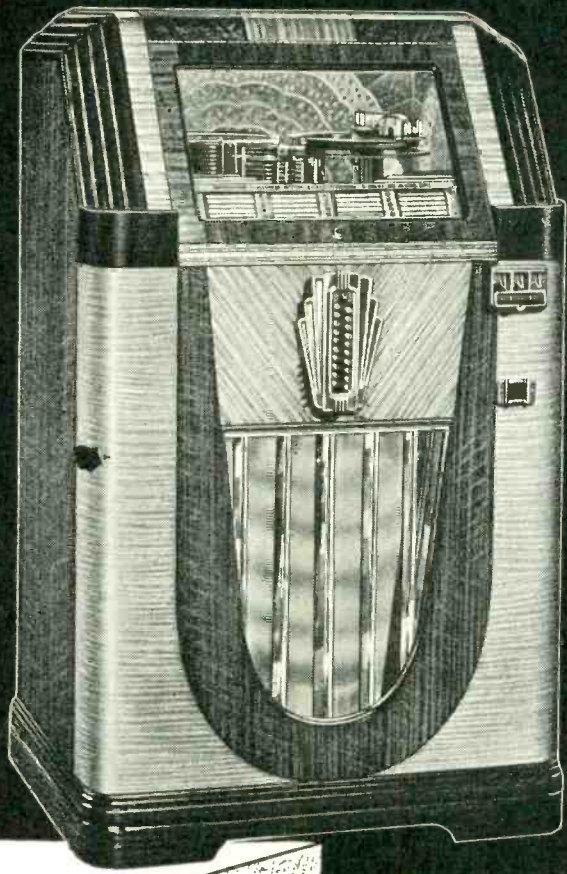
"Another new feature of Klondike is the electric ballyhole at the top of the board. The ball may be shot into this Ballyhole five times during the course of one game, returning for free play each time and paying progressive awards every time the ball dives into the Ballyhole from 10 cents to a \$2 top. Every old-time operator knows the powerful appeal packed into the free-play progressive-score idea.

"From an operating angle, one of the most important features of Klondike is the fact that it can be operated either as a four-coin multiple or as a single-coin game. This, of course, means utmost operating flexibility, as the operator can adapt the machine to changes in territorial conditions—and it also means higher re-sale value.

"Because it is so entirely different from the changing-odds type of payout game, Klondike is being operated side by side with 'Grandstand' reserve-type multiple both games are earning real money."

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★ **3-UP** WITH FRUIT SYMBOLS  
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**\$174.50**



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**ACROSS THE BOARD**

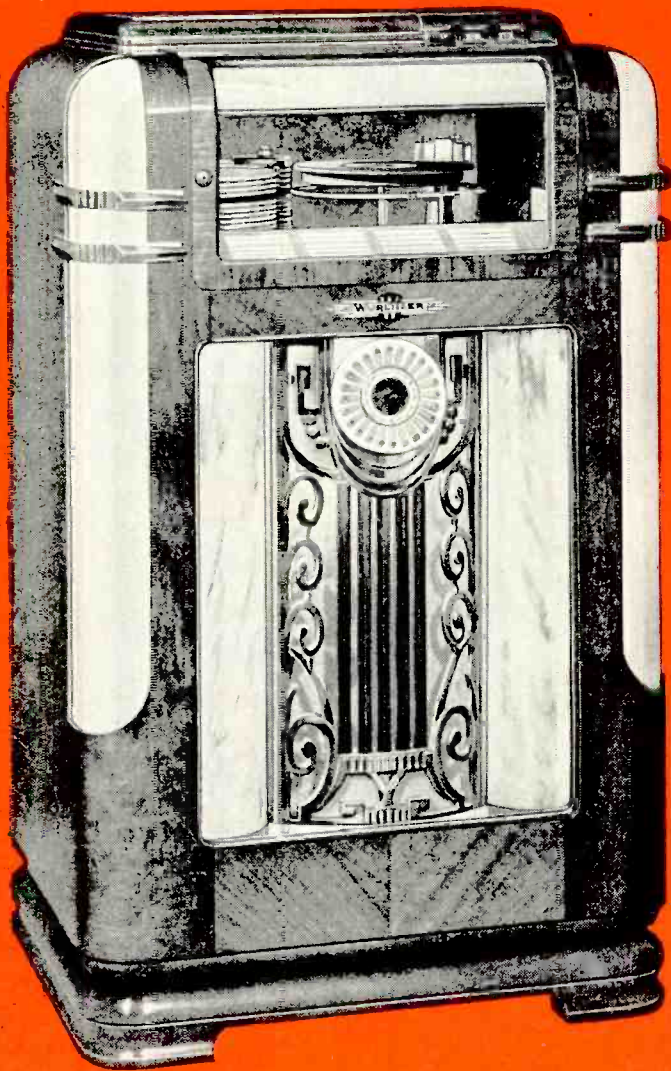
The EXTRA light-up back panel and award chart is a boon to operators. Change it right on location to entirely new game.

