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NIGHT CLUBS EYE W. F. CASE

Regina Exhibition and RAS Early Figures Register Good Increase

REGINA, Sask., Aug. 6.—For the fifth consecutive week of Canadian Class A exhibitions, Royal American Shows rolled up an increased gross over last year's figures for the first three days, despite high winds, some rain and cool weather on Tuesday. Children's Day on Monday was best in 11 years, said General Manager Dan T. Elderkin.

Ceremonies marked the address of Lieut. Gov. A. P. McNab on Wednesday, when he was guest of honor and was made an Indian chief. Regina fair has almost as many Indians as Calgary Stampede, there being more than a score of teepees on grounds. RAS sound truck, with Billy B. Mack, went to Moose Jaw on Tuesday with a delegation to invite neighbors to the exhibition on Wednesday. A cavalcade of several hundred motor cars came from the States for American Day. Citizens' Day on Wednesday, with perfect weather, swelled midway business. *The Regina Leader-Post* and *The Regina Star* published two exhibition editions and made special pictures with their own cameramen. A dozen reporters were assigned to the exhibition. Daily morning, afternoon and evening broadcasts were made from the midway studios of CKCK, and short wave by CJRC. Advance publicity and advertising was handled by Ewart Macpherson and Stan Wayte, of J. J. Gibbons, Ltd.

Visitors early in the week included W. M. Neal, vice-president, Canadian Pacific Railway, Winnipeg; T. S. Acheson, general agricultural agent, and T. P. Devlin, general agricultural superintendent, C. P. R.; R. M. Scott, federal markets branch chief of publicity, Ot-

tawa; Jack Byers, manager Western Cattle Breeders' Association, Calgary; Sid W. Johns, manager Saskatoon Exhibition; J. E. Rettle, manager Brandon Exhibition; Percy W. Abbott, managing director Edmonton Exhibition; E. L. Richardson, manager Calgary Stampede and Exhibition; Mr. and Mrs. Duke Mills, Lee Manchell, Polack Bros.' Circus; A. D. Munro, president; Charles Wentz, John East, Carl Palmer, directors, Saskatoon Exhibition. (See REGINA EXHIBITION on page 62)

TMAT Groups Get More Power; Officers Object

NEW YORK, Aug. 6.—Two-day annual meeting of the Theatrical Managers, Agents and Treasurers' Union at the Hotel Claridge and the Lyceum Theater, August 2 and 3, netted the membership a new form of government, an economy resolution and the creation of a motion picture division. The constitution, which was to have been voted upon, will be further revised to conform to the new philosophy of semi-autonomy for the component groups and a greater degree of self-government. Lodewick Vroom, president, presided.

Under the new arrangement, which is being worked out as a constitutional change by a committee composed of equal representation from the several (See TMAT GROUPS on page 18)

Pittsburgh Acts Mull Idea of a Semi-Autonomous AFA Branch

Meet to consider offer of semi-autonomous branch, with status as local a later possibility—EFA had threatened to go CIO—agents may take AFA licenses

PITTSBURGH, Aug. 6.—In a drive to convert 300 members of the Entertainers' Federation of America to the American Federation of Actors, a drive whose repercussions may change AFA national policy, Secretary Ralph Whitehead will speak tomorrow afternoon in the Fort Pitt Hotel before Western Pennsylvania performers and tomorrow night before Pittsburgh bookers. Supported by leaders of the American Federation of Musicians, the billposters' union, the stagehands' union, the waiters' union and kindred AFL locals whose executives previously have kept hands off the night club field here, Whitehead returns from Philadelphia, where he spent three days in planning a projected membership drive. His flying squadron of 12 organizers has signed several scores of performers in suburban spots who will attend tomorrow's meetings to lobby for AFA.

Whitehead informed two meetings of entertainers and agents that AFA rules might be revised whereby talent will be permitted to organize autonomous locals similar to the AFM set-up, and thus retain part of their annual \$12 dues, which to date have been turned over to the AFA national office. No other Four A union has such a set-up.

Forced by CIO Threat

Whitehead came to Pittsburgh last week-end, finally forced to act on his organization's behalf because an investigator from the National Labor Relations Board had come to the city to gather information on the potential bargaining power of the EFA, which sought exclusive rights to represent Pittsburgh en-

tertainers in dealing with the Entertainment Managers' Association. The status of AFA in Western Pennsylvania was also threatened by EFA members, who have threatened to throw their support to CIO after having been informed that their plea to the Pittsburgh Central Labor Union for recognition as an AFL local outside AFA jurisdiction had been vetoed.

Moving into action to line up support for the AFA, organizer Dan Hurley started a campaign among night spot performers in co-operation with George LaRay, regular local AFA representative. In three days Whitehead spoke at meetings of bookers, performers and the CLU. The Hurley-LaRay team, aided by three deputy organizers and eight volunteers, predicted that tomorrow's meeting would bring many converts. The majority of agents professed publicly to have no set opinions on the AFA-EFA differences.

Claiming that the current crusade in (See PITTSBURGH ACTS on page 19)

New York Spots Live in Hope; Hanging On for That W. F. Gravy

Hope they'll be around when the World's Fair dough starts spreading—WF itself has only three cabarets set —if WF crowds disappoint, it will be murder

NEW YORK, Aug. 8.—With business pretty bad, the local night club field seems to have settled down to a watchful waiting game. The angle is to hold on until the World's Fair. That hope is keeping a lot of night clubs still open despite the red ink. The big spots are afraid to close for fear their reputations will be destroyed before they reopen for that World's Fair gravy. The smaller spots have trimmed floor shows and reduced their bands to a minimum, hoping to stick around until the World's Fair crowds start coming in. In other words, the entire town is going along mostly on hope. And if something happens and the fair flops, there will be plenty of quick foldups.

The World's Fair itself apparently won't have too many night clubs on its grounds. Only three spots seem definitely set, Moe Gale's Savoy Ballroom, Sam Grisman's Cuban Village and Morris Green's Greenwich Village, all of which will include cabaret features. Pending are a French Village, which will include a Montmartre cabaret section and a Billy Rose Casa Manana cabaret idea. There will undoubtedly be a few more night club ventures set before the fair opens in the spring.

Of the big local cabarets, the International Casino appears to have adjusted its financial difficulties for clear sailing next year. The MCA ice revue will continue until the last week in September, the casino then closing for rehearsals of Clifford C. Fischer's London Casino revue, remodeling of the small stage and re-fitting sets imported from London. Fischer will bring over the current London Casino revue which has been running in London since April and which closes abroad September 8. Fischer sailed Wednesday for London in order to open the new London Casino revue September 22. He will return here in time for the October 5 opening of his show at the IC. Fischer will change the cast of his London show somewhat for the local run, which is expected to last several months. He is in on a guarantee and percentage deal with the receivers of the IC. MCA will again book the bands.

The IC is now grossing around \$35,000 a week, the hot weather making its ice show especially strong in drawing power. Billy Rose's Casa Manana is doing around \$30,000, also doing especially well when the weather is hot. With Rose already working on his pageant show at the World's Fair and dicker for a WF (See NIGHT CLUBS on page 18)

Ky. Reduces Penalty for Failure To Report Tax

FRANKFORT, Ky., Aug. 6.—There is now in effect a large reduction in the penalty which can be assessed against a place of amusement in Kentucky for failure to report its admission tax. The law now reads:

"Any person who fails to make any tax report or return or pay any tax required by law within the time specified for making such report or return, or paying such tax, for which a specific civil penalty is not provided by law, shall pay a penalty of 10 per cent of the tax found to be due, with interest from the date due at 1 per cent a month or part thereof, or \$10 if the penalty and interest so computed be less than this amount."

All reports and remittances must be delivered to the Department of Revenue before the 10th of the month following that which the report covers.

Outdoor Show Tax Liens Due

Attachments to be filed by Treasury Department against '37 SS delinquents

CINCINNATI, Aug. 8.—Word has been received by *The Billboard* from Washington, D. C., that the Internal Revenue Bureau of the Treasury Department has about completed the check-up on Social Security tax payments due for the year 1937 and that the Treasury Department is about ready to file liens against a number of outdoor shows which have failed to report their SS taxes for last year.

It is revealed that liens will be filed in the near future against at least 40 outdoor shows, including five or six circuses. In some instances show owners have neglected to file any reports or make any tax payments for 1937. In others only the last few months of the show season are unaccounted for. The (See OUTDOOR SHOW on page 62)

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Atlantic City Niteries Get Break, Finally

ATLANTIC CITY, Aug. 6.—Cafe, tavern and night spot operators are this week rejoicing about three things. First, the season started to break in a big way and there is plenty of business; second, the ACLBA got together with big-shot political leaders and repeal of the Sunday morning curfew is about to take place; thirdly, the vice crusade of a local reform party simmered down and it looks like smooth sailing from now on. All the night spots are running, with plenty of talent around and more change of shows this year than ever before.

The Gateway Casino, one of the high spots of the prohibition era, but which has not been anything much since, is on the comeback trail in a big way. Using big orchestras and charging admission. It is a large seating place. Red Norvo and Mildred Bailey played there for a week, followed by Jan Savitt.

Babette's will put in their new show Wednesday. Jack Rick, former straight for Three Stooges, returned this week to emcee the Chez Paree show and Floria Vestoff is starring at Lou Shapiro's Torch Club.

Chi Stadium Sees Big Season

CHICAGO, Aug. 6. — "With Sonja Henie already booked, we are looking forward to a big season," says Donald S. MacLeod, manager of the Chicago Stadium. Special events already scheduled will keep the stadium busy from early fall right thru the winter. Two steam electric generating plants with a capacity of 150,000 watts are now being installed in the stadium. The management also is replacing every ceiling light in the arena and erecting what it claims are the largest spot arc lights in the world.

Edwin Franko Goldman (This Week's Cover Subject)

EDWIN FRANKO GOLDMAN was born in Louisville, Ky., in 1878, of a family whose musical accomplishments presaged a bright future for the boy in that field. Embarking on his career at the age of eight, he learned to play the cornet so well that at 14 he received a scholarship at the National Conservatory of Music, studying composition under Antonin Dvorak, and at 17 he became solo cornetist of the Metropolitan Opera Orchestra, the youngest musician ever to hold so responsible a position in that group. Goldman left the

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A Performers' Union

IN THE days when the American Federation of Actors was struggling to gain a foothold among performer unions, and for several years thereafter, *The Billboard* was one of its strongest and most enthusiastic supporters. *The Billboard* supported the AFA because *The Billboard's* first and most fundamental policy has always been to support anything that will benefit performers. In the same manner it has supported Equity, the Screen Actors' Guild, the American Federation of Radio Artists, the Burlesque Artists' Association and many others. But in all these cases it reserved the right to judge individual acts of the organizations on their own merits; it judged each act according to whether or not it would in the long run benefit performers; and *The Billboard* has attacked all these organizations on various occasions for policies which were either short-sighted or dictated by political cliques, to the harm of the membership at large.

In the same way, even when it was most enthusiastically supporting the AFA for a gallant fight to organize night club and vaudeville artists and guarantee them humane working conditions and a living wage, *The Billboard* kept a carte blanche, never giving a blind, blanket indorsement to the organization, but praising it for a long succession of praiseworthy accomplishments. The AFA was watched carefully, like any other performers' union; it did much to praise, and it received such praise from *The Billboard*.

Recently, however, it has committed acts and embarked on policies which *The Billboard* feels are to the detriment rather than the benefit of performers. Most of such acts and policies center around the AFA's closing of the Ringling-Barnum circus, but that is not the point here and now, nor is it the chief point of condemnation.

The chief point of condemnation is the fact that the AFA, while busied with its organization of workmen and laborers in circuses, has neglected performers in night clubs and vaudeville, the fields that it was formed to aid. *The Billboard*, adhering to its policy of "performers first," feels that such neglect should be attacked.

In its recent almost frenzied efforts to play inter-union politics and extend the fields of its jurisdiction the AFA has included transient laborers in its membership and is now even fighting the Theatrical Managers, Agents and Treasurers' Union for jurisdiction over circus press agents and box-office men. *The Billboard*, feeling that a community of aims must necessarily be the basis of any union, cannot countenance making vaudeville performers the union brothers of transient laborers; it cannot see the sense of putting Helen Morgan in the same union with a man who hammers tent poles, of putting Veloz and Yolanda in the same union with a transient laborer hired to pull tent ropes. It cannot see the sense of putting such people in one union particularly when, in the highly unified legit field for example, even actors and stagehands working together on the same stage have different unions. It certainly doesn't see the sense of the arrangement when actors must suffer because of it—when actors are neglected because a union formed primarily to protect them is busy organizing workmen.

In Chicago, for example, booking row wanted for a time to improve conditions and sought AFA aid, but booking row was told to mark time while Ralph Whitehead, AFA executive secretary, busied himself closing the Ringling-Barnum circus. Guy Magley, Chicago AFA representative, was yanked out to work on circus lots, and the AFA's office substitute was told to "stand by." As a result Chicago conditions in night clubs are now both brutal and deplorable—even though the AFA had a chance to improve them with the aid of booking row.

The AFA can be an actors' union or a workmen's union, it can be a vaudeville-night club union (as it was formed to be) or a circus union—but it cannot be all four things at once, at least not without one branch suffering.

The Billboard, exercising its right to judge each act of the AFA on its own merits, most certainly does not want the sufferers to be night club and vaudeville performers.

When the AFA again does things *The Billboard* feels are praiseworthy (in night clubs, circuses or any other field within its jurisdiction) *The Billboard* will again commend the AFA. But such actions and policies must be directed towards the benefit of performers in such fields. And *The Billboard* feels that the AFA must first decide whether it is a performers' union, working primarily for the performer, or a laborers' union, working primarily for workmen, as it has been in recent months.

It can't be both.

Met after 10 years, and spent the next 13 teaching and building his vision of something never before attempted—a band comprised of wind instruments which would be truly symphonic in character, ranking with the world's finest orchestras. The dream became an actuality in 1918 when he conducted his first season of outdoor concerts on the Columbia University Green, playing nightly to thousands of people. These concerts have since become a part of New York's summer life and are now held both on the Mall in Central Park and in Brooklyn's Prospect Park. During their first six seasons the money necessary to support them was raised by subscription, but in 1924 they were underwritten by several members of the Guggenheim family and presented as a gift to the New York public.

Since the death of John Philip Sousa, Dr. Goldman stands unchallenged as the dean of American bandmasters, not only because of his conducting activities but also because of the more than 80 brilliant marches he has written, the most famous of which is "On the Mall." He is the first musician ever to be honored officially by the City of New York, and has had accolades conferred upon him by other cities and by several European countries, altho he has never personally conducted abroad. At present Dr. Goldman is working on a dozen or more new marches, requests for their composition having come from universities, the Department of Agriculture and several national organizations. He is heard on CBS twice weekly, having switched from NBC last year.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

WILLIAM POST JR.—who is with the Mohawk Drama Festival in Schenectady, N. Y., for the summer. Caught doing Benedick in *Much Ado About Nothing* recently, he made a deep impression. Is a young refreshing fellow who speaks lines excellently and who can build a strong characterization. Certainly deserves attention from Hollywood.

For VAUDE

LES LEIBER—who played a tin whistle with the Paul Whiteman Orchestra at the Jones Beach (Long Island) concert recently. Leiber gets amazing music out of his gadget and should be perfect as a novelty music turn in vaude or with a stage band.



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

HOLLYWOOD, Aug. 6.—Not until you hit the local scene do you realize that making movies is a most serious business and calls for most concentrated work from all—producers, directors, writers, actors and technicians. It is hard labor this movie making, scene by scene taken over and over and over again before passing the bigwig's final test. No glamour on the lots, the biggest of them mingling with the lowliest to achieve common good. It is only in the neighboring publicity workshops that the industry first dons the royal robes and presents its puppets thru rainbow-colored glasses for the good of the country's box offices.

Location trips in a large measure compare with traveling vaude units, only in the case of movie companies taking to the road to shoot scenes in special locations their only audience is the behind-the-camera crew and the working hours are regulated by the weather man. Thru-out the year dozens of companies add to the prosperity of towns and villages used for exterior scenes. Like a circus or huge carnival they camp for periods ranging from a few days to several weeks, pack the hotels and consume loads of food-stuff. All the majors at present have one or more groups away from Hollywood working on both distant and neighborhood locations.

Producers advise acts to stay away from Hollywood unless called out on specific assignments. They indicate that they are more than anxious to sign talent they need and, under such an arrangement, the act will find itself working under more profitable conditions. That performers do not heed such advice is proved by the mob scene on Hollywood and Vine streets, composed of unemployed acts that came in on a gamble and hang around even after reaching the "hand-out" stage. The local actor lessens his chances of facing a camera, for those in a position to use him tire of his personality that wears out its welcome after too many casting office visits.

Sidelights glanced in and around the Columbia Pictures lot: Actors, generally, must be great spenders, judging by the smart shops dotting the neighborhood, with nary a price tag in any of the display windows. . . . Fred Marshall, former press agent for Coney Island's Luna Park, is now Lew Maren's assistant in the praise department. . . . Anne Shirley, a tiny mite, showing the impressive finishing school set used in *Girls' School*, now in production. With Nan Grey she worked all afternoon re-making a single scene. . . . Sam Hines, former legit man, brushing in for a few minutes to check on the employment situation. . . . Earl Carroll planning to erect a French Casino near the studio which will be in the neighborhood of the imposing CBS and NBC buildings. . . . Pictures must parallel with the times, Chief Press Agent Maren explains. He points out that the reason *Holiday* is not a sock hit at the box office is that the leading character in the story wants to retire at an early age and take it easy for the rest of his life. . . .

On the Warner lot: Almost everyone you meet was some time or other connected with the stage. . . . Ronald Regan, on the *Brother Rat* set, tells you that he was quite happy as a radio announcer until a scout insisted on a test. And now he is prominently cast with two of Fred Waring's former starlets, Priscilla Lane and Johnny (Scat) Davis, in the movie version of this stage comedy. . . . In the studio restaurant you bump into most of the working notables. As far as lunch-hour clothes, almost anything goes. Anita Louise, in shorts, lurching alone. . . . Walter Huston enthusiastically revealing to Pat O'Brien and James Cagney that he has just been signed for Maxwell Anderson's *Knickerbocker Holiday*, a musical slated for Broadway this fall. Huston was out with his family to watch O'Brien lead Cagney to the electric chair on the *Angels With*

(See SUGAR'S 'DOMINO opposite page)

BULOVA MYSTERY THICKENS

Broadway Beat

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

By M. H. ORODENKER

PET PEEVES . . . Half-baked band leaders who go high hat on you because they know how to dig air-pockets with a stick . . . you knew them when they were digging ditches with a shovel . . . and it was so becoming. . . . The palsy-walsy you befriended and helped along in your own little way . . . his secretary answers when you write him now . . . he brags that he paid a little girl \$50 a week . . . but he forgets to add that, in addition to her talents, everything else had to be thrown in. . . . High hats, indeed . . . not because their heads are high . . . just swollen.

HEARTY HATES (even if I am dizzy from trying to get the brass ring on the Merry-Go-Round) . . . Barbers who prop their razors against your nose and then start picking at your politics. . . . Saxophone players who practice in front of a mirror . . . so that they can tell if their face muscles are co-ordinating properly . . . so they say. . . . Those nasal gal singers who will do anything for a stage career . . . and they do. . . . Night-life visitors who, when handed the check, count it over a dozen times and then demand the manager . . . they pay it just the same. . . . The lad who's always giving you a hot tip about his competitor . . . but watch out when you print the truth about him. . . . Tho it took years and years for astronomers to build a telescope that could magnify a star a million times . . . the press agent takes it upon himself to perform the same function for you in seconds and minutes . . . and then wonders what made you lose that inferiority complex.

ZOUNDS IN THE NIGHT. . . . At 47th street we find that the front-page publicity about that comic's drunk-cure is double-tracking his single-track mind . . . he was never as funny on stage as he was on the street corner making a mess of the newsboy's neatly arranged stand . . . not drunk, just ossified. . . . At 57th street the boy friend invites the boy friend to thipa thocolate thoda. . . . At 142d street we pass a lodge hall where a prayer meeting is being conducted on the third floor and a swing band is beating it out in the basement . . . we couldn't tarry for the finish, but it was nip and tuck between the rug-cutters and the prayer bones for quite a while.

THE MAIL-BAG: This democracy of ours is certainly full of musical royalty. A letter addressed to the "King of Swing" will now reach 36 ork leaders, 14 tap dancers, 12 singers (one a baritone), 6 radio announcers and one coffee shoppe dishwasher. But seriously, while the profession thrives on fan mail, sometimes it's quite funny mail. There's the letter Will Hudson, orchestra leader, received that reads: "I am told you are also a great arranger. Please prove it by arranging for me to take Jane Dover, your band's singer, to dinner tomorrow night. I'll be much obliged."—and who wouldn't.

Then there's the letter Kay Kyser received "Perhaps you will remember me. A few years ago, when you played at our Armory on Halloween night, you gave me an audition on saxophone. When I finished playing a hot chorus

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AGMA Sets Deals With Met, Hipp

NEW YORK, Aug. 6.—American Guild of Musical Artists won recognition by and signed contracts with two of the biggest employers of its members here, the Metropolitan Opera Association and the New York Hippodrome Opera Co. Both deals grant AGMA exclusive collective bargaining power for solo singers, choristers, solo and ballet dancers, stage managers, etc., with exception of the Met chorus, which is under the Met-Grand Opera Choral Alliance contract until next season.

AGMA agreed to recognize pre-existing contracts held by the companies. Associated Actors and Artistes of America just recently transferred opera chorus jurisdiction from the Alliance to AGMA. At expiration of GOCA's contract next season, AGMA will re-enter negotiations with the opera companies to include the chorus in its jurisdiction.

With signing of these contracts, AGMA claims recognition from every opera company active in this country, with exception of the Chicago and San Francisco troupes, which are being tackled next by Leo Fischer, executive secretary. Fischer left Wednesday for the West Coast to round up these two and renew agreement with the Southern California Symphony Association, producer of operas in the Hollywood Bowl.

Ross, Pierre, Schuster Split

CHICAGO, Aug. 6.—Ross, Pierre and Schuster act split here after ending its Australian tour. Act was contracted to appear on the Barnes & Carruthers fair circuit this season and, according to Agent Harry Grebbin, Frank Ross and Anita Pierre will join with Bud Sweeney to fill those dates. Schuster is on the Coast.

SUGAR'S DOMINO

(Continued from opposite page)
Dirty Faces set. The *Dead End* kids, also in this picture, kid the daylight out of Pat and Jimmy, who are unusually close friends. . . . Sidney Skolsky crashing a luncheon party and making himself at home. . . . Bette Davis on *The Sisters* set cleaning up after finishing an earthquake scene. . . . Barton McLane and Glenda Farrell are back, the customers insisting that they continue the *Torchy Blane* series. . . .

In upholding the Hollywood tradition of doing things in a big way, Paramount arranges for a special train to take a load of people to the Del Mar race tracks for a preview showing of Bing Crosby's new picture, *Sing You Sinners*. And then the magnanimous Crosby invites the entire lot to his palatial home for the week-end. It costs a small fortune, but the boys believe it's worth it. . . . First impressions of Hollywood are that all women dress and look like movie queens, that you can wear anything on the streets and get away with it, that theatrical offices on Sunset boulevard look more like small mansions than 10 percent-and-up abodes and that you can have a swell time (if you have the time—and money).

you asked what my occupation was. I told you I was a grocery clerk, and you advised me to stick to my profession. I was good and sore at the time. But not now. I finally took your advice and stuck to my profession. Now I own my own grocery store."

And Shep Fields must have roared when he read: "I have framed many orchestras. Kindly send me your picture so I can frame yours too."

I WONDER if the city editors know that they are passing up a sure-fire yarn about the democratic Danish royalty in Baron Timothy Lou Rosenkrantz . . . Timmy's the McCoy, excepting that he has thumbed Park avenue's smart set in favor of Harlem's society.

BLACK-OUT: Allie Brackman, who, upon finding that a ravishing blonde had invaded the sanctum sanctorum of his office, gazed stupidly at her and groaned, "I'll give you exactly 24 hours to get out of here."

This is where I came in.

Modified Chain, Dropping Of Outlets, Held Possible

NEW YORK, Aug. 6.—Arde Bulova is reported as almost ready to take a more active part in radio with the operation of a chain of stations. A modified network is reported in the offing. This opinion is voiced by observers, who point out that the trend of Bulova's operations definitely indicates such a move. So far Bulova's radio activities have been carried on without benefit of ballyhoo, but he is regarded as master-minding a line-up of eight stations. Some of these he owns outright and in others has a controlling interest.

They are WSPR, Springfield, Mass.; WCOP, Boston; WELI, New Haven; WPEN, Philadelphia; WPG, Atlantic City, and WBIL, WNEW and WOV, New York.

Should the chain scheme be decided upon definitely, the future of WPG and one New York station is regarded as uncertain. In some quarters it is felt that Bulova will discontinue one of the New York spots and try to get more power for WBIL, perhaps 50,000 watts. Station currently shares time with WPG. Angle pointing to this trend of thought is that WBIL and one of the aforementioned New York stations are only 30 kilocycles apart in their wave length, a difference too small to normally satisfy the Federal Communications Commission. Insofar as WBIL is more powerful than the other New York

station in question, operating on 5,000 watts as against 1,000, a decision in its favor would be logical.

Again in order to build up WBIL, it is claimed that the station would have to operate on a full-time basis. In order to accomplish this thru the FCC, feeling is that the WPG station in Atlantic City would have to be dropped. Bulova is reported to have paid \$200,000 for WPG, and reports are that if permission to allocate its time to WBIL do not materialize the station will be brought nearer New York. Trenton, N. J., is considered likely.

Apropos of the WBIL-WPG tangle, it is said that one of the conditions under which the municipality of Atlantic City sold WPG specified that the buyer must take the station out of the city. WPG's towers are considered a hazard to the municipal airport, and the airport is reported as anxious to have this matter cleared in time for the World's Fair trade.

Time now allotted to WBIL is 6 p.m. to 8 p.m. daily, 2 p.m. to 3 p.m. Fridays, 3:15 p.m. to 4:30 p.m. and 8 p.m. to 9:15 p.m. Sundays. WPG's schedule for Sundays is 8 a.m. to 3:15 p.m., 4:30 p.m. to 8 p.m. and 9:15 p.m. to 1 a.m. For Mondays, Tuesdays, Wednesdays, Thursdays and Saturdays, 8 a.m. to 6 p.m. and 8 p.m. to 1 a.m. On Fridays, 8 a.m. to 2 p.m., 3 p.m. to 6 p.m. and 8 p.m. to 1 a.m.

ROLL AND FOLDED TICKETS As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.

10,000.....\$6.95	30,000.....\$ 9.85	100,000....\$20.00	Duplicate Coupons
20,000..... 8.40	50,000..... 12.75	200,000.... 34.50	Double These Prices

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS **WELDON, WILLIAMS & LICK**
 1 ROLL.....50c
 3 ROLLS.....@.40c
 10 ROLLS.....@.35c
FORT SMITH, ARK.
 \$50,000.00 Bond Guarantees Quality and Accuracy

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People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

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When speed is essential telegraph money orders at low cost.
Every telephone is a POSTAL TELEGRAPH office.

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Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a Thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.

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Program Survey of Portsmouth, N. H.

DAYTIME ANALYSIS SHOWS DAY AUDIENCES LARGER THAN NIGHT . . . STRONG LOCALS . . . NETS PULL WELL WITH SERIALS . . . LISTENING PERCENTAGE UP, WITH MIDWEEK BETTER THAN WEEK-END . . . WNAC LEADS IN MENTIONS . . . RECEPTION ON SIX STATIONS

By PAUL ACKERMAN

Second part of The Billboard's radio survey of Portsmouth, N. H., is primarily concerned with daytime shows. Data, prepared by Market Research Corp. of America, represent information obtained thru 1,077 completed telephone calls made during the week of July 14-20. Conclusions drawn from the facts presented should be weighed against factors competing with radio, a detailed account of which was given in the last issue of The Billboard. Briefly, Portsmouth is a seaport town with a population of 15,000. During the summer season radio competition is strong and includes such resort facilities as beaches, summer theaters and picture houses. Town is a shopping center for near-by communities. Employment conditions are not good. During period surveyed weather was favorable to radio.

Three chief points are immediately apparent in the survey of daytime shows: (1) Daytime programs have larger audiences than nighttime programs; (2) Local programs offer strong competition to the networks; (3) Dramatic serials constitute the nets' heavy battery and draw large audiences.

Listening Percentage Up

Analysis of figures on first-mentioned point shows the weekly daytime listening average to be a fraction more than 34 per cent, as contrasted with slightly under 27 per cent for nighttime programs. This percentage difference reverses the usual order of things and is large enough to warrant serious thought when considering Portsmouth and similar localities in the light of a market for radio-advertised products. Separate boxed story shows that period of most listening is midweek, as compared to week-end for nighttime programs.

In terms of people, listening percentage of 34 means that of the 1,077 persons queried, 370 stated they had listened to the radio before 5 p.m. This compares to a figure of slightly under 33 per cent for Raleigh, N. C., which in turn was slightly less than the daytime percentage in other cities surveyed. Portsmouth figure is all the more noteworthy in that the summer is at its zenith.

Strong Local Programs

In contrast with the Portsmouth nighttime survey, in which no local shows made the five mentions necessary for listing in the leading shows

chart no less than eight local and spot daytime programs scored the requisite tally. These are WEEI's "Sunkist Time," scoring 17; "E. B. Rideout," WEEI, 10; "Devotions," WHEB, 8; "The Church in Wildwood," WBZ, 8; "Singing Sam," WNAC, 9; "Services Park Church," WHDH, 6; "News Review, WHEB, 6; "Unemployment," WHEB, 6.

Note that of the locals listed, three are credited to WHEB, owned and op-

Additional Data Available

Charts showing the breakdowns for every day of The Billboard survey in Portsmouth, N. H., are available. These charts show the actual number of mentions each program received day by day and may be had for either daytime or evening programs.

Requests are to be made to the Radio Department of The Billboard, New York office.

erated by the Granite State Broadcasting Corp.

Significant also that three of the leading locals are religious programs.

Leading local shows are more fully considered in a separate story in this issue.

(See PROGRAM SURVEY on page 8)

Local Live Talent and Disc Programs Strong in Survey

Eight local daytime programs have built up large audiences in Portsmouth, N. H., as shown by The Billboard survey.

"Sunkist Time" on WEEI is a combination transcription offering with local atmosphere done by Ken Ovenden, local announcer. Has been on the air since November 1, 1937. It was placed for Sunkist Oranges by Lord & Thomas' Los Angeles office. Program varies from day to day in music and script, which comes on a World Broadcasting platter. Ken Ovenden furnishes such items as correct time, weather and three or four news flashes given him each morning, Monday thru Friday, by WEEI's news editor. Program has received as many as 150 to 200 letters daily. Giveaway offer daily and another weekly.

"E. B. Rideout" does a five-minute weather broadcast over WEEI. He is on the air twice a day, Monday thru Saturday. Broadcast is divided into three sections, each of which is sponsored by a different client. Day sponsors are Frank Bownes Paint Mfg. Co., placed by Redmond Agency; Albany Carpet Cleaning Co., placed by Dickie-Raymond Agency, and Boston Edison Electric Illuminating Co., placed by Batten, Barton, Durstine & Osborn. Night sponsors are Narragansett Racing Association, by Chambers & Wiswell Agency; Boston and Maine Railroad, Doremus Agency, and Edison Electric Illuminating Co., by BBDO.

Rideout used to be associated with the U. S. Weather Bureau and has been sponsored by more than 100 clients.

Three local religious programs, "Devotions" on WHEB, "Park Street Church" on WHDH and "The Church in Wildwood" on WBZ. "Devotions" is a half-hour live talent sustainer, has been on the air six months and appeals to 15 sects with seven languages. "Park Street Church" has been on the air about eight years and for the last few years has been conducted by the Rev. Harold John Ockenga. "Church in Wildwood," quarter-hour program on air six times weekly, is an NBC Thesaurus transcribed program representing inspirational music. John Seagle, baritone, is assisted by William Meeder, NBC staff organist. It has been on WBZ and WBZA for the past six weeks as an early morning feature of the WBZ "Musical Clock."

"News Revue," 15-minute program heard over WHEB, shows up very well. It is sponsored by Genest Bakeries and has been on the air six months. "Unemployment," another 15-minute program on WHEB, is presented in co-operation with State re-employment service. It is sustaining, has been on the air two years and has had a continuous response.

"Singing Sam," five-a-week 15-minute shot on WNAC, is a platter program sponsored by Coca-Cola Bottling Co., of Atlanta, Ga. Account handled thru D'Arcy Advertising Co., St. Louis. Program first went on air May 24, 1937, and platter made by World Broadcasting.

Carried on a regional net, WAAB's baseball broadcasts are of special interest. Program tallied 21 mentions on WAAB and is heard over 14 other stations of the Colonial network. Home games of the Boston Red Sox and Boston Bees are sponsored on alternate days by the Kellogg Co., thru Walter Thompson, and the Socony Vacuum Oil Co., thru J. Stirling Getchell. This is the second season for the two companies. Fred Hoyce does the broadcast.

Leading Daytime Portsmouth Programs

HOUR AND ONE-HALF PROGRAM

(Once Weekly)

Services Park Street Church	WHDH	L	6
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HOUR PROGRAMS

(Six Times Weekly)

Club Matinee	WBZ	N	20
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(Once Weekly)

Magic Key of RCA	WBZ	N	12
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HALF-HOUR PROGRAMS

(Six Times Weekly)

Breakfast Club	WBZ	N	24
Sunkist Time	WEEI	R	17

(Four Times Weekly)

Devotions	WHEB	L	8
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(Once Weekly)

U. S. Marine Band	WEEI	N	5
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FIFTEEN-MINUTE PROGRAMS

(Six Times Weekly)

The Church in Wildwood	WBZ	L	8
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(Five Times Weekly)

Mrs. Wiggs of the Cabbage Patch	WNAC	N	40
Woman in White	WNAC	N	38
David Harum	WNAC	N	37
John's Other Wife	WNAC	N	37
Lorenzo Jones	WNAC	N	35
Just Plain Bill	WNAC	N	34
Big Sister	WEEI	N	13
Pepper Young's Family	WNAC	N	13
Joyce Jordan Girl Interne	WEEI	N	11
Vic and Sade	WEEI-2; WBZ-9	N	11
Ma Perkins	WBZ	N	9
Singing Sam	WNAC	R	9
Aunt Jenny's Stories	WEEI	N	6
Betty and Bob	WBZ	N	6
Story of Mary Marlin	WBZ	N	6
Hilltop House	WEEI	N	5

(Twice Weekly)

News Revue	WHEB	L	6
Unemployment	WHEB	L	5

FIVE-MINUTE PROGRAMS

(Six Times Weekly)

News	WBZ	N	16
E. B. Rideout	WEEI	L	10

MISCELLANEOUS

Baseball Game	WAAB	N	21
U. S. Navy Band (Mon. 3-4)	WBZ-10	N	
(Fri. 2:30-3)	WEEI-5		15
U. S. Army Band (Tues. 3:30-4)	WBZ-4	N	
(Sat. 12:30-1:30)	WBZ-5		9

DAYTIME PROGRAMS HEARD IN PORTSMOUTH, N. H.

FROM JULY 14 TO JULY 20

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listening
7:00-7:30	Sunkist Time	R	WEEI	17	11:45-12:00	Aunt Jenny's Stories	N	WEEI	6
7:05-7:15	Recordings	R	WBZ	1	11:45-12:00	Getting the Most Out of Life	N	WBZ	1
7:15-7:30	The Church in Wildwood	L	WBZ	8	12:00-12:45	Let's Waltz	L	WHEB	2
7:30-8:00	Don't Be Late	L	WHEB	2	12:15-12:30	The O'Neills	N	WNAC	4
7:30-8:00	Rhythm and Romance	L	WEEI	1	12:30-12:45	Singing Sam	R	WNAC	9
7:45-8:00	Musical Clock	L	WNAC	1	12:30-1:00	La Rosa (Italian)	L	WAAB	1
8:00-8:05	E. B. Rideout	L	WEEI	10	12:30-1:30	National Farm and Home Hour	N	WBZ	4
8:00-8:15	News Revue	L	WHEB	6	12:30-1:30	National Grange Program—U. S. Army Band	N	WBZ	5
8:00-8:15	Musical Clock	L	WNAC	1	12:30-1:30	Radio City Music Hall of the Air Chamber Music Series	N	WBZ	2
8:05-8:30	Morning Harmony	L	WEEI	3	1:00-1:15	The Goldbergs	N	WEEI	3
8:15-8:30	Weather Reports	L	WNAC	1	1:00-1:30	Catholic Question Box	L	WNAC	2
8:15-8:30	Rise and Shine	L	WHEB	1	1:15-1:30	Vic and Sade	N	WEEI	2
8:30-8:45	Radio Almanac	L	WEEI	4	1:15-2:00	George and Juanita	L	WNAC	1
8:30-9:00	Musical Roundup	L	WNAC	3	1:30-1:45	Matinee Melodies	L	WBZ	3
8:30-9:00	Good Morning, Neighbor	L	WHEB	1	1:30-2:00	Rotary Club Luncheon	L	WBZ	1
8:45-9:00	Tonic Tunes	L	WEEI	1	1:45-2:00	Jack and Loretta Clemens	N	WBZ	1
					1:45-2:15	Edward McHugh, the Gospel Singer	N	WEEI	2
9:00-9:30	As You Like It	N	WBZ	1	2:00-2:15	Unemployment	L	WHEB	5
9:00-9:30	Devotions	L	WHEB	8	2:00-2:15	Betty and Bob	N	WBZ	6
9:00-9:45	The Merry-Go-Round	L	WAAB	1	2:00-2:30	Musical Roundup	L	WNAC	1
9:15-9:30	Gretchen McMillen	N	WNAC	2	2:00-2:30	Hampton Beach Concert Band	L	WMEX	1
9:30-9:45	Joyce Jordan Girl Interne	L	WEEI	11	2:00-2:30	Magie Key of RCA	N	WBZ	12
9:30-9:45	The Old Refrain	L	WHEB	2	2:15-2:30	Arnold Grimm's Daughter	N	WBZ	4
9:30-9:45	Musio of the Masters	L	WHEB	1	2:30-2:45	Vallant Lady	N	WBZ	4
9:30-9:55	Breakfast Club	N	WBZ	24	2:30-3:00	Central City Play Festival	N	WNAC	3
9:30-10:00	Journal of Living	L	WNAC	1	2:30-3:00	U. S. Navy Band	N	WEEI	5
9:45-10:00	Bachelor's Children	L	WEEI	4	2:30-3:00	U. S. Marine Band	N	WEEI	5
9:45-10:00	The Mystery Chef	N	WNAC	3	2:30-3:00	Concert International	N	WNAC	1
9:55-10:00	News	N	WBZ	16	2:45-3:00	Hymns of All Churches	N	WBZ	3
10:00-10:15	Pretty Kitty Kelly	N	WEEI	1	2:45-3:00	Betty Crocker	N	WBZ	2
10:00-10:15	Sweethearts of the Air	N	WBZ	1	3:00-3:30	Golden Melodies	N	WNAC	2
10:00-10:15	Mrs. Wiggs of the Cabbage Patch	N	WNAC	40	3:00-3:30	National Rededication Committee	N	WBZ	4
10:00-10:15	Mildred Carlson	L	WBZ	1	3:00-4:00	Everybody's Music	N	WEEI	2
10:15-10:30	John's Other Wife	N	WNAC	37	3:00-4:00	U. S. Navy Band	N	WBZ	10
10:15-10:30	Melody Time	L	WBZ	1	3:00-5:00	Baseball Game	L	WAAB	21
10:15-10:30	Charlottees	N	WNAC	1	3:15-3:30	Ma Perkins	N	WNAC	1
10:15-10:30	Myrt and Marge	N	WEEI	2	3:30-3:45	Pepper Young's Family	N	WNAC	13
10:30-10:45	Have You Heard?	L	WHEB	2	3:30-4:00	Continental Varieties	N	WBZ	1
10:30-10:45	Just Plain Bill	N	WNAC	34	3:30-4:00	Rhythm and Rhyme	N	WNAC	2
10:30-10:45	Josh Higgins of Finchville	N	WBZ	3	3:30-4:00	U. S. Army Band	N	WBZ	4
10:30-10:45	Hilltop House	N	WEEI	5	3:45-4:00	Do You Remember?	N	WEEI	1
10:30-11:00	Music International	N	WNAC	1	4:00-4:15	Backstage Wife	N	WNAC	2
10:30-12:00	Services Park Street Church	L	WHDH	6	4:00-4:30	Concert Hall	L	WHEB	1
10:30-12:15	Tremont Temple Baptist Church	L	WAAB	1	4:00-4:30	Sunday Vespers	N	WBZ	1
10:45-11:00	Stepmother	N	WEEI	4	4:00-5:00	Club Matinee	N	WBZ	20
10:45-11:00	Woman in White	N	WNAC	38	4:15-4:30	Stella Dallas	N	WNAC	3
10:45-11:00	Ma Perkins	N	WBZ	9	4:30-4:45	The Hughes Reel—Rush Hughes	N	WNAC	2
11:00-11:05	Press Radio News	N	WBZ	1	4:30-4:45	Wings Over the World	L	WHEB	1
11:00-11:15	David Harum	N	WNAC	37	4:30-5:00	Popular Dance Tunes	L	WHDH	1
11:00-11:15	Mary Lee Taylor	N	WEEI	1	4:45-5:00	Girl Alone	N	WNAC	2
11:00-11:15	The Story of Mary Marlin	N	WBZ	6	4:45-5:00	Of Men and Books	N	WEEI	1
11:15-11:30	Lorenzo Jones	N	WNAC	35	4:45-5:00	Betsy White	L	WHEB	1
11:15-11:30	Vic and Sade	N	WBZ	9					
11:30-11:45	Big Sister	N	WEEI	13					
11:30-12:00	Madrigal Singers	N	WNAC	2					

Petrillo May Drop Chicago Announcers Seeking AFRA Tie

CHICAGO, Aug. 6.—Failing to share the melon which American Federation of Radio Artists bagged for singers and actors with the recently signed sustaining contracts from NBC and CBS, the announcers are now pounding on AFRA's door for membership. AFRA did not negotiate announcers' contracts with the nets principally because the union did not have a majority of the spieles organized.

conscious announcers are those employed at CBS Station WBBM here. These are the boys over whom all the discussion of jurisdiction was raised some months ago when James C. Petrillo stepped in and organized CBS announcers, production men and sound men, taking them in as associate members of his music union to avert their joining of AGRAP, which Petrillo believed to be a CIO blind.

At that time Petrillo refused to re-

linquish jurisdiction to AFRA on the grounds that it was a young union and not strong enough to combat the CIO angle. Announcers at CBS now, however, are not satisfied with the 20 per cent increase received under Petrillo's contract with the station, since it does not provide an extra wage for commercials. AFRA will meet with agencies within the next 10 days and announcers feel they will have to be aboard the band wagon if they are to benefit from commercial jobs done on station time but without extra pay.

It was learned from authoritative spokesmen this week that a committee appointed by the CBS mike men will contact Petrillo this week in the hopes of having the musiker chief transfer them over to AFRA. When asked by *The Billboard* representative what decision he would make when the announcers met with him Petrillo stated he would stick to his word and release the men from his union, returning also their initiation fees, if he could be assured that they were going into "safe hands." Petrillo further stated that he had enough headaches with his own union and would gladly do what was right with the CBS spieles.

From all appearances this spells a clear field for AFRA in radio and a burying of any differences between AFRA and Petrillo within the next 10 days. AFRA organized all announcers at WJJD this week and also hopes to do the same with WIND, at which time it will open bargaining negotiations with Ralph Atlass, manager of both outlets.

SAG, MCA Air Show Set

NEW YORK, Aug. 6.—Deal between Screen Actors' Guild and Music Corp. of America for a proposed air show is reported set, with a talent budget estimated at \$15,000 per week. Texaco is understood to be the client set thru Benton & Bowles. Salaries will go to the

Motion Picture Relief Fund, with MCA having an exclusive on booking the screen talent.

Beginning Next Week

an Additional Feature

—of special interest to advertisers and advertising agencies —will be incorporated in **THE BILLBOARD'S** radio surveys. It will be based on the question,

"WHAT PRODUCT IS ADVERTISED,"

and will be asked only of those who had not listened to the radio the day or evening of the interview, but who had nevertheless mentioned a favorite program. Answers received will therefore come from people who are NOT conditioned; they will have no particular program fresh in their minds.

Presentation of this material will be a listing of favorite programs, number of correct sponsor identifications and the percentage of sponsor identifications.

Day Leads Night Listening in Portsmouth; Wednesday Is Best

Breakdown of listening averages for daytime programs in Portsmouth, N. H., indicates that mid-week audiences are largest. In the nighttime survey highest percentages were credited to Saturday, Sunday and Monday, with Sunday holding top spot with 35 per cent. This is reversed in daytime survey, with Tuesday, Wednesday and Thursday having percentages between 43 and 45 plus. Friday dropped to 30 plus, ditto Saturday, and Sunday fell to 16. Monday begins the upgrade with 32.

Day	DAYTIME LISTENING				NIGHTTIME LISTENING			
	Listening	Not List.	Total	List. Pct.	Listening	Not List.	Total	List. Pct.
Wednesday	68	83	151	45%	33	118	151	21%
Thursday	63	78	141	44%	31	121	152	20%
Tuesday	65	86	151	43%	41	109	150	27%
Monday	49	102	151	32%	45	105	150	30%
Friday	49	114	163	30%	38	125	163	23%
Saturday	49	111	160	30%	48	114	162	29%
Sunday	27	133	160	16%	56	104	160	35%

Program Reviews

EDST Unless Otherwise Indicated

Irving Berlin Tribute

Reviewed Wednesday, 9:30-10:45 p.m. Special broadcast over WABC, New York, and the CBS network.

Climaxing the terrific ballyhoo campaign undertaken by 20th Century-Fox on behalf of the Irving Berlin film, *Alexander's Ragtime Band*, was this hour-and-a-quarter salute to America's best known songwriter by leading lights of the screen, stage, radio and band worlds. Timed just right, two days before the New York premiere of the pic and several days before its release in other key cities, program was unquestionably one of the greatest promotion stunts for a motion picture ever planned. With a nation-wide audience listening on 116 stations to a million-dollar array of talent selling Berlin, Berlin's music and Berlin's *Alexander's Ragtime Band*, the ultimate result at movie box offices is obvious.

Most surprising—and gratifying—part of the broadcast was its high quality of entertainment despite the fact that actually it was nothing more than a glorified sales talk. And even forgetting the plug angle, the too-many-cooks adage is often sadly true when as many names and personalities as this show boasted are crowded together in one performance. It is to the everlasting credit, therefore, of Charles E. McCarthy, director of advertising and publicity for 20th Century, and Bill Bacher, who produced the show for CBS, that they managed to turn out a grand 75 minutes of radio entertainment despite all the factors which could easily have militated against such a feat.

Introductions of the various celebs were handled smoothly, with Al Jolson doing an excellent job of emceeing, and each performer did the Berlin song most suited to his or her talents. Outstanding were *Heat Wave* and *My Walking Stick* (latter one of the two new tunes from the film) by Ethel Merman, the Lyn Murray Chorus and Al Goodman's Band; Connie Boswell's *All Alone and Remember*; Tommy Dorsey's *Marie*; Rudy Vallee's *Say It Isn't So*, and a medley of *As Thousands Cheer* numbers by Guy Lombardo. Dorsey was picked up from the Coast, Vallee from Chicago, and Lombardo from the Waldorf-Astoria, which made it a bit of a Cook's tour in the bargain.

Sentiment ran high also, with John Steele singing the song he popularized in the *Follies* of 1919, *A Pretty Girl Is Like a Melody*; the three Brox Sisters, now retired, doing once more the number they introduced in an early Music Box Revue, *Everybody Step*, and Eddie Cantor, Sophie Tucker and Jolson reviving ditties they had sung years ago during their upward climb in vaudeville. Even Berlin joined in one song, adding an uncertain tenor to a trio composed of himself, Cantor and Jolson, and the sentimentalists had a field day.

Latter part of the program was given over to scenes from the picture, with Miss Merman playing the Alice Faye role opposite Tyrone Power. Miss Faye, however, was piped in from the Coast for *Now It Can Be Told*, backed by the Dorsey crew. Excerpts were well handled, Miss Merman showing hitherto unsuspected dramatic ability. Prior to the dramatization, Louella Parsons interviewed Darryl Zanuck on the concep-

tion and making of the film, which was the only low spot in the proceedings, due to Miss Parsons' habitual nambypamby phoniness.

Show was scheduled for one hour, but necessitated running over 15 minutes into the Household Finance Corp. program time. Announcement was made that latter outfit was glad to relinquish the quarter hour as its contribution to the tribute to Berlin. D. R.

"My Error"

Reviewed Tuesday, 8:30-9 p.m. Style—Quiz. Sustaining on WEVD (New York).

Still another link in the seemingly endless chain of quiz-audience participation shows, *My Error* manages to get itself a seasonal and distinctive gadget to draw attention and interest. It works on a true-or-false set-up—the victims have to tell whether a statement is right or wrong in fact or grammar with reasons—but it also sets up a sort of intellectual baseball game. It's played by teams rather than individuals; each correct answer is a base hit and each wrong answer is an out. Thus there have to be three hits (three men on base) before a fourth hit can score a run. Someone on the opposing team pitches the questions to the "batters."

W. Curtis Nicholson acts as umpire and conducts the session, doing a passable job but by no means a good one. He seems a bit uncertain and there's a devastating lack of personality in both his voice and his air approach.

At the session caught, second in the series, a team of men beat a team of women, 4-2. Despite the plethora of similar programs, this reporter (who's a sucker for a quiz show anyhow) enjoyed it immensely. E. B.

"Four Corners Theater"

Reviewed Tuesday, 8-8:30 p.m. Style—Dramatic. Sustaining on WABC (CBS network).

Idea of *Four Corners Theater* is to bring back, in tabloid half-hour air versions, those rip-snorting rural dramas about mortgages and city slickers and be-mustached squires that sat our grandsires and great-aunts back on their tailcoats and bustles (respectively) in the elegant 1800s. It's not a bad idea, and it would be an even better one if allowed to stand on the entertainment that's actually in the old shows, rather than blurred out with some choice intelligentsia hogwash about their being "much more expressive of the real America than most of the hothouse productions that urban people are inclined to consider the true drama of this country." That's a lot of thickly sliced headcheese—but the plays themselves are a lot of fun.

Actually *Four Corners Theater* which is under the direction of Earle McGill, CBS casting chief) is simply an offshoot of the gay '90s craze that began with Christopher Morley's discovery of Hoboken in 1927 and to which radio is evi-

Look for

This Feature: Analysis of Trends in Radio

By AL SIMON
(Station WHN)

in the
Fall Special of
The Billboard
Dated August 27

dently just waking up. On the air, tho, the dramatic chromos have one distinct advantage; a little of the lush hamfating can go a long way, and the reduction of the plays to a half-hour running time helps.

On the show caught, the second in the series, *Red Acre Farm* was presented. It's an excellent specimen of the type, complete with mortgage, squire, city slicker, beautiful daughter who steals the pearls and Cinderella daughter who is accused of the theft and goes out and becomes, in desperation, a great actress. It has one immortal line—the farmer's declamation at what was probably the end of the third of the conventional four acts. "We ain't got no accommodations," he roars, "for actors and thieves!"

Cast, unbilled, acquits itself nobly, most of the players giving just the right touch of gentle satire. McGill's direction is excellent. E. B.

Jack Berch

Reviewed Tuesday, 8:30-9 p.m. Style—Variety. Sustaining on WABC (CBS network), New York.

What the networks are dishing out under the guise of entertainment on some of their summer shows is amazing, the latest in the hot-weather parade of inconsequential, non-entertaining programs being this half-hour labeled *Get-Together*, starring Jack Berch. If the 30 minutes were restricted to the latter's baritone and Leith Stevens' musical efforts, the show might be acceptable lightweight fare, but a hodgepodge of guest "stars" dragged it down into a morass of stupidity from which even a Jack Benny couldn't have emerged.

How Lou Babian and Hope Emerson managed to deceive the powers-that-be auditioning for this is a mystery. Babian, choosing to be known as a "collector of unfunny jokes," is exactly that, which may make him unique but hardly entertaining. Miss Emerson's Arlene Harris-like monolog, minus the sparkle and cleverness that made the Al Pierce show chatterbox something to listen to, is bad enough, but her alleged song number is the height of something or other, probably inane silliness. To add to the confusion, Ed East and Ralph Dumke "dropped in" to wish the new program luck and did everything

possible to start it off on the wrong foot by indulging in a lot of nonsensical prattle.

As for Berch, he at least is the possessor of a nice baritone, and backed by the Stevens Band he makes the musical portions worth while.

Bert Parks announces.

D. R.

"Ed East's House Party"

Reviewed Thursday, 10:30-11 a.m. Style—Chatter, with transcribed music. Sustaining on WHN (New York).

Half-hour morning spot conducted by Ed East is a pleasant period. Production idea is very simple—that of a house party. WHN stenos and secretaries provide the atmosphere, clattering dishes, chattering and lending a feminine touch. Ed East emcees informally and on some programs sings occasionally.

Backbone of the period is transcriptions. Pop, tango and other music used. In-between time filled in by East and his bevy of WHN damsels. P. A.

PROGRAM SURVEY

(Continued from page 6)

Net Serials Potent

Cursory glance at the leading program chart shows that Portsmouth goes heavily for an impressive line-up of dramatic serials. The hokey stuff dished out in 15-minute periods five and six times a week leads in mentions and is the chief strength of the network battery. WNAC, owned and operated by the Yankee Network, has terrific power here, as indicated by the following analysis: "Mrs. Wiggs of the Cabbage Patch," scoring 40; "Woman in White," 38; "David Harum," 37; "John's Other Wife," 37; "Lorenzo Jones," 35; "Just Plain Bill," 34; "Pepper Young's Family," 13; "Ma Perkins," 90.

Others making the chart include "Vic and Sade," heard over both WBZ and WEEI; "Betty and Bob," WBZ; "Joyce Jordan," "Big Sister," "Hill-top House," "Aunt Jenny's Stories," WEEI, and "Mary Marlin," WBZ.

Leaders—Other Than Serials

Apart from the serials, leaders are "Club Matinee" in the six-times-weekly hour division, with 20; "Breakfast Club," in the six-times-weekly half-hour division, 24; "Magic Key of RCA" in the once-weekly one-hour spot, and "Sunkest Time," "Devotions" and "U. S. Marine Band" in the different half-hour categories. WAAB's baseball broadcast, a two-hour program, garnered 21, and "Services Park Street Church," 90-minute local on WHDH, tallied 6. Military bands, including army, navy and marine, all made sufficient scores for lead show listings.

Two news programs, one a network broadcast over WBZ and the other, "News Review," a local on WHEB, scored 16 and 6, respectively.

Detailed and simple analysis of leading programs is shown in chart on this page.

Stations

Portsmouth daytime programs are heard on six stations, according to returns on The Billboard survey. Of the total number of program mentions received, shows carried by WNAC received 244. This commanding lead is distinctly attributable to WNAC's potent line-up of dramatic serials. WBZ, owned and operated by Westinghouse Electric and Manufacturing Co. and serviced by NBC, is second with a score of 129. WEEI, leased and operated by CBS, is third with 74. WAAB, WHEB and WHDA are fourth, fifth and sixth with scores of 21, 19 and 6.

Stations WMEX and WCSH, both of which carry nighttime programs to Portsmouth, were not reported on daytime shows.

No Don't Know Answers

As in the case of the nighttime survey, none of the 1,077 persons interviewed gave "Don't Know" answers with reference to naming the station over which a particular show was heard.

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.

Harrisburg Varieties, piped into New York over WABC from WHP, Harrisburg, Pa., 3:30-4 p.m. Friday afternoons, is like 101 other variety programs of its genre, only a bit worse. Usually one entertaining feature crops out on these shows, but here it's all pretty hopeless. Howard Gale leads a band that seems to suffer a bit from ennui; Mary Nicholas, swing singer, neither swings nor sings; Cal Swain mutilated the lovely *Spring Is Here*, from *I Married an Angel*, and the Swing Trio ought to listen to Adrian Rollini and learn how to manipulate a vibraphone, guitar and bass.

Evidently inspired by the success of last week's Irving Berlin Coast-to-Coast tribute, Gale decided to conduct his own Berlin program, with eight of the composer's numbers figuring in the broadcast caught. Mangled would describe it better.

George S. Kaufman and Moss Hart brought added enjoyment to *Information, Please* on WJZ, New York, and the NBC-Blue last Tuesday (2) and provided listeners with another grand half hour from 8:30-9 p.m. This is unquestionably the best of the quiz programs, standing head and shoulders above its nearest competitor. The reasons are obvious—intelligence, showmanship, personality and humor.

In addition to the quips of the playwrighting partners, Franklin P. Adams and John Kieran were joined by Quincy Howe, author, in the amusing battle of wits. Kieran, incidentally, is excellent on these shows, and demonstrates a fund of knowledge that some day may transfer him from his *New York Times* sports column to a feature pillar, like his ex-colleagues Westbrook Pegler and Heywood Brown.

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Air Briefs

New York By PAUL ACKERMAN Chicago By HAROLD HUMPHREY

THE STORY mag may put a show on a network of trials over a couple of stations click. . . . Twentieth Century-Fox footed bill for everything except talent on the Irving Berlin air show. Program knicked the Edgar Guest show, immediately following, for 15 minutes. . . . Phil Spitalny nixed pictures of his girls for the newspapers, refusing to allow the ad agency to make them. Angle was the General Electric, the sponsor, might squawk. . . . Lou Frankel will be editor of the revamped *National Radio Register*. . . . Tom Cochran, writer-director, is preparing a radio version of *L'il Abner*, comic strip, for United Features. . . . Gordon Thompson will produce the Vailee show in place of Tony Stanford, who goes on vacation after his trip to Chicago. Hampden set for the Vailee program August 18. . . . Rose Marie back on the air twice a week over NBC-Blue, beginning Monday. . . . Stars of stage, screen and radio drank milk at the WNEW party last week, the occasion being the third anniversary of *The Milkmar's Matinee*.

National Broadcasting Co. is trying to get Sinclair Lewis and his co-workers at the Cohasset Summer Theater for an air version of "It Can't Happen Here." . . . Larry Holcomb, radio director for Sherman K. Ellis agency, addressed students and teachers last week on "Five Times a Week Radio." . . . Several sponsors reported bidding for NBC's "Clipping Bureau." . . . "The Chart-oteers" are set for Paramount Theater, starting August 10. Booked by Henry Frankel, of WOR Artists' Bureau. . . . WNEW's Grouchmaster is now going in for "Lessons in Unsuccess," or how to be successfully unsuccessful. . . . Jack and Loretta Clemens are making transcriptions for Allan-Aisop-Eddy Radio Recording.

EDUCATIONAL departments are becoming the big thing in stations here. WBBM just shipped its new higher learning director, Lavinia P. Schwartz, to New York for a polishing course from the CBS pros. . . . Two local accounts switched agencies this week—Chicago Motor Club from McJunkin to Aubrey, Moore and Wallace, and Morris B. Sachs from Schwimmer & Scott to Wade agency. . . . Bob Crosby's Ork will trespass sacred portals October 19 when it gives a concert in Orchestra Hall, sponsored by a charity org yet to be named. . . . Singer Terry O'Donnell has joined the WAAF staff. . . . Actress Ruth Bailey is nursing injuries sustained in an airplane jaunt. . . . Announcer Tommy Bartlett is vacationing.

When Charlie Grimm, deposed Chicago Cubs manager, was hired by H. Leslie Atlass as a baseball announcer for WBBM, he hadn't received any salary quotation and didn't find out for over a week until Manager Atlass returned from a yacht trip. It's set now, but nobody knows the figure except, of course, the involved parties. . . . Looks as if all the big shows originating in Chi this fall will be counted on the fingers of one hand. . . . Curley Miller and his KDKA hillbillies are playing Midwest theater dates. . . . Ethel Shutta will guest on a WGN program next Wednesday. . . . Fibber McGee returns to the air September 6, but whether Mally will return with the show is problematical.

RUTH FAIR, local comedienne, stole the Rudy Vailee show, broadcast from here Thursday. Her monology as a travel lecturer is top-notch humor. . . . Harriet Pripps is the name of that new secretary at WIND. . . . Director Cecil Underwood's new home has just been completed.

CIO Woos Radio Workers in Chi

CHICAGO, Aug. 6.—Louis Goyette, head of the radio division of CIO's American Communications Association, arrived here from New York this week to discuss problems confronting radio engineers and particularly to meet members of the Associate Broadcast Technicians, indie radio engineer union at CBS here. As a result of an NLRB decision last week, ABT will conduct an election within the next few days to determine if it shall affiliate with the CIO union.

Meetings of ABT members will be held Tuesday by Goyette, who is expected to point out advantages to be had if ABT votes for an ACA connection. ABT also has another offer from the International Brotherhood of Electrical Workers, but since it involves only the acquiring of a Class E charter, officials of ABT have heretofore frowned on any truce with IBEW.

ACA already holds a large radio technician membership in New York and Washington, and at the meetings this week Goyette will also point out that a split of this kind is detrimental to both factions.

O'Daniel, a "Name" Now, Nixes Ripley

FORT WORTH, Tex., Aug. 6.—W. Lee O'Daniel, who won the nomination for governor of Texas in July election via the radio as emcee on his own flour company's hillbilly programs on WBAP and the Texas Quality Network, has had numerous stage and radio offers both for himself and his hillbilly band. He has turned all of them down.

It's said Robert Ripley sought O'Daniel and his family for his program, and MCA is said to have offered the governor-elect and his band \$12,500 a week for a tour of the East. A Dallas hotel's night spot sought to give the hillbilly band a nice contract, and other ballrooms dickered with band for dance engagements.

The O'Daniel children received two

offers of screen tests from Hollywood. Two of the children, Pat and Mike, are members of the hillbilly band. After turning down all offers the O'Daniel family and the hillbilly band took a two-week vacation to go fishing.

DETROIT, Aug. 6.—W. Lee O'Daniel's example has inspired Roscoe Conkling Fitch, aspirant to the gubernatorial nomination in the Republican primaries, to hire a hillbilly band and equip a sound car to tour Michigan with the band and advertise his candidacy. Other candidates remain to be heard from.

Gregory Succeeds Nelson at KDKA

PITTSBURGH, Aug. 6.—Sherman D. Gregory, now assistant manager of broadcasting for the Westinghouse Electric and Mfg. Co., with offices in Baltimore, will become manager of KDKA in Pittsburgh September 1. It was announced today by A. H. Morton, general manager of National Broadcasting Co. operated stations, of which KDKA is one. Gregory will succeed A. E. Nelson, recently taken from KDKA and made sales manager of the NBC's Blue network. Morton's announcement indicated there would be no change in the operating policies of KDKA.

In his new post Gregory will control the station's programing activities. He has had charge of two Fort Wayne, Ind., stations since their purchase by Westinghouse some time ago.

WPEN Salesmen Quit

PHILADELPHIA, Aug. 6.—Following recent organization of the Radio Salesmen Guild, sales staff of six at WPEN here handed in resignation. Staff announced organization of Guild last week and presented demands to employers. Group is unaffiliated.

MOUNTAIN PETE'S Mountaineers have joined WHO, Des Moines, Ia. Pete Angel brings his band here from WXYZ, Detroit, where they appeared for the past seven years. They will be heard on WHO's Sunset Corners Frolic and on the Corn Belt Hour.

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High and Low Kaycee Gates

Martin's 14C Fairyland's high—Rita Rio's \$125 hits bottom—Tumino manager

KANSAS CITY, Mo., Aug. 6.—Two new season records were chalked up at Dick Wheeler's Fairyland Park Ballroom the past week. But one was pretty hard to take. Tony Martin, taking over Everett Hoagland's band for his trek east, stopped off here Friday night to bring in a bang-up \$1,400 for the solo. Martin's showing cracked the high mark set early in June when Orrin Tucker tucked away \$1,175. All-time banner gross was recorded in July, 1936, by the Casa Loma band, giving Fairyland \$4,100 on a day that had the temperature hitting 109.

Martin's showing helped some to atone for the other record—the lowest gross of the season, set two nights previously by Rita Rio. Manager John Tumino counted only \$125 in spite of the fact that ducats were at the giveaway price of two bits.

Tumino took over the ballroom's management this week, with Dick Wheeler going to Dallas to head a branch booking office for Rockwell-O'Keefe. Tumino managed the ballroom last year and this season was assistant to Omer J. Kenyon, Fairyland general manager. It is reported that the ballroom is in the red for \$2,000 since opening 10 weeks ago. Weekday biz, using local bands, has been very spotty and accounts for most of the losses. And very few of the name bands playing week-ends were able to show a profit for Wheeler, many even drawing under their guarantee. Tumino will continue buying names, but Marlo and Victor Brancato, park owners, announced a change in week-night policy in hopes of perking up biz before the mid-September closing.

Chi News Stands Aid Song Sheet Freeze

CHICAGO, Aug. 6.—Song lyric sheets have passed from sight at corner news stands here, and, according to E. S. Hartman, local ASCAP rep, illegal distribution of the pop songs has suffered its most telling blow.

Hartman recently brought suits against some of the boys operating the newspaper kiosks, and Sunday called a mass meeting of the entire membership of the news venders' union, asking them to refrain from selling the contraband goods. Hartman said their reaction was entirely favorable and he felt they could be depended upon in the future to shun distributors' offers.

ASCAP has been continually thwarted in uncovering the printers of the sheets but feels this attack on distribution will put the shady entrepreneurs out of biz.

JERRY KRIEGMAN, dance promoter at Wheeling, W. Va., has taken over management of Arden Wilson and has the band playing thrice weekly at Oglebay Park here. Also spotting names for solo stands at the park's Pineroom. Had Benny Goodman this week and Phil Harris set for August 15.

Calling All Phillips

KANSAS CITY, Mo., Aug. 6. — It happened down on 18th street, in the warmest corner of Kaycee's Harlem sector, the other night while the band boys off work gathered for some serious sipping.

Eddie Phillips, tender of the bar, extended a greeting to Eddie Phillips, beater of the drums with Harlan Leonard's Band. On the rebound drummer Phillips introduced bartender Phillips to Eddie Phillips, also a drummer, who beats the hides around these parts with Joe Sherer's Aristocrats.

The three Eddie Phillips solemnized the occasion by having a drink together.

Martin's Miseries

COLUMBUS, Mo., Aug. 6.—There'll be no more Texas touring for maestro George Martin. Arriving home this week with what remained of his original 12-piece combo, Martin related how his band was set for three weeks at Hotel Lubbock, Lubbock, Tex., but gave up the ghost after two.

First, Andy Whitehouse fell and broke the neck of his bass fiddle; then two of the band boys were thrown in the doghouse because they were not aware the town was as dry as the Sahara. Another day his pianist quit without the formality of a notice. Finally, Gene Bohanan, business manager and sax player, became ill and took leave. So Martin figured it was time for him to take leave. He gathered the remains and headed for home.

Weeping Clouds Cut Weems' Tex. Stand

FORT WORTH, Tex., Aug. 6.—Ted Weems, highest priced band to play Bob Carnahan's open-air Show Boat, drew mostly bad weather during his eight-night stand last week. But despite the elements Carnahan marked up a profit, since capacity crowds turned out with the clear skies on the two Saturday nights and fair crowds boarded the land boat during the several rainy nights of the week. Carnahan anticipated several wash-outs during the summer, but was not quite prepared for the "unusual" rains of the past two weeks, which caused floods in other parts of the State. It was tough to take so many rainy nights in a row, especially when the band attraction, Weems, showed all signs of being potent.

Since Casa Manana has returned to the field, Show Boat has changed its dancing hours to take in the Casa's after-show biz. Boat now opens at 9 p.m., with dancing from 10 to 3. Admish reduced after 1 a.m., Casa's closing hour. Phil Levant is current, lingering thru August 11.

Jacksboro highway, which boasts both the Show Boat and the Casino, the larger dansants on Lake Worth, is fast becoming the White Way amusement stem of Texas. Main traffic artery, it is jammed each week-end with out-of-town visitors pleasure bent. There has been a mushroom growth of smaller taverns along the road, and even grocery stores and gasoline stations have put up a "dancing" sign, depending on

Up-State New York Big for Big Bands But a Bust for Locals

BEMUS POINT, N. Y., Aug. 6.—The Chatauqua Lake region in this vicinity has seen much band activity this season for the first time in many years. Not since the Bemus Point Hotel was razed some six years ago has this neck of the woods offered dancers the better bands. The hypodermic was the unshuttering of the Casino on June 28, new dansant owned by Arnold Lindstrom and managed by Frank Meyer. Operating one night weekly, biz has been consistently good.

The highest mark of the season, both in dollars and attendance, was rung up July 19 when Ozzie Nelson took the town by storm. Record crowd of 1,600 dancers made for a \$2,000 gate, with ducats peddled at \$2 per couple in advance and \$2.25 per couple at the box office. Highest box-office scale was set June 10 for Benny Goodman at \$3.30 per couple in advance and higher tariffs for dance-night purchases. Receipts, however, were better on Nelson's stand.

Other bands playing solo stands here since Jimmy Lunceford led off include Phil Levant, Gene Krupa, Count Basie, Artie Shaw, Art Kassel, Claude Hopkins and Ben Bernie. Future dates have been set for Horace Heidt, Guy Lombardo and Kay Kyser.

Lindstrom and Meyer depend for their draw on Jamestown and Buffalo, N. Y., and Warren, Pa., where regular ticket offices are maintained.

ALBANY, N. Y., Aug. 6.—Salaries for musicians in up-State New York are much depressed. Except for Saratoga during the racing and gambling season, few name bands play this area. Music makers in these parts are mainly local

Weber Prepares for Dog Fight To Return Music to Pic Pits

Confab with movie moguls set for late fall—radio a pipe compared to waiting task of increasing theater jobs—hits block booking and doubles

NEW YORK, August 6.—Campaign of American Federation of Musicians to increase employment for its members in radio will seem like a light workout compared to the forthcoming battle to put musicians back into the pits of motion picture theaters. Prexy Joe Weber expects no easy sailing when it comes time to discuss the matter of picture house re-employment of musikers with the Coast powers-that-be. Weber and the executive board had originally planned to leave for Hollywood and conference with the

after the recent AFM convention, but it was deemed advisable to conclude negotiations with the radio Indies first. In addition, Weber will attend the American Federation of Labor Executive Board powwow in Atlantic City this month. Coast trip is slated for late October or November.

BG's \$6,750 Gives Ravinia a Neat Net

CHICAGO, Aug. 6.—Benny Goodman's invasion of the fashionable and ultra-ultra Ravinia Park on Chi's north shore Wednesday proved a study in contrasts for the 6,200 people who gathered to hear this thing called swing, some of them for the first time. During intermission some of the super-sophisticates and lovers of Beethoven left Goodman cold by walking out and leaving their choice box seats to be scrambled for by the dyed-in-wool jive fans.

Financially speaking, however, the "freak" attraction was a gold mine. General admish was tagged at 75 cents per head, with 1,400 of the mob obtaining pavilion seats at \$2.25 per squat. Some of the jitterbugs arrived as early as 10 a.m. complete with lunches, blankets, etc. Cash register hit a merry tune of about \$6,750, with Goodman getting three grand for the concert.

DICK DORSO, head of CRA branch in San Francisco, back at his desk after confabs at home office in New York. Agency will route Ina Ray Hutton, Rita Rio and Chick Webb into Dorso's territory this fall.

automatic music machines for the music.

In the city the Den at Hotel Texas is finding a money maker in Nick Stuart, according to Manager Henry Love. Opening nights are always gala affairs here, but Stuart's debut on July 22 was the biggest the Den has experienced since its first night 15 years ago. Stuart makes way for Bob Chester on August 12.

Look for

These Features:
**This Ballroom
Business**

By WILL H. WITTIG

**Hitch Your
Wagon to
A-Style**

By SHEP FIELDS

**On Publicizing
the Dance Band**

By IRVING LEHRER

**Going Great
Guns**

By PAUL WHITEMAN

in the

**Fall Special of
The Billboard**

Dated August 27

Theater Council Conclave Set To Mull Road Return

NEW YORK, Aug. 6.—If sponsors of the second annual convention of the American Theater Council, September 13 and 14, are serious about their business of making the road a paying proposition, and if the two-day session will be more than a gab feast, an outlet for pretty speeches, the introduction of celebrities and the garnering of publicity, there is some hope that good may come of it. That opinion held sway along the Stem this week following the ATC's convention announcements.

It is understood that William Brady, with the help of Frank Gillmore, will probably toss out a working plan by which the members of the ATC hope to bring back part of the road business. IATSE executives are ready to get behind move for what it could do to increase stagehand employment.

Paul Dullzell, executive secretary of Actors' Equity, which is also interested in jobs for its constituents, had some misgivings about the successful outcome of any plan to restore the road. He viewed as almost unsurmountable four problems which raised havoc with the legitimate stage. One, financial offers from Hollywood drained the acting talent supply of the stage without providing for replacements, nor is filmdom doing anything to build up its own future supply, which it will probably continue to suck up from other fields. Two, similarly, picture producers have caused a dearth of playwright talent with their buys. Three, housing facilities for the most part are in a run-down condition on the road and rehabilitation would be costly. Four, box-office prices will have to be made low enough to win

Non-Playing Ork for House Without a Pit

SYRACUSE, Aug. 6.—Threatened strike against the Strand Theater, breaking up the successful summer season of road shows offered by Jules Leventhal, was averted here last week with signing of a five-piece orchestra which will not play but will draw salary nevertheless, including three weeks' back pay for the three weeks the theater has already operated.

Musician's local had threatened to call out stagehands, and international representatives were called in by the stagehands to avert the loss of jobs, the first in about three years. Settlement by hiring the non-playing orchestra was made at a conference between Ernest Crouch, house manager; Richard Walsh, international representative of the stagehands, and George Roberson, musician's local president. No musical shows are booked for the season, so no orchestra is required, and there is no pit, so none could play anyway. Consequently, the only time the orchestra will have to report at the theater is Saturday night, when the boys will have to show up to get their salaries.

Room Service last week did "satisfactory" business, altho not up to Tobacco Road, which opened the theater.

back the motion-picture-going public.

The ATC, aware of these, has gone ahead with its plans, confident it can achieve its goal. It has announced the following convention order at the Hotel Astor: First day, opening luncheon and afternoon business session; second day, morning business session, luncheon, afternoon business session and after-theater supper.

Hopkins' FTP Rep Moved to West

CHICAGO, Aug. 6.—Charles Hopkins will relinquish his post as producing director of the New York State Federal Theater-of-the-Four-Seasons, Roslyn, L. I., about the middle of August to become producer of repertory for 13 Middle Western States.

Hopkins' repertory company will be made up of actors from this territory. His productions will be in a new local theater being designed for his purposes. John McGee, national associate director of FTP, made the appointment.

Week's Announcements

Primrose Path, dramatization by Robert Buckner and Walter Hart of a novel by Victoria Lincoln. Formerly known as *February Hill*. Was held for a while by Sam H. Harris. Will be the season's second item on the producer's schedule, coming between *The Boys From Syracuse* (Comedy of Errors) and *The Meal Ticket*. Producers, George Abbott, 630 Fifth avenue, Circle 5-5820.

Thirty Days Hath September, a comedy by George Frank and Roland Kibee. Not to be confused with the play of the same title by Irving Gault and Jack Sobell, already set by Kirby Grant, Inc., for September opening. This one is scheduled to go into production in September, with Broadway opening the month after. Producers, Alex Yokel and George Jessel, 210 West 46th street, Longacre 5-3413.

Lady on Horseback, a comedy by Ben Cohen and Seymour Korman. Producers, Alex Yokel and George Jessel, see above.

On the Cuff, a comedy of unannounced authorship. Now being written. Title tentative. Alex Yokel and George Jessel, see above.

Cowbarn Notes

NEW YORK, Aug. 6.—Change of schedule will bring Fay Wray to the Spa Players, Saratoga Springs, N. Y., in *The Night of January 16th* August 9 for a week's run, and again, August 23, in *Tomorrow's Sunday*. Ethel Barrymore will sandwich in a week between these dates. . . . Paul Huber will direct Josephine Evans, Earle Mitchell, Art Barnett, Louise LaMont, Dick Start and Roy Johnston in *The Barker* for the Barter Theater, Abingdon, Va., August 11. . . . Four new play tryouts are set for the Bass Rocks Summer Theater, Gloucester. Weekly schedule, beginning August 8, includes *Slice of the Moon*, with Ivy Troutman, Douglas Gregory and Ellen Love; *La Femme en Fleur*, with Ina Claire or Francine Larrimore; *Glory of Youth*, with Grant Mitchell and an unnamed political satire.

Cecilia Loftus and Edith Barrett will be co-starred in *Tonight* at 8:30, opening August 9 at the Newport Casino Theater. . . . Between August 10 and 17, the Hopatcong Players (N. J.) will present *Outward Bound*. . . . Joseph S. Daltry, musical director, and F. Cowles Strickland, stage director, report good business for their touring University Gilbert and Sullivan company.

"Knights of Song" Okeh in Debut

ST. LOUIS, Aug. 6.—*Knights of Song* was given its world's premiere Monday night before an audience of 8,446, at the Forest Park Amphitheater, by the St. Louis Municipal Opera Association. New musical drama is good entertainment thruout, the humor and comedy is natural, the characters all authentic and splendidly portrayed and the dramatic scenes convincing. The story of the opera tells of the lives and works of Gilbert and Sullivan, with the best of the Gilbert and Sullivan music, from such favorites as *Pinafore*, *Mikado*, *Pirates of Penzance* and others added.

The new opera is presented in two acts and 12 scenes, staged by Zeke Colvan; orchestra directed by George Hirst, settings by Raymond Sovey and produced by Richard Berger. Principals include Nigel Bruce, William Williams, Natalie Hall, Reginald Bach, Molly Pearson, Robert Chisholm, Joseph Macaulay, Earl MacVeigh, Reginald Sheffield, Annamary Dickey, Eric Mattson, Marcella Uhl, Lauramae Pippin, Jacqueline Jones, Sidney Busch, Henry Mowbray, Muriel Starr, Jeanne Gustavison, Gillette Malcouronne, Avery Donalds, John Adair, Myrtis Jackson, Frederic Persson, Larry Segel and Rochelle Payntar. Frank B. Joering.

Meet To Revise League By-Laws

NEW YORK, Aug. 6.—Membership of the League of New York Theaters will meet August 16 to revise the organization's by-laws so that the board of governors may operate more readily. Under the old stipulations the board had to have the full written consent of all League members before it could make commitments or take action on matters concerning the group. That became a physical impossibility, particularly when the membership ran to 128. Even now, tho the register is down in the 60s, such a procedure blocks the executive board when prompt action and decisions are called for.

Board is asking for just such powers as will enable it to operate for the good of the League when there is no time to poll the entire membership.

Chi Legitless This Summer

CHICAGO, Aug. 6.—End of month finds the city without a single legit attraction, Federal Theater, only active producer this summer, closing both its current productions—*Anthony and Anna* and a ballet—July 30.

FT scheduled to open *Power* at the Blackstone August 15, but date is tentative, while the opening of *Mikado*, featuring an all-Negro cast, has been postponed until fall.

Grand Opera House, Harris, Selwyn and Erlanger are dark, with no fare expected in before September.

From Out Front

By EUGENE BURR

Words have a habit of bouncing back to sock you in the teeth, long after you've forgotten that you once pegged them into the outfield. Thus, while going thru old issues of *The Billboard* in the exigent interests of *The Billboard Year Book of the New York Legitimate Stage*, I happened across a column I wrote nearly a year ago, greeting with hosannas an announcement of the plans of a contemplated little group to be called the Mercury Theater. In the eight or 10 months that have passed, the overlords of the Mercury have failed to see entirely eye to eye with me on various of the Mercury productions; and the leading spirit of the group, the militantly young Mr. Orson Welles, has rapidly assumed in my mind the somewhat dubious honor of being the flattest young actor and most mannered and egotistically self-conscious young director that I have ever seen featured in so-called professional presentations. And yet the enthusiasm of a year ago was not entirely foolish; Mr. Welles' slender reputation then rested only upon his relief-project production of *Dr. Faustus*, the Mercury had announced a number of plays that it never did get around to doing, a skillful press agent or over-enthusiastic executive had intimated that Aline MacMahon might be a member of the company—and my hosannas were strangely tempered hosannas at best. In the midst of all the enthusiasm there seemed to be a foreknowledge—or at least a fear—of what was to come.



EUGENE BURR

The enthusiasm (tempered) over Mr. Welles himself was based, of course, on the fact that he had presented *Dr. Faustus*. In the *Faustus* production, which he had reduced to an hour-and-a-half running time, there was much that was mannered and amiss—but there was no way of knowing that Mr. Welles' passion for cutting the bejezls out of the classics would assume the proportions of a drug habit. "It is true," said the column, speaking of *Faustus*, "that he cut the running time down to a meager hour and a half—which is sacrilege, horrible and damned—but at least he was responsible for a production of *Faustus*, no matter how short, no matter how mannered its type of presentation."

There was caution, too, in the praise lavished upon the Mercury's plans: "It is to be hoped that the revivals at the Mercury will keep the spirit of the originals, however, without cutting too much and without insisting upon mannered presentations. The old plays may just as well be left on library shelves if they are brought therefrom simply to serve as springboards for agile somersaults of a directorial ego."

That, of course, is the crux of the matter. Not only did the presentations seem fitted only to display the directorial egotism of Mr. Welles, but they carried to fantastic lengths his penchant for hacking the classics. In each case there was an exception; the production of *The Shoemakers' Holiday* was both smart and effective (tho the script was cut until only the dirty passages remained), while *Heartbreak House* was given in its heart-breaking entirety (tho the production was featured by the flatly incompetent acting and direction of Mr. Welles).

Even the semi-repertory angle, pivot of the whole Mercury scheme, was abandoned early. When Welles' original but ineffective play, *Death of a Dictator* (inexplicably known in certain quarters as Shakespeare's *Tragedy of Julius Caesar*), took the town's militant intelligentsia by storm, it dwarfed the rest of the schedule; and it wasn't until late spring that the third item in the "repertory" got itself presented, even tho the original plan had been to offer a new show each month, no matter what the success of the early productions.

Hope for improvement during the new season seems slight. The announced repertory system has been thrown completely overboard, with the announced tie-up for one production between the Mercury and the moneybags of the Theater Guild. And Mr. Welles' passion for literary butchery will be pushed further than ever before—to such debased depths that he will present Shakespeare's entire *Henry and Falstaff* cycle of histories as a single performance. There have been many mass murderers of human beings—Burke and Hare, Haarmann, Neil Cream, Jack the Ripper, Landreau and all the rest of the unsavory list. But never before to my knowledge (with the possible single exception of Colly Cibber in the early 18th century) has there been a mass murderer of the classics.

Last year's hymn of modified praise ended: "A reporter who must abashedly admit that he likes great and beautiful plays far more than smart and timely plays sincerely thanks the Mercury. He thanks it for its schedule now—even if later things should so turn out that he is unable to thank it for anything else." I still thank it—for its schedule. It's a pity that it was never carried out.

Look for

This Feature:

**The One Unorganized Branch
of the Theater**

By JAMES F. REILLY

(Executive Secretary, League of
New York Theaters)

in the
**Fall Special of
The Billboard**

Dated August 27

Colosimo's, Chicago

Plenty of show with accent on variety here in this nitery, one of the oldest in town and with a lot of the original interior decorations intact, giving it a McCoy *In Old Chicago* tang.

Gold Diggers, opening production number, brings on Dorothy Wahl warbling *Eddie Was a Lady* and finishing with a typical torso-tossing routine in front of the line. Bob Wyatt adds a song here and alternates with Si Reeve as emcee, but is weak on both scores.

Spec and Spot, comedy unicycle duo, hand in a good job, especially the one lad's drunk pantomime while on the single wheel. Act is strung out too long, tho, and biz of getting a boy and gal from the audience to take a ride doesn't merit the time and effort.

De Bold Twins, striking feminine team, come on for a tango number which is easy on the eyes; but girls need a more intricate routine to give it sock. Grace Drysdale, a holdover here, does her usual nifty glove-marionette turn and pleases everyone.

Yvette, stripper, has discarded her muff-dance routine for a *Dance of the White Goddess*, in which she uses a brilliantly hued parrot. Dances to jungle-beat music and strips to the waist, revealing an eye-filling figure. Dorothy Marthyn follows, singing *Siboney* in an operatic manner rather out of place here.

Geraldine and Joe, doing comedy acrobatic dancing, show plenty of versatility and pep. Do an apache with the girl dishing it out, and go over well. Joe singles with a series of aerial somersaults and handsprings.

Jackson, Stone and Reeve, comedy

Night Club Reviews

for economical entertainment. Business very good and service excellent. Floor show changes weekly.

Dave Dexter Jr.

trio, pattern their work after the old Clayton, Jackson and Durante combo, probably since this Jackson is from the old act. Their work is noisy and Al Stone's imitation of Durante is a good carbon, but gags are old and go overboard on smut.

Wind-up at show caught was marred when Francita was unable to do her illusion act, due to difficulty with the black-ray spot used in the act. Finale was rushed on instead with line girls doing an *Alexander's Ragtime Band* number and acts reappearing for a final bow. Henri Gendron's Ork still current.

Harold Humphrey.

specialty with plenty of hip work, but is not outstanding. Three Sharps and a Flat, four boys with a guitar, bull fiddle and a tom-tom, beat out some real swing which pleases.

Mercer Marques, heavyweight blues singer, fits into this spot just right with her corny and low-down song material. Proved to be a trouper, too, when she suffered a bad fall in her second entrance. Called back several times.

Number featuring Sonny and Mushroom and the line, decked out in Scotch kilts, furnished the finale.

Harold Humphrey.

Grosvenor House, London

Latest version of Music Corp. of America's *Cafe Society* has new principals.

Laugh hit of the show is registered by Joe Termini, American somnolent melodist, whose musical clowning lays them in the aisles. Joe is given excellent aid in his mirthful act by Jean Hamilton, whistling songstress, and by Joe Clayton, harmonica-playing comedian.

Art Mahon and Virginia Rucker, American dance team, click heavily with routines that are daringly different. Range from boleros and tangos to a smart waltz number into which they introduce expert sleight-of-hand tricks.

Alan, Alan and Alan, also known here as the Three Canadians, offer a comedy acrobatic act that has some good bits but many of them are ill-timed.

George Hale's Glamour Girls remain and they are plenty easy on the eyes.

Bert Ross.

Perkins Club, Kansas City, Missouri

Johnny Gunier's Band and three acts provide entertainment at this Southwest boulevard spot.

Dillon and Parlow start the show with a tap routine to *Tea for Two* and net nice applause. Team returns for an eccentric dance. Number went over neatly also. Couple works hard to please and succeeds. Gunier, emceeing when he isn't playing the guitar with his band, then introduces Weldon Barr, youthful and nattily attired dancer with a pleasing style, who raps off and encores a fast tap series. Final turn offers blond and buxom Eleanore Leonard, whose vocal version of *After You're Gone* proved she is anything but a singer.

Gunier winds things up by singing *Why'd You Make Me Fall in Love?* with fair success. Hank Schreiber's tenor sax and Charlie Grimm's trumpet make up for the weaknesses of Gunier's drummer and pianist.

Club is big as a barn but it's a bargain

Club Mayfair, Yatesville, Pa.

Altho several of the smaller spots are cutting out their floor shows or closing for the summer, Joe Bianco continues to maintain his policy of presenting two shows nightly. Featuring the current attraction is Cliff Conrad, m. c., who made a hit with his humorous lyrics to popular tunes. Accompanying himself on a studio upright, Conrad really went to town. As an encore he sang ar. orig-

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BACK IN BUSINESS FOR MYSELF Entertainment for All Occasions

BETTY BRYDEN 302 Fox Bldg., Detroit, Mich.

S. S. Fulton, Albany-New York

The excursion steamer Robert Fulton is one of six ships making the New York to Albany run daily for the Hudson River Day Line. All of the ships use a five-piece band.

Band on the Fulton when caught was that of Freddy Engel, who is well known in up-State New York. Engel, a jolly-looking mustachioed drummer, combines with a trumpet, piano, string bass and sax for good danceable music that follows closely the dance tastes of the patrons. When the crowd is too tired to dance the band sweetens up and makes the music pleasing for listening. Band plays southbound to Kingston Point, disembarks for an hour and a half, and then plays on the next boat going north to Albany.

The other bands are on similar half-trip schedules. Other ships in the line are Hendrick Hudson, Alexander Hamilton, De Witt Clinton, Peter Stuyvesant and Chauncey M. Depew.

Engel has a 10-piece band playing nightly at the new Lakeview roadhouse, Tenderhook Lake, N. Y. Uses the same young musicians he has on the boats, alternating five each day.

Grand Terrace, Chicago

Outside of a couple of well executed production extravaganzas, capably handled by Leonard Reed, the only thing really worth talking about in this spot's all-colored melange is Earl (Father) Hines and his boys, who will hold forth for the next several weeks.

Summer has taken its toll in this modernistic black-and-tan nitery, causing operator Ed Fox to prune the entertainment budget. Saturday nights see the best crowds, but week-day customers are easily taken care of at the ringside tables.

The Hines aggregation is playing danceable solid jazz during the dance sets and using the more erratic "hot licks" stuff for the show only. This is good music merchandising on Hines' part and with the NBC wire it should pull more dance lovers. Hines is featured early in the show, beating out a couple of hot ones on the piano.

First production number opens with Katherine Perry singing *Saving Myself for You*, later assisted by Leroy Harris, ork's sax man. Twelve-girl line appears for a good snappy routine, followed by Pedro and Dolores, striking dance team, whose work, altho not sensational, is exceptionally graceful and well put over.

Sonny and Sonny, ebony tappers, come on for some hot and fast footwork. Tap-toe number by one of the boys is a real click. Connie Harris rumbas a torrid



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OUR 1938 RECORD January and February—Biltmore Hotel, Miami March and April—Royal Palm Club, Miami May and June—St. Regis Hotel, New York City

NOW PLAYING CHEZ PAREE, CHICAGO FEATURING THE NEW CUBAN DANCE SENSATION

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N.B.C. SINGING STAR HELD OVER FOR FOUR WEEKS BON AIR COUNTRY CLUB CHICAGO

Management—N.B.C. Artists Service

inal song, *In My Dream of Old Broadway*. His voice was even and clear and should help him go places.

Frank and Lois Walsh did several tap team specialties, gaining most applause with their tap rumba.

An agile acrobatic dancer was young Jean Stelmak. Her body is very pliant.

Al (Blanco) Barry and his orchestra supplied the music, with Al taking part in the program by rendering *I Hadn't Anyone Till You* in his rich baritone voice.

Biz good.

Milton Miller.

Berkeley Hotel, London

An outstanding attraction here and new to London is Graziella Parraga, Cuban songstress, who renders tuneful native and pop numbers to her own guitar accompaniment. Singer has a deep and intensely pleasing contralto voice enhanced by clarity of diction. Makes an excellent job with her own version of *Ti-Pi-Tin*.

Marietta and Rudy D'Aix are a likable and graceful dance team with their waltz and other numbers sufficiently original to command attention. Click solidly.

Business remains good here.

Bert Ross.

Club Fiesta, Chattanooga

Club Fiesta, Chattanooga's newest and only downtown night club, opened this week with much fanfare. Located in spacious quarters in a downtown office building, it consists of taproom and ballroom occupying all of two floors.

Taproom opens at 11 a.m. and the ballroom at 9 p.m. Cover charge for ballroom is \$1.10 per couple. Music is furnished by Albert and his Eight Caballeros.

Manager Elliott Shapiro expects to add floor shows in the fall.

Murray Wyche.

Continental Room, Stevens Hotel, Chicago

A remarkable phase of the summer night club season here is the record run being rolled up by Glover and LaMae, dance team now ending its third month in this smart room. In a spot that switched teams every fortnight, this duo developed a following that brought a noticeable increase in business during the warm-month lull.

Team's "champagne hour" feature is still presented between shows, with champagne and dinner prizes going to the contest-dance participants receiving most applause. It is good entertainment, amusingly conducted by LaMae, aided by Alice Glover.

Show is opened by Paul Regan, impersonator who has improved greatly during the last year. Makes a neat appearance in talls and does a passable emcee job, his voice registering convincingly. His impressions are real and entertaining. Stands out with his Warner Oland, Joe E. Brown, Edward Everett Horton and a serious portrayal of Paul Muni in a scene from *Zola*.

Glover and LaMae present three versatile routines. Act is smooth, graceful ballroom work blending with impressive musical scores. Emphasize the beauty of the dance.

Marvin Frederic, orchestra leader, is on early with a popular piano recital, playing in an engaging style. Here all summer, the Frederic combination has been dishing out pleasing "society band" music that is easy on both the ears and feet.

Present set-up will probably remain intact until Labor Day, when a new band is scheduled to move in and, possibly, an enlarged floor show.

No minimum for dinner guests, but

there's a \$1.50 fee for supper patrons.

Tom Montgomery continues as p. a.

Sam Honigberg.

Grosvenor House, London

For the summer, MCA dispenses with floor shows and uses regular acts at this pop spot. Current three-act layout is strong.

Jeanne Devereaux, American ballerina who won much popularity and publicity as a result of dancing before the King and Queen in Paris last week, is a hit. Girl is exceedingly graceful and a superb dancer. Does a balloon number to a Debussy air and some fast pirouettes and other tricks to a Gershwin selection.

Boy Foy, youthful juggler on a unicycle, is dynamite with amazing feats. Swell personality helps him to chalk up a terrific hit.

Oliver Wakefield, English monologist, is well known here. Clicks heavily but manages to get plenty dirty at times.

Bert Ross.

Greater Windmill, Natchez, Mississippi

Largest nitery in the Southwest opened its regular summer season July 17 with Harry King Barth's Band. Barth's Band is currently causing much talk in these parts and is believed to have one of the best combos that has played locally.

Using eight men, Harry is featuring Isobel DeMarco, young pianiste and accordionist. George Gray, first sax man, is doing a nice job with the vocals.

Band personnel includes Harry King Barth, bass and leader; Jack Weber, George Gray and Tilden Lawrence, saxes; Isobel DeMarco, piano and accordion; J. B. (Wimpy) Varnido and Lou Escobedo, trumpets, and Norman (Slapsie) Lawrence, drums.

To date Barth has drawn the biggest crowd ever to attend any dance in Natchez, over 600 paid admissions. The cover charge is very light, but in keeping with the times. Band was booked in for only two weeks but now has indefinite stay arrangement.

H. M. Case.

Club Continental, Kansas City, Mo.

Four mildly entertaining acts and the music of Jay McShann's seven-piece band comprise the current bill.

Art Sherrick is emcee acceptably, working to best advantage as a singer. Warbled *Somebody Loves Me*, his tenor pipes registering well. Sherrick then gave way to the dance team of Marino and DeVoll, whose routines built around the Latinesque rhythms of *Siboney* and *Speakeasy* were okeh but not startling. Latter, a bolero, was the better of the two.

Ginger Green, with everything but a good voice, came next to try *Ain't Misbehaving* and *When a Lady Meets a Gentleman Down South*. Gal, a good looker, retted fair applause, but climax of the bill was reached a minute later with Dottie Dee's act, a dance in the dark to *Blue Prelude*, with a single spotlight playing about her indigo-painted, almost-nude body. Sherrick returned for another solo, using Duke Ellington's *I Let a Song Go Out of My Heart* as material. Fared well.

It's the band, not the acts, however, which probably is responsible for the full houses here. McShann, a youngster with an intriguing personality and amazing piano technique, is socko on the keyboard and when he sings blues. Bob Mabane, tenor sax, and Ed Hale, alto sax, also handle vocals. Gus Johnson's drums, Gene Ramey's bass and Billy Smith's soft trumpet style all blend superbly with McShann's spectacular piano, making for soft and restful syn-

copation all the way. Arrangements are by William Scott, tenor man.

Business good. Service excellent.

Dave Dexter Jr.

Dorchester Hotel, London

Newcomer here is John Hoysradt, novelty entertainer, who clicks solidly with a versatile act in which he does take-offs on Roosevelt, Mussolini and others. Also shows the difference in English and American fight commentaries and the different temperament in Continental acting.

Jack Holland and June Hart are retained with their graceful and rhythmic modern dance steps. Couple are very popular here. The Chesterfields, two men, have an amusing pantomimicry and clowning novelty that is never boisterous but always funny. Richard Haydn, English travesty impersonator and monologist, is a laugh hit. Oliver Wakefield remains as emcee and does well.

Bert Ross.

Silver Grill, Buffalo

Decorating job on this renovated club is typically and authentically Hawaiian. Music is by George Ku's Paradise Islanders, plus modern and traditional Hawaiian arrangements by George Sapienza's Continental Band. Native drinks a specialty.

Interior decorations are by C. Theodore Macheras. Air conditioned thruout.

George Ku, playing the Spanish guitar; Charlie Opunui, with Hawaiian steel guitar, and Johnny Kaulinana, tenor guitar, comprise the islanders, direct from Detroit's Wonder Bar. Booked here for 16 weeks.

George Sapienza, a guitar playing band leader, is abetted for his arrangements of tangos, rumbas and conservative dance numbers by Ed Duffy, piano; Johnnie Miller, violin; James Coppola, tenor sax; Joe Tramont, bass, and Sue Renzl, vocalist.

Room opened July 28 and has played to capacity since.

Minimum 50 cents on week nights and 75 cents Saturdays and holidays. Seating capacity is 220.

H. J. Warner.

Ted Nelson Tie With Paris Agency on Talent

NEW YORK, Aug. 6.—Ted Nelson, head of Metro Artist Bureau, has effected an arrangement to work in with the Organization Artistique Internationale, one of the largest European theatrical agencies, located in Paris. Michael Horwitz, son of F. Horwitz, owner and manager of the Paris outfit, will work with Nelson in the representation of European acts in this country. Metro will also send American talent abroad for handling by the French office.

Michael Horwitz is at present touring South America with Marion Anderson, colored opera singer, and is lining up deals for Nelson. Leaves Rio de Janeiro September 20 for Paris, after which he returns here to stay. Young Horwitz traveled with the Trudi Schoop ballet in this country.

Metro expects to add more bands to its roster in the fall, at which time the office will have increased manpower. Freddy Masters, now at the Capitol ballroom in Hartford, Conn., is under Nelson's management.

Half Moon Steps Up Policy

STEBENVILLE, O., Aug. 6.—Half Moon night club, near here, has inaugurated policy of floor shows and better bands. Current are Val Garvin's Orchestra and a show emceed by Don Harris. Vee Ames Dancers, just returned from a Pan-American tour, head the bill.

Other acts were Patsy Marr and Cook and King.

TMAT GROUPS

(Continued from page 3)

groups in the union, the treasurers, managers, etc., may hold their own meetings, police the conduct of their membership, establish standards of working conditions and admission requisites and be directly represented on the all-over governing board. They will not have group officers other than a meeting chairman and committeemen, but will be allowed to maintain a group treasury so long as the members meet all financial duties to the general union.

All external relations of the union, however, will still be conducted by the central board of governors, with whom will rest the final powers of making contracts with employer groups. Under the present structure, groups have a representative on a powerless council. Feeling is that the new plan of government will be more democratic and truly representative of the sentiments of the membership, since board members will be directly responsible to their respective groups. Provision has been made to submit the new constitutional changes to recently admitted members in other parts of the country. All newly organized chapters had personal reps at the meeting.

Convention moved to place the union on a sounder financial basis following the reading of \$12,000 operating expenses for period between last October and June 30. Details for greater budgetary control will be incorporated in the constitution and by-laws and are also in the hands of the committee, which will report its plan to another general meeting scheduled for August 24. Rumor that membership will have to shoulder an additional tax to defray operating expenses was not received cordially.

Meeting's going on record for the new group government plan is said to be a victory for the Yiddish theater members and the press agents. Most of executives now in office opposed the idea. At one point in the meeting an officer of the union brandished a paper said to be a telegram from American Federation of Labor headquarters in Washington, declaring a move toward group semi-autonomy was prohibited by charter regulations. Membership thought it odd that such a message should have arrived before discussion was half an hour old, and wondered how the Washington AFL knew what was going on here.

NIGHT CLUBS

(Continued from page 3)

light club as well, he has not been giving his entire time to his Casa and it is not definite whether he will hold on to the Casa until the WF opens.

Struggling to remain open until the WF brings that hoped-for cash, the Paradise Restaurant is bringing in a new show Labor Day. Marjorie Fielding will again stage it and Teddy Powell will probably do the music. The Paradise corporation's 77b reorganization plan is now before Judge R. B. Patterson for ckeh. It provides for payment of 10 per cent to unsecured creditors.

The Hollywood Restaurant, which folded a few months ago, has been remodeled and is set to open the middle of September. At that time, NTG is due to open his Midnight Sun Club in the Wintergarden Building.

Meanwhile every night club in town is running a temperature trying to figure out World's Fair tie-ups. Those too tired to dope out tie-ups are just hoping there will be enough tourists around to give everybody a break.

The hotels, of course, are planning novel entertainments and other fancy baits for the WF crowds.

From One Ace Spot to Another

The FAMOUS YACOPIS

From RINGLING BROTHERS and BARNUM & BAILEY COMBINED CIRCUS

To BILLY ROSE'S "CASA MANANA" NEW YORK CITY

Vaudeville Notes

ANDREW SISTERS will get a return engagement at the New York Paramount with the Casa Loma Band late in October or early in November. . . . ROY ATWELL opens a vaude tour in Indianapolis August 29, with Philadelphia and New York following. . . . JOE MORRISON, now in Hollywood, goes into the Earle, Washington, September 2, followed by the State, New York. . . . IKE ROSE'S MIDGETS have been given more one and two-day dates in the New York area by RKO.

CAB CALLOWAY did big business for the Interstate time in Dallas, according to Robert O'Donnell, circuit head. . . . ROXY THEATER, New York, has declared a cash dividend of \$1.50 a share, preferred. . . . JOAN ABBOTT, the Big Apple Dancers and Jack and June Blair have been added to the cast of Harry Howard's revue booked for Australia. Millard Jorgen is staging the show.

EDWARDS SISTERS are in Australia on the Tivoli Circuit. . . . HUGH HERBERT deserts his film chores for Warner this week for at least six weeks to make a p.-a. tour in New York, Philadelphia, Washington and Pittsburgh. . . . MCKAY AND VALLEE work the Hippodrome, Liverpool, England, week of the 15th, then follow with one each at the Palace, Blackpool, and Elephant Castle, London, before playing the South of France and Paris. . . . JEANNE DEVEREAUX is enjoying a featured solo dancer spot at the Bal Tabarin, Paris. Miss Devereaux is the only American ballerina to perform before the present King and Queen of England. . . . JACK GWYNNE, Fritz and Jean Hubert and Tod Liebling are recent additions to the MCA banner. . . . KITTY DONER, vaude headliner of the good old days, is happy on her New York farm now but keeps the common touch with reminiscent pieces for *Liberty*. . . . SYLVIA FRANCO AND DRIGO have been booked to appear at the Rolling Green Park, Sunbury, Pa., beginning August 10.

STATE LAKE, Chicago, booked its first Major Bowes unit, set to open September 9 and contracted by booker Harry Greben. . . . RED NORVO and Mildred Bailey open at the Tower, Kansas City, Friday. . . . RITZ BROTHERS are working hard for that \$15,000 this week at the Chicago, Chicago, giving 42 shows for the week.

JAN GARBER set for a theater tour taking him thru September, starting at the Tower, Kansas City, the first. Plays the Lyric, Indianapolis, September 9; Stanley, Pittsburgh, the 16th; Earle, Washington, the 23d, and the Strand, New York, the 30th. . . . TONY MARTIN, movie leading man now fronting a band, plays the Earle, Philadelphia, and the Earle, Washington, August 19 and 26.

Material Protection Bureau

A Free Service for Readers

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Scylla or Charybdis

NEW YORK, Aug. 6.—Unexpected assistance in Commissioner Moss' campaign to license all agents, bookers and managers may be forthcoming thru the Bureau of Internal Revenue and its Social Security Division. Agents, trying to get out of having to apply for a license, have been claiming that they are employers, not commission men, and therefore exempt. If they insist upon classifying themselves as employers the government will have them pay Social Security and Unemployment Insurance taxes for all the acts they book. Local license fee is only \$25, plus a \$1,000 bond.

respectively. Stanley, Pittsburgh, follows on September 2 and the week after he plays the Palace, Chi.

BELLE BAKER, heading the vaude show, and *Holiday* drew winter profit business at the State, New York, last week during the record hot weather. . . . HILDEGARDE returned August 8 to New York from Europe and goes into the Mounds Club, Cleveland, for four weeks. Plays the Savoy Plaza, New York, middle of September. . . . DON SHERWOOD, Warner booker, was "arrested" when he stepped off the train in Fallsburgh, N. Y., on his vacation. The pinch was a gag planned by friends.

VELOZ AND YOLANDA return to the Chicago, Chicago, September 30. . . . PAT ROONEY JR. has gone to Hollywood. Pat Sr. will continue as a single. . . . BERT WHEELER, who opened in England last week, has clicked and will stay abroad indefinitely. . . . THE HOLLYWOOD DOUBLES UNIT, playing London, will play Paris and the Continent also. . . . STAN KAVANAUGH plays the State, New York, September 1 with the Ed Sullivan unit. . . . JACKIE JORDAN, 14-year-old actor, has been given an MGM test. He's the son of Jack Jordan. . . . BILLY COSTELLO (Popeye) is touring Australian vaude.

PITTSBURGH ACTS

(Continued from page 3)

The night club field is a signal that AFA will for a while devote more time to the indoor amusement world, Whitehead nevertheless told indoor entertainers that the addition of circus workers to AFA membership is a strengthening needed to help big top performers secure higher wages and better working conditions. He also said he expects a favorable answer from AFL giving AFA permanent control over circus gamemen and treasurers in defiance of T.M.A.T. AFL union in which treasurers are already organized.

Entertainers' opinions seemed in the majority set in a decision to affiliate with AFA if the local could retain autonomy. Whitehead's counter-proposal was that during the current membership drive the existing dues plan must remain, with the \$12 from each performer annually being sent to New York, but that a governing board of president, secretary, treasurer, recording secretary and six directors be elected to work in co-operation with the paid representatives. After discussion, which included threats from some EFA sympathizers to affiliate with CIO, he said he believed that the financial set-up might be changed, if the size of membership warranted, to permit the local to retain part of its treasury.

Agents' opinions, after their evening with Whitehead, were mostly that AFA's campaign would be successful, primarily because affiliated unions favored it. Not all bookers were sympathetic, however, because a meeting of the EMA scheduled for Monday, where Whitehead and Hurley were scheduled to explain AFA licensing of agents similar to the AFM license plan, was not held, altho EMA directors had promised to call a session of their general members.

40 Actors Attend

Only 40 of 400 Pittsburghers attended the first AFA general meeting in the Fort Pitt Hotel. Chairman LaRay introduced F. Wilkens, of AFM Local 60, who removed the musicians from their previous non-committal attitude by declaring, "We are going to give co-operation to the AFA, just as we did the bartenders, cooks and waiters."

After Wilkens, a parade of sympathetic union leaders brought off the shelf their previously lukewarm attitudes concerning entertainers' organization and substituted advocacies of the

King a Vaude Fan, But N. Y. Center Theater Unimpressed

NEW YORK, Aug. 6.—Even the King of England's name didn't impress the Rockefeller interests enough to close a deal for a vaudeville revue policy for the Center Theater. Kurt Robitschek, of French-American Productions, Inc., and the Center Theater had a deal for the London Palladium type of shows ready for the dotted line when Center Theater reps asked for a list of the type of patrons of the Palladium. Robitschek said he wouldn't give them a list, but one name ought to be enough: the King of England. (The royal family is quite famous for its patronage of vaude.)

But the King apparently didn't impress the Rockefeller people much, for the deal was canceled, and now the Center Theater is dickering with Richard Berger to bring in his St. Louis Municipal Opera Co. for the fall and winter season. Robitschek, who produces vaude and

revue attractions here and abroad had tentatively agreed on a guarantee and percentage arrangement that would net the Center Theater owners \$150,000 a year. He had \$32,000 ready to deposit to close the deal, which would have brought in vaude revues at \$1 top, with bills charged weekly. Robitschek is now negotiating with other Broadway houses. His idea is to bring names like Charles Boyer and also standard acts and to intersperse the acts with production ideas.

Robitschek is confident the trend is to vaude—but not stereotyped vaude. He thinks the English vaude houses have the right idea and points to the London Palladium's \$250,000 annual profit as proof that vaude revues have pull. Not only that, he says, but look at the talent featured in European vaude houses. It's mostly American. For example, the current Palladium show has five American acts out of nine. Robitschek's own *Laughter Over London* unit is almost entirely American. American acts dominate the bills at the Scala, Berlin, and other European key city houses. More than 300 American acts are playing Europe today. Some of them do so well there that they remain abroad for years, returning every five years only in order to retain citizenship.

If European and other foreign vaude and revue houses make money with policies that thrive on imported American talent, then why can't American theaters do the same thing, asks Robitschek. He points to the Los Angeles Paramount's \$7,000 grosses with straight pictures and how the gross jumped to \$20,000 when it played Ted Lewis recently. He claims the time is ripe for cashing in on vaude attractions and expresses amazement that American theater men should be so short-sighted as to shun vaude.

Names Booked for Santa Cruz Hotel

SANTA CRUZ, Calif., Aug. 6.—Continuing a policy of name bands, the Coconut Grove of the Casa Del Rey Hotel has brought in Larry Kent for two weeks, following Buddy Rogers' Band. Kent plays nightly except Mondays, when Anson Weeks and Tommy Dorsey take the stand.

Les Frederickson is again emcee, his third season of 20 weeks each, and with partner Poppy Frederickson headlines as solo and team dancers a show that includes Ben and Wanda Woolsey and Lillian Roth. Shows being booked by Jack Lewis, of the Worldwide Theatrical Agency, San Francisco.

Ginsburg Expands; Names for Mayfair

BOSTON, Aug. 6.—Boston will have an "International Casino" of its own in September. Garage property surrounding Benny Ginsburg's Club Mayfair has been purchased for about \$60,000. Spot will have no cover. Minimum, \$1.50.

Sophie Tucker will preem Ginsburg's name policy September 14 for one week at \$3,000, with a week's option. Other plans call for Harry Richman, Cross and Dunn, and Jimmy Durante. Shows on a big-time presentation scale, with line, will predominate.

Nice City!

ATLANTIC CITY, Aug. 6.—At the beginning of the season Phil Barr, who runs the 500 Club here, was talked into a city-wide safety advertising campaign, with his club sponsoring more than 300 metal signs at street corners bearing safety slogans, his sponsorship being about four-inch strip on sign. Campaign, costing \$1,000, was given the okeh of Director Cuthbert and Phil put out his dough. The signs went up—for about two weeks—when Mayor White changed his mind and had the police go around and paint out the name of the 500 Club on each sign.

The city is still using the signs, and another good-hearted amusement operator is taken over for the well-known cleaning.

AFA, indicating they had resolved on a united front.

Phil Doyle, representing the IATSE, hoped that he "could see the differences between the entertainers and the AFA straightened out." Charles Levey, of the building maintenance union, exclaimed, "There is no room for dual unionism in the labor movement."

After sonorously maintaining, "The American Federation of Labor is the labor movement," James Sipe, of the Moving Picture Operators' Union, promised, "If you sit down and create a militant organization, we'll all get behind you and drive out sweatshops, get you decent wages and better your general conditions."

Climactic sympathetic union appeal for AFA came from Leo Abernathy, billposter president, who also heads the Central Labor Union, with the decision, "The past is all over. Speaking for 100,000 workers in Western Pennsylvania, I can say that no organization asking for union status will receive one iota of support unless it is affiliated with the AFL."

Whitehead began his appeal for EFA conversion to AFA with the admission that "there is more strife in Pittsburgh than elsewhere." Attributing much of the local strife to bookers allegedly throwing a "smoke-screen for their own profit," he held, "we've no quarrel with agents, except shysters."

Then he entered a 15-minute review of the AFA-Ringling battle.

Wants "Fortune" Back

"I get a pain in my heart every time I think of it," he almost whispered, and launched into a tirade against "John Ringling North, the arrogant college boy, who thinks money can do everything." After claiming that "most of the 1,700 performers and workers who were with the Big Show are working again, in Atlantic City, with the Barnes Circus and at fairs," including AFA members, he pledged that "AFL unions will picket and boycott the Barnes show wherever it travels. We've spent a fortune in this fight and we're going to get it back!"

"We've got the East and West Coasts tied up with closed shops as tight as a drum," he claimed. "In Chicago, certain individual problems have retarded our progress, and in Philadelphia we've been slow in gaining strength, due," he stated, to Tommy Kelly's "desire to run AFA."

Anticipating queries on why AFA will not reveal the size of its treasury, Whitehead said, "We have close to 14,000 members, but our council will not permit me to reveal the amount in our treasury. It is less than the size of membership would indicate." He added that "paid-up members may examine the books if they wish."

AFM Pact Claimed

He also claimed that AFA is on the eve of a national agreement with AFM which will include AFA's establishing a constitution similar to the musicians, and changing branch offices to locals chartered by headquarters. He did not say, however, that he had been given permission to do so by either the Four A's or the AFL.

At tomorrow's meeting Whitehead will present provisions of the projected AFA charter, to be accepted or rejected by the membership. If accepted, another meeting will be called the following Sunday to elect officers and ratify suggested demands for higher wages and better working conditions.

Loew's State, New York

(Reviewed Thursday Evening, August 4)

Show this week is offered in presentation-house style, with Ruby Zwerling and his pit boys up on the stage and four tables lining the front of the band stand giving a night club effect. Nick Kenny, headlining the bill; the Oxford Trio, and four girls, who contribute nothing to the show but their presence, remain at the tables thru the 69-minute performance.

Outside of some ineffectual emseering and a strained attempt at looking modest while Jerry Cooper extolled the virtues of the Kenny song hits, the columnist-composer did little to rate his star billing. Entertainment was entirely in the hands of the supporting cast, and each one did a capable job.

Oxford threesome led off with their vocal impressions of prominent bands and duplicated their success at the Paramount and the Astor Roof. Frances Faye, whose introduction by Kenny as "Bing Crosby's co-star in *Double or Nothing*" had this reviewer racking his brain trying to remember her in the film, gave out with some current pops like *Week-End of a Private Secretary*; *A Tisket, A Tasket*; *Gypsy in My Soul* and *This Time It's Real* in a way to make one wonder if maybe the classics aren't to be preferred after all.

For originality and sheer audience appeal it's hard to think of anyone to top Bob Williams and his trained dog, Red Dust. First half of the act, with Williams' pleas to the pup to do tricks resulting in absolute nothing, is uproariously funny, and when the dog finally does some stunts they are unlike any other animal act. This turn alone is worth the admission price.

Eunice Healy follows with a lively dance routine, with Jerry Cooper on next, baritoneing *I Love To Whistle, You Go to My Head, I'm Gonna Lock My Heart and Stardust* in an ingratiating, personable style. Following his own stint, Cooper goes thru a build-up process for Kenny, warbling snatches of his songs, while the latter tries to look embarrassed.

Barto and Mann wind up the session with their familiar clowning, which is always a definite audience-pleaser. These two are clever and really deserve the palm-beating they get.

Tropic Holiday (Paramount) is on the screen. House comfortably filled second evening show. Daniel Richman.

Music Hall, New York

(Reviewed Thursday Evening, August 4)

Again the Radio City show palace emphasizes the spectacular and submerges individual talent to its grandiose pattern despite the elegant line-up of Paul and Grace Hartman, Chauncey Morehouse, the Starlings and Beatrice Joyce. Consequently, the variety these talents could lend, if given elbow room among the mass of Rockettes, Corps de Ballet, orchestra and glee club, is stifled.