\$25 TO \$30 DAILY EARNINGS WITH THIS SENSATIONAL ONE-SHOT PAYOUT

- Flash-Lights — Action — Speed-excite play
- 3-UP tops them all in REPEAT play appeal
- Equipped with payout unit used on all better automatic tables — trouble-free mechanism
- Stays in style — Profitable year-round game
- Created to make more money for operators.
- If you can use a money-maker, it's up to you
- It will profit you to operate a route of 3-UPS.

# WURLITZER MODELS 500 AND 600

# LEAD THE FIELD



**MODEL 600**

### OPTIONAL COLOR EFFECTS ON THE "SIX HUNDRED"

Plastic grille bars and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

### OPTIONAL COLOR EFFECTS ON THE "FIVE HUNDRED"

Moving varicolored illumination in white onyx plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

**BOTH MODELS PLAY 24 RECORDS**

The name "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.

## IN EYE APPEAL..PLAY APPEAL..PROFITS

Ten thousand music merchants from coast to coast have seen Wurlitzer Models 500 and 600. As one man, they agree—here are instruments that will establish new records for big earning power.

24 records—brilliant varicolored illumination—sensational new selectors . . . Wurlitzer continues to set the pace with these exclusive features, plus the same life-like tone and mechanical efficiency which have made Wurlitzer the world's leading name in music. Successful music merchants everywhere are cashing in on the Wurlitzer "Five Hundred" and "Six Hundred"—proving once more that Wurlitzer leads in producing automatic phonographs that will earn substantial, permanent profits!

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, NEW YORK

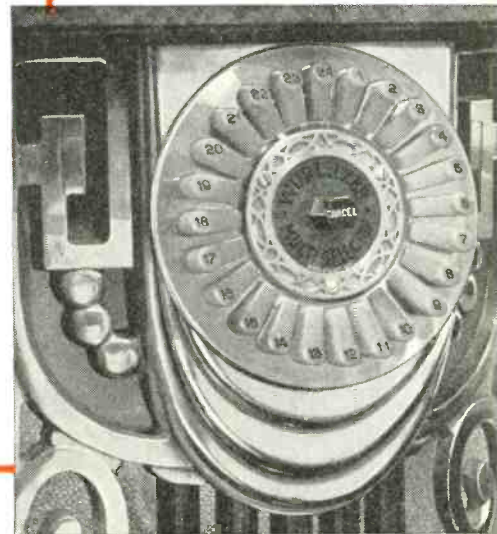
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Canada

WBS-108

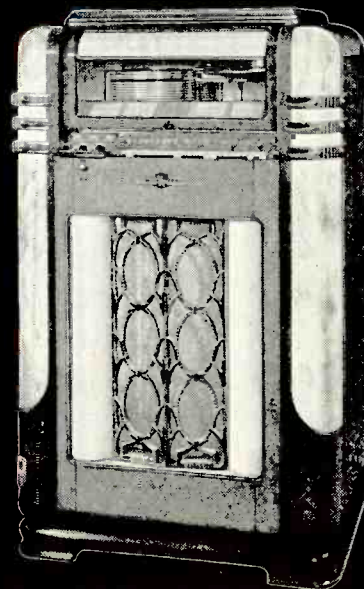
### NEW

### "MULTI-SELECTOR" DIAL ON THE "SIX HUNDRED"

Brilliantly illuminated, translucent red plastic with chromium embellishments make the "Multi-Selector" dial of the Model 600 the most beautiful ever designed for an automatic phonograph. Buttons are larger—beveled for easier reading. More than ever, Wurlitzer provides instant, finger-tip selection.



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