One of the most lavish uses of stage settings and trick lighting greets the eye at the close of the 45-minute presentation. Hilda Eckler leads the ballet and Rockette companies thru an ultra modern interpretative dance against the background of a restored Colosseum, mirrored revolving stage and sparkling costumes. In addition, statuesque poses and awing colors were brought into unstinted play.

In great contrast to this extravaganza the show opened with Chauncey Morehouse perched high among his illuminated N'Goma drums. He demonstrated their full chromatic scale, but had against him the odds of an all too dominating accompanying orchestra and the hip-swaying Rockettes. The Glee Club, disguised under Argentine gaucho costumes, served as prop for the rich singing of Beatrice Joyce and the dancing satirists—the Hartmans—whose talents were partly dimmed among the extraneous stage fixtures and the vastness of the hall.

The Starlings delighted with colorature numbers, lending full meaning to their designation, *Mountain Echoes*.

All four parts were grouped under the single theme *Tempo*, a rhythmic cavalcade pattern which credits Leonidoff for

Vaudeville Reviews

production. Bruno Maine for settings, Willa Van and Marco Montedoro for costume designs, H. Rogge for execution and Eugene Braun for stage lighting. The Music Hall symphony orchestra, under Erno Rapee, continues as a prolog.

Mother Carey's Chickens is a weak screen successor to the twice held over *Algiers*. Sylvia Weiss.

Hippodrome, Hamid's Pier, Atlantic City

(Reviewed Monday Evening, August 1)

Hardeen did a brilliant return to Atlantic City this week as the top flighter of the Hipp stage show here. With his ever-present Mr. Collins, he easily stole the show despite strong competition of the Gae Foster Roxyettes and the Balabanow Ensemble.

Show has music, novelty, mystery and dancing for an all-round treat with wide variety.

Opener is snappy bit by Ward and King followed by a Russ number with the Foster girls. From one of the formations emerge the Balabanow Ensemble with their \$7,000 worth of accordions. Their routine on the small accordions, supposed to be the smallest ever constructed, is a knockout and had the cash customers asking for more.

Near the end is another routine by the Roxyettes to introduce Bobby Pin-cus, who gave the show its laughs. Assisted by Ruth Foster, who is a fast stepper in her own right.

Hardeen opens with a doll-house number. After that the act is fast and leads up to one of Houdin's favorite tricks, disappearing clocks. Finale is a whirl of color and flags produced from a small fish bowl.

Roxyettes close the show with a yellow basket number, their best.

W. H. McMahon.

Roxy, New York

(Reviewed Friday Evening, August 5)

With *Alexander's Ragtime Band* taking 15 minutes short of two hours to unfold on the screen, the Roxy can be excused for the midget stage show it's offering during the run of the Irving Berlin opus. For that matter, no stage show was necessary for the multitudes who jammed the theater for the moment its doors opened at 8 a.m. They were there for only one thing—to see the picture they had been hearing about thru one of the most terrific publicity campaigns ever undertaken by a film company—and the flesh performance was only something that had to be endured before the main event.

Actually, the live entertainment, running only 25 minutes thru three acts, is a great deal better than might be expected from what the Roxy management must have considered as a necessary evil. Vivian Fay, of *The Great Waltz* and the Marx Brothers' *A Day at the Races*, lends her grace and talent to an attractive ballet with the Gae Foster girls and further contributes a spirited routine to *La Cucaracha*. A toe-danced tango rounds out a nice performance.

Rolf Holbein, from Europe's music halls, has an unusual turn with his animated drawing board. Sketches rough outlines of a stove, a dog, a bird, a couple walking a baby carriage on a large white flat, and thru the board's trick construction the stove lights up, the dog barks and wags its tail, the bird sings and the couple appear to be walking their bawling twins. Original act that gets a nice hand and deservedly.

Foster girls, inspired, according to the p.-a. system announcement, by the Berlin cavalcade on the screen, present their own cavalcade of excerpts from past routines. Number is effective, but a bit of a strain on the nerves of those in the first few rows, since the girls drag out their most difficult creations, including bike riding, roller skating, fencing, and the closing and best routine of balancing on large rubber balls. Girls

merit plenty of credit for this number.

House expects to hold the film for five weeks, and judging from the opening-day crowds, will have no difficulty doing so.

Daniel Richman.

Chicago, Chicago

(Reviewed Friday Afternoon, August 5)

Strictly a Ritz Brothers' field day here this week with crowds packing the house despite a downpour of rain on opening day. Zany trio does six shows a day and from all indications heavy biz will prevail thruout its seven-day stay.

Maysy and Brach, unicycle duo, on first following Adrian's house ork opening. Team works fast and its high single-wheeler, with girl balancing on one foot atop her partner's head, gets a big hand. Brach's hoop juggling while aloft is also a neat bit.

Gloria Day turned in a polished performance with her loose-jointed, eccentric tap numbers. Girl makes a good appearance and her smooth, seemingly effortless work goes over.

House band, working on the stage, takes over, featuring a new electronic minipiano, and ork member, Rudolph Wagner, solos on it for a good hand. Wayne Van Dyne, local radio tenor singing here the past few weeks, does a medley of Irving Berlin tunes, plugging next week's screen attraction, *Alexander's Ragtime Band*. Ork closes with this tune and takes to the pit.

Three Titans, muscular control acrobats, follow with their slow-motion hand-balancing and lifts. Work in front of a black drop with a bright spot, which adds to the trio's clean-cut appearance. Went over with good response.

Ritz Brothers closed and the audience wore out its mitts calling the boys back. They cut loose with a repertoire of stuff done in their recent pictures, including a Mexican song-and-dance and a version of the Queen's treachery in Disney's *Snow White*. These and their nonsensical renditions of the Russian ballad, *Dark Eyes*, and a stock bit of pantomime in making the one brother do all the specialties in a would-be alternate dance exhibition, proved sockeroo stuff. When one of the boys jumps into an aisle and starts the shag with a fem ticket-purchaser the mob hops to its feet cheering and whistling. Closed singing *Bei Mir Bist Du Schoen*. Bob Oakley announces the various acts.

Harold Humphrey.

Earle, Washington

(Reviewed Friday Night, August 5)

Eddie White emsees this week's fare, which is one of the best booked into this town for a long time. Bill opens with the Three Samuels, two boys and a girl, who work together on straight tap to excellent advantage, but when they simulate clumsiness for comedy effect their stuff falls flat. Harriet Hayes gives the trio a chance for a costume change by performing her own style of acrobatic dancing, which is a relief from the usual series of jerks and jumps. Attired in military costumes, they wind up with a routine which is polished to the nth degree and which netted them a call back for an encore, something unusual for a Washington audience.

Gall-Gall, billed as an Egyptian magician, really is one of the best sleight-of-hand artists this reviewer has ever seen. A somewhat Zodiacal backdrop, plus red fez and flowing robes, helps create the Egyptian scene. Gall-Gall uses no assistants; works with cards, coins, jewelry and some baby chicks. Producing as many as five living baby chicks from the pockets of two audience volunteers and his torn playing card which reassembles itself inside a toy balloon were sockeroos.

Frances Langford, in the third spot, gives her usual polished performance, singing *It Had To Be You, Week-End of a Private Secretary* and Cole Porter's *Night and Day*. The romantically inclined got an extra measure when Eddie White called Miss Langford in for an encore and then dragged in her new husband, Jon Hall, for an introduction. Hall borrowed the band to lead it thru *Music, Maestro, Please* for Miss Langford's final number.

Closing spot was handed to the Six Anteleks (from Ringling Bros. and Barnum & Bailey Circus) who showed the audience how balancing acts really should balance. Act comprises four

girls and two men. Their costumes are swell.

As an emsee Eddie White isn't bad. His voice holds him down, but he has an engaging line of patter and a song that wows them. It's about his tailor, and using the melody of *Oh, Lord, You Made the Day Too Long, White warbles Oh, Sam, You Made the Pants Too Long*.

Rounding out an excellent show with the pic *Professor, Beware!*, house should get an all-time summer high this week. Edgar Jones.

Major Bowes' Second Anniversary Revue

(Reviewed at the Roxy Theater, Salt Lake City, July 26)

Manager Andy Flor brought in this special stage attraction for *Covered Wagon Days* week. The show did unusual business.

Opening act, Flying Tophatters, featured two exceptionally good roller skaters and their lighting of two cigarettes while skating was a dash of originality.

The Six Harmonicas did themselves proud presenting a repertoire ranging from *Limehouse Blues* to *Swamp Fire*. Jacques Gokey proved an exceptionally nimble tap artist, and the fact that he staged his entire act on top of a small platform eight inches in diameter added to novelty.

Pretty Jean Rose accompanies Gokey and Albert Hill, of London, in imitation flute solos and adds much to both acts. She also leads Andy Flor's Orchestra. Hill, incidentally, did a fine piece of whistling in his *Nola*.

Mildred Maye, billed as "Amateur Kate Smith," not only possesses the necessary avoirdupois, but her song numbers were good imitations of the star. And her dancing added to her merited applause. A Negro boy with the name Ben Stein possesses a real baritone voice. He gave *Old Man River* and *Lonesome Road*.

Pearl Robbins proved a real tap-toe dancer that added a finishing touch of color and beauty to the bill.

The impersonations of famous characters brought applause for emsee Dave Barry, who has headed a previous Major Bowes unit here. Closing act featured *Four Brothers of Swing*, colored boys, who sing, dance and play the stringed instruments in a manner that appeals.

The show made good summer fare.

Hal Jenson.

State-Lake, Chicago

(Reviewed Saturday Afternoon, August 6)

One of those in between affairs here this week which despite a couple of sock acts couldn't be saved from the run-of-the-mill. Edmund Lowe is the headliner and, altho his name may be a help at the box office, his performance added nothing to the bill.

Verne Buck's house ork opens with the line going thru a short routine. Billy Blake with his trumpet is next and his imitations of Henry Busse, Armstrong and McCoy net a good hand. His stage presence is weak, but he really beats his chops on the horn.

Terry Tracy, juvenile singer, pleased with her comedy style. Sang *Joseph, Joseph* and should use more of the Fannie Brice dialect technique which she interspersed with here. Her straight stuff is only fair.

Duval, magician with varicolored silks, turns in a polished act assisted by a stately blonde and another man. He works smoothly.

Radcliffe and Rogers, colored duo, follow and stopped the show. Boys could pare the time consumed, as there are a couple of lulls, but their gag material and Radcliffe's voice pack plenty of sock. Boys have added another member, Little Willie, who comes out for a hot

Princess and Baby

YVONNE

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R K O THEATRES

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Radio City, New York

jam session on a harmonica and goes over well.

Lowe closes with a short—but not short enough—bit of crossfire gagging with a blond foil who is supposed to be interviewing him. Lines are not only corny but old. Audience greeted the Hollywood man with plenty of mitt pounding, but at the finish they were too busy grabbing their hats.

Dolly Niggemeyer's line comes out again for a variety of individual turns by all the girls. Well done and deserving of the hand received.

Harold Humphrey.

Palace, Blackpool, England

(Week of July 25)

Most important of England's seacoast resorts caters for a good vaude public, especially during summer. Local theater is partial to American acts.

V. and F. Browning, good Continental trick cyclists with a dash of comedy, are an okei opener. Collinson and Dean, strictly English male comedy team, are mild in the deuce spot. Retta Ray, easy-to-look-at tap and rhythm dancer from America, clicks solidly. Girl has some nice routines and has paid good attention to costuming and orchestrations. Plenty of talent as well as looks.

Gaston Palmer, international juggling humorist, is always sure-fire. Smart and with a good line of comedy.

Bebe Daniels and Ben Lyon, the one team of flicker stars who remain a permanent vaude attraction, have a grand act. Two superb performers with excellent material and a flair for showmanship, they put over a scintillating act. Show-stop. Les Karsovas, mixed dance team, open intermission with an average acro-adagio routine.

Lal Founs, Chinese entertainers, have a colorful and versatile act that holds everything from acrobatics to the usual plate spinning. Fast and spectacular. Haver and Lee, male comedy team of radio, are the weakest act on the bill. Cross talk is puerile and unfunny. Hintoni Brothers, comedy acrobats, do a succession of smart stunts on a table and form an admirable closer.

Business excellent. Bert Ross.

Four More London Houses

LONDON, Aug. 6.—General Theaters Corp. and Moss Empires take over four more important vaude theaters in the London area. Kilburn Empire, Ilford Hippodrome, Hammersmith Palace and Croydon Empire. All start their new policy with strong vaude programs booked in conjunction with the London Palladium and Holborn Empire. This means four more weeks of major vaude for American acts coming over for this tour.

Seek More Midgets

HOLLYWOOD, Aug. 8.—A search for additional midgets to fill the supply demanded for the series of six all-midget pictures on schedule for co-producers Sol Lesser and Jed Buell will take the latter on a gigantic midget hunt in Europe some time this week. Their first effort, *Terror of Tiny Town*, is being dubbed in Spanish, Italian, French and German. Second and third films are skedded for lumber camp and sea backgrounds, respectively.

Martha Raye Record Breaker

CLEVELAND, Aug. 6.—Martha Raye's personal appearance at the RKO Palace grossed house's biggest take since the personal appearance of Mae West. Raye headed a five-act bill. Prices were boosted to stage-show levels of 30, 42 and 60 cents, as against the straight picture prices of 30, 35 and 42 cents.

Vaude Stays in Mex City

MEXICO CITY, Aug. 6.—The Teatro Lirico has refused to join the move of the few remaining playhouses here in adopting straight ptx policies and will remain as a stage-show house. The operators have made agreements with stagehands' and actors' unions to preserve the flesh policy.

Death Takes Stanislavsky

MOSCOW, Aug. 8.—Konstantin Sergeevich Stanislavsky, 75, noted Russian actor and producer, died here yesterday. Full details will appear in next week's issue of *The Billboard*.

Maryland Licenses Needed

NEW YORK, Aug. 6.—In a letter to Howard Wheeler, president of the Entertainment Managers' Association, Harry C. Jones, employment commissioner of Baltimore, warned local bookers that to operate in any way in the State of Maryland agents or their representatives must take out a license. Many New York offices now book shows into Baltimore without Maryland licenses, it is claimed.

"The Maryland law requires that every person doing business in Maryland whose function is to secure employment and collect a fee for this service must be licensed," the letter read. Law applies to both residents and outsiders.

Talent Agencies

AGENCY name of SLIGH & TYRRELL, Chicago, is being retained by Eddie Sligh until September 1. Phil Tyrrell severed his office connections recently.

RAY S. KNEELAND, Buffalo, is booking the bands for Bemus Point Casino, Celeron Park Casino, Fort Niagara Beach dance hall, Olcott Beach Casino and Grandview (Angola) this summer. All spots are in Western New York within easy driving distance of Buffalo.

DUBICK AND ROGERS, Buffalo, are booking talent for the Showboat Canadiana, run by Crystal Beach Company. Report a big line-up of talent bookings for local conventions in September.

ART ARGYRIES, Rochester, is booking floor shows for Chez Ami, Buffalo, this summer. . . . WALLY GLUCK, Buffalo, adds another new club to his already strong chain of exclusive Gluck spots, including Alhambra, Savarin, Cafe Madrid, Club Delavan, by getting the call from Bernie Elliott to book the Club Mayfair, Buffalo, soon.

SALLY FIELDS, Detroit booker, is leaving for California. Business and pleasure.

SAM ROSEY AGENCY, of San Francisco, has August bookings set for the Bal Tabarin here; Colombo Cafe, in Reno, Nev., and Cal-Neva Lodge, at Lake Tahoe. Opening August 17 at the Bal will be Emile and Eveline, Haskell and Diane Denise for three weeks. A Hawaiian troupe is current at the Bal.

Set for the Colombo Cafe were the Vagabonds, Lucille Iverson and Lorita and Ardo. And going into the Cal-Neva tonight are Gallante and Leonardo, Hugo Martinelli and Lee Purdy.

International Association of Printing House Craftsmen Convention, at the Hotel Statler, Boston, August 14 to 17, awarded its entertainment contract to CLEON B. WHITE Entertainment, Boston.

DE ARV BARTON and the missus are vacationing at the Cavalier Hotel, Virginia Beach, Va. He's with the Cleveland office of MCA. . . . BERNARD BERNARDI, New York floor show producer, is looking for specialty talent and chorus girls. Offers 30 weeks.

Vaude Unit for Fairs

CHICAGO, Aug. 6.—A second unit, *Laugh Parade*, for the Gertrude Avery productions of Barnes-Carruthers has been sent out by Russell V. Hupp here for a 10-week tour of fairs, opening this week at Chippewa Falls, Wis. Show consists of a 16-girl line, a 12-piece band and Paul Sisters, Arturo and Evelyn, Harry Sykes and the Littlejohns. Randolph Avery is musical director and emcee. First unit, *Diamond Revue*, which opened at Minot, N. D., during the July 4 holidays, is still on tour.

Vaude Bookings Split

NEW YORK, Aug. 6.—Band attractions for the Palace, Milwaukee, and the Tower Kansas City, are being booked thru the local Skouras office by MCA here. Billy Diamond is still booking vaude into the spots from Chicago.

Ted Lewis Breaks Record

SAN FRANCISCO, Aug. 6.—Attendance figures set by the appearance of Ted Lewis and band at the RKO Golden Gate were the highest since the personal appearance of Burns and Allen last year. Prices were tilted for Lewis.

Vaude Outlook For New York Is Much Better

NEW YORK, Aug. 6.—The vaude outlook has brightened considerably, with Warner Strand's switching to band presentations August 26 being considered the most hopeful sign. Ben Bernie and band and the film, *Boy Meets Girl*, start the policy, with Ozzie Nelson's Band and Harriett Hilliard following, and Jan Garber's Band set after that. Each is set for two weeks and options. Specialty people will be used with each show.

If the Strand enjoys any sort of success, it is expected that the Capitol may be forced to resume either a band or a presentation policy. Like the Paramount, the Strand will have to use a stand-by band every time it plays an out-of-town band. This is one of the angles, along with inability to get attractions, that has kept the Capitol in straight films.

The Shuberts will put Olsen and Johnson's *Crazy Show* vaude unit into their 46th Street Theater on a two-a-day vaude revue policy at pop prices, probably \$1 top, about August 15. Kurt Robitschek is still dickering for a Broadway house for his Palladium-type revues. And there is still a possibility that the Center Theater may try a vaude revue policy after running operettas next month. All this flesh activity has given acts and agents great hopes that the bottom has finally been reached in vaude and that there will be a definite upturn.

Warner's Strand, Brooklyn, is expected to resume week-end vaude after Labor Day. Harry Young, personal rep, who has turned vaude producer, will stage the first of his vand-vaude shows at Randall's Island Stadium Wednesday night. Cast includes Eddie Garr, Ferde Grofe in a program of Gershwin compositions, a chorus of 24 and other acts. The showing will be a sort of "audition" for the Park Commission, which okehs entertainment policies for parks. If the show clicks, Young hopes for an oke to alternate productions between Randall's Island and Jones Beach stadium.

The local Paramount Theater, meanwhile, continues to set the pace for local vaude houses. Chick Webb and Ella Fitzgerald come in next week with *Give Me a Sailor*. Zasu Pitts, making her first p. a. in this city, and Phil Spitalny and *Spawn of the North* open August 17. Mark Warnow and 17-piece band, Raymond Scott and Quintet and Maxine Sullivan, along with Bing Crosby's *Sing You Sinners* film, are due August 31 or September 7. A Lewisohn Stadium concert by Warnow is planned to precede the Paramount date.

Warner booking office adds the Fox Theater, Philadelphia, September 2. Mal Hallett's Band opens the new policy. Earle Theater in Philadelphia, also Warner, continues with vaude policy. At least five Warner one and two-day spots resume vaude after Labor Day.

RKO resumes booking split-week vaude into Troy and Schenectady, and possibly Albany, after Labor Day. The Palace, Cleveland, is set to get RKO vaude regularly as a result of Martha Raye's record-breaking week recently.

Savoy Does Well in Spokane

SPOKANE, Wash., Aug. 5.—Harry Savoy and his vaude troupe of Jean, Joan and Jack; Jerry Coe, Joe Morris and company and Cortello and canines drew good houses at the Orpheum last week during a four-day engagement. Katherine Ellis, psychic, was held over three days.

Gus Sun Fetes Managers

SPRINGFIELD, O., Aug. 6.—Theater managers from Pennsylvania, West Virginia, Kentucky, Indiana, Michigan, Illinois and Ohio will gather at the Van Dyke Club, near Mechanicsburg, O., August 23 for an annual picnic as guests of Gus Sun, president of the Gus Sun Booking Exchange.

Vaude for Asbury Park

ASBURY PARK, N. J., Aug. 6.—Walter Reade's Paramount Theater here, which has been playing straight films here for years, resumes vaude today. Opening full-week bill is headed by Belle Baker and Henny Youngman.

A System!

KANSAS CITY, Mo., Aug. 6.—Oliver Messmer, tap dancer, has a foolproof system of his own design which keeps him working steadily in local night clubs. Appears on the bill for a week at one spot, moves to other side of the city next week and then skips about in hopscotch fashion until he can begin again and work the entire route over. To cap it off, Messmer rates the "return engagement" billing in every one of the spots in which he dances.

Night Club Press Agents To Unionize

NEW YORK, Aug. 8.—Night club press agents will definitely form a union, probably affiliated with the Theatrical Managers and Treasurers' union.

After talking for years about cut rating and chiseling competition, those p. a.'s that have been around for some time and are considered reputable have decided to unionize. They plan to establish professional standards that will keep out some of the newcomers who are, allegedly, undermining the p. a. business.

Plan for 8 Vaude Weeks in Montreal

MONTREAL, Que., Aug. 6.—Famous Players-Canadian Circuit may have eight weeks of vaude soon. Shermar Productions is in line to produce and book the talent.

Terrence O'Donnell, local representative of the American Federation of Actors, is negotiating an agreement covering performers with Shermar.

Star Doubles Book Ahead

LONDON, Aug. 6.—After a shaky start on English debut French-American Productions' novel attraction, *Hollywood Stars Doubles*, is finding favor at the Palladium, remaining three weeks.

Originally booked for an eight-week English tour, the act has caught on and it is booked well into November. Dan Eckley, emcee, leaves the cast at the end of the original eight weeks. During the tour of the key cities of England English film "doubles" will augment the company.

7 Vaude for Goodman

NEW YORK, Aug. 6.—MCA is lining up seven vaude weeks for Benny Goodman. Opens at the Chicago, Chicago, September 2, followed by Tower, Kansas City, September 16, with other dates to fill. His Chicago date will be his first Chi date since he became a big name. After his vaude tour, Goodman goes into the Waldorf-Astoria Hotel here.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

PHIL D'REY, ventriloquist and emcee, after a successful engagement at the Heidelberg Hotel Roof, Baton Rouge, La., is now in his sixth week at the Nut Club, New Orleans. He's being held over indefinitely. . . . **PAUL HUBBARD**, who opens his magic show in Northern Ohio territory about the middle of September, will play a string of school dates in Cincinnati during October. . . . **MARVELO**, featuring his liquid fire drink, was among the featured acts at the 65th annual visiting day celebration at the St. Joseph Infant Asylum, Cincinnati, August 7. . . . **TOUGH SPOT**: Pinch hitting for Bill Sachs while he's vacationing and trying his hand at outwitting the inhabitants of Michigan's many lakes. . . . **GERBER** the magish, who concluded a successful week stand in Owosso, Mich., last week, begins his string of fair dates next week as a free act, featuring his rock break, blindfold

(See MAGIC opposite page)

Burlesque

(Communications to New York Office)

New York:

EVELYN MYERS, originally signed for four weeks at the Eltinge, will remain another month to August 28, postponing her contemplated return to the Coast. . . . **MR. AND MRS. DAVE BELL**, Republic executive, left August 3 for a three-week Trinidad cruise. . . . **JOEY FAYE** dividing his time between comick-ing at the Totem Lodge, near Albany, N. Y., and rehearsing here for Max Gordon's new musical, *Sing Out the News*, due to open August 29 in Philly. . . . **SUNYA (SMILES) SLANE**, recently closed at the Mutual, Indianapolis, has insured her jewelry for \$1,500. Following a vacash she leaves for the Coast. . . . **LESTER MACK**, former burly straight man, has the part of the villain in Michael Kellerser's new drama, *Wife on Approval*, that opened at the Orpheum, Jersey City, July 28.

JEAN ROCHELLE, dancer, left the Republic August 4 to open the Sunday following in Warren, O., with *High Hat*, a new musical, to play open-air parks the next six weeks. Booked by Joe Reider. Charles (Tramp) McNally, burly comic, also with the troupe. . . . **LEONE THUSTON**, recently of the Eltinge, celebrated a birthday July 29 after show time at her Gerritsen Beach, Brooklyn, home. Among the guests were Jeanne Pardue, Tommy Raft, Mary Sharp, Doris Weston and many relatives and friends. A feature was a swimming contest near by. . . . **LOU REALS**, former burly show owner and manager, now handling the Borrah Minevitch harmonica outfit. . . . **GEORGE YOUNG** starts rehearsals for the coming season of stock at the Roxy, Cleveland, on August 22. Opening on August 26. . . . **JEAN MODE**, Julia Bryan and Dot Dabney replaced Jeanne Pardue, Leon Thust-ton and Diane Ray at the Eltinge August 5.

CRYSTAL AYMES, with Jean Lee and Jess Mack, of the Republic, visited Helen Morgan at the Riviera, Fort Lee, N. J., one night last week. Miss Aymes, who used to perform with Miss Morgan in one of the *Scandals* editions. . . . **SAM SCRIBNER**, former big chief of the old

Columbia wheel, will celebrate his 79th birthday August 18. . . . **STINKY FIELDS** and Jack Little move into the Star, Brooklyn, when that Raymond-Adler house reopens for the season September 2. . . . **BABE LAURIE**, of former burly days, is now Ethel Quinn in the beauty-making business in the Bronx. . . . **EILEEN HUBERT**, after a lengthy stay in carnivals, and Sunny O'Day, former burly principal and dancer, joined the Republic's front-liners August 5. . . . **DORIS WESTON** doubling between show-girl line and strip-tease principal (her first attempt) at the Republic August 5 week.

JERRIE MARSHALL, new strip-tease principal, closed six weeks of stay in an Atlantic City nitery and back to New York for burly engagements. . . . **EDDIE GOODMAN** returned to managerial duties at the Republic last week after 10 days of vacash in Asbury Park. . . . **CEIL DEVINE**, billed as Wauneta, opened at the Troc, Philly, August 1. . . . **BILLY KLEIN**, former burlesk show advance man, now in front of *Spicy Moments*, a Luna Park, Coney Isle concession. . . . **MANNY HERTZIG**, of the Republic's staff of operators, together with his wife and juniors, back from three weeks of vacation in Saratoga with many autographs of celebrities and plenty of cash from the bookies (he says). . . . **JEANNE PARDUE** during her recent stay at the Eltinge was billed as Janina. UNO.

Chicago:

DOROTHY DEE and Bozo Snyder, booked into the Roxy, Toronto, by Milt Schuster. . . . **HAMP AND BECK** are spending their summer vacation in Grand Rapids, Mich. . . . **BILLY B. MACK** replaces Charles Country at the Rialto, Chicago, while the latter goes on vacation. . . . **GAYETY, MINNEAPOLIS**, opens with stock August 26. . . . **LEW FINE**, the burly comic, is playing fair dates. . . . **MARGIE BARTELL** opened Friday at the National, Detroit, after closing stock in Seattle. . . . **BILLY LEE** and Harry Cornell are operating a night club now in Ellicott, Md.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LASSES WHITE reports that Emil Peterson, old-time minstrel musician, with whom he trouped for three seasons on the Al G. Field Minstrels, visited him at Lynchburg, Va., recently and that they had a "gabfest." Emil, according to Lasses, is living at the Elks' Home, Bedford, Va.

C. E. DUBLE, formerly of the Dode Fisk Circus, reminisces from Gastonia, N. C., about the Roy E. Fox Lone Star Minstrels, an all-white organization, which he recalls being on the road over 25 years ago, playing under canvas in Texas and traveling on its own private car. Band was an advertised feature and its leader's name was Whitney, Duble recalls. Eddie See played a flashy triple-tongue cornet solo. Duble wishes that some of the boys with Fox in 1910 would oblige readers with more data.

MARK L. FRISBIE, with F. S. Wolcott for the past 15 years, writes from Port Gibson, Miss., that Wolcott's Rabbit Foot Co. and Huntington's Minstrels are combining to make one of the largest tent minstrel shows ever to tour the South. Show will open about the middle of

(See MINSTRELSY opposite page)

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Principals and Chorus Girls for stock engagements or one Organized Show. Girls must do specialties. Salary \$18.00 a week. Write **F. R. ROACH**, Mgr., Roxy Theater, Knoxville, Tenn.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

12 Remain in Dunlap's Silver Spring Contest

WASHINGTON, Aug. 6.—With the 900th hour passed, Ray (Pop) Dunlap's walkathon at Silver Spring, Md., just across the Washington District line, is still packing them in. Twelve teams remain in the running, Stan West and Maxine Lang, Clyde Hamby and wife, Billy Willis and Ruth Carrol, Louis Meridith and Viola Comerford, Elmer DuPree and Lucille Delmar, Johnnie Reed and Jennie Busch, Hughie Hendrixson and Patsy Patterson, Sammy Kirby and Opal Fertig, Hobo Hobaugh and wife, Harry Hamby and Eileen Thayer, Roy Meyers and Millie Bungers and Jack Berquist and Marge Strom.

Added attractions such as "frozen alive," colored revues, musical comedies and the 45-minute treadmills have been effective attendance pullers. Floor Judge Dick Layer is doing a swell job of making everyone hate him for his rigid judging of the contest. Platform is handled by Irving Friedberg, Lennie Paige and Dick

Edwards. Bill Stein airs the show three times daily over Station WOL.

Roller Derby News

SAN FRANCISCO, Aug. 6.—Leo Seltzer's Roller Derby closed at the Civic Auditorium Wednesday, completing a four-week run and playing to 250,000 persons. Show opens at the Oakland (Calif.) Rink tonight.

New skaters, according to Seltzer, are being brought from the East to bolster the teams in their East Bay appearance. Derby will be run in several Pacific Northwest cities before returning here.

Ten Couples Remain in Hagerstown, Md., Walkie

HAGERSTOWN, Md., Aug. 6.—The Maryland Operating Co. show which got under way here June 6 with 37 couples has played to good business during the week and capacity week-end crowds. Ten couples remain. They are Curly Kent and Edna Green, Clyde Wood and Grace Baysden, Bob Turner and Iillian Bowling, George Walker and Carol Defea, Kenny Laux and Evelyn Thompson, Bobby Allen and Rosalie Lynn, Jack Davis and Ruth Boyd, Itsy Bacrach and Jean Smith, Tim Hammack and Mae Eason and Schnozzle Carr and Eleanor Johnson. Two teams are sponsored.

Count Hastings' Band is furnishing the music, while Phil Murphy and Wal-Je Adams are emceeing the show, assisted by Cliff Real and Mickey Sheehan, comedians. Show is aired twice daily over Stations WJEF, Hagerstown, and WFMD, Frederick, with Adams handling the mike. Jim (King Kong) Coffey by (See Endurance Shows on opposite page)

CONTESTANTS

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Rep Ripples

BILLY WAGONER, well-known tent show trailer blazer, is this season with the World of Mirth Shows, in charge of the bill car. His wife, Ella, and son, Billy Doss, are vacationing until September 1 at Myrtle Beach, S. C. . . . **CRAIG BROS.' SHOW** reports fair biz in New York State. Outfit totes a band and a hillbilly ork. . . . **MUNCH FAMILY SHOW**, now in Northern Minnesota, has experienced a noticeable increase in b.-o. take in recent weeks. . . . **LEON C. KELLEY**, formerly with the Original Williams and Heffner-Vinson shows, is confined at Marine Hospital, Cleveland, and would appreciate a line from old friends. "Don't need help," Leon pencils, "as this is a government hospital and I get all the care a man can get. Have been flat on my back the last five weeks with arthritis." . . . **ALICE RICHEY** and members of her company, still playing along the Coast, recently bumped into Frank O'Rourke, erstwhile leading man, in Grass Valley, Calif., and Paul Workman, tak and rep comic, in San Francisco. The Richey company is now working return dates in the latter city. . . . **GEORGE C. ROBERSON** and his tent show players came in for a lengthy and favorable story in *The Milwaukee Journal* of Sunday, July 24, written by Richard S. Davis, *Journal* staff man, who caught the opey recently at Wisconsin Rapids, Wis. Besides Roberson the following members of the troupe also came in for mention: Joseph Tonlutti, Jack Sexton, Eddie Gardner, Wayne Von Hinkle, Lee Eyrse, Phoebe Fulton, Marion Sexton, Dionne Gardner, Helen Alton, Wilbur Embs, Roi LaRenzo, Barney Ferro, Homer Pinkston and Billy King.

E. DEACON ALBRIGHT and Lew Belmont are playing halls and school auditoriums in Indiana and Kentucky with their *Showboat Revue*, 12-people vaude unit, using Evansville, Ind., as the base town. Boys play the dates under auspices and hustle the local merchants for program ads. . . . **OTIS L. OLIVER**, veteran rep and stock manager, conducted his cooking and charm school at Melody Gardens, Playland Park, South Bend, Ind., July 19-22. He's reported to be clicking okeh with the new venture. . . . **CAMDEN PLAYERS** have closed after an unsuccessful swing around the Maine resort towns. They blame weather conditions. . . . **EMILE LOWMAN** is reported to be framing a small circle in Atlanta. He plans to work into Florida in the fall. . . . **BRYANT'S SHOWBOAT** is now in its fourth week at the foot of Lawrence street, Cincinnati. Business is showing improvement after a somewhat slow start. This is the Bryant craft's eighth summer season in Cincy in the last nine years. . . . **BENNY (FATS) WAYLAND** posts from Stanardsville, Va., that his Ken-Ben's Comedians are doing all right for themselves in that section. . . . **EDDIE MASON** is doubling his well-known country store feature between the Madge Kinsey Players in Mansfield, O., and the Kathryn Kinsey Co., Marion, O., doing one night each week in each town. The idea is reported to be getting excellent results. . . . **BOB CONN** and wife, Joan Vaughn, who have been laying off in Cincinnati the last four weeks, joined the George Bishop Tent Show at Millerstown, Pa., July 20.

ARTHUR J. FOX has his three-people show clicking in Nova Scotia territory. . . . **GORDON PLAYERS**, under direction of A. George Gordon, former manager of RKO Palace Theater, South Bend, Ind., opened near Mishawaka, Ind., August 8. . . . **LINWOOD SCOTT** has his small show playing Western Texas to fair business. . . . **BOB (RUBE) TARR** is readying a small outfit in Manchester, N. H., to play Maine and New Hampshire spots. . . . **BELIEVE US** the softest spot in the world isn't pinch-hitting for Bill Sachs while he tries his hand at investigating the members of Michigan's piscatorial tribe into snaring themselves on his hook. . . . **REPORTS** from Northern New York indicate that the Billy Blythe Players are enjoying fair business in that neck of the woods. . . . **FREEMAN TURGEON**, ex-rep actor, is now associated with a Boston newspaper. . . . **MUNCH FAMILY SHOW**, currently touring Nebraska, is clicking. . . . **MARJORIE KENNEDY** is playing Maine resort towns, under auspices, to good turns. . . . **EARL D. BARR**, retired rep musical director, letters a "hello" from Faribault, Minn., with the word that he visited the Augler

Bros.' Stock Co. recently and opines it is one of the best shows he has seen in a long time. . . . **OUR SCOUTS** tell us that the John Van Arnham Show was doing an okeh business when sighted at several Maine stands. . . . **FRANK WARD**, rep and carnival agent, since closing with Toby Nord's Comedians, has made fair and celebration dates in New Zealand, Australia and almost all of the Pacific Islands. For the last two years he has been filling the general agencyship on Doc Zeiger's Shows. . . . **BILL FRAZER**, who does the emseing and presents his family show on Billy J. Collins' Revue, posts that the organization will start a three-month tour of fairs beginning with the Clay Center (Neb.) County Fair.

By-Gosh Notes

OAKLAND, Md., Aug. 6.—The By-Gosh Tent Show is doing much better now that it is in territory where By Gosh is well known and has a good following. Banner man is overloaded with banners and is selling everyone except the post office. By Gosh and his new idea of State store liquid candy is going over 100 per cent. Many theater managers from all around are daily visitors, as By Gosh plays theater circuits in this territory each season. Mac D. Ferguson and Red Harris have been added to the cast. Business has increased 100 per cent since our opening rights. **BERNICE EXCESS.**

McOwen Mutterings

YORK, Neb., Aug. 6.—Combined McOwen Players and the McOwen Sisters' show has been playing to spotty business. Due to a mix-up on the lot in Hastings, Neb., the company was compelled to move, and owing to this change the troupe lost some business on opening night. The week as a whole, however, wound up satisfactorily. Opening here was big. Organization begins its string of fair dates soon. Advance is getting good spots for the show's paper.

Billroy's Briefs

FARIBAULT, Minn., Aug. 6.—We're in a quandary: Either we have an excellent show or the natives in this territory are pushovers, for they've been receiving our offerings enthusiastically. No act has failed to score. Tommy Lucas, Bird Luellan and others held a jam session after hours in Winona with Ernie Palmquist and his MCA band. Members of band present were Al Plock, Bill Leeming, Warney Ruhl, Claude Knott, Bill Johnson, Harley Walker, Maurice Roberts, Louis Pastora and Al Kitty. Ashton Stevens, Chicago dramatic critic, recently caught show in Rochester, Minn., as did Pete Lyman, former rep leading man and program director at Station KROC there. We day and dated Augler Bros. in Faribault. On their program are Joye Gregg, Earl Gregg, Lois Lane, Harrison Augler, Corinne Longdon, Don Muckel, Addison Augler, Edde Lane. **JOHN D. FINCH.**

Van Arnham Notes

SYRACUSE, N. Y., Aug. 6.—It's just one rain after another in New England this summer, but we are getting used to it. Thomas Marmey, front-door ticket superintendent and cookhouse chef for several years, closed in Eastport, Me., to be married to an Eastport girl. We'll miss him. Barnett Bros.' Circus played 20 miles from us in Bucksport, Me., and many with the show here saw the matinee performance. It's a swell show and we were given a royal welcome by Col. Cox, co-owner. Clarence Reed again showed his versatility by taking Wingy Sanders' job as boss canvasser. Wingy was called to Georgia on business. Clarence has done everything but play in the band. We play only one theater a year, and the new route card says we play the Premier Theater at Littleton, N. H. Van Arnham's Minstrels opened it 17 years ago and we have played it every year since. Last Sunday at Machias, Me., almost the whole show stayed at Ann's Cabins. Ann Taylor, the owner, used to be one of the leading stock company actresses in the old rep show days. **BILLY C'BRIEN.**

Kinsey Players Draw 'Em

MANSFIELD, O., Aug. 6.—Madge Kinsey Players, now in their fourth week under canvas on a lot near the downtown business district, revived *Uncle Tom's Cabin* for four days to capacity business, despite the heavy patronage at the annual Richland County Fair the same week. The bill had not been presented, here in almost 25 years. A quartet of Negro singers augmented the Kinsey group for the occasion. Business since the opening here has been good and may top last year, according to Harry Graf, manager. Recent visitors included Mr. and Mrs. Jack Nedrow, Maynard (Doc) Mast, Bernice Lentz and Mr. and Mrs. Rex McConnell.

Heffner-Vinson Hi-Lites

PENNINGTON GAP, Va., Aug. 6.—On arrival at Middlesboro, Ky., we found the lot a quagmire after an all-night rain and had to pass it up. Old Jupe Pluvius has been a daily visitor the past week. Hoxie Tucker narrowly escaped death at Pineville when an inebriate fired two shots at him, one of which entered his abdomen and passed thru his side. Luckily, he only sustained an ugly flesh wound and after a night in the hospital left with show. The inebriate attempted to crash the front door without a ticket. Harold Hendricks, formerly with Harry Shannon and other reps, joined recently. The Herberts visited George Bartlett and party at the Roxy Theater, Knoxville, Tenn., recently. E. D. (Bud) Hutton, former rep musician, visited at Barboursville, Ky., where he has been public school music supervisor for past six years. Carleton Clark, brother of Myers Clark, musician with various units, was on lot in Corbin. Shows passing thru Corbin should watch for fee-grabbing constables. Two drivers here were victims of a shakedown there the past week. Several with the show had an enjoyable trip to Norris Dam from Coal Creek, Tenn., and also took a cruise on Norris Lake. Rhythm Boys played for Legion dance at Barboursville. Buddy (Romeo) Hawkins hopes we play near Bristol, Tenn., his home town, so he can get some home cooking. **AL PITCAITHLEY.**

ENDURANCE SHOWS

(Continued from opposite page) his strict judging retains his standing as one of the most hated judges in the field. Tim Hammack was "frozen alive" Tuesday night for 28 minutes and 37 seconds.

MARSHALL ROBERTS, walkie contestant, is back in the trucking business in Chicago for the summer. "Recently visited Charlie Hayden's contest in Aurora, Ill." Marshall writes.

PEGGY LAMONT and Joe Garry postal that they will enter the Bloomington, Ill., walkie.

MAGIC

(Continued from opposite page) dive and other illusions. . . . **DECLEO** and Co., comprising six people, is playing Northwestern Ohio territory, with Decleo standing the natives on their heads in wonderment with his tea kettle nifty. . . . **THAT WINDY HIGGINS**, Paul Stadelman's dummy, is taking a prominent place in Kentucky's politics was evidenced last week when he received more than a dozen votes in Hopkinsville in the New Era's straw vote on Senator Alben W. Barkley's senatorial race with Governor A. B. Chandler. Stadelman and Windy gave out with their vocal calisthenics for the vast throng which attended the Barkley political rally there. . . . **MARQUIS** posts "greetings" from Panguitch, Utah, with the word that he is sojourning in the Southwest. . . . **HARRY BLACKSTONE** is still vacationing at his mint ranch and bird farm at Colon, Mich., after a 10½-month tour with his 22-people attraction. . . .

DUKE HALL, after successful night club engagements at Dayton, Springfield and Russells Point, O., is performing his repertoire of tricks at Murray's Buffet, Richmond, Ind. . . . **NORMAN THE WIZARD** is still working his vent act in the girl show and doing a platform free act of magic on Zimdars' Greater Shows. . . . **SANDY LYLE** is still fooling them with his comedy cigaret trick at Old Vienna Gardens, on Indian Lake, Russells Point, O. . . . **EMERICO**, sleight-of-hand trixter, presented two magish shows in Oregon last month, one at the Lithia Theater, Ashland, and the other at the Grange Show, Phoenix. Duke Montague's "Walking Thru a Ribbon" was featured at both.

ACE WILLIARD, youthful magish, recently concluded a successful two-week stand at the Price Hill House, one of Cincinnati's suburban niteries. . . . **LECKVOLD**, mentalist-magician, is prepping for a fall tour of schools and theaters in the South at the wind up of his string of club engagements in and around Seattle and Everett, Wash. . . . **BIRCH THE MAGICIAN** is still enjoying healthy box-office play on his summer tour. . . . **HASKELL** will open a two-week stand at the Bal Tabarin, San Francisco, August 17, the day after he concludes his present stay at the Trocadero, Hollywood. . . . **JEAN FOLE** continues to fool 'em at the Moose Roof Garden, Pittsburgh. . . . **PALMER AND DOREEN**, with their Magic Kettle mystifier, are now in the fourth week of an indefinite engagement at Bartlett Club, Rochester. . . . **HARDEEN** packed the Hippodrome at Hamid's Million-Dollar Pier, Atlantic City, last week when, with a tie-up with the M. E. Blatt Co., he made an escape from a packing box built by store employees. He accomplished the feat in nine minutes, but was plenty winded after the affair. . . . A GROUP of Seattle magi returned to their homes last week after capturing some high honors and acclaim at the recent Pacific Coast Association of Magicians' convention in San Jose, Calif. Party included James Eyster, Harry Miller, M. C. Hickerson, Richard Swanson, W. L. Stroud, Ray Gamble and Charles N. Smith, president of Seattle Ring No. 59. Smith won first prize for the best vent act and stage presentation. Miller captured the Gamble trophy for his card feat, while Hickerson won the award for the most original trick.

MINSTRELSY

(Continued from opposite page) August for a 12-week season in Mississippi, Louisiana and Arkansas, Frisbie says.

ED (GENTRY) WALSH, for many years with E. H. Jones attractions, has retired and is residing in Port Gibson, Miss.

FOR SALE

COMPLETE DRAMATIC OUTFIT including Trucks, Seats, Scenery, Piano. Everything ready to set up. All new. Only used 6 weeks. **CARL KENNEDY SHOW TENT HOUSE** 1140 ILLINOIS AVE., DALLAS, TEX.

WANTED

For one-night stand presentation under canvas Agent with car, Piano Player, Hillbilly and Radio Act, M. C. who can sing. Banner Man. Write, don't wire. Those who wrote before communicate. **Faxley**, August 11; **Bazchurst**, 12; **Alma**, 13; **Vidalia**, 15; **Eastman**, 16; **Cochran**, 17; **Hawkinsville**, 18; **Vienna**, 19; **Ashburn**, 20; all in Georgia. Tommy Burns wire. **FRANK (RED) FLETCHER.**

WANTED

A-1 small Organized Unit (tent theater) good proposition. Established show. Hurry. Write for particulars. **FOR SALE**—Dramatic Outfit, 50x110, practically new, complete, cheap. Write **ORIGINAL WILLIAMS STOCK CO.** (En route) Uvalde, Ga.

WANTED

Clean Rep. Tab or Dramatic Show under canvas to play good town. Auspices, City School Band. Wire or write **E. D. HUTTON**, Director, Barboursville, Ky.

ROLL TICKETS

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eystone Ticket Co., Shamokin, Pa. Dept. B **\$17.50** 10,000 . . . \$6.00 20,000 . . . 7.50 50,000 . . . 10.75 Cash With Order—No. C. O. D. **STOCK TICKETS—\$15.00 per 100,000, any assortment.**

ACTS, UNITS AND ATTRACTIONS

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

A

Abdallah Girls, Six (Leon & Eddie's) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Aimes & Vivienne (Black Cat) Wilmington, Del., nc.

B

Balley Sisters (Edgewater Beach) Chi, h.
Balnes, Pearl (Kit Kat) NYC, nc.
Bangor, Kay (1412) Phila, nc.

C

Campbell, Aaron & Carolyn (McGuire's) Champaign, Ill., c.
Cansino, Carmela & Gabriel (Villa Moderne) Chi, nc.

D

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

Route Department

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

EXPLANATION OF SYMBOLS

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

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

Dean, Joey (Babette's) Atlantic City, nc.
Deana & Del Campo (Adelphia) Phila, h.
Del Rio, Jose (Gloria Palast) NYC, nc.

E

Egbert, Marion (Plantation) NYC, nc.
Ellis, Marge (Paradise) NYC, cb.
Eltons, The (Villa Barn) NYC, nc.

F

Farrell, Bill (Place Elegante) NYC, nc.
Fawn & Jordan (Park Central) NYC, h.
Fay, Vivian (Roxy) NYC, t.

G

Gall-Gall (Earle) Washington, t.
Garland & Frawley (Bismarck) Chi, h.
Garr, Eddie (Riviera) Fort Lee, N. J., nc.

Gyldenkrone, Baron Ebbe (Garbo) NYC, re.
Gypsy Four (Blus Danube Grill) Chi, nc.

H

Hale, Teddy (Kit Kat) NYC, nc.
Hale, John (Sni-a-Bar Gardens) Kansas City, Mo., nc.

I

Internationals, The (Lounge Bar) Binghamton, N. Y., c.
Irving, Val (President) Swan Lake, N. Y., h.

J

Jackson, Half Pint (Black Cat) NYC, nc.
Jackson, Stone & Reeves (Colosimo's) Chi, nc.

K

Kaleolani, Alvin (Biltmore) NYC, h.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.

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

Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
Lind, Christina (New Yorker) NYC, h.

M

McCormack, Frank (Delavan) Buffalo, nc.
McKay & La Vallee (Troxy) London, Eng., t.

N

Napua (Lexington) NYC, h.
Naparenko (St. Regis) NYC, h.

O

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

P

Page, Lucille (Casa Manana) NYC, nc.
Palmer & Doreen (Bartlett Club) Rochester, N. Y., nc.

R

Radcliffe & Rogers (State-Lake) Chi, t.
Ramos, Francisco (El Chico) NYC, nc.

The Final Curtain

AASEN—John, eight-foot nine-inch circus side-show giant, in Mendocino State Mental Hospital, Ukiah, Calif., August 1. He was with Barnum & Bailey and other circuses. He also was in the movies. Survived by a sister, a resident of Montana.

ALLISON—Doc, 56, stage mechanic, of East Liverpool, O., July 26 in a Chicago hospital after a long illness. He had been identified with the Ceramic and other East Liverpool theaters for more than 20 years. A sister and a brother survive. Body was sent to East Liverpool for services and burial.

BOUBNIQUE—Colonel Alvar L., 72, for 50 years a prominent Chicago dancing master, July 23 in Leland, Mich., after three months' illness. Survived by his widow; two daughters, Mrs. M. D. Bulard, Ann Arbor, Mich., and Mrs. W. C. Munnecke, Chicago; a brother, Eugene A., and a sister, Elizabeth M., both of Chicago.

BRENNER—Richard, 60, concessioner with Goodman Wonder Show and at Palisades Amusement Park, Fort Lee, N. J., of carbon monoxide poisoning in Ellenville, N. Y., August 2. He was a member of the National Showmen's Association. Survived by his widow, five brothers and sisters.

CHAVEZ—Ruth, 5, daughter of Mr. and Mrs. Ben Chavez, Detroit magicians appearing in Methuen, Mass., July 30 in the latter city of suffocation when she was trapped behind the locked door of a burning trailer.

CHERNIAVSKY—Abraham, 82, composer, former conductor of Royal Opera House, Moscow, and father of Leo, Jan and Mischel, known as the Cherniavsky Trio, August 5 in Los Angeles of a heart attack. He was a relative of Joseph Cherniavsky, musical director at Stations WLW and WSAI, Cincinnati. Survived by five other children.

CORT—Warren L., 72, recently in Mansfield, Conn., after a brief illness. He was a member of the Metropolitan Opera Co. many years ago.

CRAIG—Mettiln E., 44, member of Tony Salerno's Orchestra, August 1 in a hospital in Madison, Wis. Survived by his widow, son and daughter.

CRICHTON—Leybrun Duncan, 64, stage carpenter, July 29 in Petersburg, Va., after a short illness. He was a member of Local 531, IATSE, and the Eagles' Lodge. Services July 31 and burial in Old Blanford Cemetery, Peters-

burg. Survived by his widow and four children.

ELDON—Harry, 71, former dramatic and vaude actor, July 21 at his home in Alexandria, Ind., after 10 weeks' illness. Eldon and his late wife, Bessie Clifton, operated their own show for many years and also appeared on the Keith Circuit. He was a member of the Elks' Lodge. Survived by two sisters, Mrs. H. Sitt, Alexandria, and Mrs. Joseph Cresswell, Victoria, B. C., Can. Services July 24 and burial in Alexandria.

ENGLISH—Mrs. Paul, 42, for years leading lady of the Paul English Players under her maiden name of Katherine Madden, July 29 at her home in Baton Rouge, La., after an illness of three months. She taught dramatic art with her husband at Baton Rouge since both retired from the stage several years ago. Fred Madden, a brother, for many years with stock under canvas, is now attached with the New Orleans Federal Theater Project. Rites July 30 with interment in New Orleans. Also survived by three daughters.

GARDNER—Lily, 62, last of the team of Carroll and Gardner, August 2 at her home in Chicago of heart failure. Survived by a sister, Fannie Hoffman.

GEE—Benjamin C., 67, for many years trumpet player in Cincinnati bands and orchestras, August 5 at his home in that city after two years' illness. He was a member of the Cincinnati Musicians' Union and Masonic Order. Survived by his widow; a son, Benjamin Jr., and a daughter, Mrs. May Kromme. Services and burial August 8.

KNISELY—Russell G., 51, widely known circus and carnival showman, August 3 in City Hospital, Akron, O., of a spine ailment after two months' illness. He was born in a circus wagon on June 23, 1887, at Lima, C., and began his career as child clown with circuses with which his parents were connected. When 12 years old Knisely began doing a high-wire act at fairs, later appearing in vaudeville, which he left to return to the outdoor field. During his career he trouped with Bostock-Ferari, Harry Wright, Smith Greater, J. Frank Hatch, Jack Hampton's Great Empire, Dana Thompson's Dixie and H. (Tubby) Snyder shows. From 1916 to 1922 he had carnivals of his own on the road, but in the last-named year re-entered the circus field in partnership with his late brother, V. F. Knisely, operating Knisely Bros.' Circus until 1926, when his brother died. The following year he toured with his National Exposition Shows. Several years ago he formed a partnership with the late Charles Rooney, operating the All-American Circus. In recent years Knisely trouped with Lewis Bros.' Circus and for the past two years had been agent for the Walter L. Main Circus. He was a member of the Masonic Lodge and Grotto. Survived by his widow, Myrtle; three sons, Robert, Paul and Eugene; two daughters, Frances and Mrs. Gertrude Martin; his mother, Mrs. Jennie Atwood, and a sister, Mrs. Velma Mallory. Services August 5. Burial in East Akron Cemetery.

KNOTT—John Francis, 39, night club singer of the team of Knott and Bennett, July 27 at his home in Youngstown, O., of angina. He recently appeared in Toledo and at Youngstown Hotel. Knott was a native of Madison, Ga., and vet-

eran of the World War. Survived by his widow, son, mother, two brothers and a sister. Services in Youngstown. Body was sent to Cleveland for cremation.

LE FURGB—Doris, 24, well-known walkathon contestant, also known as Billie Shannon, of the Hollywood Twins, after a brief illness in Denver, Colo., June 28. She participated in a number of top-flight contests in recent years, her last appearance being with the Hal J. Ross show in Oklahoma City in 1935.

LLOYD—Rollo De Leon, 55, stage actor, director and writer, July 24 at his home in Hollywood. Survived by his widow and son, Rollo Bruce.

LUDLOW—Wanda, former well-known dramatic actress, May 5 in McPherson Memorial Hospital, Howell, Mich., it has just been learned. She was the wife of the late Frederick B. Wright, known professionally as W. B. Fredericks, and retired five years ago. Miss Ludlow was born in Cincinnati and for a number of years headed her own stock company, later appearing in legitimate productions. She was last seen in *The Auctioneer* with David Warfield. Burial in Howell.

MCGRATH—James N. Jr., 63, for many years stage manager of Syria Mosque, Pittsburgh, former president of the Entertainment Managers' Association of Western Pennsylvania and booker, August 4 at his home in that city after two-months' illness. McGrath was formerly stage manager of the Alvin Theater, Pittsburgh, when it played legitimate attractions. Survived by a sister, Mrs. Mary Gallagher, and two brothers, Edward and Frank. Services August 7. Interment in Homewood Cemetery, Pittsburgh.

MAIORI—Antonio, 69, Shakespearean actor, producer, founder of the Italian Theater in America and vice-president of the Federation of Italian Actors, at his home in Brooklyn July 30.

MARTIN—Ernest J., 69, pioneer scenic artist in motion picture business, in New Rochelle (N. Y.) Hospital July 26. Surviving are his widow, a son, three daughters and three sisters.

MEYERS—John C., 81, at one time associated with the late Florenz Ziegfeld, shot to death at his home in St. Louis July 24. He and Ziegfeld were partners for three years in the '90s while touring with Sandow. Survived by a son, Arthur C., St. Louis.

OLAND—Warner, 58, film actor, best known for his role of Charlie Chan, Chinese detective, August 6 in Stockholm, Sweden, of pneumonia. He was born in Umea, Sweden, and was educated in Boston. Before entering films he appeared in Shakespearean and Ibsen roles on the stage. Oland played villainous Chinese roles in *Old San Francisco*, *Wheel of Chance* and *The Mysterious Dr. Fu Manchu* before appearing in the first of the series of money-making Charlie Chan films. Survived by his widow, the former Edith Shearn, stage actress, and a brother living in West Hartford, Conn.

PICKERING—Ernest C., pioneer West Coast amusement purveyor, a prime mover in the building of Venice and Ocean Park piers and more recently operator of rides and concessions at Mission Beach, Calif., in a San Diego hospital July 31. Stricken with cerebral hemorrhage at Mission Beach on July 30, he was rushed to the hospital. He was a past president of the Pacific Coast Showmen's Association and active in

Santa Monica Lodge, BPO Elks. Survived by a son and daughter. Services in Santa Monica Elks' Temple, conducted by Elks and PCSA, were largely attended August 3. Interment in Elks' Rest Cemetery.

REILLY—Robert E., 63, owner and operator of Capitol Theater, Riverhead, L. I., N. Y., in Presbyterian Hospital, New York, July 31. Survived by his widow, eight brothers and a sister.

ROSENSTEEL—Floyd H., former circus and carnival tattoo artist, December 24, 1937, in a hospital in Newark, N. J., it has just been learned. Burial in Greensburg, Pa.

IRVING SIMON

JULY 28, 1938

C.V.Y.

STEWART—Dr. John D., 57, husband of Olga Petrova, former stage and screen star, at the Post Graduate Hospital, New York, after illness of two months, August 4. He was a staff doctor at the Post Graduate Hospital.

VERNER—Arthur L., for many years connected with the J. B. Rotnor Tent Show, July 29 of a heart attack. Survived by his widow, Lola Davis, and relatives in London. Services July 31 and burial in Forest Home Cemetery, River Forest, Ill.

Marriages

ALUSIC-MUTIMER—Joseph Alusic, radio engineer with NBC, Chicago, and Elizabeth Mutimer, in Rockford, Ill., July 30.

ENNIS-ANDERSON—Kenneth Ennis, bass player with Joe Sherer's Orchestra, and Ruby Anderson, nonpro, in Kansas City, Mo., July 23.

GRAYSON-McMULLEN—Hal Grayson, orchestra leader, and Phyllis McMullen, nonpro, in the Hotel Utah, Salt Lake City, July 27.

LAYNE-HARRISON—Don Layne and Marie Harrison, both of the T. J. Clark Shows, in Troup, Tex., July 21.

LEONARD-ROCKLIN—Paul Leonard and Olive Rocklin, known professionally as Zala, who form the dance team known as the Temple Leonards, August 8, in Christ Church, Cincinnati.

MOORE-ARNOLD—Gene Moore, Kansas City, Mo., night club and radio organist, and Barbara Arnold, nonpro, in that city recently.

MORGAN-CAMPFIELD—James Morgan and Velda Floy Campfield, of the Buckeye State Shows, recently.

OSTRER-SPIAK—Vivian (Kiki) Ostrer, nonpro, and Pauline Spiak, formerly Judy Ruck of a London dance troupe, in Deauville, France, recently.

ROSS-KENNEY—Anthony Ross, accordion instructor and orchestra leader, and Alice Kenney, both of Youngstown, O., in that city July 20.

SHIRRA-STARR—John Shirra, bass violin player with Hal Kemp's Orchestra, and Judy Starr, band's first vocalist, in New York August 2.

THOMASON-WHITLOCK—L. (Al) Thomason and Marguerite Whitlock, with Buckeye State Shows, recently.

TONEY-CLIFFORD—William V. Toney, manager of the National Theater Supply Co., Des Moines, and Grace Clifford in that city July 28.

Pearl White

Pearl White, 49, heroine of *Perils of Pauline*, *Exploits of Elaine* and a dozen other movie serial thrillers which brought her wealth and fame, died August 4 in American Hospital, Paris, of a liver ailment after several weeks' illness.

Miss White was born in Greenwood, Mo., March 4, 1889, making her debut when 6 years old as Little Eva in *Uncle Tom's Cabin*. When 13 years old she was a circus bareback rider, later going to the stage, whence she entered the movies in 1913 when the industry was in its infancy and patrons thrilled to the death-defying feats performed by the heroine.

Miss White retired from films in the early '20s, going to Paris to regain her health, and except for brief visits to the United States in 1927 and 1937 remained there until her death. She is survived by her father, Edward C. White, Springfield, Mo. Private services were held August 6, with burial in Paris.

- Rollickers Trio (Grandview Lodge) Dakota, Minn.
- Rolling Cloud, Chief, Dog Town Follies (Colony) Portsmouth, Va., t; (Plaza) Norfolk 7-13, t.
- Rollo, Joe (President) Swan Lake, N. Y., h. Romona (Cavalier) NYC, nc.
- Rosalee & Seville (Bon Air) Chi, cc.
- Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
- Ross, Lee (Nut Club) New Orleans, nc.
- Royal Hawaiian Sweethearts (Biltmore) NYC, h.
- Royal Rangers (Village Barn) NYC, nc.
- Rufus & Richard (Surfside) Long Beach, N. Y., nc.
- Rush, Ann (18) NYC, nc.
- Rushing, Jimmy (Famous Door) NYC, nc.
- Russell, Maude (Surfside) Long Beach, N. Y., cb.
- Ruiz, Maclovia (Blackhawk) Chi, nc.
- Ryers, Frankie (18) NYC, nc.
- S**
- St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
- Sandino & Fairchild (Cavalier) Virginia Beach, h.
- Sankar, Kostia (Bublichki) Hollywood, nc.
- Savoy Lindy Hoppers (Casa Manana) NYC, nc.
- Schrieber, Richard (La Salle) Chi, h.
- Scott, Virgie (Black Cat) NYC, c.
- Sedgewick, Edna (Casa Manana) Ft. Worth, h.
- Severin, Billy & Joy (Bon-Air) Chi, cc.
- Shandor (Buckingham) NYC, h.
- Shatlen, Anna (Roumanian Village) NYC, re.
- Sha-y, Helen (Meadowbrook) Saratoga, N. Y., nc.
- Sherman Bros. & Tessie (Royal Pines) Lake George, N. Y., nc.
- Shore, Willie (Hi-Rat) Chi, nc.
- Shutta, Ethel (Chez Parce) Chi, nc.
- Simmons, Lee (Plantation) NYC, nc.
- Simms, Virginia (Pennsylvania) NYC, h.
- Simpson, Carl & Faith (Orpheum) Los Angeles, t.
- Sinclair Sisters (Lyric) Indianapolis, t.
- Singing Strings Trio (Katsinas Cafe) Campaign, Ill.
- Slim & Slam (Cafe Martin) NYC, nc.
- Smith & Daie (Casa Manana) NYC, nc.
- Smith, Loring (Nemerson) South Fallsburg, N. Y., h.
- Snakehips & Clementine (Afrique) NYC, nc.
- Spark Plug (Ye Olde Tavern) Ft. Wayne, Ind., nc.
- Spec & Spot (Colosimo's) Chi, nc.
- Spencer & Forman (Nemerson) South Fallsburg, N. Y., h.
- Sperry, Frank (Rosevelt) NYC, h.
- Spurr, Horton (Casa Manana) Ft. Worth, Tex., July 29-Aug. 11.
- Starr, Bob (Sanford's Showboat) NYC, s.
- Steele, Lee (Frolics) Salisbury Beach, Mass., nc.
- Sterling, Wynne (Roumanian Village) NYC, re.
- Stewart, Jackie (Old Roumanian) NYC, re.
- Stone, Mary (Alabam') Chi, nc.
- Suzanne & Christine (Jimmy Kelly's) NYC, nc.
- Swann, Russell (Piping Rock) Saratoga, N. Y., nc.
- Sylvio & Melba (Havana-Madrid) NYC, nc.
- 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.
- Taylor, Peggy, Trio (Casa Manana) Ft. Worth, nc.
- Taylor, Sonny (Armando's) NYC, re.
- Terrace Boys (Barney Gallant's) NYC, nc.
- Thomashefsky, Boris (Rainbow Inn) NYC, re.
- Tilton, Martha (Pennsylvania) NYC, h.
- Tinney, Dot (Black Cat) NYC, nc.
- Tisdale Trio (Le Mirage) NYC, nc.
- Titans, Three (Chicago) Chi, t.
- Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.

- Tomlinson, Bob, Trio (Manhattan) Winona, Minn., nc.
- Tracy, Terry (State-Lake) Chi, t.
- Tracy, Ray (Sanford's Showboat) NYC, s.
- Trahan, Al (Palace) Chi, t.
- Tucker, Sunny (Ivan Frank's) NYC, c.
- Tucker, Sophie (Bath & Turf) Atlantic City, nc.
- Tyler, Smiling Tex (Green Tree) Cincinnati, nc.
- Tyrol, Richard (Chez Maurice) Montreal, nc.

THE TITANS

"RHYTHM IN SLOW MOTION"

PALACE THEATER, Chicago, Ill.

Dir.: MILES INCALLS & JACK DAVIES.

WITES on page 60

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. Louis, 8c
Behee, Mrs. Rose, 4c
Bowen, D. M., 80c
Carroll, Catherine, 3c
Carroll, Ruth, 3c
Castro, Dora, 3c
Conlon, J. J., 3c
Cutler, Rose, 3c
Donner, Chas. J., 6c
Cushing, Capt. H., 6c
Doran, Richard, 6c
Franklin, C. O., 20c

- Humphreys, Mrs. Edna
Humphry, Billie
Hunter, Mrs. Mae
Huntsinger, Lorene
Hutchins, Mrs. Colleen
Irene, Madam
Isom, Mrs. Sophia
Jackson, Babe
James, Mrs. A. F.
Jarvis, Ruth
Jewell, Mrs. Bessie
Johnson, Judith
Johnson, Orrel
Johnson, June
Jolley, Mrs. A. C.
Jones, Alma
Jones, Mrs. C. B.
Jones, Mrs. Virginia
Jones, Mrs. Viola
Karrot, Kay
Karsey, Mrs. Myrna

- Murphy, Mrs. Warren
Mylon, Marcia
Nappe, Mrs. Chas.
Nasser, Georgia
Natalie & Howard
Nazimova, Madam
Neff, Velma
Nelson, Mrs. Morris
Nelson, Mrs. M. J.
Newcomb, Mildred
Noble, Majorie
Nock, Mrs. Ethel
Norcross, Mrs. Dard
Norlin, Dorothy
Northey, Kathryn
Nutt, Mrs. Nonna
O'Day, Zona
Otte, Mrs. Elizabeth
Pargia, Princess
Park, Mary L.
Parker, Mrs. H. L.
Parrish, Mrs. Kay
Patton, Toots
Pearce, Katherine
Perna, Ida
Pickens, Mrs. Inez
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pitser, Irene
Pittenger, Neva
Pope, Mrs. Billie
Poplin, Jewell
Pottner, Mrs. M. C.
Price, Mrs. Jennie
Price, Mrs. Steve
Pritts, Frances I.
Pugh, Mrs. Geo.
Purchase, Mrs. W.
Qualls, Mrs. Felce
Ralston, Mary
RaNous, Mrs. Wilma
Rattle Snake, Princess
Raye, Olga
Raydale, Mrs. Ann
Red Horse, Mrs. Ben
Renfro, Melita
Rhoades, Lois
Richards, Nellie
Roach, Etuade
Roberts, Dixie
Roberts, June B.
Roberts, Mrs. Lula
Robinson, Alma
Rogers, Peggy
Rosenberg, Mrs. Mattie
Ross, Mrs. Jack
Rossano, Helen
Rostek, Alva
Russell, Nella
Sanders, Reba
Sartwell, Dorothy
Schellenberg, Mrs. J. E.
Schenks, Mrs. Clarence
Schneider, Jean
Schreiber, Mrs. Jean
Scott, Mrs. Ernestine
Seck, Mrs. Geo.
Seigrist, Helen
Seigrist, Mrs. E.
Sexton, Lucille
Sharpe, Bobby
Shepard, Miss. Gay
Shore, Mrs. Arthur
Shozer, Helen
Siegal, Fredona
Silliman, Christine
Silliman, Mrs. Myrtle
Simms, Kenner
Sims, Mrs. Goldie
Sisk, Mrs. C. G.
Slatten, Sally
Slomiger, Marcella
Smither, Mrs. Earl
Smith, Betty
Smith, Florence
Smith, (Shorty)
Smith, Madam
Smith, Gertrude
Smith, Mrs. Evelyn
Smucker, Mrs. Arthur
Asher, John B.
Asher, Charlie
Atwood, Fred
Avdon, Robt.
Avery, Tommie
Baba, Prince Ali
Babe, Bruce
Bairfield, Herman
Baft, Earl
Bagley, Howard
Bailey, King
Bailey, Bill
Bailey, Chas. E.
Bailey, D. M.
Bailey, E. E.
Bailey, F. R.
Bailey, Hal C.
Bailey, Jim
Bain, Riley
Baker, Geo.
Baker, Hugh C.
Baker, Johnny
Baillard, John

- Christensen, Joe
Christianson, Leonard
Christie, W. R.
Christy, Ralph
Church, F. W.
Church, John
Colucci, Lawrence
Cimino, Joe
Clancey, Joe
Clark, Archie S.
Clark, Bozo
Clark, Cliff
Clark, Elbridge B.
Clark, Keith
Clark, Willie
Clasos, Ed
Clay, Wiley N.
Clayton, J. E.
Clear, Frank
Cleary, Clifford
Clements, Burley
Clements, Knife
Cleveland, Guy W.
Clifford, Lou
Clifton, Joe
Cobos, Thomas
Coburn, Jimmie
Cockrell, Geo.
Cody, Frank
Cody, J. M.
Colborn, Harold E.
Cole, Jack
Cole, Pete
Cole, Smokey
Cole, Willard
Coleman, Andrew
Coley, W. R.
Collins, D. J.
Collins, E. G.
Collins, Elbert
Collins, Leo (Tex)
Collins, Richards
Collins, Wm. J.
Conarra, Lee S.
Concello, Arthur
Conkling, Will E.
Conley, H. C.
Conley, Thomas F.
Conlon, J. C.
Conner, Harry E.
Conner, James
Conrad, Geo.
Conway, Danny
Conway, H. D.
Cook, F. S.
Cooper, Arley
Cooper, Buck
Cooper, Frank
Cooper, Malvin
Cooper Jr., Jessie
Corbin, Kenneth
Corey, Nail
Corlew, Billy Ami
Corley, Red
Cortis, Eric
Corra, Eric
Cotsello, George
Couch, C. C.
Coulson, H. G.
Courtney, Chas.
Cowan, Dewey E.
Coven, Sam Nige
Cowan, John B.
Cox, L. B.
Cox, Paul
Cox, Walter
Cox, Wm.
Crabtree, Edward
Crahan, C. Gordon
Crabo, Players
Cramer, C. A.
Cramer, Burt
Crane, Robt.
Cravat, Nick
Crawford, C. W.
Crawford, Edward
Crewe & Summers
Crittenden, Wm.
Crombie, Pat
Crombines, Hollie
Cronin, J. L.
Crowe, Bill
Crowe, Donald S.
Crowe, W. J.
Crowley, Geo. C.
Crusins, A. F.
Cruz, Dewey
Cruze, Conway
Cube, Al
Cundiff, A. B.
Cunley, Carl
Cunningham, H. G.
Cundiff, Carl
Cunningham, Sheet
Curran, Mike
Curry, Bert F.
Curry, Gord
Curry, Chas.
Curry, Rubie
Cushing, Frank H.
Custer, Robt. P.
Cutler Jr., Eli C.
Cutler, Willie
Dabbs, Cecil
Daely, Downs
Daley, B. J.
Dallas, John E.
Daly & Daly
Daly, Jack
Dams, A. C.
Dana, Gene
Daniels, Tex
Danny, Joseph
Dare, Virgil B.
Dare, Wally
Darling, Happy
Darrow, John
Datson, Frank
Daughly, L. R.
Davis, Ben
Davis, Boots
Davis, Carl O.
Davis, John W.
Davis, Ken
Davis, Mickey
Davis, Roy Bozo
Dawson, W. G.
DeBaccer, Earl
DeBarrie, Wm.
DeCamo, Chas.
DeClerg, Al
DeLong, Fred
DeMetro, Walter
DeRay, Gene
Decker, B. L.
Decker, Ace
Delman, Ed
Delmaro, Joseph
Delmonte, Joseph
Delmo, the Great

- French, Chas. D.
Frinch, James
Fudger, Geo. A.
Fulton, Gale & Marion
Fulton, Ed
Furner, Joe
Gable, Ronald
Gagnon-Pollock
Gaitner, Tent Show
Gains, T. W.
Gaitner, Woodie
Gale, Larry
Gallagher, Eddie J.
Gallagher, Jack
Gamberella, Sol
Gamble, Curley
Gann, James
Gannon, John
Garner, Joe H.
Gaulke, R. F.
Gavel, Vincent
Gelb, Gus
George, Frank
Gerber, G. L.
Gerber, G. A.
Gerber, Joe Red
Gibbons, W. D.
Gifford, Jesse
Gilbert, Sidney
Gindora, Frank
Ginsberg, Sam
Gish, Nicholas
Glascock, D.
Gleason, Art
Glenn, Jack
Glickman, Frank
Glabon, Frank
Gladstone, Eddie
Glozman, Bill
Godfrey, Jerry
Godsey, J. C.
Goff, Newell
Goglia, Joe
Goldberg, Murray
Goldstein, Ike
Goldstein, Morris
Goll, Wm. F.
Goll, Meyer
Good, Monroe
Goodman, Dave
Goodwin, Arthur
Goodman, Harry C.
Goodin, Geo. F.
Goodwin, John
Goodwin, Blackie
Gordon, Alvin
Gordon, Robt. A.
Gorman, Sunset
Gould, Amuse. Co.
Gould, Eddie
Gory, Gene &
Gourfain, Harry Mgr.
Grabs, Louis
Grady, Richard G.
Graham Jr., A. C.
Gramberg, Ray
Granger, J. C.
Grant, Bill
Grant, Bobbie
Grant, Gene
Graves, Tex
Gravette, Horace
Gray, A. J.
Graybill, Maurice
Grayson, Bob & Vergie
Grayson, Frank
Green, Mike
Green, Thomas H.
Greene, Allace
Greene, Dan
Greene, Lenord
Greene, Paul
Greenstein, Joe
Gregory, Robt.
Gregory, Wm.
Gresham, A. L.
Gresham, A. L.
Gresham, Ralph
Griffin, Sidney
Griffith, John B.
Griggs, Dollar
Grimes, Jack
Grissom, Cotton
Grisswald, M. I.
Grizmaker, A. L.
Grobo, Miller
Groff, Ephraim
Grosburg, Oscar
Grossman, Irving H. Mgr.
Gumburg, Dannie
Gustafson, O. G.
Guy, Steve
Gunn, Johnny
Haddix, Harvey
Haddix, G. H.
Haddix, Ted
Hadesman, Max
Hadley, Warren
Hadley, C. F.
Haines, Art
Haines, Roy
Hale, Buster
Hale, G. W. Goody
Hale, Tom
Haley, Jack
Halke, R. S.
Hall, Prof. D. D.
Hall, H. W.
Hall, Lew
Hall, Russell
Hallstrom, David
Hallwell, Geo.
Halstead, Clyde
Halton, J. K.
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Hamilton Jr., J. D.
Hamilton, Phil
Hamley, Ray
Hammer, Candy
Hammer, Rodeo
Hammon, Robert
Hammond, Bill
Hammond, Bob
Hammond, Earl
Hammond, Earl F.
Hammond, Ray C.
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Hancock, Solmie
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Haney, Ott
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Harick Co.
Harlos, Mr. & Marie
Harris, Cy
Harris, Roger
Harrison, Buck
Harrison, Fred
Harrison, James R.
Hart, John B.
Hart, Louis

- Women
Abbott, Mrs. Noel
Abby, Mrs. Marge
Adams, Alice
Adams, Mrs. Gladys
Alabassi, Countess
Alexander, Mrs. S. C.
Allen, Edith
Allen, Peggie
Allen, Rosie
Anchors, Mrs. J.
Anderson, Stella
Andre, Nitzia
Anna, Mlle.
Anthony, Mrs. W.
Applegate, Joy R.
Arckle, Mrs. Jim
Armstrong, Radie
Arnheim, Mrs. Edw.
Arnold, Mrs. Clara
Arant, Jeanne
Baldwin, Mrs. Billie
Bales, Betty Vada
Banks, Mrs. Martha
Barbara, Mrs. Kathleen
Barber, Bobbie
Barker, Dorothy
Barrett, Margaret
Bartholomew, Mrs. N. W.
Bartlett, Jackie
Bates, Mrs. Sarah
Baxter, Mrs. Mary
Bedsole, Era
Bee, Mrs. Frank
Beisel, Marge
Bell, Lucille
Bell, Margaret
Berman, Mrs. Helen
Bernhardt, Neita
Berridge, Eileen
Berry, Mrs. Jack
Betza, Mrs. Victoria
Bible, Mrs. O. R.
Bilt, Madam
Bingo, Mrs. Billie
Bistany, May
Blizell, Mrs. Eloise
Black, Lela
Black, Mrs. Bernice
Black, Mrs. Ruth
Blackburn, Mrs. Geo.
Blackstone, Mrs. Andrew
Blackstone, Helen
Blanchard, Lula
Blaney, Beverly
Blevins, Mrs. Joan
Bliss, Nellie
Blizzard, Loretta
Blue, Mrs. Beatrice
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Bottger, Mrs. H.
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Burke, Peggie
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Butler, Alice
Byrd, Dorothy L.
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Callahan, Boots
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Carroll, Kay
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Catro, Dora
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Clark, Mrs. Virginia
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Coutts, Billie
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Crownell, Mrs. Harold
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Curtis, Edna
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Damer, Mrs. Paul
Davies, Mary Jane
Davies, Mildred
Davis, Dolle

- Keen, Mary
Kellerman, Sue
Kelly, Bernice
Kelly, Mrs. Julia
Kennedy, Mrs. H. D.
Keown, Mrs. Helen
Kidd, Mrs. Texas
Knowles, Mrs. Erby
Knoxton, Marian
Koch, Virginia
Koehler, Mrs. Ruth
Kridello, Lillian
Kuntz, Mrs. F. E.
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Lalor, Stella
LaMar, Dolores
Larkayne, Mrs. Pearl
LaRue, Bessie
LaRue, Mae
LaSalle, Mrs. Constance
LaVon, Boo
Lafollyvoore, Imilda
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Lang, Mrs. Rose
Lanthe, Percilla
Lawrence, Mrs. Mary
Layne, Leah
Lee, Chang
Lee, Dixie
Lee, Dot
Lee, Lila
Lee, Lily
Lee, Lucille
Lee, Mrs. Ernie
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Leonard, Doris
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McCoy, Jean
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McDonald, Mrs. Sampson
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McGuire, Opal
McKeand, Jean
McKee, Nancy
Mack, Mrs. Ernestine
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Marcy, Mrs. Cora
Marion, Mrs. Dorothy
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Marshfield, Margaret
Martell, Georgie
Martinez, Phyllis
Martimeyer, Mrs. Jerry
Martin, Fern
Martin, Josephine
Martin, Mrs. C. J.
Martin, Mrs. Maurice
Martin, Mrs. S. T.
Martins, Mrs. Violet
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Meeker, Florence
Melville, Mrs. Bertha
Melville, Mrs. Thelma
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Meyers, Mrs. R. J.
Michaels, Anna
Mikler, Lucille
Miller, Iva
Miller, Mrs. O. M.
Miller, Mrs. Lena
Miller, Mrs. W. R.
Mitchell, Mrs. Bertha Mae
Mitchell, Jean
Monroza, Donna
Mooney, Helen
Moore, Ethel Olive
Morales, Teresa
Morgan, Mrs. J.
Morris, Mrs. Chip
Morse, Bobby
Moseley, Marie
Movarky, Angeline
Mullins, Dacie
Johnson

- Men
Ballonge, Cecil
Bamboola (Fire Eater)
Bankratz, Louis
Banks, Wallace
Banor, Frank
Barber, Jim
Barett, Roy
Barfield, Carl
Barlow, Edw. H.
Barnell, Dr. E. B.
Barno, Lewis
Barrington, Jack
Barringer, John A.
Barry, Geo.
Barry, Jack
Barry's Laboratories
Batty, Joe
Bauer, Donald E.
Bauer, Joseph Tom
Baughman, B. G.
Baxter, Bill
Beal, Geo. Brinton
Beall, H.
Beal, Wally
Beard, Byron
Beard, Jack
Beardsley, W. L.
Beaty, O. J.
Beaty, Sam Y.
Beaux Art
Theatrical Agency
Beckley, Paul
Becker, Jim
Beehler, Monty
Behee, Earl R.
Bejano, J. J.
Bell, C. W.
Bell, Herbert A.
Bell, Jack W.
Bell, O. Herbert
Bell, St. Louis Fat
Benbow, W. M.
Bender, Kelly
Benebit, Joe
Bennett, H. E.
Bennett, Nelson
Bennett, Owen
Benoit, Frank
Benson, Dr. O. N.
Bequette, Tatie
Berridge, W. R.
Berry, Bert H.
Betz, Teddy
Bevedege, Glen L.
Beyer, John
Bickford, Percy
Biddle, E. W.
Biddle, W. F.
(Slim)
Bingman, Howard
Binns, Victor
Birchfield, Bob
Bird, Wm. Musician
Bird, Wiki
Black, Frank B.
Black, Frank of
Aerial Blacks
Black, Gus M.
Black, Lester
Blackie, James
Blackstone, Vick
Bland, Albert
Block, Wm.

- Bluff, Zellie
Boden, Art
Boggs, Irwin P.
Bolder, Frank
Bolding, Jimmy
Bond, Clark
Boone, Chas. J.
Boothman, Eddie
Borin, Richie C.
Boswell, Billy
Boswell, E. O.
Bowen, B. J.
Box, A. M.
Boyle, J. J.
Bozo, Raggedy Ann
Bracy, Bob
Bradford, M. M.
Bradshaw, Paul
Braley, Archie
Branscombe, Jack
Braswell, Billie
Braun, Chas.
Brazon, Felix
Breeze, W. M.
Bremer, Bud
Brennan, Mickey
Brennan, Morrey
Bremer, Allen
Brenner, Roy
Brett, Howard
Bridges, J. C.
Briscoe, Benny F.
Broomey, V. E.
Brook, Bob Rose
Brooks, Buddy
Brooks, Wm. H.
Brookshire, Bob
Brown, Bill Shorty
Brown, Geo. L.
Brown, Herman
Brown & Lynn Show
Brown, Ray E.
Brown, Robt. M.
Brown, W. H.
Brownell, W. H.
Duke
Zimmerman, Drew
Zoy, Madame

- English, W. H.
Elior, R. E.
Elam, Jack
Eli, Geo.
Ellison, James G.
Endicott, Gilbert
Cowen, John B.
English, W. H.
Enochs, Ray
Ephraim, Frank
Enrich, Ed
Erickson, Whittie
Estridge, Clarence
Etzel, John
Etzler, Stephen S.
Evans, E. C.
Evans, Geo.
Evans, Little Joe
Evans, Sam
Eves, Kenneth
Ezario, Joseph
Fabry, Steve
Fahey, Frank
Fairbanks, Emerson
Fallan, Charles
Fallen, Hal
Farley, Albert
Farnsworth, W. M.
Farquer, Charles
Farrell, James B.
Farrell, John
Farrell, Thomas L.
Farrington, J. L.
Farris, Alonzo
Farrington, J. D.
Faust, Carl J.
Faust, Jack
Fausts, Aerial
Faycoust, Neal
Fee, Leslie M.
Feggan, Edward L.
Feliz, Nabor
Felton, King
Fendrick, Rozsly
Ferguson, Al
Ferguson, McD.
Ferguson, Stephen
Allen
Ferris, Howard
Ferris, Lester
Fetow, Bill
Fitch, Harry
Finley, Luther
Finn, Tobias
Finott, Lou
Fisb, Jimmie
Fisher, Bob
Fisher, Chas.
Fitzgerald, Babe
Fleming, Jimmy
Fletcher, Edward
Flynn, J. Francis
Folk, Carl J.
Fonda, Gordon
Fontaine, Pat
Ford, Prof. C.
Forrest, Dr. Joseph
Forn, Harold M.
Fornolo, Albert
Poster, Eddie
Fox, O. C.
Foxworth, Doc
Fraim, Francis
Frank, E. J.
Frank, Geo.
Frank, Toney
Franklin, Benny
Franklin, Doc E.
Franklin, P. C.
Franks, Victor
Fraser, Ace
Fraser, Roger
Frederick, Cecil
Frederick, Cecil
Freels, Buck
Freeman, Geo. H.
Freeman, Harold
Freeman, Mitch
Freemans, Three

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Hartmann's Broadcast

AFTER a rainy and cool spring and with a few of the circuses making an early return to the barn, a word of cheer should be especially welcome to amusement purveyors at this time. This cheer is provided in the knowledge of what others are doing to inject human and personal appeal in their selling efforts, and we pass it along to amusement owners and managers in the hope that it might help them to "put something on the ball" and make a fine finish of a season that got off to a bad start.



A. C. HARTMANN

Many of you no doubt have heard the story about a big red rooster one morning finding a big ostrich egg in the hen yard. Calling all the hens around him for the morning conference, he said: "Ladies, I know you are hard workers and that you try to do your job well and I know you will continue to do so, but I just wanted to show you what some others are doing."

With this story still fresh in his mind Cy Bond, of the Dodgem Corporation, of Lawrence, Mass., read an article in *The World's Fair* of Oldham, Eng., and later heard a broadcast over the radio which he considered very apropos. *The World's Fair* article was about the sales value of a soda fountain.

"Some of us for years have thought we knew all about the value of soda fountains in parks and amusement centers," says Cy, "but this article presented many possibilities as to cleanliness, speed, accuracy, volume of business and, most of all, the ability to cash in on a better product. I do not know who wrote the article, but I'll bet they will sell more soda fountains in London."

"The broadcast was a sales talk on

why women should purchase a common kitchen chair, table and stool. I am wondering how many amusement men could sell a common chair and table for the kitchens of the country and make a profit, yet the manufacturers of these articles believe in their product to the extent of paying for a large radio hook-up.

"The presentation over the radio went something like this: 'Ladies, are you the old-fashioned type that believe the hardest way to do your housework is the best? I think not. There are very few women who do not want to take advantage of modern household appliances, but have you ever given a thought to how much you stand on your feet every day when you might sit comfortably on a chair or stool with a table to work from?' The announcer then went on with the real pull in this advertisement. He told the ladies WHY in these words: 'The average woman is 65 inches tall and therefore should have a chair 16 inches high, a table 24 inches high and a stool 25 inches high. Science and experience have proved these heights are the most efficient to work from.' Don't you think a lot of women began to check the heights of their kitchen chairs, tables and stools? I do.

"Here is what I am getting at. We in the outdoor amusement business know more about its public appeal than either of the foregoing, yet we just cry instead of getting out and doing something about the months of August and September.

"In the last bulletin of the National Association of Amusement Parks, Pools and Beaches, Al Hodge, executive secretary of the organization, came across with some timely suggestions for promotions, and there are a million other stunts that can be worked for the balance of the season. All they need is a build-up and a little constructive thinking to get everyone to come out and have a good time.

"Just give the rooster and egg, the chair, table and stool, and the soda fountain stories a thought and you will find a great deal of promotion value for parks and carnivals.

"Let's go to it and have a grand finish of a season that started good but got a setback with rain. Everyone on his toes!"

Notes From the Crossroads

By NAT GREEN

WORK of the Circus Fans' Association at its annual convention in Madison, Wis., last week represented a sincere effort to help circuses in the crisis that confronts them this season. It should bear fruit. While the association's membership is not large, it includes many men whose influence is far-reaching. The president, Melvin D. Hildreth, is a man of great capabilities and he is in a strategic position to accomplish the greatest good for the association in its praiseworthy efforts. Mr. Hildreth leaves shortly for Geneva as a delegate to the League of Nations.



NAT GREEN

The movement started by the Detroit advertising club to assist in creating sentiment favorable to the circus had its genesis in the CFA. Frank Magin, chairman of the ad men's committee, is an enthusiastic fan. He says the Detroit club has been in touch with practically all the advertising men of the country and that they are in a position to "raise a lot of hell or know the reason why" in an effort to keep the circus on the road. Already thousands of children's names have been signed to petitions to save the circus and these will be sent to President Roosevelt. At the rate the names are being secured they probably will reach half a million.

Thanks to Frank D. Fenderson for his circus library catalog listing more than 100 books on the circus published in the last decade. . . . It's a handy reference list. . . . Bonnie Hunt, late of the Ringling show, had a tough break. . . . After being laid up for weeks with a broken leg she started rehearsing for the fair season re-

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Vol. L AUGUST 13, 1938, No. 33

cently, snapped a tendon and will not be able to work for several months. Madeline Woods, Schine theater circuit publicity head, in town handling publicity for Chicago's New Century committee. . . . Matt Saunders, ar old Buffalo Bill show exec, conferring in Chi on a show proposition. (See CROSSROADS on page 56)

- | | | | | | | | | | |
|--------------------|---------------------|-------------------|--------------------|--------------------|-----------------|--------------------|---------------------|----------------|-------------------|
| Hart, Ray | Home, R. R. | Johns, Bunny | Kinney, Geo. | Lee, Jimmie O'Dear | McCoy, Col. Tim | Melton, Paul | Murphy, Jimmy & | Osborn, Irvin | Price, W. V. |
| Hartley, Geo. | Hope, O. J. | Johns, Vincent | Kirkendall, Marvin | Leidman, Wm. | McCullum, Wm. | Melville, Bert | Beverly | Owens, E. W. | Pringle, Johnny |
| Hartley, Wm. | Hoper, Norman | Johnson, A. N. | Kirkland, Jack | Leiniger, Jas. | McCune, Wm. | Melville, Ralph | Murphy, Leon | Owens, Jerry | Pritchard, Bill |
| Hartsburg, Chas. | Hopkins, H. R. | Johnson, Chas. B. | Kirkman, Orville | Leisten, N. | McDaniels, Carl | Meranda, Wm. | Murphy, Neil | Owens, Mack | Pritchard, B. C. |
| Heatz, Ben | Hopkins, Herb | Johnson, G. R. | Kirkner, Doc | Lemarr, Jack | McDevitt, G. W. | Merkle, J. B. | Murphy, R. L. | Owens, Marvin | Pritchett, Jack |
| Harvey, Al | Hopkins, Jimmy | Johnson, Harry | | Lenard, Fred | McDonald, Jack | Merrhews, Musical | Murphy, Ralph | Owens, R. E. | Proctor, Geo. |
| Harville, L. R. | Horain, Thomas P. | Johnson, Jessie | | Lenard, Sid | McDonald, Jack | Merritt, Dr. R. A. | Murray, Dave | Owens, George | Pratt, Jack |
| Hassler, Hubert | Horton Jr., Wynn | Johnson & Hall | | Lenard, Sid | McDonald, Jack | Meyerhoff, Henry | Musser, Melvin | Owens, Geo. W. | Pryst, Pete |
| Hathfield, Jack | Horton Jr., W. W. | Johnson & Hall | | Lenard, Arthur | McDonald, Jack | Miller, Al H. | Myers, Bert | Palgs, Geo. W. | Public Dare-Devil |
| Hathaway the | Houck, Mike & | Johnson & Hall | | Leonard, Vic | McDonald, Jack | Miller, Chas. | Myers Bill Blackey | Palmer, H. S. | No. 1 |
| Magician | Houghton, Frank | Johnson & Hall | | Leo's Side Show | McDonald, Jack | Miller, EN | Nailor, Clyde | Palmer, Harry | |
| Haufmann, Arthur | Houghton, Frank | Johnson & Hall | | Leroy, Sticks | McDonald, Jack | Miller, Frank | Napolitano, Charles | Palmer, Wm. P. | |
| Hawk, J. Fred | House, Robt. S. | Johnson & Hall | | | McDonald, Jack | Miller, Harvey W. | Nash, Jimmie | Palmer, Wm. P. | |
| Hawk, James B. | House, Robt. S. | Johnson & Hall | | | McDonald, Jack | Miller, Robert | Nathan, Samuel | Palmer, Wm. P. | |
| Hawkins, Bid. | House, Robt. S. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Neel, J. J. | Palmer, Wm. P. | |
| Hawkins, Ralph H. | Howard, G. E. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Neff, Ray | Palmer, Wm. P. | |
| Hawkins, Ray | Howard, Irish | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Neiland, Walter | Palmer, Wm. P. | |
| Hayden, Charley | Howard, Mysterious | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Neise Troupe | Palmer, Wm. P. | |
| Hayes, Robt. F. | Howard, R. W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Neivling, Clifford | Palmer, Wm. P. | |
| Healy, Mike | Howe Bros. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, Bud | Palmer, Wm. P. | |
| Heaney, Gerald | Howe Bros. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heckman, James | Howe Bros. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heenehy, Thomas | Howe Bros. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Francis | Howe Bros. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Helman, Geo. | Hubbard, Burley | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heller, Frank | Hubbard, Grayson | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heller, Dr. Joseph | Hubbell, Art | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heller, Al | Huddle, Glenn | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heller, Johnnie | Huddleson, Ace | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Helman, Maurice | Hudock, Dave | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hemmel, Ben | Hudspeth, T. C. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hennes, Bill Dates | Huffman, Roy W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henderson, Mr. | Hughes, J. C. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Dottie | Hughes, Jim & | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| | Hughes, Jim & | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henchman, H. M. | Hugo, Capt. E. H. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henderson, T. M. | Hugo, Harry | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hendrickson, Cecil | Hull, Hubert | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hennessey, Led | Hulvey, Edward | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henry, J. E. | Hummel, Joseph | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henry, Lew | Hummel, Joseph | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henry, S. S. | Hummel, Joseph | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Henry, Speedy | Hummel, Joseph | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hensley, Don Y. | Hummel, Joseph | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Herrier, Ed | Humphries, Cecil | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Herring, F. C. | Humphries, J. C. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Herring, Wm. | Huntley, R. H. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Herrington, Odies | Hunt Sr., Charles | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Herron, Carl | Hunt, Freddie Cyril | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hess, G. L. | Hunt, Robt. C. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Heth, Floyd R. | Hunter, Charley | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hey, Doc M. W. | Hunter, Charley | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hibbert, Tom | Hunter, Clarence | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hibbert, Roy | Hunters' Artist | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hilburn, Dickie | Hunters' Bureau | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hill, Henry | Hunter, Eddie | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hill, Shorty | Hunter, Harry C. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hilton, Joseph | Huntley, Wm. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Himmel, Sam | Huntley, Wm. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hinkley, Ray | Huntley, Wm. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hirsch, Leo | Hutchins, S. H. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hiser, Charles | Hutson, O. W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hoagland, Jims | Hutson, O. W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hodges, Chas. H. | Hutson, O. W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hogan, Sandy | I. O. A. Ranch | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hogue, Edward | I. O. A. Ranch | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holcomb, Bill | Irving, Martin | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holcomb, Jack | Iverson, Carl | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holderman, Dr. | Ivey, J. W. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| John | Jack, W. E. | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| | Jacob, Lou | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holdridge, W. D. | Jackson, Richard | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holliday, Frank | Jacobs, Joe & Sally | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hollis, John B. | James, Fred | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Hollman, Sam | Jameson, LeRoy | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holmes, Curley | Jameson, Marvin | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holmes, Del | Jardon, Clyde | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holmes, D. R. | Jarvis, Lon | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holmes, Faithful | Jenkins, Bill | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| | Jenkins, Robert | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| | Jennings, Ted | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holvik, Alex | Jerome, Sensation | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| Holzer, Jean A. | Jewett, Charles | Johnson & Hall | | | McDonald, Jack | Miller, Ted | Nelson, O. Co. | Palmer, Wm. P. | |
| </ | | | | | | | | | |

BIZ SLUMP HALTS COLE TOUR

Show Goes Into Quarters After Struggling Along for 16 Weeks

Paraphernalia, equipment, animals to be kept intact—preparations for 1939 season start soon — Manager Terrell praises employees for loyalty and co-operation

BLOOMINGTON, Ill., Aug. 6.—After battling the business slump almost continuously for 16 weeks, Cole Bros.' Circus at the conclusion of the night performance here Wednesday drew in its belt and called it a season. The circus trains, traveling over the Nickel Plate Railroad, departed at 1 a. m. for winter quarters at Rochester, Ind. The paraphernalia, equipment and animals will be kept intact and plans will soon go forward for the 1939 season. The hearty loyalty and co-operation given the management by the employees of the show has probably never been equaled in the annals of the white tops. Joe Weber, president American Federation of Musicians; Leo Abernathy, president International Alliance of Billposters and Billers, and Ralph Whitehead, head of the American Federation of Actors, all three organizations affiliated with the American Federation of Labor, co-operated with the management in every way possible to keep the show going.

As the amusement business is a luxury at best, the recession quickly caught the Cole show, as well as other circuses, early in its tentacles this season. Opening the middle of April at the Chicago Stadium, always a sure-fire in other seasons, business this spring shrank to less than one-half of the normal take.

On the road the Chicago business was but a criterion. Almost in every city business with the show was off from 33 1-3 to 50 per cent. As a rule the show experienced about two satisfactory days' business a week against four losing days. In the face of such obstacles the tour was continued after a consultation with the employees, who unanimously stated they were willing to string along and hope for a business pick-up.

Zack Terrell's Statement

"Never had to experience such continual bad business and weather during the 35 years I have been in the circus business," stated Zack Terrell, manager. "The only cheerful and heartening part of the season was the unselfish loyalty and help furnished by the employees to a man. When salaries fell behind there were no attachments; in fact, the employees acted as if they were all partners in the amusement institution they were seeking to carry on to success.

"For weeks the show battled days of rain of torrential proportions. Yet the show moved with marvelous precision and almost invariably opened on time. Thousands of loyal circusgoers greeted us daily, but their attendance with other thousands absent because of non-employment was the difference between a profit and a loss.

"Not in any way do I think the permanency of the circus is on the wane. The business grossed by two of the largest circuses on the road last season was greater than the combined gross of all the circuses of 30 years ago. Good times fill the red wagon with bounteous returns but likewise hard times are keenly felt."

Hagenbeck-Wallace Show Has Decided Pick-Up in Business

FORT COLLINS, Colo., Aug. 6.—Hagenbeck-Wallace Circus has been enjoying a decided pick-up in business, with comfortable matinees and capacity night houses. Weather has been ideal.

Two especially satisfactory stands were Cheyenne, Wyo., and Greeley, Colo. In Cheyenne many of the rodeo-contest winners and officials remained over to witness the circus as guests of the management. Monday's business was greatly augmented by the soldiers' pay roll, there being over 50,000 assembled at Cheyenne for the coming military maneuvers.

Merit Bellew and Frank Miller have the Missouri thoroughbred horses, purchased last winter, working in perfect (See Hagenbeck-Wallace opposite page)

Agee Welcomed in Old Home Town

CANTON, O., Aug. 6.—The Tom Mix Circus was booked for Quincy, Ill., July 31, but a short time before the date it was found necessary to cancel the town. When John Agee learned that the date was open he prevailed upon the management to take the show into Canton, his old home town. Necessary arrangements were made and Agee was given special newspaper notices.

On circus day the name of "Brother" Agee was synonymous with all other interests around the show. Crowds gathered about his trailer, children followed him about the streets and the cash customers, who were plentiful, asked at the front door if that was the place they entered to see Tom Mix and his pal, "Brother" John Agee. The crowning moment for John was when the homefolks presented him with a beautiful ring.

11,663 Petitions Signed By Oklahoma City "Kids"

OKLAHOMA CITY, Okla., Aug. 6.—Frank (Doc) Stuart, local advertising man and former circus press agent, sent three air-mail letters Monday to officials of the Ringling show, with petitions signed by 11,663 local "kids from 6 to 96 years old," begging for a circus performance here this fall. The letters went to George W. Smith and Mrs. Charles Ringling.

The petitions were signed during a two-day drive last Friday and Saturday, which attempted to get 20,000 signatures. "We could have gotten that many easily if we had more booths," Stuart said Monday.

CFA Aims To Intercede In Circus-Labor Problem

Resolutions committee agrees upon plan at 13th annual convention at Madison, Wis., to be submitted to association membership—details not disclosed

MADISON, Wis., Aug. 6.—With the slogan "Save the Circus for America," the Circus Fans' Association opened its 13th annual convention at the Loraine Hotel here Sunday and after three days' sessions Melvin D. Hildreth, president, announced that a proposal had been formulated which, it was hoped, would help the circus save itself. The resolutions committee, of which J. A. Wagner, of Des Moines, was chairman, worked for nearly 12 hours behind closed doors, threshed out conflicting opinions and finally agreed upon a plan to be submitted to the association membership. Because of the seriousness of the circus situation it was deemed inadvisable to disclose details of the proposal adopted. Instead, the resolutions committee submitted to the body the following:

"Be it resolved, That the committee on resolutions of the CFA appoint a subcommittee on the formulation of a plan for the preservation of the circus, which subcommittee is instructed to present such a plan to those in authority who may assist in reaching the objective desired."

The proposal is understood to embody planks recognizing the claims of circus



THE ELEPHANT GIRLS with the Hagenbeck-Wallace Circus. Left to right: Bobby Peck McGough, Marion Knowlton and Bobbie Warriner.

Robbins' 13th Week a Winner

MIDDLETOWN, N. Y., Aug. 6.—The 13th week of the season for Robbins Bros.' Circus was anything but unlucky, as the sun was shining and crowds came to the show at every performance. The 12th week was one that will long be remembered for rains and muddy lots.

At Middletown, N. Y., Clarence Adolph, 24-hour agent, found it necessary to switch lots because of the hard rains the week previous. The lot used was a high and dry one, just opposite the State Asylum. One hundred and sixty-four patients were guests of Manager Jess Adkins at the afternoon performance. There also were 16 children of the day nursery as guests jointly of the circus and The Middletown Times-Herald. One "patient" of the asylum gave his name as Edward Provost and came unattended, bringing pictures to prove his former occupation as musician and asking for a job. Visitors included Sig Zeno from Carbondale, Pa., and Elmer Kemp, of Trenton, N. J.

The arrival at Middletown was a little after 4 a. m., but in switching the flat cars in the Erie railroad yards there occurred two derailments which held up the unloading until a little after 8 a. m. The parade was a half hour late but the afternoon performance started on time.

owners and the demands of organized labor, and suggestions that circuses be organized in craft unions, with the performers, teamsters, workers, etc., in separate groups.

Attendance Large

Attendance was much larger than had been anticipated on the short notice given members of the association. Registration of Fans totaled about 70. In addition there were many friends of the circus in attendance. Several prominent (See CFA AIMS on page 31)

Downie Sets Opening Date

Starts at Columbus, Ga., August 15—show same size as in the spring

MACON, Ga., Aug. 6.—Downie Bros.' Circus reopens at Columbus, Ga., August 15. Manager Charles Sparks has announced. Fleets of show trucks will leave Macon quarters the preceding Sunday.

Show will go out same size as in the spring, but there will be several new acts. Among them are the Walter Gulce troupe, the Riding Gulces, from the Ringling-Barnum show. The Gulce troupe, which also has an aerial act billed as Aerial Walters, was a feature of the old Sparks railroad show for many years before going to the Big Show.

Bert Dearo and wife, Corinne, also from the Big Show, will be with the show.

James M. Beach, general agent, has been on the road for two weeks.

While most of the department heads will be the same, there will be a few newcomers. Charles Katz remains as assistant manager, and Clint Shuford as treasurer. Harry Mack continues as press agent back and announcer.

Preliminary activities at Central City Park strongly resemble pre-season work. All equipment is being inspected and renovated.

Michigan Not Good For Lewis Bros.

DETROIT, Aug. 6.—Lewis Bros.' Circus passed thru Southeastern Michigan territory last week en route to play down toward Southern Ohio and West Virginia. Show has been playing chiefly in Michigan for several weeks, making the general route up the West Coast and down the East, then into the famous "thumb" district, where a correspondent of The Billboard attended it at Lapeer.

Playing towns of from 5,000 to 50,000, the show has had comparatively poor business in the State this season, indicating that the smaller towns are just about as badly hit as the big industrial cities, altho agricultural complaints in the State have been few so far this year. The show has been making short jumps, almost from one county seat to another, so that the State has been thoroly canvassed and centrally located towns played in each spot.

World Bros. Headed For Crop Country

ALLIANCE, O., Aug. 6.—World Bros.' Circus has fared much the same as all others this season, executives told a representative of The Billboard here as the show played the first of four days in the Buckeye State on its hurried trek into the Midwest and crop country. Continued rains in recent weeks, coupled with only fair business at most stands, has kept the show struggling to keep going, but from all indications it will finish out the season. Equipment was in good shape. A good program is under the direction of George Meyers.

This town, hard hit by the industrial recession, gave the show a fair matinee and a better than half a house at night. Slide Show had a fair day, as did the concessions. At New Castle, Pa., the previous day, business was just fair.

Show is billing heavily with very attractive paper going up on the country routes. Jimmy Heron is contracting and directing the advance forces. Show is moving on a minimum number of trucks to reduce overhead, officials said. Alliance Review gave plenty of space.

PREACHER WEST recently returned from South America and reports conditions very good in that country.



With the Circus Fans

By THE RINGMASTER
CFA

President Secretary
MELVIN D. HILBRETH W. M. BUCKINGHAM
716 E. Main Bldg. Thomas Bank
Washington, D. C. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tents," c/o Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 6.—Our member, F. W. Magin, of Detroit, announces that Fred L. Shaw, also of that city, is our newest member.

Dr. William M. Mann, chairman of the James E. Cooper Top, recently had a delightful visit in Iceland with Johannes Josefsson, owner of the Borg Hotel. Josefsson had the Glima Troupe with the Ringling show for eight years.

Members of the Cooper Top greeted Robbins Bros.' Circus when it showed Richmond, Va.

Mr. and Mrs. Frank Hartless, of Chicago, and Mr. and Mrs. George Freeman, of Peoria, at close of the convention in Madison, Wis., left by auto for a vacation in Portland, Me.

Fans stopping over in Chicago on way home from the convention were William Montague, West Hartford, Conn.; Charles A. Davitt, Springfield, Mass.; Harrison B. Waite, Waco, Tex.; Joe M. Heiser, Houston, Tex.; George Duffy and William Limey, Fort Plain, N. Y., and Mr. and Mrs. W. H. Hohenadel.

Frank Upp spent the day with Tom Mix Circus in Macomb, Ill., July 21 and visited with Bumpy Anthony and family.

F. E. Loxley, Cranston, R. I., attended the K. of C. outdoor circus at Woonsocket, R. I., July 30.

Parker & Watts Biz Satisfactory

SYDNEY, Neb., Aug. 6.—The Parker & Watts Circus finished the 15th week of the season at Holyoke, Colo., July 30. After leaving the mountain country show has been encountering hot weather. Business has been very satisfactory all season. Manager Ira M. Watts is enlarging the show. The performers that started out with the show are still with it.

Mr. and Mrs. Chester Espy visited Mrs. Dorothy Hilbert when they passed thru Salt Lake City. Mrs. Hilbert is in a hospital there. She fell there two years ago while with the Joe B. Webb Circus. Mrs. Espy is treasurer of the show and Chester is in Lee Hinkley's Band. Walter and Ruby Pruitt visited in Burlington, Colo.

Earl Keene puts on a good concert with the calliope between shows. He now has charge of the front door. Mac McGinn, of Mac's South Sea Islanders, is now planning winter dates. Warren (Smitty) Chamberlain has joined. Is superintendent of ring stock. The show is receiving plenty of good after-noon notices.

Manager Watts is putting Jimmy Watts thru every department on the show. Fete and Jack Fenton have been getting plenty of banners, reports Thomas (Skinny) Dawson.

WPA in Windstorm At Clifton, N. J.

CLIFTON, N. J., Aug. 6.—The WPA Federal Theater Circus closed its engagement here July 29. Biz was light thruout. Newspapers were generous with space and pictures. On July 29 at 6 o'clock a severe windstorm came up and for a while threatened the big top. Several quarter poles were blown down and many large holes were ripped in the canvas.

Visitors were Joe Minchin and Charlie Wescott, Circus Fans; Myrtle Henderson and son Herbert, who are the wife and daughter of Jack Palmer Henderson, band leader, reports Wendell J. Goodwin.

Mrs. Al Ringling in Hospital

BARABOO, Wis., Aug. 6.—Mrs. Al Ringling, 85, is confined to a local hospital suffering from a fractured vertebra sustained in a fall in her home here. She was actively connected with Ringling Bros.' Circus for 25 years.

Peru Pickups

PERU, Ind., Aug. 6.—Al Ritchie, "Pop-eye" of "Believe It or Not" fame, stopped here en route from Cleveland, O., to Otumwa, Ia., accompanied by wife and two daughters. Stated booked solid until fall.

Dad Abbott, ride and concession man, is back in city. Coming fall will again take to road.

J. C. (Peg) Turrell, tractor expert, is back and has taken over management of a large trucking concern.

Steve Finn purchased a down-town night club. Is meeting place of troupers. Johnny Bessignace is emcee, assisted by Charles Gabel.

Prof. Albert German and family, of Decatur, Ind., visited show farm last Sunday. German is authority on wild animal medicine and preventive serums.

Charles Brown was here renewing acquaintances.

A thrilling free act is being perfected by Jess King.

Steven Lautz, who recently suffered a broken leg, is receiving attention at Fraternal Order of Eagles home.

Fred Voight, circus farm attache, is a patient at Duke's Hospital. He had a stroke and was buried under several tons of hay. Was rescued by attaches.

Private car No. 39, manager's car of the Barnes show, was moved when the show played South Bend, to Peru, Ringling car sheds. Occupied by Edward Kelley, manager of Sarasota, Fla., quarters, and James Reynolds, a Barnes attache. Kelley's visit to Peru, it was stated, was to dispose of 169 head of baggage stock of the Ringling interests.

A special train containing horses purchased by Edward Greenburg, horse broker, New York City, was moved to Lowell, Mass., in charge of Perry Planck, to be sold at auction.

Bart Clickard and wife visited the Barnes show at South Bend, Ind.

Stinson Receives Unfavorable Report From North on Project

DETROIT, Aug. 6.—Strong response from advertising clubs thruout the country was reported by Fred Shaw, of the Adercraft Club of Detroit, to the move originated two weeks ago by the local organization to bring the Ringling show back on the road this season. Tunis (Eddie) Stinson, veteran manager of the Detroit Shrine Circus, conferred last week with John Ringling North, receiving an unfavorable report from North on the project.

Proposal was made by Fred Schader, director of publicity for the Michigan State Fair, that advertising men thruout the country unite in a campaign to underwrite a short season for the Big Show and present this proposition to North with the probability that it would be favorably considered.

Good Night House For Barnes at Madison

MADISON, Wis., Aug. 6.—The Al G. Barnes and Sells-Floto Circus had a splendid night house here. Show was late in getting up and the matinee started about an hour late, with about one-third of a house. Night, while not a full house, was very good.

Business at Rockford, Ill., was only fair. At Milwaukee the one show on Friday night was light due to the fact that there was little opportunity to advertise the show, as it came in unexpectedly, having canceled Racine at the last minute. Saturday and Sunday business was satisfactory.

Eddie Woekener, Arthur Windecker and "Frenchy" Healy left the show at Milwaukee.

Show is still experiencing late arrivals, but addition of a flying squadron is expected to overcome the difficulty.

IRAH J. WATKINS, with his trained animals, left Mighty Haag Circus at McMinnville, Tenn., July 25 and parked for several days on fairgrounds at Nashville, Tenn., having received permission from Phil Travis, fair manager. The Nashville Exchange Club engaged Watkins to present a show in front of grand stand for its big day with the orphans. Will work at the fair there in September. First fair will be at Urbana, O., August 10-11. Will leave Port Tampa, Fla., last of November for Havana, Cuba, to work 10 weeks for Santos & Artigas Circus, making 14th time in Havana.

Harris Bros.' Show Disbands At Hanover, Pa.

GETTYSBURG, Pa., Aug. 6.—Great Harris Bros.' Circus, scheduled to appear here yesterday, failed to arrive. Word from Hanover is that financial disaster overtook the show in that city Thursday evening, causing it to disband after giving afternoon and evening performances.

Trucks and autos used to transport the circus were repossessed by former owners, and empty trucks of the Great American Shows, Inc., arrived in Hanover yesterday afternoon presumably to remove the menagerie and performing animals that had been the property of the circus.

Ray Marsh Brydon, manager of the show, reported that good crowds attended both matinee and evening performances at Willow Beach Park in Hanover.

E. J. Kelly, New York circus photographer, came here yesterday to take pictures on the show, only to be disappointed. He recently took photos on Robbins Bros.' Circus and intends to go back to that show next week for additional ones, as it is said the show is being enlarged to 20 cars and will feature Clyde Beatty, who had been with Cole Bros.' Circus.

Admire and Eakin Dissolve

CINCINNATI, Aug. 6.—J. C. Admire states that he has dissolved partnership with D. R. Eakin in the Admire & Eakin Circus, which closed a successful 12 weeks' season at Shoals, Ind. Admire adds that he will have his own circus and will open some time this month, also that most of the people who were with the show will be with him.

HAGENBECK-WALLACE—

(Continued from opposite page)

unison. Many new clown numbers have been recently added.

Robert Ellis With Show

Robert Ellis, famous Hollywood writer, has been traveling with the show creating another of his brilliant scenarios with circus background. Other important visitors were the Right Honorable Sir Basil and Lady Speight, of British East Africa, who have just completed a visit to Alaska. They have invited Howard Y. Bary to be their guest in January on a five-week safari, when they will film the transporting of the white rhino already being held in the Sudan for Bary, who arranged for its capture when in Africa two years ago at the time the famous pygmy elephants were bought. Lady Speight took action pictures of Blacaman, Hindu animal hypnotist. His entire act is now given in the main part of the performance.

Property men, grooms and other attendants have new flashy uniforms with striking caps to match.

Vernon Reaver and Ward Sugden, contracting agents, have reported to C. A. Lawrence, general agent, that the broom corn crops in Oklahoma and the cattle shipments in Texas have exceeded records of past seasons.

Ty E. Colvin is now doing special work for Colorado, Inc., with excellent results. MEL SMITH.

Writ to Supreme Court

KANSAS CITY, Mo., Aug. 6.—Hagenbeck-Wallace attorneys took appeal for a permanent writ of prohibition, prohibiting receivership appointment, to the Supreme Court today after Judge Hopkins B. Shain, in the Kansas City Court of Appeals, refused a writ of prohibition to enjoin creditors from throwing the show into receivership yesterday in the Jackson County Courthouse.

The Supreme Court issued an order today to hold up all proceedings in Jackson County Circuit Court pending

hearing. James V. Aylward, circus attorney, was notified this afternoon.

The order was a "stop" order and a victory for the circus. Application for a permanent writ will be considered again when the Supreme Court meets in October. Until then the circus does as it pleases. It has been in and out of receivership now four times in the last three weeks—some sort of a record.

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with car, capable of making auspicious contracts. Also Side Show Acts and Dancing Girls for Side Show. Sudolk, August 8; Courtland, 9; North Emporia, 10; Lawrenceville, 11; Blackstone, 12; Karsville, 13; South Boston, 15; Gretna, 16. All Virginia.

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FEATURED WITH **COLE BROS.' CIRCUS**

Under the Marquee

By CIRCUS SOLLY

MERLE EVANS is now handling *The Billboard* and mail on the Barnes show.

PAUL M. LEWIS, owner of Lewis Bros.' Circus, reports that Duke Drukenbrod is doing well with the concert on the show.

KEN MAYNARD is making personal appearances with his horse, Tarzan, in Ohio motion picture theaters.

HAROLD BARNES, tight-wire performer, is at Hamid's Million-Dollar Pier, Atlantic City, for the season.

BILLY DeARMO, clown with Lewis Bros.' Circus, and Margie left the show to play fairs.

CHARLES C. BURKE, of Newark, N. J., writes that he has organized Local No. 1 of the National Billposters, Carders and Distributors' Union. It is a CIO affiliate.

PEDRO MORALES and Luis Martinez, hand and head balancers and tumblers, who have been playing vaude and night clubs, will sail for London August 12 for a tour of eight months.

SAMUEL GOLDMAN, who was injured early in the season, is in the U. S. Veterans' Hospital, Annex 2, Ward 23, Wood, Wis., and would like to hear from friends.

AFTER SEVERAL WEEKS in Tennessee the Mighty Haag Circus recently made some of the mountain resort spots in North Carolina. Show is under the capable leadership of Mrs. Alice Haag and daughter, Mrs. Helen Haag Hayes.

MAX WHITE and wife closed with Haag Bros.' Circus at Clinchco, Va., July 31 and are now visiting in Covington, Ky. White played in band and made big show announcements and his wife was reserved seat ticket taker.

DURING LAST WEEK Barnett Bros.' Circus touched the nation's northern border, playing stands along the boundary of Maine, including Calais and Houlton. Show has been in New England since May 31 and is now in 18th week of season.

MISS CORDA, of the Aerial Smiths, has left the act of Jaydee the Great and is now doing single high-pole act (combination of traps, perch and muscle grinds). Is booked solid at parks, fairs and celebrations in the Middle West and South until middle of November.

SHOWS HEADED South find encouragement in good crop reports. It is generally believed the South has suffered less from the recession than many other sections of the country. As usual, prospects point to keen competition for choice Southern stands, although showmen should have learned long before this that opposition is often very expensive.

WHEN the Fairly & Little Shows played Wahpeton, N. D., last week in July members of show placed a wreath at the grave of four Ringling troupers in Riverside Cemetery. The Ringling Bros.' Circus encountered a severe storm in that city 41 years ago, during which the showmen were killed.

ELLIS GOE, adjutant of Man o' War Post, American Legion, Lexington, Ky., extended an invitation to members of the Legion on Cole Bros.' Circus and Vic Robbins' Band, Robbins being a member last season. Women of the circus and the Legion participated in dancing and refreshments.

AL LOEFFLER informs that Robbins Bros.' Circus had two near-capacity houses at Waterbury, Conn. City officials and police department co-operated with the management in every way. Loeffler met a number of the folks. Sam Stratton and Gilbert Conlinn, wife and daughter visited.

YOUNG'S WONDER SHOW had very good business at Benker Hill, Mich. Had a late arrival at Dansville—no biz. Attendance okeh in the Michigan sugar beet country. Homer Gibson has the canvas and Willie Fish ring stock. Program runs an hour and 15 minutes. Show gives concert-vaude numbers.

WILLIAM H. KASISKA, of Baraboo, Wis., writes: "In a recent issue there was an item from Joplin, Mo., about the arrest and possible deportation of Shinge

Matsumoto. Word has just come from Mrs. Richard Lopez Jr., that Shinge Matsumoto, her father, was released from detention and arrangements were perfected so as to permit voluntary departure of the Matsumotos for Mexico, where they will join their son."

ASIDE FROM a few persons, none of the personnel of Cole Bros.' Circus were informed that the show was to make a home run from Bloomington, Ill. They boarded the show train thinking they were bound for the next stand, La Salle, Ill. It was not until they awoke in Rochester, Ind., that they learned the show had closed. Jorgen M. Christensen, horse trainer with the show, drove to La Salle in the belief that it was to play the stand.

JOHN H. DUNN, administrative officer of the Treasury Department and well known in circus circles, was severely injured August 2 in an automobile accident about 40 miles from Washington while returning from a visit to Robbins Bros.' Circus, and is confined in the Garfield Hospital there. Injuries suffered were a broken leg, several broken ribs and head lacerations. He will be remembered for his assistance around the McCoy show when it closed in Washington. Dunn was at one time connected with Social Security taxes on shows.

LULU DAVENPORT, of Chicago, lifelong friend of Mrs. Sam B. Dill (Nettie), was called to her bedside at Toledo, O., but arrived too late. The Davenport family writes: "Lulu and the late Reno McCree Sr. taught Nettie to ride bareback and she worked later in the Davenport-McCree act for a number of years on Ringling Bros.' Circus. The death of Mr. McCree in 1916 left Lulu owner of the act and she carried on with show. It was while Nettie was in the act that she met and married the late Mr. Dill. She retired from the act to join her husband on the John Robinson Circus. Two weeks before Mrs. Dill died Lulu received a letter from her stating that she was planning a week's visit in Lulu's new furnished home in Chicago."

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Aug. 6.—No one regrets more than the writer the recent death of Harvey Mayer. Out of circus season he never missed a luncheon of the Dexter Fellows Tent and we often had chats about the good and welfare of the organization. The last words that Harvey spoke to the writer were to extend an invitation to come over to the office and look thru his files at the fine collection of heralds, programs, etc., gathered by his father, whom Harvey respected and revered. Many of us will miss him greatly, for he was never a fellow who would thrust himself on you, but when once in a conversation one was always on interested listener.

Our softball team isn't as soft as some of the opposing teams thought it would be. The splendid work of Winthrop Rockefeller against the nine old men of Lowell Thomas' is still the talk of sporting circles. A complete summary of the season's games will appear in the September issue of *Short Hauls*.

Jim Schonblom comes in with the following: "Announcement has been made by officials of the Lillian Leitzel Tent of the Circus Saints and Sinners' Club that the Mighty Watson Shows has been rented to Lewis Mallory III, who thereby becomes the active manager for the remainder of the 1938 season. This announcement confirms earlier reports that the circus group would rent out the shows each season to a single manager. Mallory is expected to bring the show to Sartwell, Pa., late next month to capitalize on the publicity of the trial over the shows' ownership between the Circus Saints and Sinners and the McKean County Shrine Club."

A saddened note crept into our season last week when Elmer Bryner died. He was one of the original Mighty Watson gang, becoming owner back around 1915. His son, Ernie, sold us the shows last winter.

Creditors Bid in At Auction Sale of McCoy Wild West

WASHINGTON, D. C., Aug. 13.—As item after item of the defunct McCoy Wild West was put up by Auctioneer Weschler here this week, it was apparent that creditors were protecting their merchandise by bidding in themselves.

Baggage, cooking and light plant wagons, etc., were knocked down at prices around \$500 and \$600 to Judge Fellows of the Springfield Wagon Co.

Flat cars were bid at \$475 apiece by H. L. McCormick, a local attorney, for the Warren Tank Car Co. McCormick denied that he was bidding for his client, stating that his bid was made for a "Mr. Mackintosh, of Oil City, Pa." "Mackintosh" was described by McCormick as not a showman, but a man who wants the cars as an investment.

It was learned at the sale that efforts would be made to have the Wilmington, Del., court set aside any mortgage encumbering the baggage wagons. It was alleged that a mortgage came due on the Springfield wagons recently, and other creditors were of the opinion that the Springfield company was bidding on the wagons with the handful of paper in its possession.

If any shows bid on the equipment, the fact was well concealed. Only showman recognized at the sale was E. Lawrence Phillips, of the Johnny J. Jones Exposition, who expressed interest in some of the flats. The only real contest came when a small light plant wagon was put up for sale. The Springfield company initiated the bidding, but the item was finally sold to E. C. Flaherty, of Long Island City, for \$200. Flaherty said that he was acting for E. B. Kelley, a lighting plant manufacturer, who also bought the wagon's plant for an additional \$410. On some larger lighting plants Flaherty went up to \$700 a piece to outbid others.

Receivers and auctioneer are to appear in Wilmington for court ratification of sale. Receivers will probably ask court to disallow bids on heavier items of equipment.

Confirms Sale of Six Items

WILMINGTON, Del., Aug. 8.—Judge John P. Nields, in United States District Court here today, confirmed the sale of six items and rejected four others in the auction of the assets of Col. Tim McCoy & Associates, Inc.

Judge Nields' order on the sale is:

1. That the sale of miscellaneous merchandise and other equipment of bankrupt for \$14,426.74 is confirmed.
 2. That the sale of two prairie schooners to Morgan Chaney for \$100 is confirmed.
 3. That the sale of 5,193 folding chairs to C. E. Flood for \$13,115.80 is confirmed and that the said sum remain subject to any claim of Kalamazoo Sled Co. with respect thereto.
 4. That the sale of 38 circus wagons, certain seating equipment and one prairie schooner to the Springfield Wagon and Trailer Co. for \$31,005, payable in notes of the bankrupt secured by the certain chattel mortgage of bankrupt to Springfield company bearing date of April 4, 1938, is confirmed, subject, however, to payment by Springfield company to receivers, prior to delivery of circus wagons, seating equipment and prairie schooner, in the sum of \$1,240.20 in cash, less \$101.20, being the set amount received by the estate from Morgan Chaney in payment for two prairie schooners, subject to lien of the chattel mortgage.
 5. That the bid of H. L. McCormick for 12 flat cars for \$11,100 is rejected.
 6. That the bid of H. L. McCormick for eight stock cars for \$5,800 is rejected.
 7. That the bids of E. Lawrence Phillips, Inc., for two standard pullman coaches and four wooden pullman coaches for \$2,650 are rejected, but that E. Lawrence Phillips, Inc., having raised its bid at the return of sale for the wooden pullman coach known as No. 44 from \$300 to \$450, the sale of this coach for \$450 is confirmed.
 8. That the bids of M. Segall for four wooden coaches for \$975 are rejected.
- "That it further appearing to the court that said receivers have received a bid from E. Lawrence Phillips, Inc., in the sum of \$2,200 for two flat cars of the above named bankrupt, said flat cars being one with a light weight of 56,500 pounds and the other light weight with 56,400 pounds, both being

Dressing Room Gossip

PARKER & WATTS—Everybody is looking forward to the first annual muligan to be held in Atwood, Kan., August 7. Arrangements are being made by Skinny Dawson. He is being assisted by Alex Brock, Whipping Smith, Mrs. Viola Connors and Mrs. William De Barrie. Joe B. Webb informs that he bought an 800-acre farm in the Arkansas Ozarks, near the Charley Brady farm, and that he will establish a dude ranch there next year. He will have it open all year. Something we never expected to see—William De Barrie, manager of the side show, fixing the loud-speaker motor. He says that it has been working overtime. The kid show has been doing big business and always stays up for the blow-off. The writer is spreading plenty of paint getting ready for Southern tour.

JIMMIE THOMAS.

TOM MIX—No longer do you hear the question, Where is the best fishing spot? Instead the question now is, Where is the swimming pool located? Plenty of visitors recently. Bob and Ruth Clark, of Madison, Wis., caught the show several times the past week. Ruth demonstrated to her husband her versatility, appearing in the big-show program and also carried the mail. Frank Verdi's brother recently spent a day on the show. Benny Pete had welcome visitor in Mr. Waugh, whom Benny had not seen since they tramped together on the Old Buffalo Show. The writer's father, Dr. Theo L. Boyd, and cousin, Rev. Harley Boyd, spent the day on show at Macomb, Ill. Among Circus Fans who visited during our recent Illinois stands were Joe Taggart, E. Wilson, W. H. Hohenadel, Walter B. Hohenadel, Sverre Braathen, Dave Jarrett and Burt L. Allen.

Additions to the show's personnel: Bob Stevens, Betty and Ginger Willis. Danny Gordon is now producing clown, and Leo Boyd has been added to clown alley. Homer Hobson Sr. observed his 45th wedding anniversary and Elizabeth Clarke her birthday anniversary last week and many congratulations and presents were showered upon them. The WPA clown number gets big hands from the audience. Some of the girls have gone in for the fad introduced by Ruth Mix, that of weaving Indian bead designs. The midseason painting session is now in full swing. The trunks and props of those who will accompany Tom Mix on his tour of Europe are getting applications of Tom's ranch colors.

DR. GEORGE W. T. BOYD.

R-B Case Taken to Labor Board by AFA

WASHINGTON, Aug. 6.—Charges were filed by the American Federation of Actors with the National Labor Relations Board yesterday accusing Ringling Bros. and Barnum & Bailey Circus of having "illegally, fraudulently and discriminatorily" discharged 1,200 of its union employees. The complaint said that the circus broke a five-year closed shop contract in order to make the dismissals.

The complaint continued that despite an agreement to remain closed the circus transferred some of its equipment to Al G. Barnes and Sells-Floto Circus, a subsidiary.

ATLANTIC CITY, Aug. 6.—Mrs. Elsie Demetrix, of the Flying Demetrix, slipped and lost her grip on a rope, falling 20 feet to wooden decking of the outdoor arena of Steel Pier before a crowd of 2,500 on Tuesday. She and her husband, William, and brother, Oscar, were performing a "Tower of Death" act about 100 feet above the pier. In Atlantic City Hospital it was said she sustained a pelvic fracture, brain concussion and internal injuries. Later her condition was reported fair.

equipped with snubbing posts and that said bid is \$350 in excess of bid of H. L. McCormick for said cars at the sale, it is ordered by the court that leave be and the same is hereby granted to receivers to sell two last mentioned flat cars to E. Lawrence Phillips, Inc., for \$2,200."

PRIVILEGES OPEN

Lunch Stand, Floss Candy, Juice, etc., on reliable 20-truck show. Long season. Wire or write **CONCESSION MGR.**, care Circus, Hermosa, S. D., August 13; Edgemont, 14; Crawford, Neb., 15.

The Corral

By ROWDY WADDY

Indications are that all is not working well between the Rodeo Association of America and the Cowboy Turtles Association. Like-wise friction is said to exist, as to policies, between members of the RAA as well as members of the Turtles.

This is too bad. Both organizations were formed to do away with the undesirable features in cowboy competitive sport. They were to work together for the betterment of both managements and contestants.

Quarreling, bickering and alibis, with much publicity of an adverse nature being given the rodeo as a whole, have been no good for the rodeo as a legitimate business.

That a thoro reorganization will be effected at the close of the present season seems imminent.

One thing is quite evident: Members of both organizations won't abide by the agreements entered into by their representatives.

The Billboard has earnestly sought for over a quarter of a century some organized body to officially govern competitive sport. It still thinks that such an organization is necessary if the sport as such is to receive proper recognition by press and public.

Managements and contestants should have their own organizations to represent the interests of both, but the main governing body should be a joint board whose word should be law.

Sound, sensible policies are required, based upon justice and fair dealing to every management and contestant in the business. These policies must be enforced without fear or favor, and those acting as representatives and contestants in both organizations, as well as the joint board, should be confined strictly to men who have proven success, ability and experience to their credit—men who will command the respect and confidence of managements and contestants alike.

If the press and public are to be asked to recognize honest, clean competitive cowboy and cowgirl sport as such, and support it, those legitimately engaged in it, in all branches, should see that it is put in that shape instead of one group blaming the other.

DAY MONEY winners for the first portion of the 15-day second annual Rodeo and Wild West Combined at Suffolk Downs, Boston, under direction of George A. Hamid and Col. Jim Eskew. (Results are from July 31 thru August 3 and are for evening performances unless otherwise indicated.) Steer Riding—First day (matinee), Curly Hatchell, Art Keller, Omer Whitesell. First day (evening), Frank Quirk, Omer Whitesell. Fourth day (matinee), Omer Whitesell, Curly Hatchell, Jack Wahtley. Fourth day (evening), Red Lund, Frank Quirk, Omer Whitesell. Bronk Riding—First day (matinee), Art Keller, Pat Plaskett, Floyd Lingle. First day (evening), Art Keller and Jimmy Downs split first and second; Red Lund and Francis Davies split third. Second day, Pete Forrester; Red Lund and Pat Plaskett split second and third. Third day, Jimmy Downs; Pat Plaskett and Pete Forrester split second and third. Fourth day (matinee), Pete Forrester, Dave Sanford, Buster Eubaker. Fourth day (evening), Jimmy Downs, George Ward, Buster Eubaker. Calf Roping—First day (matinee), Tony Travers, Junior Eskew, Buddy Mefford. First day (evening), J. D. Frank, Junior Eskew, Buddy Mefford. Second day, Buddy Mefford, Junior Eskew, J. D. Frank. Third day, Buddy Mefford, Tony Travers, Bill Parks. Fourth day (matinee), Buddy Mefford, Bill Parks, Junior Eskew. Fourth day (evening), Bill Parks, Junior Eskew, Floyd Lingle. Bull Dogging—First day (matinee), Tommy Horner, Slim Welsh, Floyd Lingle. First day (evening), Buster Eubaker, Curly Hatchell, Percy Moore. Second day, Bill Parks, Curly Hatchell, Lucky Boy Williams. Third day, Slim Welsh, Jack Jackson, Tommy Horner. Fourth day (matinee), Slim Welsh, Jack Jackson, Euster Eubaker. Fourth day (evening), Bill Parks, Lucky Boy Williams, Jimmy Downs.

R. L. ROUNTREE reports that Fay Hudson sustained a broken leg when a horse fell on her during the last performance at the rodeo held in Forest City, Ia., recently. Officials at the event were George V. Adams, manager and owner; Cy Compton, arena director, and Cherokee Hammonds, assistant manager.

FINANCIAL REPORT of the Carman-gay, Alta., stampede committee shows increases over last year in both gate receipts and entries. Receipts of the recent stampede totaled \$1,382.75. Expenditures were \$1,066.67, leaving a balance

of \$376.08, which will be turned over to the local hospital board. Receipts at the first Carman-gay stampede in 1932 totaled \$660.

FEATURED PERFORMERS already contracted to appear at the Homesteaders' Jubilee Night Rodeo in Caldwell, Ida., include Monte Montana, Hollis Harker, Jasbo Fulkerson and Homer Holcomb. Event is being sponsored by the Chamber of Commerce, of which E. L. Vassar is president, and Charles Laursen, secretary.

THE 13TH ANNUAL Buffalo Rodeo, held at Doby Springs, Okla., July 16-17 under direction of Ace Soward, secretary-manager, played to good crowds despite the fact that a creek near by flooded the rodeo grounds the first day. Beutler Brothers furnished the stock. Contracted performers included Weaver and Juanita Gray, trick and fancy riders; Wiley McCray, Don Stewart, Pal Clarey, Loretta and Bud Hampton and a group of Cheyenne Indians. Results: Calf Roping—First day, Ace Soward, Barton Carter, Ralph Chappel. Second day, Ace Soward, Jonas DeArman, Glade Herndon. Finals, Ace Soward, Barton Carter, Bill Hedge. Bulldogging—First day, Charlie Barnes, Bill Walgamut, Bob Neff. Second day, Jonas DeArman, Tex Slocum, Bob Neff. Finals, Bob Neff, Bruce Ross, Andy Curtis. Wild Cow Milking—First day, Elmer Randal, Ira Franks, Barton Carter. Second day, Levi London, Ira Franks, Elmer Randal. Bronk Riding—First day, Frank Martz, Bruce Ross, Andy Curtis and Earl West split third. Second day, Bruce Ross, Earl West, Dusty Doyle. Finals, Bruce Ross and Frank Martz split first and second; Earl West, Steer Riding—First day, Hoyt Hefner, Frank Marion; Elmer Martin and Wiley McCray split third. Second day, Hoyt Hefner, Earl West, Frank Marion. Finals, Hoyt Hefner, Frank Marion, Earl West.

Richard Show Plays Day And Date With Hunter

CENTERVILLE, Md., Aug. 6.—Richard Bros. Circus played day and date with Charles Hunter's Showboat here. R. M. Harvey has been on the sick list for several days.

Buck Leahy is *The Billboard* and mall man. Recent visitors: Al F. Wheeler, Elmer Perdue, Bob Johnson, Jimmy Simpson and his minstrel troupe.

CFA AIMS

(Continued from page 28)

Fans, among them Col. C. G. Sturtevant, Harry Hertzberg and Harper Joy, were unable to attend. Melvin D. Hildreth, of Washington, D. C., was re-elected president, and Walter M. Buckingham, of Norwich, Conn., was again chosen secretary-treasurer. Vice-presidents elected were: Eastern, George Barlow III, Birmingham, N. Y.; Western, Stan Rogers, of M-G-M, Hollywood; Central, John Grace, Kokomo, Ind.; Southern, Frank Walter, Houston, Tex. The new directors are Frank H. Hartless, Chicago, chairman of the board; Walter E. Loughridge, San Antonio; Tom Scaperlanda, San Antonio; Bill Montague, West Hartford, Conn.; John B. Tetlow, Peoria, Ill.; W. T. Linney, Fort Plain, N. Y.; Fred Becker, Fort Wayne, Ind.; Mrs. Delilah Hagan, Uniontown, Pa.; Dr. William Mann, Washington, D. C.; Elliott J. McKnight, Gardner, Mass.; W. L. Jackman, Madison, Wis.; Sverre Braathen, Madison, Wis.; Jim Chloupek, Oakland, Calif.; Don Howland, Columbus, O.

Fans Tour City

Following registration at the hotel Sunday the Fans had luncheon at the Pine Room of Heidelberg Hofbrau and immediately went into business session. Heidelberg is operated by William H. Hommel, former showman, and Hommel donated the use of the spacious room for all the convention sessions. Opening session was brief, being devoted to an outline of the association's plans by President Hildreth and appointment of committees. The Fans then were taken on a tour of the city. Madison has many beautiful lakes and parks as well as numerous points of interest, and an enjoyable afternoon was spent seeing the sights.

Business and Pleasure Monday

Because of the long session of the resolutions committee, which lasted from Sunday afternoon to early Monday morning, there was no morning business session Monday. The meeting convened at 1 o'clock. After brief preliminary remarks by President Hildreth in which he stressed the importance of this meet-

ing in view of the serious problems confronting the circus world, the nominating committee, Burt L. Wilson, chairman, presented its recommendations for officers and directors, nominating Mr. Hildreth to succeed himself. Mr. Hildreth favored selecting someone else for president, pointing out that there is much good material in the association. But in view of the present crisis the body insisted on the president's continuing and he consented.

In the absence of Secretary-Treasurer Walter Buckingham, Florence Kinney, of Des Moines, acted as secretary throughout the convention. Annual report of the secretary showed the association to be in the best financial condition in years.

Following election of officers the resolutions committee presented its report. In addition to the resolution quoted heretofore, the following were adopted:

Be it resolved, That the Circus Fans Association is in full accord with the policy followed in similarly successful organizations of the president holding office but one year, this to become effective in this association after the crisis which is now here has been terminated—that is, commencing with the next convention—and said office run for one year.

Be it resolved, That the CFA . . . having watched the growth, progress and achievement of the WPA Federal Theater Project's Three-Ring Circus in New York City under the able leadership of Burns O'Sullivan, managing director, and Wendell J. Goodwin, general press representative, takes this opportunity to send felicitations and greetings to Messrs. O'Sullivan and Goodwin for the splendid work they have accomplished with the WPA circus. (Copies to President Roosevelt, Hallie Flanagan and other representatives of the Federal Theater).

Be it resolved, That next to *The White Tops* we have *The Billboard* and we cordially thank Al Hartmann and Nat Green for their kindness in attending our conventions and in giving us a weekly column.

Be it resolved, That the CFA, whether assembled in convention or giving their support from their "home towns, thank the officers one and all for their fine leadership during the past year, bringing the association to the high rank it has attained, each doing his utmost for this most unusual hobby, the Circus Fans' Association.

Other resolutions were adopted thanking the W. C. Coup Top of the CFA for its hospitality and co-operation in making the convention a success; expressing appreciation to the Madison and Wisconsin American Federation of Labor and the Wisconsin Committee on Industrial Organization for their co-operation; thanks and appreciation for courtesies shown by the Loraine Hotel; the Heidelberg Hofbrau and its owners, William H. and Carl Hommel; *The Madison Capital Times*, *The Wisconsin State Journal*, the city and State officials, the street railways company and the Nakoma Country Club.

Colonel Sturtevant was again named historian of the association; W. H. Hohenadel, editor of *The White Tops*, and John Shepard was named assistant editor of *The White Tops*.

Speaking of the membership and *The White Tops*, President Hildreth said: "If we can reach the maximum membership of 1,000 we can place *The White Tops* on a monthly basis. A special effort should be made to secure editorial contributions from members of each top; also the publication of articles by our members on various things of interest regarding the circus."

There were brief remarks by Henry Duffy, Karl Kae Knecht, J. A. Wagner and others. Letters and wires of regret at being unable to attend were read from Cleveland Williams, Fort Leavenworth; the Scaperlanda brothers, San Antonio; Joseph V. Chloupek, Oakland, Calif.; Charles D. Collins, Chicago; Bob Mouton, Lafayette, La.; Voyle N. Armstrong, Wichita Falls, Tex.; I. K. Pond, Chicago; Dr. Robert Carothers, Cincinnati; Dr. and Mrs. H. A. Staples, New Haven, Conn.; Walter and Mabel Buckingham, Norwich, Conn.; Armand R. Emrich, Evansville, Ind.; John R. Tarrant, Norwich, Conn.; Harry Hertzberg, San Antonio; Charles F. Lauterbach Jr., Petersburg, Va.; William Kasiska, Baraboo; Marshall King, Alexandria, Va.; Fred High, Waynesburg, Pa.; Ralph (Tommy) Thomas, Milwaukee; G. H. Barlow Jr. and George Barlow III.

President Hildreth called attention to the movement that has been started by large groups of advertising men throughout the country to "stimulate public sentiment into a realization that the circus

must not go off the road." One of these advertising men, Frank W. Magin, of Detroit, was in attendance at the Fans' convention. He said that advertising clubs in Detroit, New York, St. Petersburg, Philadelphia, Columbus; Gary, Ind.; Springfield, Mass.; Los Angeles, Dallas and Fort Worth have formed committees to assist in the rescue work. "The advertising clubs have no brief for labor or for management," he said. "All we want to do is to see that the circus—and by that we mean the Big One—is not forced out of existence. For we think that if the circus goes, pretty soon it may be baseball and other entertainment that is forced to follow the same road." The work of the advertising clubs is already bearing fruit. President Hildreth called attention to the petition from Oklahoma signed by 11,000 children. The movement was started by the Detroit Advertising Club and Mr. Magin is chairman of the committee.

Koo-Koos Meet

Following the business session the Fans were taken for a launch trip on Lake Mendota, after which many of them visited the Madison Zoo. In the evening the entire delegation journeyed to the Natoma Country Club, where dinner was served, followed by a meeting of the Koo-Koo Club. President Hildreth presided. After some felicitous remarks and excellent stories he called upon various members to provide entertainment. Chief among the entertainers were Dr. Tom Torney, who had an inexhaustible stock of delightful stories, and Dr. Waldo B. Demond, who provided much merriment with his feats of magic.

Circus Day

All of Tuesday was devoted to the circus. Many fans were up early to meet the trains at the runs and later to watch the tops rise on the lot. Lunch was served in the cookhouse at noon, and the afternoon was devoted to visiting the backyard, where hundreds of pictures were taken. In the evening the Fans attended the show in a body. After the show Fans and circus performers and officials gathered in the Crystal Ballroom of the Loraine Hotel for the banquet.

The Banquet

The annual banquet was a gala affair, with 227 persons seated at the tables. At the speakers' table were J. W. Wagner, toastmaster; Melvin D. Hildreth; John Ringling North and Henry Ringling North, executives of the circus; J. C. McCaffery, president of the Showmen's League of America; Father William Mahoney, of St. Raphael's Church, and Congressman Harry Santachoff and Mrs. Santachoff. A delicious dinner was served, the menu including fresh crab-meat a la Barnes-Sells Floto; Big Top potage, broiled sirloin steak a la Ringling-Barnum, potatoes a la king pole, stringer wagon stringbeans, Martha York salad with dressing room dressing, Lorenzo dressing, kid show sundae with art toy cakes, marquee rolls, and drinks a la ye elephants.

Because of the necessity for the show-people to leave early to board the train the banquet session was necessarily brief. Toastmaster Wagner called attention to the fact that John Ringling was present at the first meeting of the CRA in Washington and the association was formed along lines suggested by him. It was fitting, Mr. Wagner said, that two of the John Ringling family could be present at the Madison convention. The North boys briefly acknowledged their introduction. Congressman Santachoff was introduced. "I have no fear of the future of the circus," he said. "Any man or woman who seeks to destroy the circus will themselves be destroyed." Toastmaster Wagner read a wire of greeting from Clyde and Harriet Beatty. He also called attention to the help given the resolutions committee by a labor man who is a friend of the circus but whose name, for obvious reasons, he did not mention. He asked the assembly to extend a vote of thanks to this unnamed friend. President Hildreth was called upon and delivered a stirring address, which was applauded again and again.

WANTED

Cowboys, Cowgirls, Trick Riders and Ropers for 6 weeks of Fairs, including CANADIAN NATIONAL EXHIBITION, Toronto.

Stack Lee, Leon Lamar, Jack Moore, Virgil Earp, come on.

Crosby and Garvit Police Stables
Dearborn, Mich.

EDGEWATER BIZ UP

Rise About 20% For Past Month

Conditions reported better in Detroit area — picnic schedule thru August

DETROIT, Aug. 6.—One of the most encouraging reports from Detroit area parks this season came from Manager Paul Heinze of Edgewater Park this week in making analysis of the trend of business. This disclosed that business has been improving since the Fourth of July, first time in the history of the park that this has been true. Increase has been about 20 per cent in the past month, attributed chiefly to slightly better business and industrial conditions.

Park was host on Friday to customers of a big dairy, with strips of tickets offering reduced prices on rides passed out with every bottle of milk placed on consumers' doorsteps. The fourth chain store picnic of the season was held on Sunday, a managers' association affair. On August 20 Dearborn municipal employees will hold their first picnic.

Roster of the Park

Roster of the park, not previously reported this season, includes:

Administration, Charles S. Rose, president, Edgewater Park, Inc.; John A. Miller, vice-president; C. D. SeCheverell, secretary; Paul Heinze, treasurer and general manager. General office, Mrs. Ella Bosworth, head cashier; B. F. McNab, promotion and picnic manager; Edna McNab, bookkeeper; Helen Gould, office assistant; Rufus Bezesky, watch-

(See EDGEWATER BIZ on page 34)

Pool and Dancing Gross Big at Lake Park in Ohio

COSHOCOTON, O., Aug. 6.—Dick Johns, owner and operator of Lake Park here, reports business to date ahead of last season's, attributing the successful operation to concentrating on bathing and dancing. They have returned bigger grosses than in several years, he said, and the last two weeks have given bathing its best period in several years.

Elimination at start of the season of several concessions, which in recent years have not been making the park a penny, greatly reduced overhead. Apathy for some park rides hereabouts resulted in them not paying out in recent years.

Dance pavilion, operating on Thursdays, Saturdays and Sundays, has been grossing big. Manager Johns has been using district bands on Thursdays and Saturdays and middle-bracket attractions on Sundays and upped admission prices have appealed to a better clientele.

Mr. Johns has operated the park more than 10 years, personally supervising it with the assistance of Mrs. Johns and Jimmy Rice. Until October 1 he will divide time between the park and some Ohio fairs with which he has contracted his flashy Playland, an amusement machine concession.

Lagoon Biz Is Holding Up

SALT LAKE CITY, Aug. 6.—Despite a cold and rainy Fourth of July Lagoon is holding its own against the elements. Ten days of stormy weather preceding and following the Fourth took their toll, particularly from the pool. However, weather since July 15 has been ideal. Several celebrations over the July 24 celebration, a State holiday, detracted some during the day. Lagoon orchestra is the only organization in the State featuring two pianos and the novelty is going over big. Resort Manager R. C. Healey and Concession Manager Henry Plekaar and their wives were recent visitors to Denver.

CINCINNATI.—At Coney Island swimming pool on August 12 selection will be made of a "Theme Girl" for the official parade of Cincinnati's Sesquicentennial Celebration on October 2-4. The theme girl will be known as Miss Sesqui. Public Observance Association is sponsoring the celebration.



IN THIS GROUP PHOTOGRAPHED IN BELMONT PARK, Cartterville, Montreal, are, standing, left to right, Bill Kirshner, manager of the restaurant, and Benny Rosenberg, frozen custard concessioner. Seated, left to right, are Mannie Klein, concessioner; D. J. (Dave) Mulvie, restaurant owner and ride operator; Jack Greenspoon, a visitor, who was in Montreal on a buying trip for his concessions with the World of Mirth Shows during fair dates, and Harry A. Illions, owner of Funhouse and rides. Late July business was reported fair with unfavorable weather.

Eastwood Indoor Ballroom's Lower Rate Is Drawing

DETROIT, Aug. 6.—Eastwood Amusement Park is drawing younger customers three nights a week by operating the indoor ballroom at 15 cents with popular bands, while the outdoor ballroom is operating with names, such as Eddy Duchin last week, at 50 cents. Youngsters go for the lower priced ballroom.

Average attendance is reported: Mondays, 1,700; Thursdays, 2,100; Saturdays, 1,200. The low Saturday figure proved (See EASTWOOD INDOOR on page 34)

Pickering Was Pier Pioneer

LOS ANGELES, Aug. 6.—Ernest C. Pickering, whose death in a San Diego hospital on July 31 after being stricken at Mission Beach is reported in the Final Curtain of this issue, was one of the builders of Venice and Ocean Park piers and recently had rides and concessions at Mission Beach, Calif.

3-Cent Days Aid Jefferson Beach

DETROIT, Aug. 6.—Jefferson Beach Amusement Park doubled its Friday afternoon business last week, when better weather enabled its new 3-cent policy, in effect on Wednesday and Fridays, to be really effective. Manager J. F. Gibson said he has found that patrons this season are economizing on ride costs and allowing youngsters a limited budget. He has arranged to have the same rate apply to soft drinks and sandwiches, use of somewhat smaller sizes making this possible. One result of 3-cent days is that good will is being built, and 3-cent patrons tend to return on other days, he said. Jefferson Beach has been indorsed by three organizations demanding the most rigid requirements and it will have picnics sponsored by them, St. John's Day League, Masonic charity organization; Catholic Women's Organization, who will hold a picnic next year, and Democratic Women of Wayne (See 3-CENT DAYS on page 34)



RUDY COOMBS TAKES HIS THREE-WHEEL RACING CAR around the straight wall of S. W. Thomson's Motordrome in Riverview Park, Chicago, as a regular nightly feature, claiming to be the only rider in the business now doing this stunt. As an added attraction Rudy races the car with a motorcycle rider, passing within a few inches of each other.

Five Instead of Ten

BRIDGEPORT, Conn., Aug. 6.—Assistant State Attorney-General Frank J. Disesa has made public a ruling that the law regulating employment of women and minors does not apply to amusement resort employees. City of Bridgeport, operating Pleasure Beach Amusement Park here, released eight women cashiers about a month ago following complaints to the State labor department that they were being forced to work long hours. Since their release the park's ticket system has been rearranged and five men now do the work of 10 women. Whereas previously the city had booths before each ride there are now a few centrally located booths for purchase of tickets.

Celeron Reports Boost in Business Of 40% Up to Date

JAMESTOWN, N. Y., Aug. 6.—In Celeron Park here J. G. Campbell, owner and manager, reports a 40 per cent increase over business at this time last year. Promotional stunts, unusual in the general run, are credited with fine crowds. Free-parking signs have a magnetlike attractiveness. Free movies help night crowds. Wrestling Friday nights, boxing Tuesday nights and league baseball during the week are good draws.

There are 25 rides and 30 concessions and 5 speedboats, holding 16 persons each, for rides on Lake Chautauqua. Concessions and operators include flasher and cigaret wheel, Helen and George Coyle; bingo, Mr. and Mrs. Henry Getman; shooting gallery, Milo Lawson; salt-water taffy, Sadie Weatherbee; Fair Japan, roll ball, string game, fishpond, Frank Yasita; pitch-till-win, Charles Weatherbee; frozen custard, penny arcade, pop corn, Thomas Carr; Heidelberg, four hot-dog and soft-drink stands, Thomas Carr; miniature golf course, Wilfred Myers; parking, Mrs. Webb; photo gallery, J. G. Campbell; illusions, Melville Van Dyke; monkey island, George Hall.

Following rides are operated by these companies: Custer Cars, Dodgem, Merry- (See CELERON REPORTS on page 34)

Week Is Best in Fairyland

KANSAS CITY, Mo., Aug. 6.—Past week in Fairyland Park was best of the season, said Omer J. Kenyon, general manager, with several large political and factory picnics hyping gate, rides and midway business. Mr. Kenyon will leave late this month to assume duties in connection with the Hamid-Morton Shrine Circus in Toronto. John Tumino, assistant, will manage the park until the season's close. Dick Wheeler, ballroom manager, left to take over new duties in Dallas, Mr. Tumino temporarily managing the big room. Climax of the season will be a Labor Day picnic attended by members of the city's 65 unions.

Crowds Jam Pontchartrain

NEW ORLEANS, Aug. 6.—Daily rains failed to keep down night attendance at Pontchartrain Beach as that resort touched off a three-night quest for Miss New Orleans, who will represent the city at Atlantic City. Thousands jammed the boardwalk. A boy and girl, chosen King and Queen Jtterbug Friday night in the Casino, got a two weeks' engagement in the Casino. A. E. Selden, "The Stratosphere Man," went into his second week. He is due for a third week at the beach, and Manager Harry J. Batt will then present his final free act for the last three weeks of the season.

Elephants to Cincy Coney

CINCINNATI, Aug. 6.—After a two weeks' engagement in Cincinnati Zoo Robinson's Elephants have opened an engagement of several weeks in Coney Island here. Besides free-act performances, the elephants are being used for short rides about the grounds, with chief trainer George Thompson in charge.

A SEASON to date much better than last year is reported by Jack Bogart, high-stilt man and ventriloquist with Whorrall's free attractions, playing lake regions of Northern Wisconsin and Michigan.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

New Municipipools

A month or so ago plans were reported here for city-operated barge swim cribs proposed for New York City. Last week these new municipal aquatic facilities became a reality. A unit of two so-called floating swimming pools opened with much fanfare in the Hudson River, off West 93d street, with another pool on renovated barges being constructed to round out the unit. Flanking a central barge that has dressing rooms, showers and other appurtenances, all new and sanitary, the barges are bordered by canopied promenades and attached to a central float by gangplanks. Another gangplank connects center of the unit to a pier at the water's edge and a nautical motif, similar to that of State-operated Jones Beach, L. I., prevails thruout.

Swimmers in either of the pools, 40 by 65 feet, may have the illusion of being immersed in the Hudson, but the watertight, asbestos tiled pools contain fresh city water, chlorinated according to regulations. When first announcement of these plans was made here it was thought Hudson River water was to be used in the floating tanks.

This is New York City park department's first venture in floating natatoriums. Single barge pools were familiar sights along Father Knickerbocker's water front prior to era of sanitary modern pools. Cost of unit was estimated last week at 45 grand.

Clever Copy

Always a leader in advertising styles for the metropolitan area, St. George indoor tank, Brooklyn, came forth with a clever ad which ran in all New York newspapers last week. Being of the opinion that pool operators elsewhere might profit from the unique wording, the catch-line, "The Shortest Trip for a Salt Water Dip," is reprinted here. St. George played up that slogan, consuming about half the space of the ad. It seemed to have brought home the bacon, too, for after it ran one day I checked with the pool box office and was told this particular-type copy drew very well. It certainly pays to study advertising copy theroly, for often just one word or a group of them will decide whether the ad draws.

Men and Mentions

Alexander Ott, director of water sports at Miami (Fla.) Biltmore pool, is combining biz with a vacash at Lake Hopatcong, N. J.

Reason for lack of publicity on Joe Day's Manhattan, Oriental and Brighton beaches, New York, may be that Ray McCarthy and Al Goldberg are only publicity consultants this season instead of doing the work themselves as in previous years. Stuart Cameron, erstwhile sports ed of the United Press, has resigned to join the Steve Hannagan crew in exploiting beaches, like Miami et al.

Pool operators do much better in offering complete information to the press when an unfortunate accident occurs than in trying to suppress the facts. It is practically impossible to hush up a drowning or the like but dailies will co-operate in many cases in deleting the name of the pool if co-operation is given to them. However, if they are given the run-around one can be certain that no such consideration will be given.

Rockaway, L. I., life guard Francis Bruce was permanently scarred last week when a stranger threw acid at him when his back was turned. Francis is in Rockaway Beach Hospital.

Woodcliffe pool, Poughkeepsie, N. Y., recently was host to a group of kiddie readers of *The New York Daily Mirror*. Paper took the children up the Hudson on a boat and then gave them a free swim in the park tank.

Chi Riverview

By HAROLD HUMPHREY

Two-cent days, Tuesday and Thursday, are keeping the wolf from the door. Most concessioners follow thru with 2-cent signs, and 10-cent rides drop to a jitney on these days. Altho opinion is divided as to whether this bargain price hurts on other days, all agree that

a change of policy now would hurt weekly grosses. Weather has improved plenty in the past month, and on recent days attendance has topped that of last year at this time.

Mike Liebl, manager of the Chutes ride, rounding out his 28th year in Riverview, reports his ride as popular as on the day the park was opened. Norman Doerr, who assists his mother in running the two African Dips, has a side line now selling airplanes. John Motley, operator of basket-ball stands, and Ep Gloesser, string-game op. are with the Johnny J. Jones Exposition running concessions. Frank Tricket, busier than a pin setter in a bowling alley with his milk-bottle stands, is to be complimented on the way he keeps up his spots. Another who deserves a pat on the back is Rudy Coombs, riding manager at S. W. Thomson's motordrome. Besides giving customers a thrill with a four-motorcycle Australian pursuit race, Rudy tops this with a race between Jimmy Allen on a cycle and himself in a three-wheel racing auto.

Park has received numerous complaints on its 25-cent parking fee initiated early this summer at its two large lots. Higher tariff has forced auto owners to park for blocks around the park, leaving the lots only a third filled and causing neighboring residents to squawk about having their own driveways blocked.

Revere Beach, Mass.

By BEACHCOMBER

Weather man was good on the week-end of July 30, and Sunday was a perfect day, much to the satisfaction of all. Red Brady has taken his Octopus ride to play some fairs. William (Bill) Wilkes returned to his post as manager of the Custer rides after being released from a hospital. Business Men's Association is collecting for free acts for the beach, fireworks and a campaign on the air in newspapers and in street cars, hoping that it can pull some trade from the upper reaches of New England. Tom Harding, George Sabagh and John Hurley in the saddle for the beach program. Free acts will be engaged until Labor Day.

Larry Trevor has gone to work for Boston's Mayor Maurice Tobin's staff and leaves the beach and gee-gees flat. Dick Cronin can't wait for the season's end to drive his new Pierce-Arrow and crew to Los Angeles for the VFW convention. Norval (Palisades Park) Hennings writes that he is readying for his fairs, opening in Brockton. George LaFollette is preparing his unit for a fall and winter vaude tour in case a Boston deal falls for a winter museum.

Nautical Gardens, closed all summer, due to go under the hammer this month. Willie McGinnis' real estate holdings at Rockaway Beach, L. I., condemned to make way for Bob Moses' picnic grove. He operates the Custer Cars at the beach here and says he may retire. Hurley's Palm Garden a very busy place at night. W. J. O'Brien has opened a new refreshment stand and seems to be clicking.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Clear-up in weather brought a cheer-up in biz. Art (Lynbrook) Kastner plotting a patent on three items pertaining to life-saving equipment. Inclement weather was favorable to pool operators, who lured many who would otherwise have gone to the beach.

Large number of out-of-town motorists patronizing Jones Beach is astonishing. Grand Central parkway route to the World's Fair being renovated. Civic leaders and citizenry plan to protest against the 25-cent toll charge on Atlantic Beach Bridge, which has been in effect more than 10 years. It is thought cost of the structure is that time has been covered entirely or reduced in a very large degree.

LONG BEACH: On Saturday and Sunday nights games are so jammed one can't get near 'em. Dan Healy is always center of a gay gathering of amusement folks. Chamber of Commerce, with Mayor Edwards, is planning something in the nature of a Mardi Gras for the summer's end.

ROCKAWAY BEACH: Attendance figures for the season to date fall far below those of last year, when, according to statistics of the Chamber of Commerce, more than 25,000,000 came to the shore.

Attendance last year at this point was at least 3,000,000 more. Spotty weather seems to be the only answer for the drop.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 6.—Resort is back in its stride after being plenty sick at the early-season beating it took. Piers and other amusement spots are putting on their heaviest schedules and warming up to a battle of names for the latter part of the month. At present this sizes up with Benny Goodman and Rudy Vallee on one side for Steel Pier and Mal Hallett and Paul Whiteman on the other for Hamid's Million-Dollar Pier.

Up the Boardwalk Bobby Morris is carrying the Globe burlesque shows and doing his best work to date. Auditorium, with a change in the Ice Follies bill, is packing 'em in. Midget auto races will compete in week-end biz. All concessions are going full tilt. Boom of the big cannon used by the Zachinnis in their act on Steel Pier had City Hall besieged with phone calls as to where the fireworks were. Rufe Davis heading Steel Pier show this week, with Jimmy Joy holding down the musical end.

Add yearly announcements: "There will be no more automobiles chanced off here—Mayor White." Tex Cooper, 82, now with Tom Endicott at his Dude Ranch, led the grand march at Hamid's Pier party the other night.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Exit Jupiter Pluvius, enter tropical heat. The past week beach and pool have been crowded to capacity daily and as a result the boys are not complaining even tho their shirts are sticking to their backs. Heat brought on a plague of Japanese beetles. Thanks to a non-poisonous formula Chief Gardener Tiffany Linds concocted, loss has been reduced to a minimum. Linds' assistant, George (Judy) Senitta, has been hard at work fighting the pests.

If it be true that first impressions are lasting, then visitors should have a first-class opinion of the park. The first things they see are Dave Asta's natty looking parking crew. They cut quite a figure in trim blue and white uniforms. Beach Cafeteria and Roof Garden restaurants are proving mighty popular. Heat has brought a big influx of biz. Refreshment Manager Fred Merrit is preparing for Children's Day on August 23, contracting for miles of hot dogs and tons of hamburgers.

Free attraction, the Arlens, is making a big hit. Jimmy Hendricks, new manager of Harry Baker's Octopus, surely knows his business. Soft ball is going over in a big way. Daily the diamond is occupied with red-hot games. On August 26 the Free-Lance Photographers' Guild will descend for a day of snap-shooting. Look your prettiest, boys and girls. National Horseshoe Championship is scheduled for September 3-5. You barnyard-golf experts better start practicing. It's very caliente today, so Hasta Luego!

Palisades, N. J.

By CLEM WHITE

At last comes what looks like an unbroken streak of weather and the girls and boys are starting to uncross their fingers. Pool biz fine and new life-guard demonstration by Boy Scout troop was built into a nice performance. Ray Curtis, at the Casino, reports that swing-dance contest and radio talent quest are bringing results. High number heard thus far in one evening was 84 aspirants. The "scoop" re Anna Steinberger's marriage was correct in all particulars—except it was Phil Smith, pool manager, who made all arrangements. Stage show has Helen Reynolds and her skaters and Sensational Waldos as

features. Both are being nicely received as a variation from preceding routine of bands. It just occurred that if some of the "20-year" concessioners would spend more time watching results being achieved by newcomers rather than agreeing with one another that times could be more moneyed they'd be a lot better off come October. As a start they could look at the guess-your-age booth. A new talent blooms in Grant Thompson's crew with Pianist Jerry Brainin authoring two new tunes already meeting favor. The three mucketeers of the office, Joe, Bobby and Johnny, now have become the four horsemen, being joined by Artie.

Doc Morris's Feenamint week lived up to grosses of the past, which is 'nuf said. From overheard snatches of conversation, Jack and Irving Rosenthal are planning plenty of new features during the New York World's Fair next year. From reports, Tommy Mills, of the Casino Ork, is working in nicely on radio technique after a long spell of strictly personal work. Harry Dyer and Adolph Schwartz continue to debate who has the more artistic fronts, but Beanie Borrell sits by and thinks of the new cute tricks his little Bobbie did that morning. And if an orchid may be presented, it should be to Police Chief Frank Borrell for his unraveling of what at one time seemed an almost impossible traffic situation.

Bouquets for Billingses

New York.

Editor *The Billboard*:

Back in the big city after two fine weeks with that master showman, Rex Billings, now of Belmont Park, Montreal. Yes, sir, and do you know that up there I noticed the youngest concessioner I have ever seen, a little chap, six years old, known as Master Billings. He handles the little Kiddie Cars, and can he interest you on any question! One of his inquiries was, "What would be the nut on a concession of that type?" You finally wonder whether you are talking to an engineer or a dyed-in-the-wool contractor. Then there is the big boy, Rex D. Billings Jr., who is on his way to be a radio announcer, with a pleasing voice and good diction. He is proving a standout and is very popular with Montrealers. EARLE REYNOLDS.

Playland Host to 100,000

SAN FRANCISCO, Aug. 6.—Yearly Safeway Summer Carnival attracted nearly 100,000 visitors to Playland-at-the Beach during its first week, good weather prevailing. It will continue until August 14. Carnival is a semi-participating event with Safeway dealers handing out cut-rate ducats to Playland rides.

JIMMY JAMISON, high diver, touring Long Island with Mike Prudent's Long Island Amusement Co., is booked in Hewlett Point Park, L. I., during an annual Water Carnival, being one of a series booked by Jamison at beach resorts on the Island.

FORT WORTH, Tex.—Roy Smith, formerly in Casino Park near here now with a shooting gallery at Casa Manana here, has put in a penny pitch at Bob Carnahan's Show Boat near here. Ray Conley, formerly stock man in Casino Park, is operating it. Bob Shetter, who operates a photo machine at the Show Boat for J. B. Berryhill, who has picture machine and miniature train in Casino Park, has put in guess-your-weight scales at the Show Boat. Weight-guesser is Leonard Throop.

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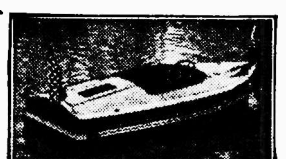


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WATER SKOOTER.

American Recreational Equipment Association

By R. S. UZZELL

A note to John T. Benson, of wild-animal fame, came thru from the other side to the effect that a tumor on the lung was the cause of Harry E. Tudor's death in Glasgow, Scotland, on July 19. Only a rugged man of his physical make-up could have endured it so long and kept going. He never complained, so none of us knew of it.

Belmont Park, Montreal, has had its share of rain, too. Rex D. Billings rebuilt this place and his health at one and the same time. In wet weather automobiles slip and so do parks. Belmont slipped but Billings' health did not. He put in such a thoro health foundation that it holds. But his park did not slide as far as American parks have done, altho Canada experienced the same wetness.

Illions Is Transplanted

We have been told so often that carnival men could never become amusement park men that we were almost ready to believe it when a veteran comes along and wipes the slate clean. Harry A. Illions took his Bozo, Rapids and Magic Carpet to Belmont. Magic Carpet includes the tilted house and several other Philadelphia Toboggan Co. tricks. Harry purchased 13 Spook Street, making four attractions under his ownership and management.

His road employes man these devices. He did not desert his faithful men because he was leaving the road. They are clean, courteous and gentlemanly, with no loud talk and always on the job. The men on the Magic Carpet, especially at the bottom of the rollers, where they pick up the passengers and help them to their feet, are as thoro and efficient as we ever have seen anywhere. So here is a man with about a quarter of a century of road life to his credit making the grade as a park concessioner to the satisfaction of the amusement park management. He keeps his rides in as fine appearance as his men and has the most beautiful front on his Magic Carpet Funhouse that we have seen anywhere.

Figures From Glasgow

David Mulvie, once commissioner of public morals in Ottawa, Can., has the restaurant in the park and has made it the best the park has ever had. He is interested in two rides also and has with him his splendid wife. He devotes all of his time to the restaurant and his rides, as the government retired him with a cash settlement. Oddly enough, he had sent his son on a trip to Scotland with a letter from Rex D. Billings to Harry E. Tudor at Glasgow Exhibition. Alas, the boy and the letter got there just after Harry's death. It is "the letter that never arrived." William C. Uzzell, who was with Tudor at Rockaway, had also given the boy a message to Tudor when accompanying him to the boat in Montreal.

Then in Montreal last week your author met Peter McLaughlin, a steward of the Letitia, who took the boy over and had made the return trip. He said the 5,000,000th patron was admitted to Glasgow Exhibition just before he left the Scottish city. He tells us the per capita expenditures have been disappointing and the weather over there has behaved no better than here or in Canada. He let us have clippings on the exhibition from a copy of *The Daily Record* which he had and promised to bring some more on his return trip. The exhibition will run thru August and September.

EDGEWATER BIZ

(Continued from page 32)

man and policeman. General staff, Herbert Schoenhals, superintendent of grounds; Everett Meyer, Sam Walker, Sam Pollino, assistants.

Rides: Harry A. Brown, superintendent; Art Krave, Whip; Milton Morse, House-That-Jack-Built; Lee Benedict, Lindy Loop; Harry Green, Streets of Paris; Noah Barr, Coaster operator, assisted by George Taylor; Jack Schleick, Dodgem; Harold Anthony, Bug; Ed Taylor, Honeymoon Express; Harold Barron, Airplanes; Butler Clave, Merry-Go-Round; George Kliz, Caterpillar operator; Cashiers, Mrs. Irene Buchanan, Ethel McMillan, Grace Cunningham, Lucille Schmidt, Irene Bounds, Martha

Roberts, Mrs. Lee Benedict, Charlotte Clave, Helen Price, Bernetta Higgins, Katherine Strom, Gladys Schleick, Gertrude Schmidt.

Park-owned concessions: Virgil Jones, Skee-Ball alley; Gerald Higgins, shooting gallery. General, John Trombley, bus driver; Walter Kiebzak, sound-car driver; Melvin Chronister, August Hahn, E. W. Conner, parking field.

Godfrey Manages Rink

Concessions are leased by: Shepard's, Inc., Tony Mazel, manager, all refreshments; Elaine Davidson, waffles; K. Shiono, three stands; Barr & McNab, six games; Jack Cahill, three games; Harry Green, one game; Mrs. Hazel Kelly, one game; Max Serling, weight scale; Tony Mazel, Aquaplane; Sam Siegel, photo studio; Manfred Linick, Penny Arcade; Ben Ellis, award shooting gallery; Mrs. Genevieve Grout, Miniature Railroad; A. W. Grout, pony track; Wa-De Co., Loop-o-Plane; O. A. Aubin, wire jewelry; Louis Wish, bowlette game.

Roller rink, operated by Madison Gardens Co.; Orville Godfrey, manager; Verne Horsefield, skateroom; Leonard Godfrey, head skate man; Douglas McDonald, skate boy; Mike Eswashen, Adolph Brinson, Harvel Thomas, Bill Blelak, Harold Bogart, floor men; Alfred Cody, doorman; Joan Lee, featured organist.

EASTWOOD INDOOR

(Continued from page 32)

a surprise, but out-of-town attractions, resorts and beer gardens seem to get the dough Saturday nights. A popular feature is that ballroom patrons get pass-out checks entitling them to 5-cent rides on any except the Loop-o-Plane.

General business in Eastwood has been fair. Rilal McLain, veteran owner of

the park rides, is coming out daily for a few hours, convalescing from several months' illness. Harry Dunnigan, ride superintendent 11 years, is in direct charge. Well-placed benches and lawn chairs along the many walks are proving popular.

3-CENT DAYS

(Continued from page 32)

County, signed for August 21. There will be a big Republican rally in the park on the first Sunday after its season's closing in September.

Manager Gibson has started a policy of advertising in AFL and UAW local papers. Park has an unprecedented number of union picnics this season, and all park employees classified under regular crafts' jurisdiction are union men, it was pointed out.

Free transportation from downtown, a distance of about 20 miles, is being inaugurated this week for a month's trial. Lake Shore Bus Co. refunds all fares paid by passengers disembarking in front of the park. A string of 5 and 10-cent stores is giving strips of free tickets with all purchases, good for free rides. The picnic grove has been given additional equipment. A big beer tent, erected at a cost of \$1,400, gives space for as many as 16 bartenders at once.

CELERON REPORTS

(Continued from page 32)

Go-Round, Midget Autos, Midget Airplane, W. J. Brown Amusement Co.; Whip, Greyhound, Airplane Swing, Miniature Railway, Laff-in-the-Dark, Giant Loop-the-Loop, Clyde Carnahan-Wilfred Myers Amusement Co.; Ben-Hur, Tilt-a-Whirl, George Lee Rides, Inc.; large Ferris Wheel, J. G. Campbell.

Coney Island, New York

By UNO

(Pinch-hitting for Roger Littleford Jr., off on a vacash, gives Uno a break to tell about Coney, where Uno, during the old concert-hall days, ran his own weekly, *City Life*, when Coney was not so wide-streeted and when there came dollar-spending patrons instead of the nickel-and-dime variety of the present era.)

Over in Feltman's, where the Carousel is still rotating and doing rushing biz on the Surf avenue side, we found Julius Tolces, concession manager, and Erwin Gottschalk, affable 260-pound general manager, who, despite his avoirdupois, makes many trips from early morn to early morn over the entire acreage. Erwin has been here since 1921. The execs are Charlie Feltman and his uncles, Alfred and Charles L.

Tolces looks after the Monkey Race, new feature in the Arcade, owned by Harry Witt, who also owns the new and heavily-patronized Boomerang ride. Tolces, hard working, has lots of other Arcade features under his wing, including Tilter World ride, Feltman-owned; Photo Studio, model and modernly fitted, operated by True Photo Corp., with Ed Miller in charge; long-range shooting gallery, supervised by Johnny King; Machine Guns, operated by Metropolitan Amusement Co.; open-air, old-time movies, in a picturesque grove with Jack Stern at the helm; American Ball Fountain game, owned by Vidor, who has one similar in Luna; poker game; pistol cigaret shooting game; Skee-Roll game, owned by Wurlitzer; Skee-ball, 8-spot game, electric rifles, fortune-telling machines, fishponds, spot shooting gallery, electric ball game, adomatic ball game, Bingo Zipper, age-guesser by Fred Schaffer and Cock-eyed Castle, bossed by Fred Fansher.

Jinx Parade in Luna

Arcade shorts: Serious Brigham Young, ticket man at the Boomerang, more solemn since Susie quit selling pasteboards. Mrs. Tolces, behind the premium booth counter, says her exacting duties call for a raise. Boomerang is the biggest draw, next in importance the old-time movies. Arcade and establishment may run way into fall and past the Mardi Gras, says Julius. Rain does not affect business here, the entire place being under cover.

Sam Wagner's Big Wonder Show on Surf avenue gave free admission to 150 kiddies from a local orphan asylum on July 27. Zimmie, legless swimmer, blew them all to ice cream and cake. Zimmie will leave in three weeks for Toronto Exhibition. Week of July 25-31 was the

third full week Wagner has had this rainy season. Genial Mrs. Wagner (Sara Nadler to old-young-timers) enjoys a record of 42 years of life at Coney. Used to operate a Concert Hall. (Doc) Charles W. Foster, lecturer, celebrated his 10th year at Wagner's. Bert Tobias is assistant lecturer. Charles Phelan is as able an emcee as he is a heavyweight lifter and strong man. Belle Bonita, lion tamer, recently full-column publicized in *The Daily Mirror*, will be at Hubert's Museum on West 42d street, New York, again next winter. Her pet slogan, "Yours for a Roar," will go with her.

Luna Park on August 3 went into solemn seance, holding a jinx parade in hope of banishing old Jupe Pluvius for the rest of this, so far, continuous rainy season. Pluvius has been in evidence 50 days out of 68 since Decoration Day. To help kill Mr. Jinx many odd stunts were employed in the march stepped to funeral music up and down Surf avenue. Last jinx parade in Luna was staged about 18 years ago. Jimmie Williamson, p. a., fathered the affair. August 3 and 4 were Drake's Cake days, featuring a huge cake near the entrance, automatically and electrically manipulated. Over WNEW announcements by Martin Block of amateur swing band contests to be held starting about the middle of August every Friday and Saturday night until the close of the season in Willow Grove, for which the musicians' union has granted permission to park band leader Jimmie Victor. Entries are expected to reach about 100. Every Sunday night a contest is held in the ballroom for valuable prizes. Manager Charlie Miller's office staff comprises Kal Thaae, auditor; Jack Mullins, assistant; Harry Ozer, head cashier; Anthony Gozzola, Al Richman, assistants; Louise Schaaf, day stenographer; Gertrude Sauerhoff, night steno; Adeline Nasti, relief steno and switchboard operator; William Lombard, promotion man, in his 18th year at the park; Richard Schram, chief electrician; John Gulfa, superintendent. James J. Victor was host week of August 1 to brother, John, and wife, from Abilene, Tex., where John is a music publisher and head of Victor Publishing Co. John visited the New York branch of his concern, of which Harold Flammers is chief.

Two Victims of Touch

Luna shorts: Vincle Ryan, Vincle Palmer and Josephine George, relief cashiers, are looking over auto catalogs. Harry Ozer, Al Richman and Anthony Gozzola are ambitious weather dopers. Adeline Nasti, Gladys Golden and Agnes Mart-

Old Orchard Beach

By CLEM SWEET

(Pinch Hitting for Howard Stanley)

If the entire season was as successful as the week-end of July 30 Old Orchard concessioners could take a winter vacation in ease, for every enterprise had topnotch business. Weather during the day was too sweltering for anything but beaching or resting in the shade. Evenings, however, found people coming down in droves and spending liberally. Hotels and rooming houses were bulging with guests and restaurants were unable to seat overflow of diners. Extra help was in great demand. Despite this promise of better business and no matter how good the remainder of the season may be, most of us will be fortunate to meet expenses, so bad was the first half, dealt a dirty deal by Old Man Weather.

Freddie Dittmer's Beano games at fairs are getting bad weather breaks. Slow take at the beach here forced him to close his Beano earlier in the evening, shifting players to his Tango across the street for the remainder of the p.m. Jerry Gardner is again planning a big Christmas Beano party for charity, to run simultaneously in eight Massachusetts cities and attracting an estimated 100,000, with Boston good for an easy 40,000, using the Garden or Mechanics Hall. Thomas E. Morrissey, manager, and Joe Ferullo will probably assist. Marathon here on August 10 should attract thousands from neighboring sections. Motorcycle gypsy tour will not make Old Orchard this year.

Altho Jim Stamos and Tom Siatras have not done so well this season with candy concession, they will be back next year with a new venture. Benny Gordon's Sandwich Shoppe, enlarged and featuring new streamline equipment, is doing fine, he reports. Al Fink, still starring at C. W. Usen's Palace, doing even a better job after taking a few brushing-up lessons on microphone delivery. Billy Earle, showman and emcee, entertaining to huge receptions at Sears'.

Old Orchard will benefit from a PWA grant, Portland avenue being scheduled for a new road construction and cement sidewalks. Localites are contemplating an airport here. "Always be nice to the ladies, especially the beautiful ladies," is one of many pleasantries emanating from the correspondent, Howard Stanley, for whom I am pinch hitting and without doubt the best mike man ever to grace the rostrum of any Beano from Timbuktu to Hoboken. The usually restricted ritual of bingo lingo loses its stereotyped style when he grabs the mike.

lidlo being called Belles of the Park. Julius Budd, of the pass booth, is the Beau Brummell. Abe Fox, of the Photo Gallery, has a chicken farm on the side. John Mooney, captain of Luna's police force, is a lover of the boxing art. Policeman Bill Parker has asked to be transferred to the Willow Grove and co-cop Ed Van Pelt has been promoted from in front to rear of the circus. Murray Felton, of the Dipsy Doodle show, was seen talking to himself, which indicates he has a large bank account. Billy Klein has his own nudist colony at the Spicy Moments attractions. Murray Sasanoff, artist, doubles as "spieler" here and there. Jackie and Charlie Greenbaum, of Playland games, intend spending the winter in Bermuda. Sol Esposito, manager of the Grand Canyon, spends spare moments in Spicy Moments. Harry Kaufman, scale wizard, does a better guessing job with racing guide. Taki, of the Japanese poker roll game, is still the smiling wonder of the park. Josephine George admits this is her last park season. Albert George, of the Mile Sky Chaser, is studying to be a fingerprint expert. Betty Stern, cashier, has been shifted from the Keyhole to the Coal Mine because of her liking for donkeys. Mrs. Schible, Luna's nurse, takes good care of employees' ills and woes. Dick Schramm, chief electrician, and Nick LaChase are to be partners in a big dog kennels. George Tannen and Pete Rollo are the spotlight boys who do their Prince Nelson stuff 125 feet in the air. Nick LaChase's busiest time is after midnight. It cost generous Manager Charlie Miller one buck to find out a doctor was not a doctor and charitable Julius Budd, at the pass booth, two simoleons to find out a fireman was not a fireman, both victims of the quick touch.

Look for

This Feature:

Is the Fair-Carnival Business a Partnership?

By L. B. HERRING JR.

in the

Fall Special of The Billboard

Dated August 27

G.M. STEPS OUT AT W.F.

Andrews Quits New York Post

Denial is made of official rift—Flanigan put in new vice-presidential berth

NEW YORK, Aug. 6.—W. Earle Andrews, general manager of the World's Fair since May 20, 1936, resigned his duties during the past week in order to devote more time to private practice of engineering. He will continue to serve the fair as consulting engineer.

Altho Mr. Andrews' resignation has been rumored for several days, it came as a blow to showmen who have regarded him as an important friend of the show element in the administration of the fair's amusement zone.

Whalen Adds to Duties

With Mr. Andrews' resignation the position of general manager is abolished, it was disclosed. At a meeting of the fair board of directors on Thursday Commander Howard A. Flanigan, U. S. N., retired, was elected to a newly created position of vice-president of the fair. Mr. Flanigan has been administrative assistant to President Grover A. Whalen since June, 1936. It is understood Mr. Flanigan will take on some of the duties formerly assigned to Mr. Andrews, with President Whalen assuming the remainder.

At the meeting Mary Louise Jorzick was elevated from the post of assistant (See G. M. STEPS on page 37)

Revival Good in Logansport

LOGANSPORT, Ind., Aug. 6.—After a lapse of four years President Ben Pennington and Secretary William (Babe) Thomas successfully revived Cass County Fair here on July 24-29 with attractions and harness racing for purses totaling over \$3,000. On Sunday one of the largest crowds in the fair's 40-year history attended. Zimdars Greater Shows were on the midway and concessioners reported good business. Acts were B. Ward Beam's Congress of Dare-Devils, Blanche Kenney's Horses; the Raymonds, comedy contortions; Flying Howards; Howard, trampoline; Wimpy, diving dog; LaVine and May, comedy; Midiach and Company, slack wire and juggling; Olive Craig, acro toe dancer; Sybil, aerial butterfly; Roberts and Company, magic, and Wigand Trio, teeterboard.

Weather Cuts Early Midway Play at North Montana State

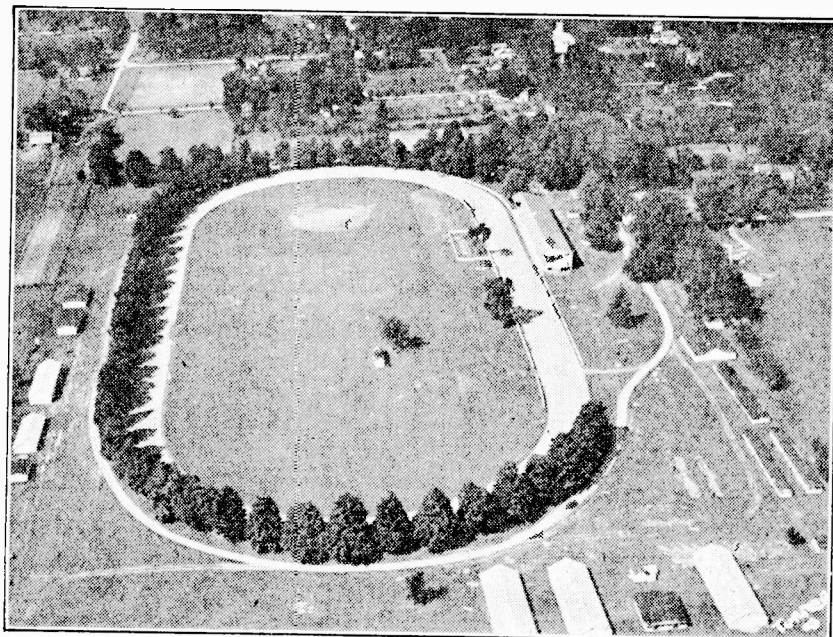
GREAT FALLS, Mont., Aug. 6.—At North Montana State Fair, which opened to good attendance here on Monday, Children's Day, the midway had a big play during the day, but missed the night grand-stand blowoff because of heavy wind, followed by rain as fireworks were being shot. Tuesday attendance was light, but on Wednesday Henales Bros.' Shows had a good day on the midway.

Ralph Lynch and family, Grand Forks; C. M. Baker and T. A. Hornbrook, Calgary (Alta.) Exhibition, and H. L. Pitton and Paul Vornholt, Midland Empire Fair, Billings, Mont., were early visitors.

Fair Resumed in Michigan

WEST BRANCH, Mich., Aug. 6.—For the first time in several years a fair will be held here when five-day Ogeraw County Agricultural Fair is sponsored by the American Legion, reports President Wilbur F. Davis. Fair will be managed by Mr. Hockett. Barkoot Bros.' Shows have been contracted for the midway and grounds has a new grand stand. There will be a Children's Day with free ox roast and a Merchants' Day. Exhibit bookings are nearly completed.

BOGALUSA, La.—Delos Johnson, State Senator, was unanimously elected president of Washington Parish Fair for 1938. Mayor Dan T. Cushing is vice-president.



AERIAL VIEW OF ST. JOSEPH COUNTY FAIR GROUNDS, Centerville, Mich., where, reports Treasurer Lester R. Schrader, a \$4,000 waterworks project has been completed and 133 workmen are constructing four additional buildings, a horticultural and school exhibits building of two stories, 230 by 50 feet, and three live-stock barns, each 100 by 33 feet. Cost of new structures will be \$28,370. The maple trees around the track are 53 years old.

First Annual in Ohio Has an Okeh Report

MANSFIELD, O., Aug. 6.—With a record opening-day crowd, Richland County Fair here, July 27-29, first in the State this season, had total attendance of more than 37,000, and fair officials are gratified. Rain halted races on opening day. C. C. Hout, secretary of the cattle division, reported 232 cattle entered, five times more than at any previous fair. Nine tents were erected for the overflow. All display halls were well filled.

Midway, one of the best in recent years, had among attractions Art Stires' animal exhibit; Buck Maughiman's giant horse show, with Marian Clark assisting; Texas Slim Collins' Pit Show and pony track, F. G. Clark's trained duck, Fram's cookhouse, more than a score of concessions and Jolly's Seccaium Park rides, Merry-Go-Round, Ferris Wheel, Octopus and kiddie ride.

Grand-stand show opening night was E. Ward Beam's Congress of Dare-Devils, Thursday and Friday nights a Gus Sun revue and several acts were presented, including Avalon Troupe, teeterboard, Night sessions were again held, climaxed with fireworks.

Some Construction Is 80% Complete in San Francisco

SAN FRANCISCO, Aug. 6.—Construction for the 1939 Golden Gate Exposition has spurred ahead on all contracts, exposition, federal, State, foreign and private, said officials this week. W. P. Day, vice-president and director of works, said contracts on all exhibit buildings, roads and underground utilities are more than 80 per cent completed.

Work has begun on five concessions, including Chinatown, a Penny Arcade and restaurant stands. Some exhibits for the Pacific Basin area will be shipped in sections after being constructed in exhibiting countries.

Visitors will be given opportunity to compare this with the 1915 Pan-Pacific Expo. There will be a 1915 Day, when costumes and events of the period, pusher airplanes, 1915 autos and music will dominate. Music will be by Charles H. Cassara, conductor of the 1915 exposition band.

Minn. Annuals Have Record Gates and Top Grand Stands

ROSEAU, Minn., Aug. 6.—Attendance records were broken at Roseau County Fair here on July 25-27 and at Mahnomen County Fair, Mahnomen, Minn., on July 28-31, it was reported.

Roseau's enlarged grand stand had overflows at every performance. Opening night featured WLS Barn Dance, followed the next two days by *Radio Revels Revue*, produced by WHO Radio Enterprises, Inc., and free acts furnished by the same office, including Wade and Wade, Great Hillyard, Olive Miles and Company, Dave and June Roberts, Dancing Debutantes, and Jerry, yodeling cowboy.

Dee Lang's Shows were on the midway in both spots. Mahnomen played the same attractions, with WLS in for Thursday night and the WHO revue and acts for three days, with Winkley's Suicide Club attraction Friday and Saturday.

New Pueblo Plant Ready

Huge project on Colorado State grounds done jointly over period of two years

PUEBLO, Colo., Aug. 6.—Nearly all of numerous improvements made and buildings erected on Colorado State Fair grounds here will be ready for opening of the 1938 fair. Work was done by the WPA, which allotted \$233,335 for the project. Remainder of about \$250,000 was made up by city commissioners and State Fair commission. Work has been under way for two years under direction of Terry J. Owens, Pueblo zone WPA director, and city government.

Latest of the improvements and to be ready for this year's fair is a 4-H Club exhibit building, on which \$25,837 was spent besides much salvage from an old exhibit building. Half of money spent by WPA was used in construction of four modern horse barns and a paddock building, providing accommodations for 200 racing and show horses. Each of the four stables has 50 stalls. Natural limestone has been laid in a spider-web design, pointed with black mortar, and a spacious arcade fronts the bars.

Complete storm sewers will reduce maintenance expense, all drives have (See NEW PUEBLO on page 37)

Concessioners Sign for More Space in N. Y.

NEW YORK, Aug. 6.—Contracts for two more concessions in the amusement area of the World's Fair and two food concessions were signed during the week. Harry G. Traver, New York, will operate three Stratoships, and the Dodgem Corp., Lawrence, Mass., has agreed to build two Auto Dodgem pavilions. Richardson Corp., Rochester, N. Y., obtained rights to operate 38 root-beer stands, and Star Pop Corn Products, Inc., will run 25 pop-corn stands.

Details on Winter Wonderland Show signed by Robert Sipchen, Chicago, announced last week, disclosed that the attraction will be situated near center of the amusement zone on an acre and a quarter and will cost an estimated (See CONCESSIONERS on page 37)

Union Labor in at Detroit

DETROIT, Aug. 6.—Labor at the 1938 Michigan State Fair here will be strictly union wherever union jurisdiction extends, said Ed King, business agent of Local 38, IATSE. Nine men are now working from the union on stage construction, and about 15 stagehands will be employed during the 16 days of the fair in the Coliseum show. Ushers at the fair will be union men, said King.

Gene Buck Okehs San Francisco

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 6.—Gene Buck, president of the American Society of Composers, Authors and Publishers, after visiting Treasure Island declared the site of the 1939 Golden Gate International Exposition "the most magnificent stage setting in the world." Here to attend the Bohemian Grove play and to confer with Harris Connick, general manager of the exposition, Buck, who has written and produced innumerable musical shows, said the exposition had the ideal set-up for producing a show of unparalleled beauty.

"I wonder if the people of San Francisco fully appreciate what they have in Treasure Island," he said. "To me it is really amazing. The architecture lends itself admirably to the Pageant of the Pacific theme, and the landscaping even

at this early date left me a little breathless. "Neither New York nor any place else so far as I know has anything to equal Treasure Island. It not only has beauty but accessibility as well and both are important factors from the showman's viewpoint.

"Naturally I am especially interested in the exposition's plans for music on Treasure Island. Knowing Mr. Connick as I do, I am confident that the music will be in keeping with the most magnificent stage setting in the world."

As head of ASCAP Buck, also a member of the exposition's concession committee, conferred with Connick on the release of musical numbers for the World's Fair of the West. Buck expressed hope that the exposition would utilize (See GENE BUCK on page 37)

NOW—WEST'S WORLD'S WONDER SHOWS—SEE IT FIRST—NUFF SED
THE FOUR O' HEARTS
 POISE — PRECISION — PERFECTION — PERFORMANCE.
 110-Ft. Double Ladder Act. Some Available Time.

EAST. FRANK WIRTH BOOK- ING ASSN., INC., 1560 B'way, New York City.	MID-WEST. COLLINS ENTERPRISES, Elliott Hotel Bldg., Des Moines, Ia.	FOREIGN. CHAS. L. SASSE, 300 West 49th St., New York City.
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AYE LAD—BY THE SACRED BEARD OF THE PROPHET—
 A SUPER SKY-HIGH THRILLER!—CRASH DUNIGAN.

Skowhegan Will Celebrate

SKOWHEGAN, Me., Aug. 6.—Celebrating its 100th anniversary, Skowhegan Fair, said Francis E. Croteau, secretary, has arranged a special program. Acts to be furnished by George A. Hamid, Inc., include *Winter Garden Revue*, Balabanow Accordion Sextette, Flying Otaris, Tip Top Girls, Five Juggling Jewells, Dr. Ostermaris and Dehoes, Silvers Johnson and Ventre's Stetson Radio Band. Nightly fireworks will be by American Fireworks Co. Ben Williams has the midway shows and rides and a large number of independent concessions have contracted space. Week will include Children's Day with free admittance to grounds and grand stand, harness racing, horse-pulling contests, historical pageant, flower show, amateur camera club, highway safety and State department exhibits.

THE STRATOSPHERE MAN



World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

Late Southern Dates Wanted.

Address
 Care of The Billboard, Cincinnati, O.

Salina, Kan. (New \$250,000 Grounds) FAIR
AUGUST 29-SEPT. 3
 25c DAY GATE—AFTER 5 P.M. FREE

August 29-30, Jimmy Lynch Death Dodgers; August 31-September 1, Harry Hodges Gayety Girls, September 2. WHEN Hill Billys.

WANT Auto Races or other non-conflicting sensational Attraction for Saturday Afternoon, September 3.

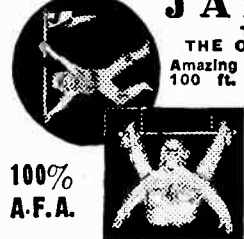
Other attractions now booked: Oscar Babcock's Loop the Loop; Timbo, the Human Ape; 4 Kressells; Le Doux and Louise; De Marlo and Marlette; Salina Municipal Band and other County Bands, Drill Teams, etc., Mighty Sheesley Midway.

FOR SALE—Straight Concessions of all kinds. No exclusive.
 Address CHARLES SCHWITZER, Mgr., 140 South 7th St., Salina, Kan.

York Acts Bill Approved

YORK, Pa., Aug. 6.—Managers of York Interstate Fair have approved selection of acts for the 1938 grand-stand show made by President-General Manager Samuel S. Lewis and John H. Rutter, William O. Thompson and I. D. Weiser, other members of the attractions committee. Bill will include the revue, *Follies Internationales*, and acts furnished by Ernie Young, Peerless Potters, casting; Professor Lamberti, comedy xylophone; Dick and Iota Nash, ropers; Three St. John Brothers, balancing; Three Reddingtons, trampoline; Jay and Lou Seiler, ski artists, and Varsity Eight, vocalists. Henry Rapp was given the pyro contract for American Fireworks Co.

JAY DEE
 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.



100% A.F.A.

Jerry D. Martin General Delivery, Rittman, Ohio, Week Aug. 8-13.

GRANDSTAND
 60'x 295' 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.

SCHUYLKILL COUNTY FAIR
 POTTSVILLE, PA.,
 Always Opens LABOR DAY.
 5th Largest in State. No Hard Times Here.
 Concessions write to F. W. BAUSUM, Secy.
 Attractions to CHARLES HAUSSMANN, Pottsville, Pa.

OGEMAW COUNTY AGRICULTURAL FAIR
 WEST BRANCH, MICH.,
 September 6-10.
 Biggest thing in Northern Michigan. Over 1,000 Season Tickets sold already. Free Acts, Fireworks, Races—\$1,000 Premiums. Free Barbeque. Merchants closing Merchants' Day. **WANTED**—Free Acts, Concessions, all kinds. \$2.00 per Ft. Grind Stores. CAN USE Independent Shows, no Girl. WILBUR DAVIS, Pres.; H. J. HOCKETT, Sec.

WANTED CARNIVAL
 FOR
PROGRESSIVE FARMERS' FAIR
 August 29 to September 3.
 LEXINGTON CHAMBER OF COMMERCE & AMERICAN LEGION, Lexington, Mo.

Hendrix to Fat Stock Show

FORT WORTH, Tex., Aug. 6.—Secretary-Manager John B. Davis, Southwestern Exposition and Fat Stock Show, announced appointment of John M. Hendrix as director of publicity and public relations for the show. He is well known to breeders and rodeo officials in the Southwest, having resigned as editor of *West Texas Today*, regional publication, to accept the expo berth.

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.



FREE FAIR
 COVINGTON, IND.,
 August 22-27, 1938.
WANT Shows and Concessions. Gooding Rides Booked. Write
 GEO. P. SCHWIN, Covington, Ind.

WANTED CARNIVAL
 With Legitimate Concessions to Play
GENTRY COUNTY FAIR
 Albany, Mo., September 5-10.
 Seventh Annual County Seat Free Fair; 20,000 people daily; \$1,500 in premiums. Wire H. C. MCCOY, Director of Concessions.

Grand-Stand Shows

LOTTIE MAYER'S Disappearing Water Ballet has been contracted for Dane County Fair, Madison, Wis., in addition to half a dozen vaude acts.

CARNIVAL WANTED
 Small organization having 2 or 3 Rides, for Silverhill, Ala., Fair. Sponsored by Chamber of Commerce.
SEPTEMBER 26 TO OCTOBER 1, INC.
 Address
 A. M. PHILIPS, Secy., Silverhill, Ala.

CUYAHOGA COUNTY FAIR
 BEREA, O., AUGUST 17-21.
 (Wednesday to Sunday, Inclusive)
 WANTS Games, Scales, Cane Rack, Frozen Custard. USE clean Shows. Most beautiful and best laid out grounds in State of Ohio. Strong Attractions—great evening crowds. You deal directly with Fair Board.
 J. M. SIMPSON, Mgr. Concessions, Berea, O.

The Mobile Greater Gulf Coast Fair
 October 24th-October 31st, Mobile, Ala.
 RUBIN-CHERRY EXPOSITION
 Legitimate Concessions Wanted. Must put our Merchandise. No Grift Allowed.
 FOURNIER J. GALE, Pras.
 EDWARD T. ROSENGRANT, Secy.

ACTS BOOKED for Clark County Fair, Neillsville, Wis., include Three Olympians, Great Ricardo, Beebe Company and skating bears, Three Namedil Brothers and Merry-Go-Round Revue.

DOUGLAS COUNTY FAIR
 ALEXANDRIA, MINN., AUG. 24-26-27.
 Big new Midway and \$60,000 Grandstand. Outstanding County Fair Spot in Minnesota. Independent Midway. Write
 R. S. THORNTON, Secretary.

WANTED
 Unusual and Outstanding Attraction for September 14 and 15, 1938.
COLUMBIANA COUNTY FAIR.
 Write full particulars, naming best figure. No Agents. H. E. MARSDEN, Secretary. P. O. Drawer 277, Lisbon, O.

FRANCESVILLE STREET FAIR
 August 31-September 1, 2, 3
 Free Acts—Concessions—Shows
 All kinds wanted. No large gambling. Do Young Rides Bookers
 ERNEST E. SMITH. Phones 147 and 112, Francesville, Indiana.

CONTRACT for balloon ascensions at the 1938 Belmont County Fair, St. Clairsville, O., has been made with William P. Henderson, said Fair Secretary Carter Thornburg.

CARNIVAL WANTED
 COLORED TRI-STATE FAIR,
 September 22-23-24.
 The largest Colored Fair in the South. The attendance will reach 50,000 people in three days.
 DR. L. G. PATTERSON, Secy.-Mgr., 164 Beale Avenue, Memphis, Tenn.

WANTED
 INDEPENDENT SHOWS, FOR
PLAINWELL FAIR
 AUGUST 31 TO SEPTEMBER 3.
 Rides contracted.
 AMERICAN LEGION FAIR ASSOCIATION, CHAS. H. WADE, Secy., Plainwell, Mich.

Warren Township Fair
 WARREN, MICH., SEPT. 2-3-4-5, 1938.
 Ferris Wheel, Rides, Shows and Concessions wanted.
 Write
 JOSEPH LEWIS, Secy.-Mgr., 28A71 Mound Road, Warren, Mich.

AT BROOME County Fair, Whitney Point, N. Y., August 2-5, Lucky Teter and his Hell Drivers, Uncle Ezra's Radio Barn Dance and Saturday AAA-auto races were featured.

CARNIVAL WANTED
 For the Following Dates:
 OCTOBER 11, 12, 13, 14.
ORANGEBURG COUNTY COLORED FAIR.
 W. C. LEWIS, Secy., Orangeburg, S. C.

Clean Shows and Concessions Wanted
 September 5-6-7-8, 1938.
WYOMING COUNTY FAIR,
 Tunkhannock, Pa.
 Positively No Gambling.

CARNIVALS
 Rides, Concessions of all kinds wanted. Day and Night Fair. 25c gate admission day and night. One of Northeast Nebraska's largest county fairs. September 1, 2, 3, 4, Neligh, Neb. WALTER BRADLEY, Concession Manager.

BARNES-CARRUTHERS' *Soaring High* has been contracted to appear in Waco, Tex., in connection with the 1938 Brazos Valley Free Fair, sponsored by Korem Shrine Temple, reports Nat D. Rodgers, B.-C. special events representative.

Wanted for FALMOUTH FAIR
 Falmouth, Ky., August 17-20.
 Shows and Concessions, Lunch Stands. Carl Folk answer. MRS. DEMPSEY BARNES, Sec., Falmouth, Ky.

WANTED
 Rides, Shows and Concessions for
THE HEMLOCK FAIR
 SEPTEMBER 7-10, DAY AND NIGHT.
 GLENN C. MCNINCH, Secy., Conesus, N. Y.

AFTER closing their summer home in Fruitport, Mich., Monroe and Adams Sisters want to Great Falls to play North Montana State Fair, August 1-6. Their fair season will be under the Barnes-Carruthers banner.

WANTED
 Legitimate Shows, Free Acts and Concessions for
REYNOLDS FREE FAIR
 September 7, 8, 9, 10.
 ALBERT GEIER, Secy., Reynolds, Indiana.

CRASH DUNIGAN'S high thrill act, the Four o' Hearts, which has been featured with West's World Wonder Shows, will start playing fairs about the middle of August. Personnel includes Harry Smith, manager; Jimmy Millette, Ray Perez and Mickey Duval.

Shows, Rides & Concessions
 Timonium, Md., State Fair
 September 4 to 15. Day and Night Demonstrators, we have room this year in the Exhibition Building.
 JOHN T. McCASLIN, 125 E. Baltimore St., Baltimore, Md.

A RECENT advertisement in *The Billboard* concerning a high-pole act brought wonderful results, reports W. C. (Billy) Senior, who has already booked the act, to be called Senioreta, lady aerialist, for 14 weeks of some of the largest fairs in the country.

WANT MORE REVENUE
 for
YOUR ORGANIZATION?
 Read
"BINGO BUSINESS"
 A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

NATIONAL ENTERTAINMENT SERVICE has booked the Original Wisconsin National Barn Dance at fairs in Wisconsin and Michigan, including those in La Crosse and Superior, Wis.; Faribault, (See *Grand-Stand Shows* opposite page)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MICHIGAN STATE summer championship races were held on August 7 in Edgewater Park Rink, the new Detroit rink inaugurated this season by Edward and Orville Godfrey. Event was sanctioned by the Roller Skating Rink Operators' Association of the United States. Men's events included quarter, half, one, two and five-mile races, and women's included quarter, half and one-mile races.

ONE of the Evans brothers, of Renee and Evans Brothers, roller-skating team, which appeared at the Rose Theater, Thomasville, Ga., with Ross Russell's *Spring Serenade* unit week of July 18, sustained an injury to his arm on July 23 which required 11 stitches, reports William Snell. The sharp handle on a screen door cut an artery, causing him to lose two quarts of blood and necessitating a layoff of about three weeks.

INSTALLATION of an electric sign, one of the most novel in that section, has been completed at the new roller rink in Meyers Lake Park, Canton, O. Large illuminated letters have been erected on a shaft atop the rink on the midway, the work of Bill Clark, sign artist in the park. Sign is visible for a half mile in all directions.

ON JULY 23 and 24 skaters from Coliseum Rink, Dayton, O., went to Russell's Point, O., to visit Al Kish's Sandy Beach Park Rink and Orchard Island Rink, operated by Harry Lawrence and Norman Volz reports Armand J. Schaub Sr. Both rinks are doing well in the parks despite inclement weather and business recession. Lawrence and Volz invited Mr. Schaub, Mrs. Louise Stevenson and her daughter, Louise, who is being instructed in figure and dance skating by Schaub, to visit the rink on July 17.

ART ROGERS' annual roller-skating party in his Capitol Beach Rink, Lincoln, Neb., for the show business turned into a general howl this year. About 150 showmen, tent, radio, movie houses and dance operators, turned out. Alvin Hendricks, theater manager, was a genuine casualty, having his shirt ripped completely off. R. H. Pauley, manager of Turnpike Casino Ballroom, handed pieces of it out at the door for souvenirs of the occasion. It was the second annual observance.

EDWARD AND ORVILLE GODFREY, of Madison Gardens Rink, Detroit, hosts at an all-day party sponsored by the Majestic Theater for youngsters who attend the house's Saturday matinees. Event was under management of Eddie Jacobson, manager of the Forest Theater for the Schreiber Circuit.

MR. AND MRS. E. EYER, Eyer's Roller Rink, Anderson, Ind., accompanied by E. Louis Honde and Merle Patterson, floor manager, visited Norwood (O.) Roller Rink on July 29, reports Armand J. Schaub Sr. Visiting Mrs. Corse and her son, Harold, operators of Dayton (O.) Coliseum Rink, the Eyers invited club members and Schaub, who was also a visitor, to attend a midnight frolic at Eyer's Rink on July 30. Among those at the frolic were members from Dayton (O.) Skateland and Coliseum roller clubs; Hag's Club; Muncie (Ind.) Skating Association; Marion (Ind.) Club; Indianapolis Club and Yorktown (Ind.) Club. Dayton skaters gave a dance demonstration. On August 2 Schaub visited Smith's Rink, George Smith, proprietor, as guest of Mr. and Mrs. E. Bibbler, rink managers. Smith recently returned from



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

Bermuda. Attendance was good despite hot weather. A new organ has been installed, with Mrs. Goetz at the console. Other visitors were Billy Stewart, racer and trick skater, formerly of Palace Garden Rink, Cincinnati, and a group from Norwood Roller Rink.

KEITH WHEELER, who recently set a roller-skating record of 220 miles in 47 hours and 23 minutes in Australia, will attempt to break the 24-hour endurance mark of 246 miles and 129 yards made by Joe Schutte in 1931. Max and Marie, roller-skating act taken to Australia by J. C. Williamson, Ltd., for the production of *Okay for Sound*, have signed Phyllis Lynch, of Westgate Roller-drome staff, as a member of the act. Westgate Roller-drome has developed a number of basket ball teams that are up to the Sydney competition standard. The Glaciarium, Sydney, has started an Ice Follies. Recently opened Ice Palais is proving popular with ice skaters in Sydney.

A. RILEY, manager of Casino Rollerway, Nuttings Lake, Billerica, Mass., reports good business, rink operating five afternoons and evenings weekly, with private parties Tuesday and Thursday nights. New lighting and sound systems have been installed. Rink extends over the water, insuring comfortable skating in hot weather. Dick, Bob and Taylor's Skating Club, Arlington, Mass., are frequent visitors and assist as skate dance instructors. Club plans a banquet at end of the season. On the staff are Mary Dolan, tickets; Henry Shyvert, doorman; John Dolan, John Taylor, instructors; Paul Tintte, Al Lyons, skate boys; Mary Riley, Helen Loud, refreshments.

THREE WHIRLING BEES, Buddy, Betty and Bob, recently played American Roller Skating Arena, Oakland Beach, R. I., one of New England's largest rinks.

CANTON, O., roller rinks face Sunday closing if city council acts favorably on a request of residents in the vicinity of one rink, who have requested legislation that would ban Sunday sessions. A petition has been presented. Proponents of the measure favor a uniform closing hour of about 10:30 or 11 p.m., with no rinks open on Sundays. City has two rinks within corporate limits, Land o' Dance and Dalton rinks. Meyers Lake Park Rink is in an incorporated village.

PETER J. SHEA, Detroit, widely known former rink operator, is planning to return to active rink management, probably in a city of about 100,000. It is said. He thinks Detroit, where he has resided many years, is too big for the type of rink he wants to open. He has returned from a trip during which he was shopping for a location. He recently visited Dells Rink, Fort Wayne, Ind.

SKATING HAMILTONS, American roller skaters, are with the Amar Circus, French tent show, in Algeria.

KARL STERLING, veteran roller skater, who has appeared in rinks and vaudeville since 1907 and later toured with his wife as the Sterlings, is operating a summer resort rink at Sul-Ora Lodge, Bloomingburg, N. Y., and reports business good. Rink opened on May 9. He plans to continue operations thru the winter, as there are enough small towns near by from which to draw.

NEW PUEBLO

(Continued from page 35)

been graded, drained and oiled, and sheep and hog building, started under previous federal work relief programs, has been completed, the largest building on the grounds. Rodeo headquarters, fair commission offices and modern rest-rooms were built thru aid of a \$13,816 project. New rodeo pens, chutes and judging stands have been built and a new fence around the race track. Steel grand stand was painted and repaired. Concrete walks have been laid along principal thoroughfares. Work in progress includes improvements to cattle barns, modernization of stalls and a roof on the judges' stand. With crops at their best in a number of years, exhibits are expected to excel anything yet shown in Pueblo.

CONCESSIONERS
(Continued from page 35)
\$600,000 to produce. Atmosphere and setting will be of a typical Swiss Village complete with a stork tower and cuckoo-clock tower.
One of the features will be a nightly

synthetic snowfall. There will be a toboggan slide, ski jump, skating rink, sliding dance floor, 1,000-seat restaurant and village square. Attraction is to be open daily from 10 a.m. until 2 a.m. In addition to an hourly ice show, there will be exhibitions of ski jumping, tobogganing, hockey and speed and fancy skating. Dance floor will slide over the ice rink when not in use. Admission charge will be nominal, it is said.

Frank Buck is all set for a site in the north section of the amusement zone next to the French Village. Here he will erect a Monkey Mountain more than 80 feet high, designed to accommodate between 600 and 800 monkeys. Plans are to show as realistically as possible a section of jungle. In the center will be a clearing for scheduled activities, while wild animals will be chained in woods, rather than caged, to maintain natural appearance. The Stratoships concession marks the second for Harry Traver, he having already contracted a Funhouse.

GENE BUCK

(Continued from page 35)

the great theater in the California Building for producing some fast-moving and tuneful musical shows.

"I'm bringing my family to San Francisco next year for a stay of two months," Buck added, "for I figure it will take me at least that long to see everything planned by the exposition."

A yearly visitor to San Francisco to see the Bohemian Grove plays, Buck stated that this year's production, in his opinion, surpassed a whole series of fine productions of the Bohemian Club in the past. While here Buck was guest of Milton H. Esberg, chairman of the exposition concession and amusement committee. He left by airplane for Los Angeles. After a brief stay here he will fly to New York.

G. M. STEPS

(Continued from page 35)

secretary, which she has held for two years, to that of secretary. It was indicated that Mr. Flanagan's post of administrative assistant would not be filled.

Favor Mass-Appeal Spec
Despite the fact that Mr. Whalen and Mr. Andrews declared to the press that this resignation was the result of no rift, it is said that disagreements between the two have been many, especially over amusement zone policies.

While nothing definite has been disclosed, there is the possibility that differences of opinion as to the type of attraction that should be scheduled for the spot at the lower end of the midway had much to do with the resignation. Mr. Andrews had apparently assured concession applicants that a mass-appeal spec would be placed there to draw crowds down the midway paths. Many showmen, it is said, have signed for space on the strength of such promises. Rumors have cropped up recently, however, that at Mr. Whalen's request the spot would be given over to a night club, which would be just what concessioners do not want since they do not believe it would have the necessary appeal to attract the masses.

GRAND-STAND SHOWS

(Continued from opposite page)

Minn., and Ironwood, Mich., report Managers George Francis and Barney Wallace.

HAVING started their fair season in Fairbury, Ill., on July 3 and 4, Raymonds'

Attractions are booked until middle of October in Illinois, Indiana and Ohio. Among the 14 acts are Wigand Troupe, LeVine and Mae, Houghton and Houghton, Roberts and Company, Flying Howards, Bassett and Bailey, Olive Craig and the Raymonds.

OHIO HEADQUARTERS of Austin C. Wilson Thrill Show Units have been practically swamped with requests for celebration and fair dates, reported Mr. Wilson, who said that never before in his 25 years' experience has the demand been as great. With 33 contracted fair engagements in nine States, following record attendances at still and celebration dates, he is optimistic regarding conditions. Clem (Jo-Jo) Stark, Spokane, will make his initial Eastern appearance with Wilson's thrill show unit.

CENTENNIAL BELLES, a musical commemorating Iowa's Territorial Centennial and featuring more than 200 players, will be given at Iowa's Centennial State Fair, Des Moines. Musical score will be played by Cervone's Band. Fair officials announced three changes of program for night entertainment, two nights to feature *Cavalcade of Iowa*, with cast of more than 1,000. There also will be fireworks and acts in front of the grand stand.

MANY OHIO fair managers have booked thru Gus Sun Exchange, said General Manager Bob Shaw, including fairs in Urbana, Bellefontaine, London, Xenia, Dayton and others in the Springfield area. All vaude attractions at the 1938 Ohio State Fair, Columbus, will be furnished by Sun. Bookings for fairs east of the Mississippi have been somewhat heavier this year than in 1937 when there was record volume. Shaw said. Robert Sun, youngest son of Mr. and Mrs. Gus Sun, is in the fair department of his father's office during summer. He was graduated from Yale last spring and will take up a law course in the fall.

HAVING completed an engagement with the Mighty Haag Circus, Watkins' Trained Animal Troupe moved into quarters on grounds of Tennessee State Fair, Nashville, preparatory to fair engagements. This courtesy was extended by Phil C. Travis, State fair manager, who was so pleased with the act at the Sunshine Special of the Exchange Club on the grounds on August 2 that the Watkins Troupe was signed for the 1938 State fair as a feature for kiddies. While in Nashville Irah J. Watkins and wife, Mrs. Sylvia Watkins, and son, Buddy, were guests of Mr. and Mrs. Travis at their home on July 31. Grand-stand bill will include Five Albanis, Balbarow Family, Red McEwen's State Fair Band, Hoagland's Hippodrome and fireworks.

INDIANAPOLIS.—After officiating at fairs in Old Washington, O.; Troy, O.; Corydon, Ind.; Lewisburg-Ronceverte, W. Va.; Charleston, W. Va., and Kentucky State Fair, Louisville, Fielding W. Scholler, veteran harness race starter, will go to Athens (Ala.) Fair and play some other dates in North Carolina, his 35th fall fair season in the South. He has been at Lewisburg-Ronceverte six consecutive years and three straight years at Louisville.

ARLINGTON, Tex.—Tarrant County Fair Association elected Dr. O. O. Hollingsworth, president; F. H. Wadley, secretary; Claude Wileman, treasurer. Every section of the county will be represented at the 1938 fair.

A NOISELESS DUSTLESS RINK

with automatic Speed Control

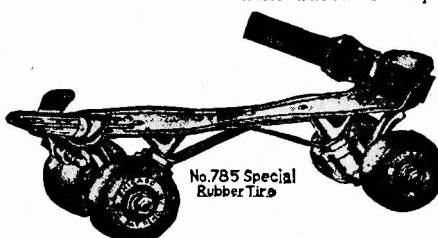
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CHICAGO ROLLER SKATE CO.,
4427 W. LAKE ST.,
CHICAGO, ILL.

"Stork" Age Old Bird Lights on "The Bees"

RUSSELL SPRINGS, Ky., Aug. 6.—A big bird believed to be a "stork" was seen flying thru the heavens in the rain over the F. H. Bee Shows on the fairgrounds here Wednesday. Later events proved the assumption true, as a seven-pound girl was born to Mr. and Mrs. F. H. Bee Jr. in St. Mary's Hospital, Huntington, W. Va. It was an eventful day both on the show lot and in the Bees' home town.

Mother and child continue to be "doing nicely." The father is expected to recover; that is, if he can quit smiling and talking about the first baby.—WILLIAM R. HICKS.

Dodson's Out of Ohio With Profit

Much repairing and painting done and new equipment purchased

NEW CASTLE, Pa., Aug. 6.—On a tour of six weeks in Ohio Dodson's World's Fair Shows was fortunate enough to come out a winner. Following stands were played, Dayton, Lima, Lorain, Akron, Canton and Sandusky, with only two nights lost on account of rain. Every one of the above cities were productive of better than average returns with the exception of Canton which was only fair. Dayton turned out to be very good and Lima to be the best date of the season until that time, but business kept improving all the time, with Lorain and

(See DODSON'S OUT on page 43)

Johnny Jones Jr. Now Asst. Director

MUNCIE, Ind., Aug. 6.—During the engagement of the Johnny J. Jones Exposition in Salem, Ill., last week Johnny J. Jones Jr. was definitely promoted to the position of assistant to Director-General William C. Fleming.

Fleming has decided to take young Jones under his wing and to teach him all the inner workings and details of this vast amusement organization of which he is the active executive head. From now on Johnny J. Jr. will be in harness on the lot and will make his headquarters in the office wagon.

Young Jones is a college man having recently closed a session at the Florida Military School, Haines City, with high honors. For some time past E. Lawrence Phillips, owner of the exposition, has been aware of the fact that he, Jones, had inherited the showmanship talents of his late-lamented and illustrious father and in consequence decided to reward him with an executive position with the Johnny J. Jones Exposition.

Sam Lawrence Completes Fair Bookings to November

BERWICK, Pa., Aug. 6.—Sam Lawrence, general manager Sam Lawrence Shows, announces the completion of his fair bookings for the season as follows: Hughesville and Hatfield, Pa.; Front Royal, Va.; Carthage, Spring Hope and

(See SAM LAWRENCE on page 43)

Look for

This Feature:

**The Press and
Outdoor Shows**

in the

**Fall Special of
The Billboard**

Dated August 27



SHOWMEN AND COMMITTEE CO-OPERATED for the good of the carnival business: Here in front of West Bros.' Shows' office are seen the men who worked hard and succeeded in getting the first carnival permit in years for Duluth, Minn., reports Bruce Barham. They are executives of the shows and members of the Lakeview Post of the American Legion. Left to right seated: John Held, Peter Curray; Lemuel Culbertson, Commissioner of Public Safety, and R. G. Brown, Post Adjutant. Standing: Frank Owens, general agent, and Bruce Barham, assistant manager of shows; Donald Ritchie; George Graff, post commander; Larry Nelson, secretary to mayor; Ernest Bodin, city commissioner; Rudolph Berghault, mayor; Steve McCabe, Lloyd Claveau; Alva Merritt, city commissioner; Crawford Kingsley; J. W. Laughlin, owner-manager West Bros.' Shows; Ambrose Nolen, and Heil Campbell, assistant city attorney. Ted Cope, shows' secretary, standing in the office doorway, and Jimmie Heth, special agent, on the porch. Photo was taken by Cliff Barnhart just before the steak dinner that was given the city officials and legion officials and members.

Western States Has 2 Winners

Salt Lake City, Cheyenne
dates of record proportions—Skooter big winner

NORTH PLATTE, Neb., Aug. 6.—The double feature consisting of the Salt Lake City "Covered Wagon Days" annual celebration, July 18 to 23, and the Cheyenne, Wyo., "Frontier Days" Celebration, July 25 to 30, of the Western States Shows program paid off in big dividends.

(See WESTERN STATES on page 43)

Beck & Thomas Dissolve Partnership in Show

SPRINGFIELD, Mo., Aug. 6.—Early in the year Dug Thomas and Al C. Beck formed an association in the operation of the Dug Thomas Shows, of this city, former as general representative and latter as general manager. This partnership arrangement was dissolved recently, Beck stated to a reporter for *The Billboard*.

In this connection Beck said: "The severance of my connection with the Thomas show was for reasons best known to myself. Am returning to my home in Cleveland, but expect to be on the road again about the middle of this month. Business conditions look a little better now than they were early in the summer."

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Armada, Wash.,
Week ended July 30, 1938.

Dear Red Onion:

"Will wonders never cease!" The Ballyhoo Bros.' Circulating Exposition is still forging ahead as the midway of all time. "What will they do next?" This is the unanimous question from the lips of millions of showmen, fair secretaries and midway patrons. Not yearly, not monthly, not weekly but daily, new features, new ideas, new mechanical devices that include a sawmill, a cotton gin, a still, a threshing machine and the seemingly impossible in transportation facilities are added. We have every device known to bring the farmers to the lot and do their work while they play.

And now in the middle of the season comes to the show world the greatest mode of transportation of the present age. Today the five brothers and owners of America's Mastodonic Combine of Diversified Amusements signed contracts with the "Stratosphere Transportation Co." relative to moving the entire midway on a four-section plan. Our 350 carpenters were immediately put to work building a permanent wooden lot that will cover three city blocks and be made up in four sections that will at all times fit together nicely regardless of the condition of the ground. Huge jacks have been built to hold the new lot high and dry as well as level at all times.

Three of these mammoth platforms will carry the shows and rides, while the fourth will carry the concessions. At 12 p.m. Saturday these 400,000-ton ships will drop skyhooks, picking up the sections and transport them to the new

town and location at the speed of 250 miles per hour. All jumps and locations will be made in from two to three hours. Two stratosphere ships will be on hand at all times for the purpose of carrying concessions up above the three-mile limit, customers and all.

America's major league showmen will rejoice and soon follow our footsteps. No wagons, no tractors, no stakes, no train, no trainmaster or train crew, no need for autos, and the crews of workmen can be cut 75 per cent. The show will be put up once a season and will be taken down one time. The bosses have already figured a saving of \$2,000,000 a year. That is, providing they would have taken that much in.

The lot superintendent has been given his notice and a wood-jointer has been hired. Bunkhouses have been built behind the tops to take the place of our coaches. The dining car will not be needed due to the cookhouse being on location at all hours. An extra day's privilege has been added to all eating-stand concessions to make up for the pie car's winnings. As for publicity the show will get that free from every newspaper as well as in the newsreels. Mayors and other city officials will welcome the show and bid for its appearance. And, above all, an attachment will not mean anything unless the sheriff owns a plane.

The contract calls for transportation and spotting of the show. The move is to be made C. O. D. with a guarantee that the midway must arrive or no pay. Again the Ballyhoo brothers triumph over all.

MAJOR PRIVILEGE.

Castle Sells Out To Martone

Disposes of interest in
Heart of America Shows
and leaves for California

KANSAS CITY, Mo., Aug. 6.—Sale of John R. Castle's interests in the Heart of America Shows to his partner, Toney Martone, was announced this week at the Reid Hotel here, where both live. The terms of deal were not announced.

Martone, formerly affiliated with the Fairly-Martone Shows, took over the Great Sutton Shows property with Castle as half-owner early this year. Castle, president of the Heart of America Showmen's Club in 1936 and prominent in show business thruout the United States, formerly was connected with the United Shows of America, later sold to Orville W. and Harry W. Hennies.

Martone did not comment on the transaction. It is expected he will continue to operate the carnival in the Kansas City area. Show is now playing in Kansas City, Kan., to good business, it is reported. Castle, immediately after disposing of his interests, left with his wife for California.

Martone's acquisition of the carnival attracted wide comment among showmen here, especially those who are members of the Heart of America Showmen's Club, of which both Martone and Castle are prominent members and supporters.

Frank M. Sutton To Have a Show in '39

OSCEOLA, Ark., Aug. 6.—Frank M. Sutton, operator of a tourist camp near here, announced this week that he will return to the road in 1939 with the Great Sutton Shows, which he operated for 30-odd years prior to selling out to John R. Castle and Tony Martone, of Kansas City, this spring.

Sutton said to a reporter for *The Billboard* relative to his present activities, future plans and other items of interest to the carnival business: "Prior to the sale of my show property this year I built what is generally considered the finest tourist camp and night club between St. Louis and New Orleans. The complete plant cost me about \$30,000 and now what a headache."

"When a man has been in show business practically all his life and tries to settle down in one place he soon finds out that it cannot be done. This is the position I now find myself in. Consequently I have decided to return to the carnival fold next season with the Great Sutton Shows in all its former glory and possibly even better. I regret to say that I have visited several carnivals this year and found them doing very little business. Next year is another season and I have confidence in the future, so show business will be my business from then on."

Mrs. Ellis Winton Given A Big Birthday Party

LOUDON, Tenn., Aug. 6.—Mrs. Verna Winton, wife of Ellis Winton, owner and manager of the Cumberland Valley Shows, was given an impressive birthday party while the show was playing Sweetwater last week. All members of

(See MRS. ELLIS WINTON on page 43)

House Trailer Idea Claimed by Applebaum

DETROIT, Aug. 6.—A. C. Applebaum, of Detroit, lays claim to be the first showman to have the forerunner of the modern house trailer in the form of a portable camping outfit on wheels. Applebaum came up from the South, where he had been with his own shows, the Apple Amusement Enterprises, and first went into camp with his aboriginal trailer in 1909 at Pontiac, Mich.

This was, as far as known, the first such outfit on wheels destined for camping right on the show lot. Applebaum and his cousin, the late Harry L. Applebaum, owned the Apple Shows, one of the earlier carnivals to play Michigan.

Marlo LeFors Given Party on Birthday

THE DALLES, Ore., Aug. 6.—From midnight until 6 a.m. eighty guests enjoyed dinner and dance given in honor of Marlo LeFors on her umpteenth birthday by her husband, Ted LeFors, at Brundage Hotel in McCall, Ida. Hotel situated on banks of beautiful Payette Lake created an ideal setting for event. Main dining room and cocktail lounge were thrown open to guests who danced and frolicked. Marlo was recipient of an autoloading of gifts and an overnight bag from personnel of the White City Shows. Mr. and Mrs. J. P. Renaklus, owners of the Brundage Hotel, presented Marlo with a huge basket of American Beauty roses and an elaborate box of chocolates. Telegrams and letters were received from Mrs. Relley Castle, Heart of America Shows; Mrs. Peggy Forstall, president of Ladies' Auxiliary PCSA; Hazel Fisher and Verna Seeborg, Hilderbrand's United Shows; Grace Asher, Crafts Shows; Babe Miller, Venice Enterprises; Stella Linton, Tillie Palmeteer, Mabel Bennett, Etta Haden, Inez Walsh, Martha Levine, Mora Bagby, Mother Fisher and Mother LeFors, all from Los Angeles.

Highlights of evening was presentation of fantastic and unique dances performed by Marie Forrest, Lee Verne Raymond, Howard Tydings, Lucille King, Ted and Marlo LeFors, Eddie Herscheft and Ming Tol. Lee Verne Raymond's acrobatic dances took guests by storm and Marie Forrest's famous flower pot dance received many encores. Lucille King created a sensation with her muscle dance, while Howard Tydings, show clown, was a riot. Marlo was gowned in a new creation of blue covered with golden spangles and carried off honors as hostess in a gracious manner.

Entertainment program was as follows: Lee Verne Raymond, acrobatic dances; Marie Forrest, flower pot dance and musical saw act; Howard Tydings, adagio and soft-shoe dances; Lucille King, muscle dances; Mingo Tol, fan and apache dances; Marlo and LeFors, Bowery dances; Eddie Herscheft, Big Apple; William Anderson, Irish songs; Lucille King, hunter's retreat; Mlle. Adelle, skater's waltz; Walton de Pellaton, piano capers; May Collier presented diver's fatal leap; Marlo and LeFors, portraying a fantasy entitled "The Darling Young Man on Flying Trapeze." Ted LeFors was emcee, and ladies assisting Marlo to receive her guests were Mrs. C. F. Cotey, Lucille King, Mrs. Jelly Long, May Collier, Mrs. Myles Nelson and Mrs. Frank Forrest.

Guests were Mr. and Mrs. C. F. Corey, Mr. and Mrs. Jelly Long, Lucille King, Ming Tol, Mr. and Mrs. Myles Nelson, Mr. and Mrs. Howard Collier Tydings, Mr. and Mrs. Frank Forrest, Mr. and

Mrs. J. P. Renaklus, Ted Wright, Slim Mason, Nina Mason, Bobbie Waters, Keith Terwilliger Sutton, J. W. Wilson, L. Heydon, Mr. and Mrs. Carl Gilchrist, Lee Verne Raymond, Victor Muller, Hazel Sweinhart, Dallas Root, Fred Smith, Lloyd Hole, Bonnie Hole, Pa and Ma Slover, J. Don Hurt, Roy Cootes, Frank Hens, Johnnie Hertl, Martin Glabb, Bert Jensen, Buck King, Edward P. Farren-dorf, Richard West, Earl Ruff, Gladys Gardner, Homer Gardner, Claude Renner, Amato Hayes, Elmer Rip Water, Frank Burns, Sallie Behler, Pose Mitchell, Manny Mitchell, Ted Mitchell, George Mitchell, Larry Mitchell, J. B. Bailey, Ray Sweinhart, Joe Bishop, Robert Langford, Earl Gold, Joe White, Mr. and Mrs. H. G. Long, Mr. and Mrs. Casey Taylor, Frank Powers, James Puckett, Johnnie Sterling, Max Kaplan, Carl Hageman, Chris Hageman, Harlan Harris, Dorris Dorrine, Mlle. Adelle, Rita Rosalie, Lucille Francila, Mr. and Mrs. J. O. Kelly, Ted and Marlo LeFors, and writer, Walton de Pellaton.

Dick Best Scoring Big With Side Show

REGINA, Sask., Can., Aug. 6.—With well-balanced working acts and featuring Frank Lentini, three-legged man, Dick Best, owner and manager of the Freak and Oddity show on the Royal American midway, this year has shown an increase of approximately 20 per cent in gross receipts over a corresponding period of '37.

For the first time in the history of the Western Canadian exhibitions circuit two of Best's attractions have had commercial sponsors on the air thru Radio Station CKCK, Lentini advertising a haberdashery; Zilla, mentalist, and Tom Rankine advertising a women's smart apparel shop.

Lentini's tie-up involved a guessing contest on how far he could kick a football with his third leg. Thousands were on hand to witness the wind-up of the contest. Zilla, with a psychology radio program, has pulled in more than 30,000 letters in United States and Canada in the past two months.

Dick Best's program presents the Great Gravityto, billed as the man of a thousand thrills, who joined at the start of the Canadian exhibitions; Rubber Man, C. L. McCormack; the girl with the iron eyelids, Lillian McGregor; girl who swallows neon swords, La Goldie. Capt. Dave Francis is another new feature. Known as the man who was crucified by a sect of self-torturers in the South-western United States, Francis has been highly publicized nationally and in other countries. Lazaro Ali presents a strong man act of merit and is known as the man who could not be hanged.

Popeye Perry, colored boy; Twisto, human corkscrew; Irish Mack, the human balloon, and Lloyd Fowler, "Frog boy."

Front is well handled by George Marshall, who has won radio announcers' contests, and Roy Dasserau, assistant. Tom Rankine Jr. is the well-liked emcee in presenting every act. Reported by Francis F. Healy.

Minneapolis Profitable For Goodman Show

ROCHESTER, Minn., Aug. 6.—The Goodman Wonder Show still basks in the sunshine and smiles of Minnesota amusement seekers. The show concluded a seven-day stand at Minneapolis airport Monday and is now sojourning at the Olmsted County Fair in Rochester. The show has made the most of splitting week-ends, so Sunday shows are in line and profitable. The Minneapolis engagement, in spite of remote location of the lot, was entirely satisfactory, and the elements were kind to the show, as no rain fell during the engagement.

The Flour City placed the stamp of approval on the Goodman offering. While there were no stampedes to the lot, there was a steady appreciative patronage and everyone was satisfied.

The night before the show arrived in Rochester Bilroy's Comedians played to a turn-away crowd. In the midst of the performance their announcer praised the Goodman Show and recommended all to see it here at the fair.

Opening Wednesday night, one day ahead of the fair, the shows played to an unusually good crowd at the Olmsted County Fair here. Reported by Beverly White.



WALTER DEVOYNE, shown above, occupies a rather exclusive and out of the ordinary position as office manager of the Royal American Shows. He puts in more weeks each season behind the wicker in active work than possibly any other man in the carnival business, more hours per day and has the shortest layoff in quarters. However, he is an all the year-around man and while in quarters is in charge of time records, expenditures and other details. His vacation period is seldom more than a few days in mid-winter. In other words Devoyne is a working man in all that the term implies.

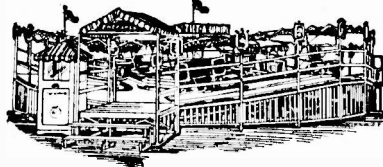
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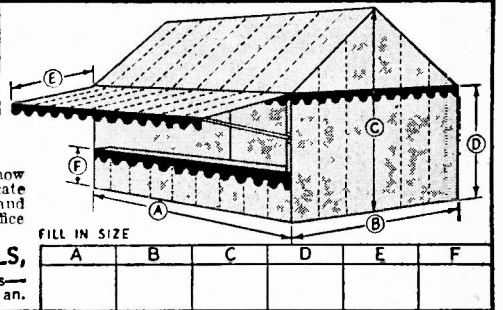
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FILL IN SIZE

A	B	C	D	E	F

St. Louis

ST. LOUIS, Aug. 6.—W. H. (Bill) Rice, general agent Mighty Sheesley Midway, was a Billboard office visitor Tuesday en route to Sedalia, Mo. Rice has recovered from recent illness, during which time he was confined for 10 weeks in American Hospital, Chicago.

Ralph Miller, owner of Miller Amusements, wrecked a brand-new car which he drove out of a dealer's place in Charleston, Ill., at 3 p.m. July 26. No one was injured and Miller resumed his journey to Louisiana after Mrs. Miller brought over his old automobile.

Ralph Ray, prominent concessioner and for past two months on Snapp Greater Shows, is in city visiting friends.

Carey C. Emrie, one time in outdoor show business, was among other Billboard office visitors Wednesday. Emrie visited quite a few shows in Missouri during past three weeks and is now visiting relatives here.

Walter B. Fox, general agent of Wallace Bros.' Shows, spent several days in this city this week.

Jack and Doris DeLoris came to St. Louis Thursday and purchased a new automobile and an Elcar house trailer. They played the Sparta (Ill.) Fair last week. The DeLorises are well-known girl-show operators.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents, Latest April, '37. 1-Piece Bands, Ribbons, \$3.50 Ea.; two, \$5.50; 6 Ass't, \$14.00. Spinners: 100% true Spinnerheads, \$20; Double, \$28; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Catalog free. NATIONAL CANDY FLOSS MACHINE CO., 310 East 35th St., New York City.

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AUTOMOBILES — MOTORIZE YOUR SHOW.

Write

CHARLIE T. GOSS

With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

USED SIDEWALL

Good as new. 3,000 feet, 8-ft. high, any length, specially priced 23c Foot. Concession Tents, 8x10, \$27.50.

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Supply yourself with the most reliable Targets made. \$6, \$7, \$8 and \$10 per Thousand. Orders shipped promptly on receipt of deposit. We build and sell Short Range Shooting Galleries.

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BABY ELI Wheel. Ideal for Fairs and Celebrations. Moves on a 1 1/2-ton truck. Sets up in 1 1/2 hours. One man to operate. Complete with electric or gasoline power, weighs 2,504 lbs. A **BIG ELI** Quality Product, built for many years of dependable operation and money-making. Ask for additional information.



ELI BRIDGE COMPANY

Builders of Dependable Products,
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Great Aspirin Shows!

AL C. HANSEN is reported to have a carnival on the road titled **Hansen's Great Hippodrome Shows**.

THE FINEST bingo counters **Red Onion** ever saw were on the bingo game with **Dodson's World's Fair Shows** this season.

OUR MIDWAY never heard how much damage the recent storm in **Calgary, Alta., Can.**, did to the midway and attractions there.

BUSINESS with **Byers & Beach Shows** is reported improving. **Carl W. Byers** and **Harry Beach** are plugging along and trying to do business in a business way.

ARTHUR PRESLEY cards from **Warren, Pa.**: "Am manager of the **Midget Village** with **Max Gruberg's World's Exposition Shows**. Business is good."

ONE OF THE "largest" carnivals should play **Cincinnati**. It cannot be done, however, by general agents who are glued to the "Magic" Carpet," **Hotel Sherman, Chicago**.

Our Midway

By **RED ONION**

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

tour of a noted magician this fall and winter. He has taken a number of them around the world on tours and can do it again in the regular **Bleyesque** manner.

LOU LOUETTE cards from **Hunaewell, Mo.**: "Have severed my connections with **Gross' Cavalcade of Wonders**. Now have side and snake shows with **Barlow's Big City Shows**. Business here at the three-day **Home-Coming Celebration** was good."

MRS. L. E. ROTH, secretary-treasurer of the **Blue Ribbon Shows**, letters from **Booneville, Ind.**: "Now that I am back home I wish to thank my many friends for the many letters, cards and flowers sent me during my long illness."

R. B. BOOKER, secretary-treasurer **Hilderbrand's United Shows**, writes a good straight-to-the-point business letter. Very few words but says what he means. Last heard from he was busy in the office wagon at **Yakima, Wash.**

ROY G. MARR carded from **Bismarck, N. D.**: "Have ball games and percentage with **All-American Exposition Shows**. Business was good July 4 as it did not rain until late at night. **Mrs. Marr** and

E. Willis, the general agent for whales, visited your shows some time back and said you had a unique carnival organization.

DAVE JARRETT, of **Rockford, Ill.**, and former circus man, is truly the carnival man's friend. He has a kind heart, a sense of humor and knows people, having traveled far and wide during his days on the road. Ever see him do a roller-skating act?

IT IS probable that **F. E. Gooding** will place more and a greater variety of riding devices on the **Ohio State Fair grounds** this year than ever before seen on a midway at one time. No shows are permitted at this great annual event at **Columbus**.

"The Show With a Worth-While Reputation." This is a slogan of one, but they should all be that.

RALPH N. BLISS cards that he and **Dennis O'Leary** stayed around the **Pittsburgh territory** for several weeks but did not find money growing on trees, so they moved into **West Virginia**, he carded from **Fairmont**.

FAIR AT HOME is a good carnival title and **George W. Traver** is the general manager. **George W.** is the man who "chautauquized" carnivals, which a magazine carried articles about recently.

WALTER SAVIDGE cards from **Schaller, Ia.**: "The *Billboard* readers can believe it or not, but my rides are doing 50 per cent better business to date than in 1937. Have the same crew on each ride we opened the season with and all are well. We are playing celebrations."

JIM McHUGH joined **World of Mirth Shows** some weeks back as press agent but for some reason withheld the news. When press agents join shows and leave shows it is news, but some do not think so. Funny people in this old world of ours.

CLAUDE BARIE, of **Hilderbrand's United Shows**, lettered from **Aberdeen, Wash.**: "O. H. **Hilderbrand**, owner of this show, has a line-up of about every attraction that can be booked, but his main one is his charming one-year-old daughter, **Betty Joan**. Do they strut?"

WHEN A ROLLDOWN is used as a "free attraction" with a carnival it should never be located jam-up against the main entrance marquee.

PENNY ARCADES: There is plenty of room for improvements in **Penny Arcades**. An old-fashioned squawky piano does not do them any good as far as being attractive is concerned. Look over what the **International Mutoscope** people have to offer and get busy improving your arcade.

CHIEF WILD SUMMERS cards from **Williston, N. D.**: "Am from **Minnesota** and if I do say it myself I am the 'world's Indian boy fire eater.' Took in the **Fairly & Little Shows** at **Wahpeton, N. D.**, July 30 and met **Nick Blue Sky**. He helped me take down the girl-show top."

W. F. HARDEN, of **Los Angeles**, some time back reported himself as an invalid but interested in *The Billboard* and show business, as **Mrs. Harden** is in show business and a member of the **Ladies' Auxiliary of the Pacific Coast Showmen's Association**. Our Midway has been wondering how **W. F.** is now.

GIVE CREDIT: **Doc Waddell** always properly prepares pictures he submits for publication. He also closes his letters with "LOVE—Good That—PRAYER." However, **Doc** probably thinks it is right to conduct **Sunday Schools** on carnivals that are not "Sunday School" carnivals.

JAMES FLEMING, formerly with **Ringling-Barnum** circus, visited *The Billboard* office last week. He is managing **Mrs. Josie Karn's Australian Bird Circus**. He left town to look over some of the larger carnivals with the idea in mind of joining one if he can get placed as he wants to.

There are plenty of fairs that are not worth the percentage or flat rate they ask and get, but what can or is the average carnival manager going to do about it?

HARRY LEWISTON, who has side show with **Conklin** shows, writes that

PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 5 Jack Pots, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
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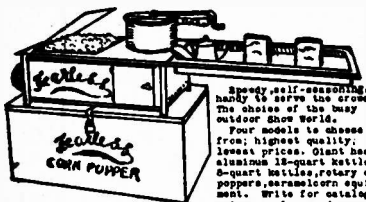
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GOLDEN—Jumbo (Dynamite) O-MI-JAP (hullless). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Corns (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).
BRADSHAW CO. 31 Jay Street, NEW YORK CITY.



DID YOU EVER WALTZ WITH A REGAL PYTHON? The saurian in the above picture measures 27 feet, says **Walter Hale**, press agent for the **Beckmann & Gerety Shows**, and **Doc H. D. Hartwick**, holding this "monster," voices that this reptile trips the light fantastic with a slither all its own. **Doc** was snapped with his jungle partner by **J. W. Conklin**, official photographer for the **Milwaukee Museum**, when the shows played the **Mid-Summer Festival** in that city recently. **Doc** gets considerable publicity as the "Carnival Frank Buck," and **Barney S. Gerety**, who enjoys a bit of sly wit, has remarked "That as long as **Doc** gets his picture in the papers we do not have to pay him, but the snake must be fed." In the background is seen a portion of the **Monsters show front**, and **Ruben C. Rymer**, of the shows, and an unknown spectator looking on with apparent interest.

Great Stuck-in-the-Mud Shows!

MABEL FONDA TRIO, free act, closed with **Greater Exposition Shows** and joined **Lynton DeWolfe's** unit, which started out from **Cincinnati** recently to play fairs.

WHAT EVER became of **Mr. and Mrs. John L. (Jack) Murray**, **George L. Dobyns**, **Joseph G. Ferrari**, **James T. Clyde**, **Mr. and Mrs. Raymond E. Elder** and **John Alexander Poillitt**?

FRED CHRIST! What is doing now? How about **Christ United Shows** later on in the season? Stay in the business, as fall will be good for fairground and celebration amusements.

WILLIAM McCULLOM cards from **South Bend, Ind.**: "Left **Kline Greater Shows** and back with **Sailor Harris** and his **Believe It or Not Wonders** on **Zim-dars Greater Shows**."

Some people are very happy to say that everything is all wrong.

FELIX BLEY is likely to manage the

myself are consistent readers of **Our Midway**. More power to **Red Onion**."

FAIR SECRETARIES, celebration committees and chambers of commerce: The carnival editor does not book carnivals. If you need a carnival your problem is with the advertising department of *The Billboard*—not the editorial.

SLIM AUSTIN cards from **Ronan, Mont.**: "Slebrand Bros.' **Piccadilly Circus-Carnival** is doing good business thru **Montana**. It will play in **Idaho** and **Utah**. Am closing with them **August 10** and returning home to **Los Angeles**."

ONCE AGAIN: Advertise your business to stay in business or you will eventually have to advertise your business for sale.

HARRY COFFIN visited *The Billboard* recently on a trip from **Mt. Clemens, Mich.**, to **Cincinnati** on business. He promises an important announcement soon which, he says, will doubtless be of interest to outdoor show people.

HOWARD POTTER! Send in some news about the **Buffalo Shows**. **Macon**

he had big weeks in Medicine Hat, Moosejaw, Lethbridge, Yorkton and Mel-fort, Can., and that remainder of season looks very good. Harry Ritley is joining his wife, Jo Ritley, on Conklin shows in Peterboro, Ont., Lewiston also states.

DAVID W. TATE, one time known as "Whitey," is now an executive of the Amusement Sales Co., which features mammoth bingo games and has been very successful. David W. was one of if not the first candy-wheel men, and at that period of the carnival era they called it "demonstrating candy."

PEOPLE WITHOUT IDEAS somehow never fail to try to capitalize on the ideas of others. Take the carnival merger, for instance. Red Onion knows who first laid out the plan for such a combination. However, there is "grave fear" there will be no combine, so therefore "credit" will be "Gone With the Winds."

MATTHEW J. RILEY, general agent of Endy Bros. Shows, once said that it was rain, mud and raging elements that kept show business from being overrun with suckers. He is also author of the *Old Equalizer* and not the man who claims most of the credit for it. During his lifetime Red Onion has received one letter and one telegram from Matthew J. He is, however, a prolific conversationalist.

IN HOSPITAL: Ted C. Taylor, of Fun-land Shows, cards from Hardinsburg, Ky.: "Dick (Blackie) Morgan, formerly of New Deal, Happy Days, Rubin & Cherry and other carnivals, for the past two years has been in the Dell Tower Tuberculosis Hospital, Montgomery, Ala. He does not ask donations, but would like to hear from friends and to get reading matter."

"TRUCKING" is dancing and also means hauling goods and show paraphernalia. Why ask what is the matter with the English language and why some people find it so hard to master.

TOM HASSON cards from Illion, N. Y.: "Samuel D. Eddy, professionally known as 'Determination Eddy,' has been released from Mountain Top Sanatorium, where he was recuperating from a serious operation on the brain. Some defect caused him to lose his memory, but he has fully recovered and is back at work. He has been with my show all season."

W. R. HARRIS, general manager of the Model Shows, cards from Danville, Ky.: "We wish to thank *The Billboard* for its co-operation and as a result we were enabled to send two rides and other equipment to play the St. Agnes celebration in Louisville last week. Our engagement in Danville showed fair business, despite rain at intervals during first three days. Again thanks to *The Billboard*."

PERSONAL AFFAIRS: What men and women do or do not do to each other and their family affairs are of no concern to *The Billboard*. Therefore Red Onion wishes that scandal mongers and gossipers would stop sending in their drivel to Our Midway. To make their contributions more insulting they insist that they be published. Under no circumstances will they be published, so to low-brows we say, "Stop it!"

BILLY WINTERS cards from Wilber, Neb.: "Fredricks Amusement Co. played a three-day celebration and picnic here. Streets were crowded and all attractions got money. People out here are real show-going folks. Fredricks has Delbert Nye, bounding rope and hand balancing; Starey and Starey, crazy kar and novelty bicycle stunts, and Victor Drumm, high tower, as free acts. All on the show are satisfied with the management and business."

CYCLONE HARRY BAKER, motor-drome rider, letters from Wildwood Beach, N. J.: "Max Goodman, of Goodman Wonder Show, extended every courtesy to some of my relatives when they visited his shows at Duluth, Minn., and I certainly appreciate it. Am here with Joe Dobish's motordrome and could not be with them, so I think Max displayed both fellowship and showmanship in the manner in which he entertained my folks."

CRACKED CORN on Bingo games: "It has been brought to my attention that it has been so tough around some shows this season the East that Bingo operators are using cracked corn as markers.—R. F. McLENDON.

One carnival general agent opines that railroad mileage is hardly worth picking up. Well, why? Answered with a question. Some, not all, abused the privilege when the railroads were liberal with their "script." Business is business and fair play is essential in show business, but there are some in the business who do not seem to know right from wrong and as a consequence they will continue to mess up the business. What are you going to do about it?

"SKILL-O tops Merry-Go-Round receipts!" Following was received from a concessioner who still thinks gyp concessions are a part of show business. Question: Would a midway composed entirely of gyp concessions get money from the natives? We don't think they'd get a dime under any conditions if they were not surrounded by a band, free acts, shows, rides, bingo and a few other units of a carnival, including a cook-house.

ROY E. LUDINGTON cards from Merced, Calif.: "We are back in the big tree country. In fact, a roadway runs thru one of them and a 32-foot Merry-Go-Round could be set up in the opening. The tree is 'Wawona' in the Mariposa big tree grove. Weather is warm in this section now." Well, Roy E.,



MRS. TEX BRIGGS, daughter of Mr. and Mrs. Red Watson, all of whom were at one time with Ringling-Barnum Circus as the Riding Watsons. Mrs. Briggs was on the World of Mirth Shows for five years along with her husband, which engagement ended in 1937. She is now resting at Coney Island, N. Y., and taking life easy along with her pet dog, Buster, who sits at her feet. He was with shows for three years. Photo was taken at Coney Island recently and furnished by Mrs. Red Watson. Note the roof of a house on Jones Walk and the Wonder Wheel and Virginia Reel rides in the background with the Atlantic Ocean two blocks distant.

why not set up a Merry-Go-Round in that big tree as a publicity stunt? Red Onion thinks you are a born press agent at that.

BARNEY L. LAMB wrote from Fulton, N. Y.: "When I get my copy of *The Billboard* I turn to the carnival department first. Business with us has been very bad due to variable weather, and the people who visit the Art Lewis Shows do not seem to have any more money than a lot of others who visit other midways. However, all on the show and show visitors give Art Lewis all due credit for keeping the equipment up and the show moving. The cookhouse back of our Side Show is still serving full and regular meals."

BACK IN THE BOTTLE: Several carnival managers have poured their press agents back in the bottle this season. Too bad, but what else could they do. When the season is on nothing should interfere with work men have been assigned to do.

PRINTER - PRESS AGENT: **EDDIE KELKER** wrote from Seguin, Tex.: "Am a talker and also a printer. As a printer I manage to get a few days' work in newspaper offices in each town, so I keep busy. Ira Brudick is building up the All Texas organization into a good show. I generally get good newspaper publicity in each town by working for and co-operating with the newspapers. Many

thanks to and good wishes to *The Billboard* for the nice way it handles our show news."

HILL BROS.' CARNIVAL in England, locates its double Loop-o-Plane ride in the center of the midway and has it inclosed with an ornamented circular fence. In the United States and Canada this ride is usually located on the side lines of a midway with a square fence. Why? For many long years in foreign countries riding devices have been highly ornamented. Only in recent years has much attention been given to "high ornamentation." It is time for concessions to have more ornamented fronts than some of them now have.

TED C. TAYLOR cards from Elizabethtown, Ky.: "The stand here marks the seventh consecutive Saturday night the Funland Shows have lost. Six were due to rain and one by the power company's terminal burning out at Taylorsville, Ky. Show has had tough breaks, but everybody is mighty happy to be able to keep going and to stay off the relief rolls. Mayor Miller and fire chief of Taylorsville, Ky., signed the shows for their first fair to be held in five years. Dates are in August and they will have exhibits, live stock and other fair features.

BUSINESS BETTER: **W. G. Wade**, owner-manager **W. G. Wade Shows**, letters from Newberry, Mich.: "Business was very bad for us early in the season in the Detroit sector. However, it began to pick up when we played Ludington, Mich., week ended June 25. Since then it has been very satisfactory. Newberry was our last stand in the upper Michigan peninsula and we crossed the straits July 31 for Traverse City, Mich."



ADVANCE STAFF that is keeping Charles A. Hartzeberg's Keystone Shows on the map this season. Left, William C. Murray, general agent, and William Cooke, special agent. Murray has been in show business since 1913 and during the years between has been with late Leon Washburn Mighty Midway, Smith Greater, Dykman & Joyce, Krause Greater Shows and others. Photo was taken in front of the show's main entrance July 4 at Rimersburg, Pa.

where we played for American Legion. After Manistee date we start fair season. Fred Hargan joined at Newberry with his new Ro-Lo funhouse."

HARRY E. BAUER, aerialist, letters from Indianapolis: "Sue and I closed our 15-week engagement with F. E. Gooding Greater Shows, No. 1 unit. It was very pleasant indeed and we cannot say too much in praise of this organization, as we were really treated swell and they met all obligations to the letter as per contract. We opened our fair dates at Brownstown, Ind., and have fairs

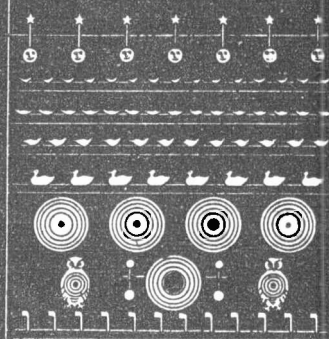
booked in Wisconsin, Iowa, Nebraska, Illinois and Ohio. Now booked up to the Circleville (O.) Fair. Later we will go to Florida to rest and fish. Regards to *The Billboard* and Red Onion, too."

ERNIE (POP CORN) SHELL letters from Conneaut Lake Park, O.: "After hoppershotting for early part of season, doing everything from working with train crews to flat stores, I wound up in this park. Been with Mighty Sheesley, West's World's Wonder, J. J. Page and James E. Strates shows. Now getting C. C. Smilthson's rabbit game in shape for fairs in Northern Michigan and Wisconsin. Have not made any money so far this season, but have had plenty of fun. Now I must get myself and a bank

EVANS

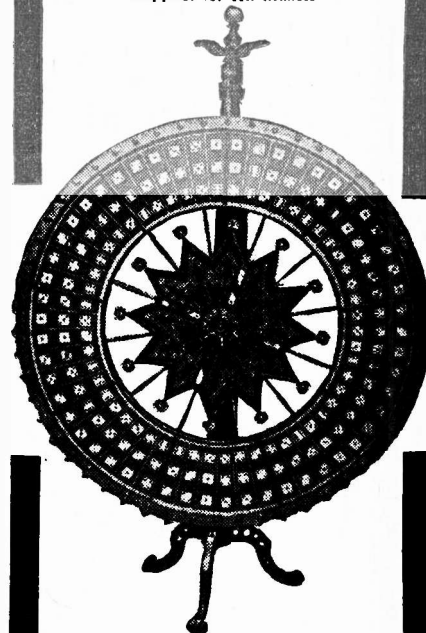
MONEY MAKERS

Relly on Evans 46 Years' Experience for Latest and Best Amusement Equipment.



SHOOTING GALLERIES

IMMEDIATE DELIVERY. Complete Line of Shooting Galleries. Supplies for All Makes.



EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds \$7.50 up

EVANS ALUMINUM MILK BOTTLES

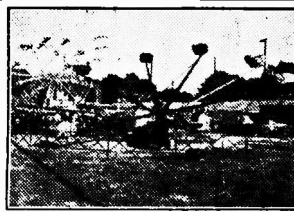
Far superior to old wood bottles. Sound like falling glass when knocked over.

\$10.50 PER SET

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H. C. EVANS & CO.

1520-1590 W. Adams St., Chicago, Ill.



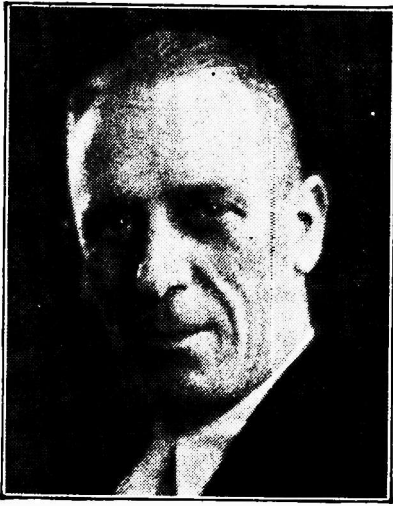
OCTOPUS LOOP-O-PLANE TWO BIG WINNERS

PERMANENT OR PORTABLE.

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

E. Gooding, James E. Strates and George W. Traver. Have more prospects in hand. Some prospective buyers are awaiting better weather, with which good business will follow, is my opinion. The Boomerang at Feltman's Pavilion, Coney Island, N. Y., has proved a big success. It is a 12-car unit, with Niagara Falls and other effects. Am getting nibbles for a Boomerang to be installed in the New York World's Fair grounds. I read the Carnival Department of *The Billboard* regularly and nothing seems to be lacking. I was well pleased with the endorsement the Boomerang got from F. E. Gooding. Am well pleased about the whole matter of Boomerangs."



HIS IS A UNIQUE BUSINESS: Here is a likeness of Jack E. Dads-well, former newspaper editor, columnist and carnival press agent. For four seasons he was with the *Royal American Shows* and distinguished himself as a photographer and exploitationist. Part of this season he has been devoting his time to making photographic shots of carnival activities for newspapers. *The Billboard* and other national publications as a free lance. He has made photos on Rubin & Cherry, Hennies Bros., Greater Exposition and Johnny J. Jones shows since closing his engagement early in the year with *Royal American*. He plans future activities in his new special work which will take him practically all over the United States before the end of 1939.

BOILER ROOM: Walter B. Fox refers to editorial departments of news and trade papers as "boiler rooms." He wrote from Des Moines, Ia., when on a mission as general agent for Wallace Bros.' Shows of the tall corn section: "Two show letters a month should satisfy the praise agents of all shows except the big railroad organizations. This policy of mine for our shows should give all an equal opportunity to be seen and heard. At Fort Dodge, Ia., I finally had the opportunity to look the Goodman Wonder Show over. Max Goodman has a nice-looking show and there are no 'flat stores,' for which I give him credit. It is almost impossible to work the 'flat ones' in Iowa. Missouri and Mississippi have passed most stringent laws regarding them. It may eventually be so that the 'lucky boys' may have to seek other gainful employment. Regards to A. C. Hartmann, Claude R. Ellis, Charles Wirth, Bill Sachs and Red Onion." Credit to whom credit is due. Walter B. Fox is one of the few who can and does press agents work in advance of a carnival. Some others should give a thought to becoming more versatile in advance than they are now.

Tribute to Women Of Tented World

By LARRY MULLINS
(Of Western States Shows)

NORTH PLATTE, Neb., Aug. 6.—It was the time of evening when the setting sun was casting its final shadow across the tall, majestically spread trees of a modern tourist camp located in this city.

The cool breeze was flapping the artistically decorated curtains that adorned the windows of a showman's trailer nestled beneath in the shade of the trees.

From the trailer came the pleasant voice of a woman singing a song that made me want to join in with an off-tenor "la de de de da." One could easily tell that the song came from a heart that was happy.

I moved a little closer to the window so to see without being noticed just what prompted this pleasant outburst of song. There, seated on a divan, was an attractive member of the show sewing buttons on her husband's shirt.

The women of the tented world are not only wives and mothers; they are also business partners, helpers, advisers and bankers. Yes, bankers. How many times has the reader heard this remark, "I could let you have it now, but I will have to wait until I see my dear wife; she has all the money?"

Now that the 1938 season is well under way and we have paid tribute to the many carnival owners for their "Bigger and better shows," complimented the various showmen for their "New and novel features," as well as all other branches of the carnival business, let us give credit where credit is most due, to the best trouper in the business, **THE WOMEN OF THE TENTED WORLD!**

WESTERN STATES

(Continued from page 38)
Both events fully justified the business acumen of Owner Jack Ruback and General Agent J. A. Schneck.

The show made its debut into Utah when it played the Salt Lake City celebration. The entire set-up was ideal, located one block from the center of the city, backed up by many well-established events and with stories and pictures carried daily in *The Deseret News*, *The Tribune* and *Telegram* the date could not have been anything other than a red one. A final check-up on the three 10-cent pay gates revealed that 25,000 people had paid admission to the midway.

Long Move, Salt Lake to Cheyenne
After traveling 466 miles to Cheyenne everything was ready to open Monday

night. The "Frontier Days" Celebration officially opened Tuesday, billed as the daddy of them all, was a week of continuous merriment and whoopee. Cars bearing the licenses of practically every State in the Union could be seen. This was the second time for the show to play this event.

There was very little activity on the midway until the grand-stand features were over, but from 6 o'clock in the evening until the wee hours of the morning it was a carnival owner's dream come true. Leading financial returns from rides were brought in by the Skooter. One man held the exclusive on this ride for over an hour. He purchased double-priced tickets for his party consisting of 20 or more and they rode to their hearts' content. The net gain for the various show operators was highly satisfactory. Reported by Larry Mullins.

DODSON'S OUT

(Continued from page 38)

Akron giving the show two real red ones.

The high spot of the season was Sandusky, on Lake Erie. First show in this town in 15 years, and, while considerable opposition was experienced from officials at Cedar Point, the show had one of the largest still dates of last five years despite rain on Sunday. That day thousands of visitors crowded the downtown streets.

Considerable building and painting is being done by Bert Miner, assistant manager, and crew. All wagons have been painted red, with the title of the show in letters of a specially prepared gold paint. All the fronts have been greatly enhanced with hundred of yards of lumite which seems to withstand the wear and tear of the road and gives impressive effects. Bill Harvey and train crew painted the train red, white and blue.

Several big semi-tractor bodies from 20 to 24 feet in length were purchased in Cleveland to replace some of the wagons. A 70-foot all-steel baggage car was purchased from the Model Shows and the train and rolling stock is in fine condition.

Present Policy To Continue

Very few changes in the personnel of the show with the exception of E. C. Gunnels, billposter, being replaced by Harry Droege, and Jack Paige taking charge of Gay Paree, Chez Le'Femme and True shows when Lillian Murray left to join another carnival. William Fisher added to the office staff as assistant to Vernon Korhn.

Tri-weekly parties of the Arthur E. Dodson American Legion Post have been a huge success, due to the untiring ef-

MARKS SHOWS, Inc.
MILE LONG PLEASURE TRAIL
WANT---NOW---WANT
CAN PLACE FOR THE FOLLOWING OUTSTANDING CELEBRATIONS and FAIRS

Beckley, W. Va., auspices Police Dept., week August 8. Oak Hill, W. Va., American Legion Fair, week August 15. Richwood, W. Va., Spud and Splinter Festival, week August 22. Greenbrier Valley Fair, Ronceverte, W. Va., week August 29. Roanoke Fair, Roanoke, Va., week September 5. Lynchburg Fair, Lynchburg, Va., week September 12. Great Mount Airy Fair, Mount Airy, N. C., week September 19. Cumberland County Fair, Fayetteville, N. C., week September 26. Charlotte Agricultural Exposition, Charlotte, N. C., week October 3. Great Pee-Dee Fair and Tobacco Festival, Florence, S. C., week October 10. Athens District Fair, Athens, Ga., week October 17. Great Dillon Fair, Dillon, S. C., week October 24. Week October 31 pending. Home Coming and Armistice Celebration, Hopewell, Va., week November 7.

CONCESSIONS: Legitimate of all kinds; no exclusives except Cookhouse; only carrying a few concessions at the present.

RIDES: Wanted—Stratoship, Twin Loop-o-Plane and Boomerang.

SHOWS: Big Snake, Flea Circus, Fat or Midget Show or any attraction capable of getting money. Will furnish complete outfits to showmen of proven ability.

RISE HELP: Grinders, Talkers and useful people in all departments wanted; preference given to semi-trailer drivers.

Write or wire JOHN H. MARKS, General Manager, Beckley, W. Va., this week, then as per route.

MARSHFIELD, MASS., FAIR
August 22 to 27, Inclusive—6 Days, 6 Nights
WANTED—RIDES: Octopus, Kiddie Rides. **SHOWS:** Monkey Drome, Monkey Circus or any Grind Show. **CONCESSIONS** of all kinds.
Fairs to follow: Lewiston, Me., September 5 to 10; South Paris, Me., September 13 to 17; Farmington, Me., September 20 to 22.
FREE ACT WANTED for weeks of August 15 and August 29.
For space write or wire **DICK'S PARAMOUNT SHOWS**, Morrisville, Vt., to August 13, and Middleboro Mass., week of August 15.

WANT FOR RICE CO. FREE FAIR
LYONS, KAN., WEEK AUGUST 22,
SHOWS, RIDES, CONCESSIONS.
SHOWS with own, 20%. We have two Tents. Can furnish others. Account I. J. Clark leaving. Cook House, Bingo. Photo, Ball Games and all other Concessions open. No X at Lyons. This will be one of Kansas' Biggest Fairs. Both oil and good crops. Those wishing can join show for long season South, as we play and know the South. This week, Caldwell, Kan.; then care Chamber of Commerce, Lyons, Kan.
GREATER U. S. SHOWS
P. S.—Want Electrician. H. J. Clark, Pat McGinnis, Concession Agents.

CAPABLE TALKER WANTED
FOR LARGEST MARRIED COUPLE IN THE WORLD.
GOODMAN WONDER SHOWS
WINONA, MINN., AUGUST 8 TO 12.

forts of the present officers. Ladies' bridge club holding weekly sessions in local hotel, with Mrs. C. Guy Dodson and Mrs. Melvin G. Dodson holding the winning honors to date. Juvenile Social Whoopee Club, headed by Ruby Dodson and Duina Zucchini, sponsoring parties for the kiddies of the show.

Contrary to reports, Dodson's World's Fair Shows have enjoyed a fairly successful season to date and, according to C. Guy Dodson and Melvin G. Dodson Sr., the show will go thru the season without exhibiting at any fairs. The Dodson brothers claim that just as long as their show can play to as many as 25,000 people weekly it would be suicide to exhibit inside of a pay gate other than the shows' own. Independent showmen on the midway seem to be satisfied with the present set-up. Reported by Roy B. Jones.

MRS. ELLIS WINTON
(Continued from page 38)

The show were present and Mrs. Winton was taken by surprise as the arrangements were all made without her knowing anything about it. A big dinner was prepared by all the women of the organization and a repast was set in one of the show tops fit for a queen.

The band marched into the top playing a special selection. "Uncle Bob" Hallum then got up and spoke about the honored guest, and the dramatic speech that "Uncle Bob" made brought

tears to the eyes of Mrs. Winton and many others around the festive board. She was presented with many useful gifts. This occasion will long be remembered by showfolks of the Cumberland Valley Shows. Reported by F. S. Reed.

SAM LAWRENCE
(Continued from page 38)

Hamlet, N. C.; Conway and Kingtree, S. C.; Fitzgerald and Waycross, Ga.

In speaking of the season, in part, Lawrence said to a reporter for *The Billboard*, "Business has been spotty, due to bad weather at times and at other times to local industrial conditions. However, there is a noticeable uptrend. Show played Wellsboro, Pa., to excellent returns and several stands of recent date have been profitable."

"We are happy to state that most of the people who joined at opening are still with it and the staff is intact. The late fall fairs should show good returns."

DOVER, Del., Aug. 6.—Hollywood Follies, Inc., was incorporated here to produce exhibits and carnivals, with a capital of 1,000 shares, no par value. The incorporators are M. S. Cook, A. L. Raughley and J. M. Townsend, of Dover.

OGDEN, Utah, Aug. 6.—Monte Young's Shows closed week here after the best "Pioneer Days" in the five years Young has had midway.

Pioneer Days Make a Profit

OGDEN, Utah, Aug. 6.—Receipts from Pioneer Days, ending on July 25, totaled \$19,391, with expenses of \$15,000, according to Frank Vause, treasurer. Mayor Harmon Peery and his committee termed the celebration a success in every way and particularly from a financial standpoint. Ogden has netted several thousand dollars each year and the rodeo was termed the best ever presented here. A new feature on July 24 and 25 was a show at Ogden airport, featuring Tex Rankin, movie stunt man; Laura Ingalls, transcontinental flier, and George Cook, parachute jumper. The rodeo drew big crowds to the Stadium. Annual Ogden Horse Show was held in conjunction. Mayor Peery said the 1939 celebration will be on five days instead of seven.

Two big parades, one for kiddies, drew thousands from near-by towns. Ogden's Old Mill, a new advertising year-round feature, erected with money made from (See PIONEER DAYS on page 57)

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Covered Wagon Days a Success

SALT LAKE CITY, Aug. 3.—With receipts of about \$36,000 and expenses about \$29,000, Covered Wagon Days' five-day celebration closed here on July 25, celebrated as Pioneer Day. Gus P. Backman, celebration chairman and secretary of the Chamber of Commerce, said more interest was shown than ever before. The rodeo was better attended than last year. A parade on the last day drew an estimated 100,000 onlookers.

Western States Shows on Auerbach Field were the largest of their kind to play here. Rides and shows had a good play. Free acts at the carnival included a high diver. *The Cavalcade of Pioneers* was the feature so far as presenting a replica of the coming of pioneers into Salt Lake City Valley. University of Utah stadium housed 10,000 on night of July 24. The parade ended in Liberty Park, where Art Gardiner had concessions. A kiddies' costume parade had more than 5,000 youngsters.

Free acts presented on main streets included Billy Crowson, high wire; Great Ricardo, high swaying pole; Janet Sisters, dancers; Evers and Dolores, tight wire; Two Jays, comedy acrobats; Hudson and Hudson, hand balancers, and Keene Twins, tumbling. Freddie Miller was emcee. Steve Moloney again handled publicity, as he has done since the celebrations started in 1935. Altho it is not possible to give complete financial returns as yet, it is said the celebration is in the clear again. J. Farley White handled ticket sales, with business houses co-operating.

70 Times Town's Population Drawn For Centen Event

GREEN CAMP, O., Aug. 6.—Centennial Celebration here on July 20-23 was one of the most successful ever held in this section, when 45,000, 70 times the town's normal population, attended from surrounding territory, said Dana G. Barber, secretary. Special night was set aside for the American Legion. Thursday night a historical pageant was given and Friday night about 25,000 saw a parade.

Over 100 served on committees which began work eight months ago with a home talent show to raise funds and sell \$600 in advertising for an 80-page historical booklet. Chairmen were J. B. Porter, Arthur E. Haberman, Noah H. Clinger, Ivan R. Barnhart, M. B. Weston and F. T. Uncapher.

Free acts were Unicycle Hay; Three Macks and Steiner Trio, bar and comedy. R. A. Jolly's Ferris Wheel, Merry-Go-Round, Loop-o-Plane, bicycle and auto rides were on the midway, as were Tim Nolan's and Edward Thompson's athletic and glass shows.

Concessioners were W. L. Cassidy, blanket wheel; Don Stewart, novelties, milk bottles and balloon pitch; C. L. Walker, cat rack; Gene McDonald, cigaret shooting gallery; J. F. Selbert, hucklebuck; Fred Zimmerly, snowballs; R. Saylor, high striker and milk bottles; C. R. Prettyman, pop 'em in; Ralph Tanner, photo gallery; Cliff Thomas, bingo and milk bottle; James W. Burke, devil's bowling alley; Mrs. E. M. Arbogast, candy floss; A. Phillips, pop corn and peanuts; Fay Dixon, African dip; Thomas Nugent, pitch-till-you-win; Butler's long and short range lead galleries; H. B. Swigert, novelty canes; E. L. Schultz and L. A. Dixon, ice cream; Lee Roy Cupp, carmel corn; Robert Davis, adda ball; Robert Davis, radio wheel, and Ervin and Tibbals, root beer.

Attractions Break Records As Ill. Fete Makes Profit

ARCOLA, Ill., Aug. 6.—Altho hindered by weather, a good program of acts and attractions broke attendance records at the Annual Home-Coming Celebration sponsored by the Chamber of Commerce here on July 25-30, and the committee finished in the black, reports Chairman Thomas Monahan. Featured was a broom-corn palace, with displays from foreign countries.

Byers & Beach Shows on the midway reported good business. Free acts were the Danwills, Will Hill's Elephants, Peerless Potters, Radke Sisters, Tarzan and Naida-Pareez.

Three orchestras, led by Ted Flo-Rito, Clyde McCoy and Tony Martin drew big crowds, with Martin breaking attendance records Saturday night.

Newcombe Active in Idaho

TWIN FALLS, Ida., Aug. 6.—American Legion Post-sponsored celebration, Idaho on Parade, closed a successful six-day run here on July 23 with 10,500 at *Steege of Argonne* fireworks. White City Shows played to good crowds and business, said Ted F. Corey, manager. May Collier, high diver, and Marlo and LeFors, aerialists, drew throngs nightly. There were a public wedding, crowning of Miss Victory, boxing, Baby Show, big parade and eight-county picnic. Verne Newcombe, well-known Western showman, was director, and J. Edward Warner, general chairman.

WANTED
RIDES—CONCESSIONS
BALLOONIST
DEXTER KIWANIS CARNIVAL
September 5-6-7
Write JOHN F. HOEY, Dexter, Mich.

AMERICAN LEGION
HOMECOMING
AT PIPER CITY, ILL., SEPTEMBER 2-3.
Two Big Days and 2 Big Nights. No Gate Charge.
Concessions and Shows Wanted.
R. R. ROBERTS, Chairman.

WANTED RIDES
ACTS AND CONCESSIONS.
NIANTIC HOMECOMING
September 8, 9 and 10.
NIANTIC, ILL.

WANT TO RENT
5,000 PORTABLE SEATS for September 7 to 10.
Write or Wire
ART OLSON, Sec'y.
Creston, Ia.

WANTED
For week September 20, good, clean Carnival with at least ten Riding Devices, fifteen Shows and two outstanding Free Attractions, for Cotton Festival. Should draw 40,000 thru gate.
DELTA STAPLE COTTON FESTIVAL ASSN.,
Clarksdale, Miss.

WANTED
SHOWS, RIDES AND CONCESSIONS
2ND ANNUAL FALL FESTIVAL, AUGUST 25-27
Write or Wire **AL TABOR,**
3921 S. Broadway, Englewood, Colo.

WANTED
Rides and Concessions for Free Melon Days at Gutterberg, Ia., August 23, and Bellevue, Ia., August 24, 25. Percentage. Write
CARE GENERAL SALES CO., Dubuque, Ia.

WINDOW CARDS
14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
BOWER SHOW PRINT MADE IN U.S.A. **FOWLER, IND.**

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Dickey Signs Radio Names For K. C. Annual Jubilesta

KANSAS CITY, Mo., Aug. 6.—Lincoln G. Dickey, general manager of Kansas City Jubilesta, third annual, announced signing of added attractions for the fall festival in Municipal Auditorium. With his assistant, Peg Willin Humphrey, he returned from a shopping trip to Chicago, third he has made in the last two months.

Heading list of new acts are Henry Burr, veteran singer; Uncle Ezra (Pat Barrett), of an NBC show, and Hoosier Hot Shots. Also signed was the cast of 46 of a CBS Sunday show, *Laugh Liner*, starring Billy House. Previously contracted are Rudy Vallee and company and George Burns and Gracie Allen. At least a dozen other names will be added within the next month, Mr. Dickey said.

No attractions have been signed yet for the Little Theater, Music Hall and Exhibition Hall. Sale of scrip is going well, with more than 100 young women competing for foreign trips with expenses paid.

N. W. Events on Increase

SPOKANE, Wash., Aug. 6.—Of 27 Fourth of July fireworks shows and celebrations in Eastern Washington, Northern Idaho and Western Montana all showed increases in attendance, some as great as 50 per cent, but average takes fell off 30 per cent, according to Herb Sutherland, of Hitt Fireworks Co. Folks were out to see the free attractions. More towns held celebrations than in previous years, Sutherland said.

Va. Firemen Have Profit

LOUISA, Va., Aug. 6.—Altho money was not as plentiful as in previous years, annual Volunteer Firemen's Fair here on July 4 was a financial success, reports L. S. Key, manager. Weather was good and 8,000 attended. There were concessions, fireworks, horse tournament, band concerts, public wedding, auto giveaway and parade led by Shenandoah Municipal Band, with cups awarded fire companies making the best appearance. H. C. Poats' Merry-Go-Round and Chairplane were on the midway and the Flying Sensations were free act.

WANTED FOR NATIONAL POTATO PICKING CONTEST
LABOR DAY, SEPTEMBER 5,
BARNESVILLE, MINN.
Rides, Shows, Concessions, Aerial Acts.
BIGGEST EVENT IN RED RIVER VALLEY.
ROY GOULDEN, Concession Chairman.

THE ARMSTRONG COUNTY LABOR DAY CELEBRATION
Held on the Armstrong County Fair Grounds,
KITTANNING, PA.
September 5,
Has openings for Novelties, Concessions, Penny Pitch and Ball Games. 50,000 people will be on the grounds on that day. Activities will commence at 10 A.M., continuing until Midnight. A Unit of the National Barn Dance to be the main attraction, featuring Lulu Belle and Scotty. Address:
LUKE BRETT, Chairman.

WILLARD, OHIO
On the Main Street,
AUGUST 15 TO 20.
WANT Concessions of all kinds except Bingo and Ball Games. WANT Stock Wheel and other Concessions. Also small Shows that can set up on streets.
This is an Annual Celebration. Write or wire for more information.
T. J. O'GORMAN, Rawson, O.

62nd ANNUAL CELEBRATION
CHIEF PONTIAC POST
No. 1699, V. F. W.
East Carondelet, Ill.
(East Side Mississippi River, near St. Louis)
Double Feature Program at Schwartztreuber Park
September 2, 3, 4, 5, 6 Big Days and Nights.
Over 10,000 people last year.
WANT Rides, Shows, Concessions of all kinds. Also Free Acts.
Address **BOX 15, Dupu, Ill.**

WANTED A CARNIVAL
for the week of Sept. 5-10, 1938.
Address **J. T. DANIELS, Box 106,**
Clymer, Pa.

Annual Fall Festival
SEPTEMBER 14 TO 17, INC.
WANT Promoter, Rides, Shows, Concessions, Small Rodeo on percentage. No gift. Held during Tomato Pack. Factory working. Address
L. A. MASSEY, Chairman, Shirley, Md.

FALL FESTIVAL
MENDOTA, ILL., SEPTEMBER 14-15-16.
Free Rides. Quote price on use of 4 or 5 Rides to
L. J. OESTER, Mendota,
Concessions Wanted.

WANTED
Rides and Concessions. September 3, 4, 5 Except Hamburger, Beer and Bingo Stands.
WATERTOWN CENTRAL LABOR UNION
Watertown, Wis.
ALYCE ROWLANDS, 818 Cady St.

RIDES, CONCESSIONS AND SHOWS
—for—
LABOR DAY
Annual Event; Crowd 5,000 to 8,000.
Write Village Clerk, Shannon, Ill.

WANTED
Rides and Concessions
For Bend, Ill., Home-Coming, September 3, 4, 5.
Address **J. W. CHULICK, Bend, Ill.**

RIDES, SHOWS, CONCESSIONS, FREE ACTS WANTED
FOR THIRD ANNUAL WISCONSIN CRANBERRY HARVEST FESTIVAL,
WISCONSIN RAPIDS, WIS.—SEPT. 16, 17, 18
Same event attracted 20,000 People last year. Sponsored by Junior Chamber of Commerce.
Good business assured. Write
GEO. T. FRECHETTE, Chairman, Festival, Wisconsin Rapids.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

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

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. se24x

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

COSTS 2c—SELLS 25c. FAST SELLING NECES- sity for agents, crews, demonstrators. Sample 10c. Details free. **LINELL**, Box 1963-B, Cleveland, O. tfnx

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 27. CLASSIFIED FORMS CLOSE IN CINCINNATI AUGUST 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

EXPERIENCED SUBSCRIPTION MEN WANTED—Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. se3x

JUMPING BEANS—SAMPLE 25c; \$1.00 HUN- dred; \$5.00 thousand; \$20.00 five thousand; \$35.00 ten thousand. Wire **NATIONAL PRODUCTS CO.**, Laredo, Tex.

LADIES—OWN PERMANENT BUSINESS IN Home Town. Send 10c for sample and details. **NU-WAY MFG. CO.**, 1614 Hortense, Dallas, Tex.

MAGIC RINGS—NEW ITEM, FAST SELLING, big profit, real sales helps. Specialty men, concessioners, pitchmen. Write **H. ACKERMAN**, Box 72, Pontiac, Mich. Judge for yourself, sample 35c refundable. x

MEN'S RAYON DRESS-SOCKS — MISPLATES, values to 35c retail; 10 dozen pair, \$5.30; 100 dozen pair, \$44.00. **MODERN PRODUCTS CO.**, Buffalo, Minn. x

NEW ADVERTISING CALENDAR—SIMPLIFIED one table figures for entire year without pads. Sample 10c. **SIMPLEX CALENDAR CO.**, 225 Second Ave., Lombard, Ill.

NEW FOGLITE INVENTION — STRANGE amber material snaps on headlamps. Pierces fog. Knockout seller. Samples sent on trial. Rush name. **KRISTEE 131**, Akron, O. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. au27x

PERFUME BUDS — COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. au27x

SELL BY MAIL — FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfnx

SIZZLING! HOT! — SNAPPY ILLUSTRATED 3 Color Sho-Cards. Fastest 25c sellers. Cost 4c. Samples 10c. **HANSEN SIGNS**, 3129 N. Linden, Chicago. x

WESTERN OVERLAP COWHIDE BELTS — Beautifully decorated, \$1.50 seller; \$9.00 dozen delivered. No C. O. D. **WALTER DE MOSS**, 458 E. Washington, Indianapolis, Ind. au20x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. se3x

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens; 8 Large, \$10.00; 10 Mediums, \$3.00; 10 Large Water Snakes, \$5.00. Price List. **ROSS ALLEN**, Silver Springs, Fla.; wire via Ocala, Fla. au13x

AGENTS AND SALESMEN
read
DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SNAKE KING**, Brownsville, Tex. au20x

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, Inc.**, Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

DENS FRESH SNAKES — 12 SMALL SNAKES, \$3.00; 12 Medium, \$5.00; 12 Large, \$10.00; 20 Large, \$15.00. **ELLISON MITCHELL**, St. Stephen, S. C.

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LIVE ARMADILLOS—ALL SIZES. COMPLETE Families, \$7.00; each, \$2.00; pair, \$3.50. Prompt delivery. Good feeders. **APLET ARMADILLO FARM**, Comfort, Tex. se24

MARE COLT—BORN IN APRIL WITH RIGHT front foot split like a cow hoof. Will sell reasonably. **R. J. PULLEY**, Zearing, Ia.

PLENTY SNAKES — ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Guinea Baboons, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. se3x

RINGTAIL MONKEYS, SPIDER MONKEYS, Marmosettes, Colombian Parrots, Bee-Bee Parrots, Macaws. Complete list sent. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. se3

SPECIAL—MONKEYS, RHESUS, JABA GREY OR African Green Monkeys, \$15.00 each; \$150.00 dozen. Ringtail Monkeys, all types, \$20.00; \$210.00 dozen. Boa Constrictors, 10 feet, \$50.00 each; 5 feet, \$10.00. Wire cash. **UNIVERSAL PRODUCTS CO.**, Laredo, Tex. x

YOUNG TAME SPIDER MONKEYS, \$16.50 each; Young Tame Honey Bear (Kinkajous), \$20.00 each; Golden Front Parakeets, \$5.00 each; Agoutis, \$12.00 each; Yellow Head Parrots, \$8.00 each. **LACKEYS PET SHOP**, San Antonio, Tex.

4 TRAINED DOVES—WITH PROPS, FIFTEEN Dollars. Climb Ladder, Roll Barrel, Ride Merry-Go-Round and Ferris Wheel. **THOS. L. FINN**, Hoosick Falls, N. Y.

BUSINESS OPPORTUNITIES

MIDGET SPEEDWAY AMUSEMENT RIDE— Boardwalk, Santa Cruz, Calif. Track, Garage, electrical work complete. Sixteen new cars this season. Now operating. Good chance for reliable party. **D. E. CIPPERLY**, 107 Broadway, Santa Cruz, Calif.

LAST CALL

Classified Advertising Forms

for the big annual

Fall Special

issue

Close in Cincinnati WEDNESDAY,

AUGUST 17

"rush your copy and remittance—TODAY"

RATE—10c A WORD, CASH WITH COPY; MINIMUM \$2

The Billboard

25 OPERA PLACE

CINCINNATI, OHIO

PITCHMEN! SOLICITORS! — NEW NO SLIP- ping Garment Hanger ready for market. Absolutely stays put when placed on clothes line. Sells for dime. Blueprint free. Sample hanger 15c. **TRIPLE SERVICE HANGER CO.**, 706 W. Maple St., Centerville, Ia.

POP CORN MACHINES — NEW MODELS. Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. se3x

"QUICK CASH" — DEMONSTRATING NEW Social Security Pocket Keychecks. Rush 25c for sample and literature. **BAHN CO.**, Box 86, Wilkes-Barre, Pa. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—GOLDEN WHEELS, AIRWAYS, Silver Flashes, Ski-Hi, Rocket, \$22.50; Caroms and Spring Times, \$12.50; Cross-Line, Ball Fan and Bumpers, \$10.00; Chico Derby, Footballs and Mercury, \$17.50; Bally Reserves and Mills 1-2-3, \$49.50; Fleetwood, \$74.50. All equipment guaranteed first-class condition. One-third deposit, balance C. O. D. **TWENTY RECORD PHONOGRAPH CORP.**, 206 Washington St., Tampa, Fla.

A REAL BUY—LIKE NEW RESERVES, \$37.50; Mills Big Races, \$69.50; Mills Rio, \$79.50. 1/3 Deposit, balance C. O. D. **RUFUS M. WHITE**, 1206 South Ave., Syracuse, N. Y. x

ABOVE REPROACH OR YOUR MONEY BACK— Bally Reserves, \$42.50; Mills 1-2-3, \$42.50; Golden Wheels, Caroms, Racing Form, \$17.50; Air Ways, Silver Flash, Track Meet, Chico Derbys, Beam Lites, \$16.50. Shipping instructions with 1/3 deposit. **EAGLE VENDING COMPANY**, Tampa, Fla. au20x

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 Races, \$25.00. **J. H. WINFIELD CO.**, 1022 Main St., Buffalo, N. Y. au13x

ABSOLUTELY LEGITIMATE—NO PRIZES. NO rewards necessary. Bally's (5c) Basket Ball Machine, beautiful cabinet, remarkable game at \$32.50 each. Bally's 5-Ball Mercury, \$10.00; Silver Flash, \$20.00. Deposit required. **KLOTZ SALES**, 17 Wellhouse Bldg., Atlanta, Ga.

ALL FOLLOWING GAMES \$5.00 EACH — Bumper, East and West, Buttons, Rugby, Fire Ball, Fire Cracker, Excel, Neck and Neck, Short Sox, Sequence, Banker. Following \$7.50 each: Ricochet, Live Wire, Boo-Hoo, Outboard, Batter Up, Mystic, Elec Score Board, Bally Booster, Hot Springs, Skooky. Following \$12.50 each: Homestretch, Mercury, Skipper, Stormy, Replay. One-half deposit. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. x

ATTRACTIVE BUYS—10 APT 1c BIG GAME Hunter Pistol Target Machine, \$10.00 each; 25 Columbus 5c Peanut Vendors, \$3.00 each; 10 Adlee 4-Column 1c Peanut Vendors, \$3.00 each. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. au20

BALLY FAIRGROUNDS, EXHIBIT CHUCK-A- Luck, Shoot the Moon, Wurlitzer P-12s, \$49.50 each. Paces Races, Evans Galloping Dominos, \$89.50 each. 5c Green Front C.T.S., \$35.00; 1c Q.T.'s, Cherry Reels, \$19.50; Roll-A-Score, Roll-A-Base, \$25.00 each. 1/3 deposit. **KY. GUM COMPANY**, 3406 Garland Ave., Louisville, Ky.

BALLY BAMBINOS, 3 @ \$45.00; 9-FT. TARGET Roll Jr., Bowling Games, 3 @ \$24.50 crated; Seeburg Selectophones, 6 @ \$25.00 crated; 1 Brand New Es-Ki-Mo Shooting Machine, never uncrated, \$175.00. All perfect. Third deposit. **SILENT SALES**, 1928 14th, N. W., Washington, D. C.

BARGAINS — MARKSMEN, FLYING DUCK, \$25.00; Popmatics, \$39.50, and Selectophones, \$30.00. **E. & R. SALES CO.**, 813 College Ave., Grand Rapids, Mich. x

BARGAINS—4 1937 TRACK TIMES, \$125.00 each; 1938 Kentucky Club, \$180.00; 1938 Galloping Dominos, \$140.00; 1937 Galloping Dominos, \$100.00; Dewey Jr., \$60.00; Flashing Thru, with Stand, \$35.00; Lincoln Field, \$85.00. 1/3 deposit. **P. & T. COIN MACHINE CO.**, 306 Third St., Baton Rouge, La.

BARGAINS—ARCADE MACHINES, 200 PEANUT Machines, Snacks, Diggers, Buckleys, Eries, Merchantmen, Mutoscopes, Iron Claws, Candy Bar Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa.

BARGAINS—1 BALLY TARGET AUTOMATIC Pay, \$20.00; 1 Ray Gun, \$35.00; 1 22-Rifle Shooting Gallery, \$30.00; 1 Mills McCoy Automatic Pay, \$10.00; 1 Ten Grand Automatic Pay, \$10.00; 1 Tycoon Automatic Pay, \$10.00. 1/3 deposit, balance collect. **WHITE AMUSEMENT COMPANY**, Hutchinson, Kan.

CAPEHART PHONOGRAPH, \$47.50 — 1936 Model, good condition and appearance. Picture on request. **BOX C-607**, Billboard, Cincinnati, O.

DISCONTINUING BUSINESS—\$50,000 STOCK of Paytables, Novelty, Counter and Bowling Games sacrificed for quick clearance. Advise your requirements. **AUTOMATIC**, 625 Madison, Memphis, Tenn. au27

EIGHT 1937 POPMATIC—WITH NEW STYLE Corn Chutes, perfect working condition and ready to operate. A real bargain at \$37.50 each or \$290 takes the lot. Send 1/3 deposit to **MILLER VENDING COMPANY**, 615 Lyon, Grand Rapids, Mich.

FOR SALE — ROCK-O-BALL ALLEYS WITH Visible Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION**, Station "O," Box 118, New York. au27x

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GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. au27

GUARANTEED BARGAINS — CAROM, \$12.50; Cargo, Airway, Ski-Hi, Bull's Eye, Chico Baseball, \$25.00 each; Mercury, Track Meet, \$15.00 each; Running Wild, Forward March, Long Beach, \$12.50 each; Skooky, Batter Up, Chico Derby, Tournament, Replay, \$10.00 each; Bumpers, Boosters, Equalite, Scoreboard, Fire-cracker, Crossline, \$7.50 each. 32V Rock-Ola No. 2 Regular Phonograph, \$75.00; Reel Spots, \$15.00; Seeburg, \$250.00; Reel Spots, \$5.00; Western 3-Way Grippers, \$8.00. Send 1/3 deposit, balance C. O. D. **DELONG NOVELTY CO.**, Dade City, Fla.

MASTER TOY VENDERS AND MASTER 77's wanted for cash—Penny Cigarette Machines, \$3.95; other Counter Games, \$3.95; Bally Zephyr Tables, \$24.50. **BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex.

MILLS BLUE FRONTS—FUTURITYS, \$35.00; Lior Heads, \$17.50; Penny G. A., \$25.00; Dukes Races, \$12.50; Single Jacks, \$7.50. 1/3 deposit. **E. G. HUNTER**, 309 N. Locust, Pittsburg, Kan. au20x

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Fair Workers Look for Big Harvest From Bumper Crops

Reports from early fairs indicate cash will be free this season — wholesalers report that concessioners and pitchmen are stocking up on merchandise

CHICAGO, Aug. 6.—With the harvesting of a wheat crop estimated by government experts to be the largest in the history of many sections of the North and Midwest, concessioners, corn-game ops and fair workers of various merchandise items are looking forward to big takes during the fair season. Reports from early fairs, especially on the Canadian circuit, indicate that banner crops should result in banner profits for the boys. Harvest cash has long played a stellar role in the amount of biz done by those playing the fairs, and while prices on crops are not up to last year's levels, still the prospects of larger yields are expected to loosen the purse strings of fairgoers. Reports from houses supplying merchandise to fair workers indicate the boys are stocking up. Altho fairs in almost all of the rural districts are just now getting under way, early turnouts seem to have convinced the boys that it will be wise to have a big supply of items on hand.

Almost all of the demand is for new items that have appeared on the market since last season; still it is evident that there exists a strong preference among oldtimers for the hardy perennials of the novelty world. Even here, however, the call is for items that have been redesigned or are now being offered in new colors or materials. The influence of Snow White and the Seven Dwarfs is plainly visible by the brisk demand for low-priced creations of these popular members of the Disney troupe. Vent dolls, new toy balloon numbers, unusual stuffed animal creations, novelty hats and canes are coming in for their share of attention, too.

To cash in on the strides made in rural electrification in recent years, displays of electrical appliances are expected to form the backbone of many stands. Men are counting on electric lamps, radios, clocks, irons, coffee makers and other numbers to attract a good portion of the throngs who are interested in acquiring something that will add materially to the convenience of their homes.

Reports from houses supplying members of the tripe and keister fraternity state that orders to date indicate the boys will be out in full force with peelers, juicers and cooking gadgets in an effort to get their share of the harvest dollars.

Football Interest Off to Early Start

CHICAGO, Aug. 6.—Interest in football novelties is off to an early start here due to the interest built up in the all-star game scheduled to be played (See FOOTBALL INTERET on page 57)

Look for

This Feature:
The Players' Side of Bingo—A Symposium

in the
Fall Special of The Billboard

Dated August 27

Direct Seller Passes

NEW YORK, Aug. 6.—The direct-selling world was shocked to learn of the death of William Gordon on July 28. Death came suddenly as the result of an operation. Gordon was well known for his ability to detect sure-fire direct-selling items. His best known products were the suction cup specialties such as the Windshield Ash Receiver and the Coat Hanger. From a small one-room plant he developed a business that occupied a complete floor. Gordon was a pioneer member of the National Association of Direct Selling Companies. He is survived by his widow. It is reported that the business will be carried on by others.

Heat Wave Ups Resort Sales

Crowds flocking to seashore spots to escape heat ups demand for hot weather items

NEW YORK, Aug. 6.—Torrid rays of Old Sol which have sent the mercury soaring to record heights for the year along the Eastern seaboard have also had their effect on hot-weather merchandise items. With throngs flocking to the shore spots to seek relief from the heat, souve workers and concessioners are doing a brisk business. For many of the men this is the first real break they've had all season save for the Independence Day week-end.

Sun glasses, beach balls, balloons, parasols, beach umbrellas and other hot-weather items have been in big demand. Electric fans, sports equipment and kindred numbers are proving to be the ones with appeal for the concession boys. Souve workers are reported doing well with several new creations they are featuring this year in addition to the old stand-bys.

As long as business keeps up at the present pace it appears that the boys will not mind sweat getting in their eyes. Rain and cold weather of early summer kept the crowds away, and the present hot spell may easily prove to be the salvation of many of the men.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

In travel stamps we have a good example of what can be done with an old idea when a little ingenuity is used. There is nothing new about using stamps in a trade-stimulating plan. But in giving the public an opportunity to exchange stamps for free transportation and in giving the storekeeper, thru a travel stamps album, a chance to capitalize on some valuable group advertising at a comparatively low cost, Travel Stamps, Inc., has converted an old idea into something refreshingly new and different.

Because of this, from all indications, the travel stamp is taking hold. In a little over two months since it was first introduced and in one of the toughest testing grounds in the country 400 merchants have already signed up as travel stamp users, according to D. George Dumeresq. "And," he says, "if the mail we are receiving every day from all sections of the country means anything it won't be long before merchants everywhere will be taking advantage of what we believe to be a great sales stimulator."

Operators working this deal have another source of income thru the sale of display advertising space on the inside pages of the stamp album, according to Dumeresq. "The album plays an important part in our plan, and the merchant

has shown almost as much interest in this as in the stamps themselves," he says. "Since the back cover of the album carries the address of every merchant in the neighborhood it is readily seen that each storekeeper distributing the album is actually distributing an advertisement for all the other travel stamp merchants in his section. Therefore the plan may be regarded, and is presented, as a co-operative movement among a local merchant group. Because of this the deal is sold only to one merchant in a given line in each section. The druggist will derive benefit from the travel stamp activity of the grocer and from the other non-conflicting business men in the neighborhood."

A new firm, Knickerbocker Novelty Co., has been started for the prime purpose of creating deals for operators. Jules Bloom is heading the firm and associated with him are men who were formerly connected with successful operating groups. "We know what the operator wants and needs to make a deal produce and it is our aim to give it to him," Bloom explains. "We now have a candid-type camera deal and a musical baby grand piano deal which were brought into the combine to start the ball rolling, and we are working on several new deals which we expect to announce soon."

We hear that salescards will again play an important role in fund-raising campaigns planned for the fall by Chicago churches and fraternal organizations. Operators have made big money conducting such drives in the past, and the activity in this field has slowed down considerably in the last year or so, there is no reason why a dollar can't still be made in this type of promotion.

Happy Landing.

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.

Barrage

A new game known as Barrage and reported to be a new version of bingo is being marketed by Modern Amusements. As now designed, game is put out in books containing 15 game sheets. It is also adaptable as a straight game for big sponsored parties in the same form as bingo. Card gives each player—played in the home form with one opponent—two playing fields, plus two "fleets" of airplanes. These are placed in the squares on the playing field, and one player aims at the squares where he assumes his opponent's planes are. Record of hits is kept, and score tallied at end of the game, providing a game

closely similar to bingo but played with the modern fad, airplanes.

Shaving Accessory

A new solution to the problem of where to put a safety razor and how to dispose of the blades is offered by the Razor Park, placed on the market by the Job Products Co. Consists of white-enamelled holder, about four inches square, with a slot in the upper part to hold the razor. Beneath this are two boxes, one for new; the other for used blades. Product is reported designed and manufactured by a pitchman of many years' experience and is planned (See POPULAR ITEMS opposite page)

BINGO BUSINESS

By JOHN CARY

THIS IS THE STORY of a little boy. His name was John Smith. His father was a bricklayer and his mother a hard-working housewife whose whole life was wrapped up in her home and her family. In the days before the depression Johnny's father worked about 10 months out of each year and received a reasonably good wage for his labors.

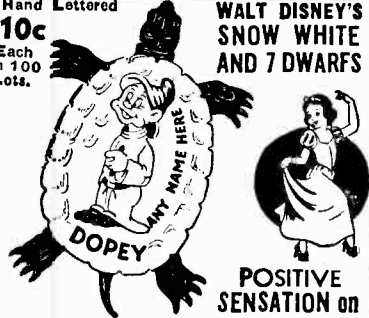
The Smiths prospered in a small way. They purchased a home and a car and were happy. When the stock market crash heralded the dark days of the depression little Johnny Smith was seven years old. The job on which his father had been working was halted because the contractor could not further finance it, and the builders were in a precarious financial position and had to drop their plans.

The little money the Smiths had saved disappeared rapidly. Building, like all other lines of endeavor, was almost at a standstill. And then little Johnny Smith, age nine, was stricken with infantile paralysis. There was no money with which to send him to a hospital, no money with which to pay the doctors. Several free hospitals and clinics at which the Smiths applied for aid were overcrowded, taxed beyond their capabilities with many more cases than they could efficiently handle.

In order to carry on their fine work in bringing back thousands of Johnny Smiths to health the hospitals needed funds badly. Regular sources of raising such funds were wiped out with the depression. And then along came bingo. A fraternal organization in Johnny Smith's neighborhood sponsored a mammoth bingo party, the proceeds of which were to be donated to the local hospital (See BINGO P SS on page 57)

Hand Lettered
10c
 Each in 100 Lots.

WALT DISNEY'S SNOW WHITE AND 7 DWARFS



POSITIVE SENSATION ON LIVE LUCKY TURTLES

An immense hit! Profits galore, selling for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. About 2 inches long. Decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in waterproof, full colors. Name of your attraction, town or person's name, hand lettered. Immediate delivery.

Walt Disney Designs, Sample Doz. \$1.50
 Floral Designs, Scottie, etc., in 100 lots, Each 9c
 Individual, Self-Mailing Postal Approved Boxes, Each 1c
 Wonder Turtle Food in Cellophane Envelopes (10c seller), Per 100, 2.50
 F. O. B. Chicago, Approx. 6 lbs. per 100. Exclusive Licensees for Turtles by Walt Disney Enterprises.

H. Fishlove & Co.
 1430 N. ORLEANS ST. CHICAGO

POPULAR ITEMS
 (Continued from opposite page)

as a swell pitch or specialty agent item. Special display with two contrasting shelves, one showing the usual untidy mess with a razor and blades on the shelf, the other with this container neatly attached to the wall, are planned for demonstration.

Mexican Sandals

A. S. Hooe, manufacturer of fancy Mexican souvenir specialties, is featuring a line of Houraches, sometimes known as "Wah-Rah-Chazes." These leather woven sandals are reported to be finding favor in the concession trade, particularly those established in lake and mountain resorts.



It seems that hotel patrons are attracted to this type of merchandise. While lending themselves readily to souvenir sales, the sandals are in reality practical footwear. Soles are made of genuine cowhide and built for long wear. Firm also manufactures a line of men's belts, likewise adaptable for the premium-concession field. Belts are made of crocodile (iguana), lizard and various tropical snake skins. All are standard widths and come in various lengths as desired. Company has a new illustrated catalog which it will be glad to supply upon request.

Steering Wheel Muff

What is claimed to be the most practical low-cost auto accessory introduced in years is the Palmers Mfg. Co.'s Steering Wheel Muff. Item is made of fine quality mohair with rubberized inside to prevent slipping on wheel. Fits any size of steering wheel snugly and is held in place by heavy elastic band. Can be put on or taken off the wheel in a jiffy, according to reports. Firm reports the practical features of the device are that it keeps the hands warm in winter, clean in summer and eliminates hand slipping while driving.

Rubber Fan

Expanding its line of rubber-bladed fans, the Samson-United Corp. has developed a 24-inch circulator fan which is not only suitable for board deals and bingo awards but can be used nicely by many bingo ops who are staying indoors during the summer. New unit is actually a rubber-bladed air cooler and is said to be many times quieter than most air circulators. It is also claimed to cut cooling costs in half since it consumes only 195 watts in comparison to 275 to 350 consumed by ordinary circulators.

Sponge Blocks

Among novelties recently introduced by the Auburn Rubber Corp. are sets of sponge-rubber blocks, one of which consists of 12 lettered blocks put up in an attractive two-color carton. Other set is comprised of eight blocks, placed on an all-rubber wagon, 6 1/2 inches long, of red rubber with black rubber wheels. Both sets are made to retail at a reasonable figure.

Peeler Sets

The line of safety graters, rotary mincers, garnishing sets and orange juicers put out by Acme Metal Goods Mfg. Co. is more popular than ever, according to Charlie Fischer. He expects business to hold strong for his firm right thru the fair season. A number of changes and additions were made in the plant recently to make doubly secure the Acme reputation for prompt, efficient service.

Jumping Beans

Franco-American Novelty Co. announces that it has received what is said to be the largest shipment of Mexican Jumping Beans ever to arrive in this

Your Dollars Buy Real Values Here!

Get Going with this Hot Number!
Good Luck Key Chain
 Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.
 B26 C22
 Per Gross \$4.20



TRIXO Hand Monkey
 Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.
 B 38N11
 Per Gross \$16.50
 Per Dozen \$1.50



We Have a Full Line of Beacon Blankets for Immediate Delivery



Combination Glass Cutter Knife
 2 Blades, Glass Cutter and Corkscrew. Nickel finish, metal handle, center has colored celluloid inlay. Hackle for chain. Size closed, 3 1/2 in. 1 dozen in package.
 B10C 178
 Per Gross \$12.00 | Per Dozen \$1.05



Write for Our Big Catalog No. B130
Features Everything for the Show World
State Business You Are In, As We Do Not Sell Consumers
N. SHURE CO. 200 WEST ADAMS ST. CHICAGO

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

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 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.

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 a guaranteed case. An amazingly Big Value. Save money. Order five Watches for \$10.50.

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The ELGIN DE LUXE Electric Dry Shaver



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Carnival Novelties *New Stock—Just Arrived*



BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1000 3.00	BB7 Piggy Wiggy, Compo., 8 1/2 in. Doz.	1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 2.50
BB4 Flying Birds, Inside Whistle	Gro. 2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.50	BB10 China Head Swagger Sticks	Gro. 6.75
		BB11 Jap Cig. Cases	Gro. 4.50
		BB12 Roach Bouncer Balls	Doz. 1.15
		BB13 Carnival Print Balloons, No. 8	Gro. 2.95
		BB14 Spiral Balloons, 45 in.	Gro. 3.50

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WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

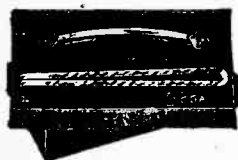
- Premiums, Sales Boards, Notions, Lotions, Perfumes, Carded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.
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GOGGLES
 Carded. Assorted Colors. Special Dozen 65c

country in one consignment. The Mexican Jumping Bean is a hardy perennial in the novelty field and is regarded as staple as wheat. Altho it's an old item it never fails to attract and amuse. Oumano Brothers, who conduct the Franco-American firm, state that the Mexican Jumping Beans are "all fresh and lively." Firm further announces a new catalog just off the press, the title of which is *A Thousand Laughs*. Book is well illustrated and gives wholesale prices on many jokes, tricks and novelties. Many old favorites are listed together with a number of new ones. Catalog on request.

CHECK THESE HAHN SPECIALS



TIE CLIP SETS
\$3.50
 GROSS
 ORDER No. B201.

No.	Item	Price
B202	As Above, Carded, Gross...	\$ 1.95
B203	Tie Chain & Collar Holder Sets on card, Gross...	4.00
B204	As Above, Boxed, Gross...	6.00
B205	Color Bead Necklaces, Doz...	.75
B206	La Fitte 18" Pearl Necklaces, boxed Doz...	.85
B207	Enamel Boutle Compas, Doz...	2.25
B208	Ring and Pendant Set, Doz...	1.95
B2010	Rhinestone Brooches or Ear Drops, Doz...	.85
B2011	Jumbo Dip Pens, Gross...	12.00
B2012	Imported Wind Lighters, Gr...	10.50
B2013	Assorted Charms, Gross...	.85
B2014	Electric Shavers, Ea...	1.85
B251	Kwik Shave Electric Shaver, Ea...	2.50
B2015	Amer. Made Lipstick Lighters, Doz...	.79
B2016	Blades (5 in pkg.) Per 100...	3.00
B2017	Filter Cigaret Holder, Doz...	1.25
B2018	Guar. Pocket Watches, Ea...	.64
B2019	Guar. Alarm Clocks, Ea...	.64
B2020	Electric Alarm Clocks, Ea...	.98
B2021	Amer. Made Wrist Watches, Ea...	1.48
B2022	Ladies' Jeweled Watches, Ea...	2.10
B2023	Sun Goggles (12 on card), Gr...	9.00
B2023	Opera Glasses, Doz...	1.75
B2023	Figskin Billfolds, Doz...	.75
B2024	Jap Kimono, asst. colors, Doz...	5.95
B2025	China Head Canes, Gr...	8.95
B2026	Maple Canes (Amer.), Gr...	18.50
B2027	Asst. China Novelties, Gr...	7.20
B2028	Needle Books (25c), Gr...	1.25
B2029	Baseballs, Gr...	9.00
B2030	Blankets, Indian design, Ea...	1.25
B2031	Monks Glove Doll, Doz...	1.35
B252	Candid Type Cameras, Ea...	2.10

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 HAHN CO.
 Wholesalers and Importers Since 1911.
 217-225 W. Madison St., Chicago, Ill.

NOTES from SUPPLY HOUSES

In about two months Teddy Grodin will move his place of business further up Broadway to larger quarters. Teddy has been manufacturing his own line of pens and pencils under the trade name Underwood, and he reports business has been picking up steadily for him since he started. In its new quarters the Grodin Pen Co. sales office and factory will be combined under one roof, which should enable Teddy to give faster and even more reliable service.

What is hoped will become a permanent event was the first annual picnic held by the Toy Balloon Co., Inc. Employees, their relatives and friends motored to Belmont Lake State Park, Long Island, N. Y., July 31 and held forth from 9 a.m. until 10 p.m. The party went in for all kinds of sports, including rowing, canoeing, baseball and handball, and a goodly supply of beer, hamburgers, frankfurters and sauerkraut was served. Prizes were given to winners of unique races and contests.

Arthur Tann, in charge of shipping department, served as chef and won the acclaim of everyone. Mildred Stefano, Anna Chelmos and Mary Rauh served as waitresses with the aid of other girls from the shipping department. Raymond Warny, Jim Arbuco and Jane Rauh

served as bartenders. Celebration was under supervision of Helen Warny. The weather was fine and to the strains of *Auld Lang Syne* it was voted to round up again at the same spot next summer.

Morris Rosenbloom & Co., wholesale jewelers and general merchandise distributors, recently moved into their own building at 29-33 St. Paul street, Rochester, N. Y.

Occupying four floors of the building, organization is launching an aggressive merchandising campaign that is expected to enhance its business considerably. According to information from Jack Hoffman, manager of the specialty sales department, the concern now is in a position to carry greatly increased stocks in all lines. This, together with the plant's improved traffic conditions, will speed up service, Hoffman says.

Rosenbloom's was established in 1886 and today sells all over the world, altho the bulk of its business naturally is concentrated in the Eastern sector of the United States.

CROSSROADS

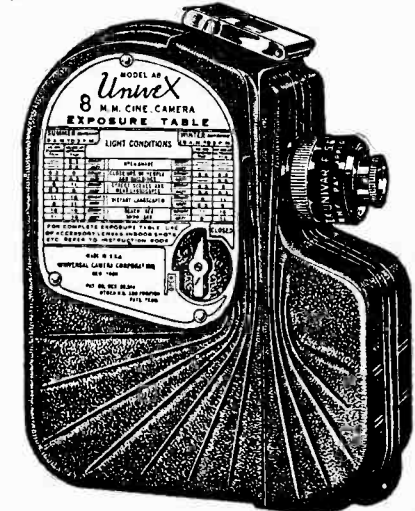
(Continued from page 27)

Had a pleasant chat with Frederick Weddleton, director of concessions for the Golden Gate Exposition, who stopped off in Chicago on his way from New York to the West Coast. He says work is going along nicely and the expo will start on time. Harrison B. Waite, Waco banker and circus fan, spending some time in Chi after attending the CFA convention. L. B. Greenhaw writes from the Parker & Watts show that George Duvall, general agent, has done a good job of routing the show and they are getting a little money in towns that have not had a circus in many years. With the Johnny J. Jones Exposition playing Gary, Ind., this week there will be plenty of visiting on the Magic Carpet. Burt Wilson and other circus enthusiasts garnered a flock of half, one and three-sheet Barnes and Ringling posters that decorated the lobby of the Loraine Hotel in Madison during the CFA convention.

Frank J. Walter, wealthy Houston oil man, who owns a private circus just for the fun of it and gives a big performance every year for kids of Houston, attended the CFA convention in Madison, Wis., and was one of the first on the lot when the Barnes show pulled in. "Many times I have thought of getting rid of my circus," he said, "but when I see the faces of all those kids who might not otherwise see a circus, I get a weak feeling and have enough spirit revived to keep going for another year."

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The Most Sensational Premium Item of 1938!
"UNIVEX"
MOVIE CAMERA



Movie Camera sales are breaking all records! Everybody wants one! Amazingly EASY SALES and BIG PROFITS for you with UNIVEX. LOWEST PRICE in history! Nationally advertised, Wire or write for big beautifully colored circular and our special Movie Camera offer. No obligation.

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MISS FAIRY
 The best seller of 1938!
 ORDER A CARTON TODAY
16c Each
 PACKED 12 TO A CARTON
Turiddi Plastic Art Products
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SPECIALS!—REAL BARGAINS!
 DOUBLE EDGE RAZOR BLADES—\$2.25
 5s, Cello, Wrapped, 1000
 SINGLE EDGE RAZOR BLADES—4.50
 5s, Cello, Wrapped, 1000
 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 Shape, Gross... 1.25
 CHARMS—Asst. Kinds, Gross... 55c
 25% Deposit, Balance C. O. D.
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 Sample Prepaid 10c
WORD'S FAIR GIFT
 Contains 90 useful needs Sells fast.
 NEEDLE THREADERS, with loop, on card with directions, Gross... \$.35
 SELF THREADING NEEDLES, 10 to package, 100 packages... 1.70
 FLASH NEEDLE PACKAGES, Silver Eye, 20 to a package stuck, 100 superior packages... .63
 TRANSPARENT HANDY NEEDLE PKGS., contains 15 asst. Artwork Needles... 100 Pkgs... 1.45
 ARMY and NAVY NEEDLE BOOK in a 25c envelope, Gross... 1.15
 SAFETY PINS, 12 to card, asst. sizes, fine grade, Gross Cards... 1.44
 RAZOR BLADES, 5 to a package, cello, wrapped, 100 Blades... .25
 Deposit With All Orders.
 1000's Other Bargains — Free Catalog.
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Original PERSIA DRUM Majors
 25 in., \$8.40 Doz.
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 Write for prices on other types of Dummies, Dog S, Rugs, Pandas, Bears, etc.
 1 Doz. to Case, 25% Deposit, Bal. C. O. D.
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WALTHAM
 MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new, yellow, fancy shaped Illinois case, leather strap, in gift box, in lots of 3, Each \$3.95
 Samples, 50c Extra.
 Send for Extra Money Making Watch and Diamond Catalog.
PLYMOUTH JEWELRY EXCH.
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 HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.
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ELGIN & WALTHAM
 RENEWED WATCHES
\$1.65
 New Cases.
 NEVER UNDERSOLED. Send for FREE Catalog.
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FREE 1938 Wholesale Catalog
 Has 280 pages of world-wide bargains; 4,000 salesmen's specialties; new creations; outstanding values — at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.
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AUGUST BARGAINS
 No. Item. Gross.
 C211 Wash Ties \$4.50
 T356 Wm. A. Woodbury Dental Cream 5.25
 7p 15" Reproduction Pearl Necklaces 2.25
 T98 Face Powder 2.75
 N284 Clip Combs 2.95
 N310 Men's Quality Black Pocket Comb 2.25
 K55 Zinc Pot Cleaner 2.10
 V89 Assorted Charms .55
 Small Camera with 2 films 3.95
 Army & Navy Needle Book 1.09
 N145 Chinese 8" Sewing Basket, Doz. .59
 A101 Star Razor Blades on card 4.17
 H354 Hamilton Electric Shaver 1.95
 V840 Candex Candid Camera 2.33
 Single Edge Razor Blades, 1,000 4.35
 Double Edge Razor Blades, 1,000 2.20
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 Rush your order for prompt delivery
 Flying Birds with Inside Whistle... Gross \$2.50
 Snow White Balloons... 3.00
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 Lash Whip with Whistle... 7.00
 Lash Whip with Loop... 6.00
 Balloon Reeds... .25
 Small Silk Parasols, Doz... .75
 Large Silk Parasols, Doz... 1.50
 We have all kinds of Canes for Scalemen and Novelties for Pitch-Til-You-Win game. 25% Deposit Required. All Orders Shipped C. O. D. Catalogue on request.
NASELLA BROS.
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FUR TAILS \$5.00 Per 100
 The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Rush your order today for same day shipment. Before buying any coats send for our catalog
Fur Coats \$1.00 each
 GENUINE LAMBSKIN FUR RUGS
 White, brown or gray fur shades. Big flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Same Day Shipments Guaranteed.
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MAKE BIG PROFITS
 DIME 10 STORE
 Ninety tab sales board. NO BLANKS. Pleasing assortment merchandise, all items boxed. Takes in \$9.00. Real opportunity for "five wires" to cash in while limited quantity available. Sells readily. Takes up minimum counter space. Size, 2 1/2 inches high, 14 inches wide, 4 inches deep. Shipping weight 10 pounds; packed 2 to shipping case. SPECIAL CLOSE OUT PRICE, \$3.50 each in lots of 8, F. O. B. Kansas City, Mo. Deposit required.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

BIGGER STOCKS — BIGGER VALUES — BETTER SERVICE
from ROSENBLUM'S NEW HOME — A Complete Building to Serve You
NEWEST MERCHANDISE — LOWEST WHOLESALE PRICES — IMMEDIATE DELIVERY

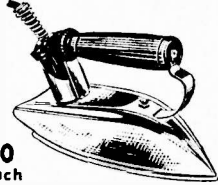
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Samson quality-built appliances are business-builders. Wonderful for concession prizes, premiums!

SAMSON HEAT-METER IRON

Heat indicator saves clothes. Quick heat-up speeds ironing. Thrifty!

No. 246... \$2.10 each



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Toasts rolls, muffins, buns, as well as bread.

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Signals when to pour batter. Perfect waffles every time!

No. 333... \$2.40 each



SAMSON APPLIANCES... featured by ROSENBLUM

Beacon Blankets make Warm Friends

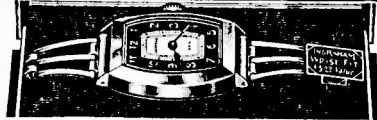
- B 109 TOBA \$1.30 ea.
B 104 MAGNET \$1.55 ea.
B 102 MINGO \$1.55 ea.
B 103 PLAID or INDIAN SHAWL \$2.15 ea.
B 105 BLAZER BLANKET \$1.50 ea.

SERIAL PAPER PADDLES ATTRACTIVE COLORS FOR ALL LEADING WHEELS

1000 1500 BINGO IN SEVEN ATTRACTIVE COLORS

WRITE FOR SPECIAL PRICES

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No. 105 Adams Book Matches 7.50 doz.
No. 106 Adams Joy Buzzer 1.75 doz.
No. 107 Adams Shooting Plugs40 doz.



WRIST WATCH SPECIAL

Wrist-Fit or New Haven. Newest Models. Metal band or leather strap. No. A 342. Each \$1.35

ALL AMERICAN JUGS



Neat heavy metal jackets. Aluminum rust proof necks. Extra wide mouth. Seven popular models.

No. 5—One Gallon . . . 65c ea.

No. 6 E-Z Servo. Bakelite cover. 95c ea.
No. 7 Gallon, each.

SPECIAL! While Quantity Last! MAJESTIC or MARVEL ELECTRIC RAZORS \$1.75 Each. (1 or 100) Factory Guarantee.

Terms: 25% Deposit With Order, Balance C. O. D. Price List on Request.

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A Few Opening Specials Order Today!



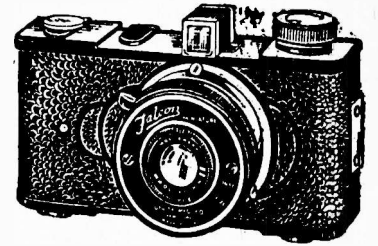
10" x 19" x 19" REED HAMPER Reg. \$2.40. \$1.75 ea.

Pearl Pyralin lid. Closely woven fibre. Shaped feet. Sturdy construction.

FAMOUS

DETECTO PERSONAL SCALES

That something new for premium use... No. B 218... \$1.55 ea. No. B 317... 1.70 ea. No. B 818... 2.15 ea. as illustrated No. 828... 2.95 ea. Streamlined Model PRICES OF OTHER MODELS ON REQUEST.



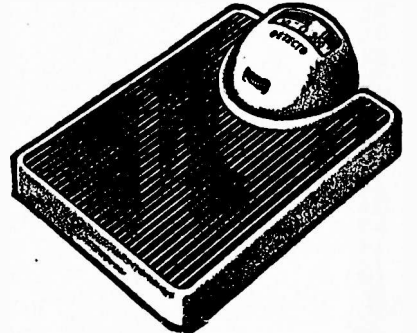
All Kinds of Cameras and Eastman Film at Wholesale Prices.

OUR OPENING SPECIAL! FALCON CANDID CAMERA

Does the Work of an Expensive Camera. No. 100 FALCON CAMERA... \$2.50 ea. Eastman Film for Above, Regular, \$1.8c doz. Verichrome, \$2.00 doz.

No. 108 Six Cup Decorated China Dripolator... \$.80 ea. No. 108 Large Size Cold Pac Canner 1.30 ea. No. 104 16-Qt. Aluminum Preserving Kettles... .85 ea. No. 109 Prime Films, Cabinet of 3 Doz., 80c per Cabinet.

REED'S CREPE PAPER, HATS, NOVELTIES For Cabarets, Dance Halls, Parties, Etc. L. W. China Head Canes, Six Styles... \$8.00 gro.



FOOTBALL INTEREST (Continued from page 54)

here at Soldier Field August 31 between the Washington Redskins, national champions, and the team of collegiate all-stars selected by direct vote of fans in nation-wide newspaper polls.

Anxious to cash in on the crowds that will attend both this game and the other matchups scheduled for the Midwest during the coming season, men who work these events are already shopping around for field glasses, pennants, football emblem souvenirs, arm bands, good luck charms and other items promoted at these events.

BINGO BUSINESS (Continued from page 54)

fund. Committee members of the organization, working in close co-operation with an operator, spent every waking hour making plans for the big game. Finally, on the night of the game, some 20,000 people paid \$1 each to play. More than \$15,000 was turned over to the hospital. With this \$15,000 much needed equipment was purchased, a new wing was built onto the hospital, many other improvements were installed.

The district attorney of the town in which the Smiths lived had been planning to sweep down on bingo and create enough of a hubbalooboo about "wiping out the gambling evil" to be re-elected. His wife, however, happened to attend the mammoth bingo party and also happened to talk with the head of the hospital about it a week later. At dinner one evening she told the d. a. what bingo had done for that hospital and the people who came to it for aid. The d. a. changed his mind about "crusading" against bingo. He was re-elected anyway by the largest vote ever piled up by a candidate in that town.

ATTENTION

Lord's Prayer and Ten Commandments on new gold finished metal, polished, lacquered and enameled, 90c per 100. They sell on sight. Trial order will convince you. Bracelets, \$5.00 a 100. Those are the year around prices. 3 Samples 10c. DAVE MARKUS, 131 South Honore St., Chicago, Ill.

PIONEER DAYS (Continued from page 49)

the celebrations, drew its quota of dance crowds. Altho Roman Gardens and White City staged special dances, the Old Mill broke all records.

Monte Young Shows, located near the city hall, did big business. A fight to keep the shows on city hall park went to a vote, and Mayor Peery helped the showmen in every way possible, it being held that attractions would lose materially if the shows were placed in any other location, as this is the center of town. The clean shows and dealing of Monte Young, a native Utahian, who brought two of his units from Provo, his winter quarters, drew much praise. Ralph McCollin announced for Young and Captain Parry's Ride for Life. The two largest Ferris Wheels in the West, along with the smallest, also held interest. This was Young's fourth consecutive year in Ogden.

Acts for Venetian Nights

BEULAH, Mich., Aug. 6.—Sponsored by the Business Men's Club, Venetian Nights on Lake Beulah here, staged by Paul DuMont, showman, will feature seven acts and line of 25 girls performing on a stage built over the water near shore, with seats for 2,500. Show will be held two nights. There will also be an Ohio Fireworks Co. display, Carlson's rides, water carnival, yacht parade and music by Hank Scena's Bard.

Shorts

PROFIT of \$1,000 was shown by the American Legion Post, sponsor of a celebration at Salem, Ore., on July 4 when about 8,000 attended to see fireworks and a vaude bill. There were concessions, dancing, motorcycle races and a drill.

A CARNIVAL is scheduled for Odessa (Wash.) annual Harvest Festival. President Al Wagner is arranging a free barbecue.

BARNES-CARRUTHERS' musical show, Soaring High, has been contracted

by Nat D. Rodgers, B.-C. director of special events, with Ak-Sar-Ben and The World-Herald jointly for Omaha Trade Week. Show will be in front of the grand stand at Ak-Sar-Ben. J. J. Isaacson, activities manager, will be in charge and Frank L. Mangan will handle press.

WITH 40 locals taking part, New Orleans Central Trades and Labor Council will sponsor a celebration at Pontchartrain Beach, said A. P. Harvey, council president. James Dempsey, former council president and local representative of IATSE and MPO, will be general chairman for the fifth year.

OLD HOME Week Celebration in Hiram, Me., on July 25-30 was successful despite rain early in the week and ended with a crowd of about 8,000, reports

Manager Albert F. Ward. Event, financed by sale of tickets on merchandise awards, was held to advertise the town. York's Greater Shows with four rides, two shows and 12 concessions were on the midway with 11 independent concessions, including an American Legion booth. Free acts were Mrs. Charles Bean's Trained Steers and Uncle Ezra's Chore Boys.

CONGRESS OF THRILLS, Frank Wirth production, managed by Mack Kasson, featuring Al Durante and his Auto Maniacs; Wolandi, high wire, and Sensational Jacks, appeared in New London (Conn.) Calkins Park Stadium for benefit of Tall Cedars Medical Fund during the American Legion convention in that city on July 29 and 30 and was held over until August 1, reports E. H. (Doc) Kelley. Attendance was good.

LETTER LIST (Continued from page 53)

- Libondia, Bob
Lichty, George
Lorette, Billy
McAlear, S. H.
McCart, Bob
McDonald, Roy
Machodon, James
Marianni, Peter J.
Mason, Sherman
Mennetti, Eddie (Bumps)
Miller, Jew Jake
Milo, Rob
Morgan, James
Morrison, Sandy
Munn, Bernard
Murray, Sargent
Ogle, Joe
Oliver, Larry
O'Neil, Tip
Parent, W. O. (Parent's Cannon Act)
Phillips, Tip
Quirk, Wm. E.
Redman, E. R.
Renard, Al
Richardson, Vaugh
Roberts, Philip
Boyd, Frank
Roland, Jeff & Mary
Roscam, Chas. A.
Rose, H.
Rosenbaum, Herbert V.
Rowan, Ray
Roy, Del
Sales, Jr., William
Sampson, Roy
Samuel, Billy
Sheriff, Isidor
Silliman, Mr. & Mrs. Walter
Slusky, Louis
Spencer, Bennie
Steffenhagen, George
Strehlow, August
Stroph, F. M.
Terry, Little
Tolmacks, The
Vanzandt, Jelly
Vogel, Ralph
Wicker, W. B.
Weston, Sam
White, Hal
Wilkins, Grover C.
Williams, Ward
Winslow, Harry
Wright, Vernon
Zahler, Ray
Zier, Wm.

- Bills, Mrs. Madge
Blackburn, Mrs.
Blanchard, H. B.
Blaylock, Thos. A.
Bryer, Mrs. Bill
Bryer, Mrs. Carrie
Buchanan, Miss
Queenabeth
Buck, Mrs. Earl
Conley, Mrs. Ted
Crowell, Mrs. H.
Dorey, Mrs. Eddie
Faldon, Miss Hattie
Ferguson, Mrs.
Forkum, Mrs. Etoil
George, Miss Helen
Hamilton, Mrs. Lois
Hardin, Miss
Hester, Mrs. Mae
Jones, Mrs. Edna
Kemp, Miss Viola
Lee, Catherine
Lee, Mrs. Marie
Mackey, Mrs. Violet
Parker, Mrs. Myrtle
Russell, Helen
Sims, Mrs. Marie
Stein, Mrs. "Bee"
Timmons, Mrs.
Timmson, Mrs.
Epson, Mrs. Roy
Wright, B.
Elizabeth
Wright, Mrs. Warren
Yagla, Mrs. E. L.
McCrorey, J. M.
McGregor, Donald. Shows
Mansur, Shady
Martin, Terry
Mary, Jr., Phil
Miltona, Len
Minser, Cirde
Morgan, Russ
Morlock, R. W.
Morris, Don
Nielsen, Jimmy
Parker, M. H.
Parks, Lester
Parrish, Dale
Paslay, Bert
Passo, Romeo
Payne, Spifer
Potts, Walter
Reed, Ted
Seacord, Ernest
Smallwood, (Bruce) (Clarie)
Smith, H. Norman
Stanley, Paul
Stanley, Reddie
Stearns, James
Stein, Jim
Stephenson, Ralph
Stevens, Vern
Stober, Tex
Switzer, Pete
Taylor, D. A. (Art)
Tommy, Texas
Vinson, Virgil
Walsh, Gete
Webster, Wayne
Williams, Mark
Willis, Macoy E.
Wilson, H. D.
Zogl, Prince F.

Men

- Adams, George V.
Allen, Jos
Austin, Dick
Averbeck, F. A.
Bahnsen, William
Barbee, Ray
Boman, John
Bourn, W. E.
Branda, N.
Bridges, J. C.
Brose, Nick
Brooks, George
Bryer, Bill
Bryer, Charlie
Bryer, Ollie
Burrighs, John R.
Burton, Jack
Butcher, Stanley
Castle, W. J.
Clark, James
Davis, R. W. (Whitey)
DeCamo, Chas.
Dentler, Cecil
Dickerson, Ralph
Donahue, George C.
Duffy, Roy T.
Durant, Joe
Ford, Pat
Forrest, Thomas P.
Gable, John
Gailer, Tex
Goad, Charles
Goad, Dude
Goldstine, Blackey
Hale, Bill
Hall, Edward L.
Hamilton, James
Harris, Happy
Hendricks, Joe
Holzer, J. A.
Huff, Lewis
Hutton, M. C.
Jorgenson, James
Kuhu, Fred
Laughlan, Harold
Leonard, Harry (Clown)
Lewis, Malcolm
Lucas, Don
McClaskey, Jack

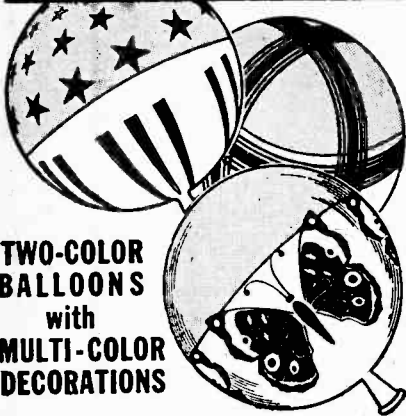
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Flannigan, Mrs. Huff, Lewis, 6c J. T. 3c

Women

Archer, Lucille Banks, Dora

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\$ 50.00 per 1000

CASES \$2.00 & \$4.00 per 100

STAMPING MACHINES \$85.00
ENGRAVING NEEDLES 13.50
HAND DIE SETS (Complete).... 5.25

Beautiful 24-Gauge ETCHED BRONZE PLATE. Sells on sight. 25c to \$1.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Must have 25% deposit with order. Immediate shipment. Same day service.

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In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.

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50 Million Will Be Sold in 1938.

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PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

J. H. McCASKEY . . . periodical purveyor of note, tells from Hinton, W. Va.: "If present indications mean anything and if the machinery of distribution doesn't become congested we may have a looser lucre period soon. My prediction is that improvement will make its appearance slowly but surely and by September conditions will be better and business fairly well on its feet. Have been devoting my time to the rural communities and smaller cities and I'm slowly acquiring a miniature bank roll that will eventually enable me to partake of the pleasures of my rural retreat. If my plans now in the making don't miscarry I anticipate retiring from this occupation and devoting my efforts to raising vegetables. After all, show me a wealthy sheeple. Almost all of my assets are experience and my liabilities are gray hair. I still have a checking account, however, and I hope I don't overdraw my deposits."

NOW FOR the fairs, boys and girls. Have you prepared for them?

FRED AND PHYLLIS THOMPSON . . . fast-stepping polish workers, are telling it to the natives in lower Michigan territory to fair results.

W. L. MARSHALL . . . tells from Rockford, Minn.: "Have been presenting free outdoor movies in various towns in this section under merchants' auspices for the past two years. This territory is fast falling for this type of entertainment, tho, due to the fact that too many are chiseling in. Poor shows and antagonistic merchants aren't helping matters either."

"HAVE BEEN . . . working Wonder Mice to good results thru Western Pennsylvania and am now working the streets here," lines Edward F. Turner from Cleveland. "Things here are quiet due to the fact that almost all of the big shops are closed. Will head westward after making a few more Ohio spots. Have been taking things easy, working a spot on Tuesdays, Thursdays and Saturdays and fishing the remainder of the time. Pipe up, Speed Hascal."

THE FARMER realizes that he cannot hope to reap a harvest if he doesn't have his farm in the best condition. That's the way it should be with the pitchman and his layout.

EARLE B. WILSON . . . scribes from Columbus, O., that he is anxious to read pipes from his brother, Mack Wilson.

"HAD TWO BIG . . . bloomers so far this summer, so I've switched back to my reliable layout and am working the resort towns in lower Michigan," wigwags Ray Herbers from Holland, Mich. "Allegan, Mich., is a good Saturday town. There's an oil boom there at present. Pipe in, Doc H. A. Williams."

JEFF FARMER . . . scribes from Veterans' Hospital, Mountain Home, Tenn., that he will be out of the picture for several weeks due to an infected hand. He adds, however, that he will be on the job in time to work the Carolina tobacco marts.

YOU DON'T know what you can do until you have tried. Get out and get going.

A. G. EVANS . . . who has just returned to the pitch field after an absence of 15 years, pipes from Indianapolis that he is clicking with the hand monkeys there. He adds that you can work a store front there to a \$2 leader, which is good for one year.

SPEED HOWARD . . . who infos that he is a newcomer to the pitch profession, writes from Chicago: "Worked whitestones at Christian County Fair, Taylorville, Ill., to terrible business, and I don't believe the carnival appearing there made a dime. Business conditions there are terrible, with the mines working only two days per week. Fourth of July celebration at Streator,

Ill., was plenty good, however. There isn't any money south of Chicago."

"JUST DROPPED . . ." tells Fred in here from Oklahoma. "Have just joined Tex Billy Finnegan's med show, perhaps for life."

IT'S NEVER too early to begin looking on the bright side of life, fellows.

JOHN FUGAZY . . . after a successful engagement working can openers, is now cleaning up with Social Security pamphlets working factories in New York. Assisted by his wife, Jessie, he is currently working Tarrytown, N. Y., to lucrative results.

CHARLEY COURTEAUX . . . and George Haney are still working downtown Cincinnati's best pitch location. When visited last week the boys were clicking handily with blades and the Wonder Mouse.

E. A. PINE . . . after a long silence, tells the following from New York: "Have been seriously ill for the last 60 days and am confined here until the veterans' administration can complete arrangements to send me to a Western hospital. Looks as tho my pitch days are over, and I'd like to read pipes and letters from my friends and acquaintances in the field."

ONE OF THE principles of physics is that metal expands in warm weather and shrinks in cold weather. Oddly enough the weather has exactly the same effect upon the pitchman's bank roll.

CHARLIE R. AMERSON . . . is reported to be clicking with his picture gallery in Adel, Ga.

CHIEF MOHAWK . . . is managing to collect some of the long green working the tobacco sales in Nashville, Ga., according to word from that neck of the woods.

REPORTS DRIFTING . . . into the pipes desk from Moultrie, Ga., indicate that the Connie and Dolly and Doc Ward platform shows are both working the city.

HAVE YOU ever employed a lawyer? If you have, we're willing to wager that you'll never again indulge in the expression, "Talk is cheap."

GEORGE HESS AND WIFE . . . Tommy Burns Jr., and Ossie Routt left Cincinnati last week in quest of long green at the smaller Ohio fairs. Hess will work his candy layout, while Burns and Routt purvey rad.

"TOBACCO SEASON . . ." in Georgia opened July 28 and there's a good supply of tobacco on hand," wigwags R. W. Wooley from Adel, Ga. "It's bringing about 28 cents per pound and there are quite a few of the boys in this section. My wife and I are working tonic and jewelry. Doc Bill Smith is working med; Allen Lanier, oil, soap and candy, and Noble Whitson and Chief Half Moon have been making pitches

Cast-Iron Stomachs, Eh?

Cows in Helen, Ga., have taken a liking to trailers, especially the dining car type. At least that's what Ricton, Barnum of the Sticks, has learned. It seems that the Barnum's show, which is touring Georgia, pulled into Helen at about 1 a.m. recently and immediately hit the hay. After a good night's sleep the entourage awoke to find three cows loitering around the dining trailer. Closer inspection, however, showed they had not only loitered there, but had eaten away about half the side of the trailer, and it cost about \$20 to repair the damage. "This, I believe," says Ricton, "is one for the book."

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PENS • PENCILS • COMBOS
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Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.
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In New Cases,
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RETAILS FOR \$1.00.
Each box holds 20 Cellophaned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.** 4th and Mt. Pleasant Ave., Newark, N. J.

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Now Less Than \$4.25 a Gross
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Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. **ACT QUICK. REX-HONE MFRS.,** 1500 West Madison, BR-8, Chicago, Ill.

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Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

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

here. The chief of police here is a swell guy, but he's poison to jam men. They absolutely cannot work the spot. When the tobacco season closes my wife and I plan to head for the Pennsylvania fairs and then go into Illinois for the winter."

OLLIE FREDERICKSON . . . is reported to be on the road to recovery in a Chicago hospital after undergoing an operation there.

GEORGE BEYER . . . and wife report that after completing the Western Canada fair circuit they will open in stores about Labor Day with their oil and foot remedy.

TO SOME OF the more shallow-minded city dads: Where and in what profession will you find men of greater character, courage, stamina and integrity than in Pitchdom?

MRS. GEORGE BEYERS . . . writes from Chicago that she wishes to thank all the boys for the kind remembrances which they sent to her to deliver to Jim Osborne, who is seriously ill in General Hospital, Minneapolis. She adds that Jim and his wife are very grateful and are anxious to read pipes from the boys.

RED DEWITT . . . Jack Campbell and George Stacy are working sheet at the Douglas (Ga.) tobacco mart to good results, according to word drifting in from that sector.

"TLL MISS . . . all you fellows at the Northern fairs this year," scribbles Frenchy Thibaut from Douglas, Ga. "I'm down here in Southern Georgia working the tobacco markets and will head into North and South Carolina in about a month. I'm still working med."

TO THOSE who have been wondering why their communications to the pipes column have not been published: Unless you sign your name in full to such communications we must ignore them.

BILL DAVIS . . . veteran Canadian pitchman, is now working a picture layout in Vancouver, B. C. Writing from that city, he says: "Business thruout the province at fairs and other celebrations has slumped about 75 per cent. The many picnics in this section are well attended, but the people aren't spending much money."

GLENN REEVES . . . was sighted in Newport, Ky., recently working peelers to good results. Glenn blew into the Kentucky city after a

highly successful season working Eastern chain stores.

FRENCHY THEBAULT . . . and Doc Haley are reported to be making the tobacco sales at Tifton, Ga., to good results.

MRS. JAMES KELLEY . . . wife of the specialty king, is confined in an East Orange, N. J., hospital with a serious but not alarming illness. Mrs. Kelley is well known to the pioneers of pitchdom.

HARRY WOODRUFF . . . Fountain Pen King, scribes from Hollywood: "I'm leaving the road and giving my crown to the younger generation. Have purchased an apartment out here and will retire for a while at least, as I have taken a job as studio guide at the Paramount studios. Haven't seen a pitchman in this city, altho there are a number of good spots here."

Events for 2 Weeks

- (August 8-13) ARK.—Batesville. White River Water Carnival, 10-11. CALIF.—Long Beach. Golden Jubilee Anniversary, 6-13. Menlo Park. San Mateo Natl. Horse Show, 6-13. San Francisco. Coast Gift & Art Show, 8-13. Santa Barbara. Old Spanish Days' Fiesta, 11-13. Santa Rosa. Dog Show, 13-14. Sutter Creek. Gold Rush & Roundup, 13-14. Tracy. West Side Fair, 11-14. Venice. Mardi Gras & Carnival, 12-14. COLO.—Durango. Spanish Trails Fiesta, 13-14. Ft. Lupton. Tomato Day, 13. CONN.—Litchfield. Horse Show, 13. IDAHO.—Sun Valley. Rodeo, 12-14. ILL.—Elandinsville. Farmers' Picnic, 11-12. Clifton. Homecoming, 13-14. Covington. 4-H Club Show, 10-11. Cullom. Homecoming, 12-13. Greenfield. Homecoming, 8-12. Harvey. VFW Circus & Rodeo, 11-14. Lemont. Dog Show, 13. Libertyville. Libertyville Day, 14. Meredosia. Homecoming, 8-13. Morrisonville. Picnic & Homecoming, 10-11. Worden. Homecoming, 13-14. IND.—Centerville. 4-H Club Exhibit & Old Settlers' Meeting, 9-13. Cicero. Fall Festival, 11-13. Danville. Celebration, 11-13. Milford. Street Fair & Homecoming, 10-13. IA.—Boone. Vol. Infantry Picnic & Reunion, 14. Comanche. Homecoming, 11-13. Miles. Firemen's Celebration, 12-13. Sigourney. Yea-Ruo-Gis, 12-13. State Center. Fall Festival, 15-17. KAN.—Leoti. Old Settlers' Picnic, 15-16. Phillipsburg. Rodeo, 14-15. Sterling. Old Settlers' Picnic, 12-13. ME.—Bath. Horse Show, 13. Orrington. Anniversary Celebration, 7-13. MD.—Sharptown. Firemen's Celebration, 4-23. MASS.—Cohasset. Horse Show, 11-13. MICH.—Elkton. Homecoming, 12. MINN.—New Ulm. Northwest Territory Historical Pageant, 10-19. Sanoorn. Watermelon Day, 16. MISS.—Water Valley. Watermelon Carnival, 11. MO.—Alton. Old Settlers' Reunion, 8-13. Cassville. Old Soldiers & Settlers' Reunion, 10-13. Diggins. Picnic & Homecoming, 11-13. Houston. Reunion, 11-13. Ravenwood. Legion Picnic, 11-13. MONT.—Melville. Rodeo, 14. NEB.—Burwell. Rodeo, 10-12. Cambridge. Veterans' Reunion, 10-13. Dorchester. Rodeo, 14-15. Milligan. Picnic, 12-14. Omaha. St. Lucia Festival, 6-14. Oxford. Fall Festival, 9-16. Rushville. Fall Celebration & Barbecue, 7-13. N. J.—Hammonton. Our Lady of Assumption Festival, 9-15. N. Y.—Brockport. Firemen's Carnival, 11-13. N. C.—Roanoke Rapids. Lions' Club Festival, 8-13. O.—Arcanbold. Homecoming, 11. Barnesville. Homecoming, 10-12. Brunswick. Homecoming & Street Fair, 12-13. Cygnet. Vol. Firemen's Celebration, 8-14. Lima. Exposition, 8-13. Magnolia. Homecoming & Street Fair, 12-13. PA.—Burnside. Lumbermen & Raftmen's Reunion, 8-13. Eldred. Old Home Week, 8-13. Greenwood. Old Home Day, 13. New Germantown. West Perry Old Home Week, 9-13. R. I.—Portsmouth. Dog Show, 15. S. D.—Burke. Homecoming, 11-13. Pine Ridge. Rodeo, 10-13. TEX.—Quitman. Old Settlers' Reunion, 10-12. VT.—Windsor. Horse Show, 13. WASH.—Omak. Rodeo, 13-14. WIS.—Prairie du Sac. Centennial Celebration, 11-12. (August 15-20) ARK.—Mammoth Springs. Soldiers, Sailors & Marines' Reunion, 15-20. Waldron. Old Soldiers & Horse Trainers' Reunion, 10-13. CALIF.—Balboa. Tournament of Lights, 20. Santa Barbara. Dog Show, 20-21.

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29 MILLION HOUSEWIVES this Canning Season will buy "ELGIN MAID"—Takes one minute to demonstrate
Show Housewife how "ELGIN MAID" can guarantee 100% against spoiling of contents in jar—Also reclaims all old covers—Simply take a used jar cover and dent flange against jar—leaving dents in cover—Then show housewife how to seal her jars by a single twist of her wrist—Fastest selling item on market—35c Each, \$2.10 Doz. 100% PROFIT—Sample, 18c. Write for Free Details.
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OVER 100 NEW Engraving Numbers
NEW POPULAR STYLES
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They fall over themselves grabbing for it.
Worked with Thumb and 2 Fingers, he bobs his head, thumbs his nose, claps his hands, scratches his head, performs countless other amusing antics—limited only by your own ingenuity.
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Write for Large Quantity Prices.
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Hand-Polished on all sides, 14 Kt. Gold Finished acid-proofed chains. Cleverly designed with places for engraving. Send \$1 for sample line Crosses, Novelties and Engraving Items.
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KINGSTON, R. I.

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WE CAN PLACE A FEW MORE GAMES, GRAB JOINTS, OR WHAT HAVE YOU? ALL CONCESSIONS MUST BE ABSOLUTELY WITHIN THE LAW.

LAWRENCEBURG, KY., FAIR, WEEK AUGUST 15.
LEBANON, KY., FAIR, WEEK AUGUST 22.
HODGENVILLE, KY., FAIR, WEEK AUGUST 29.
RUSSELLVILLE, KY., FAIR, WEEK SEPTEMBER 5.

Followed by seven other straight weeks of Fairs in Tennessee and Alabama. WANT Stock Concessions, no gift. CAN PLACE Shows with outfits, especially Geek Show complete, or we will furnish Banners. Have Loop-o-Plane and Silodrome for sale cheap. Address or come on as per route.

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Royal United Shows, Wanted

Concessions and Shows for the following Celebrations: Big Fish Fry, Bath, Ill., August 11 to August 14; Tennessee Fish Fry, August 16 to August 21; Farmington Home Coming, August 23 to August 27; Prairie City, August 30 to September 3; Labor Day on the Streets; Avon Home Coming, September 7 to September 10. All Illinois, and six other Celebrations to follow. Address all mail ROYAL UNITED SHOWS, as per route.

Goodman Wonder Shows Want

To book complete Girl Show. Must be high class. We furnish beautiful 84-foot front, with plenty of illumination, new 40x100-foot tent and stakes for same. Seven Fairs following. No time to write. Wire at once.

GOODMAN WONDER SHOWS, this week, Winona, Minn.; next week, Mason City, Iowa.

(Continued from page 25)

U
Uppman, John (Manny Wolf's) NYC, re.

V
Valdao & Yvella (Utah) Salt Lake City, h.
Valdez, Vern (Finocchios) San Francisco, nc.
Valera, Adelita (Havana-Madrid) NYC, nc.
Van, Gus (500) Atlantic City, nc.
Van Dyne, Wayne (Chicago) 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.
Vernon, Dal (Radio City Rainbow Grill) NYC, nc.
Vernons, The (Riley's) Saratoga, N. Y., nc.
Verrill, Virginia (Arrowhead Inn) Saratoga, N. Y., nc.
Vestofi, Florida (Torch) Atlantic City, nc.
Villano & Lorna (Stork Club) Kansas City, Mo., nc.
Vince & Anita (Tic Toc Club) Montreal, Can., nc.
Volta (Lexington) NYC, h.
Von Hahn & De Negre (Frolics) Salisbury Beach, Mass., nc.

W
Wagner, Peggy (1412) Phila, nc.
Wahl, Dorothy (Colosimo's) Chi, nc.
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wainwright, Helen (Leon & Eddie's) NYC, nc.
Wakefield, Oliver (Dorchester House) London, h.
Wallace Bros. (Black Cat) NYC, nc.
Walley, Nathan (International Casino) NYC, nc.
Ward, Aida (Surfside) Long Beach, N. Y., nc.
Ware, Peggy (Nemerson) South Fallsburg, N. Y., h.
Waring, Ruth (Wivel) NYC, re.
Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.
Waters, Ethel (Casa Manana) NYC, nc.
Wayne, Nick (Setter's Inn) Vineland, N. J.
Wayne, Iris (Greyhound) Louisville, Ky., nc.
Wayne, Nick (Setter's Inn) Vineland, N. J., nc.
Welch, Muriel (La Marquise) NYC, nc.
Wences (Chicago) Chicago 12-19, t.
Wessels, Henri (Plantation) NYC, nc.
West, Buster (Casa Manana) NYC, nc.
Wheeler, Frances (Ontario) Norwich, N. Y., h.
Whirlwinds, Three White (Frolics) Salisbury Beach, Mass., nc.
White, Jack (18) NYC, nc.
White, Eddie (Earle) Washington, t.
Whitney, Marjorie (Skyrocket) Chi, rh.
Wicke, Gus "Popeye" (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.
Willard, Harold (Gay Nineties) NYC, nc.
Williams, Robt., & Red Dust (State) NYC, t.
Williams, Betty (Half Moon) Coney Island, N. Y., h.
Wilson, Edna Marie (State Line Tavern) Kansas City, Mo., 4-11, nc.
Winter Sisters, Three (Paradise) NYC, re.
Wither, Jerry (Villanova) Saratoga, N. Y., nc.
Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.
Wyse Jr., Ross (Casa Manana) NYC, cb.

Y
Yacopis (Casa Manana) NYC, nc.
Yevo & Doro (Royal Pines) Lake George, N. Y., h.
Youngman, Henny (Bath & Turf) Atlantic City, nc.
Yvette (Colosimo's) Chi, nc.

FAIR GRAND-STAND ATTRACTIONS

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

Arelli, Orsola: Lockport, N. Y.
Arleys, The: Lockport, N. Y.
Baldwin & Bristol: (Riverview Park) Pennsylvania, N. J.
Basile, Joe, & His Band: Lockport, N. Y.
Beno, Ben: Madison, Ind.
Brown, Farmer, & His Pigs & Circus: Caledonia, N. Y.
Carlos Circus: Lockport, N. Y.
Carman, Frank & Ethel: Inlay City, Mich., 10-13; Corunna 15-18; Northville 19-20.
Colleano, Winifred: Morrisville, Vt.
Conley Troupe: Heckettstown, N. J.
D'Arcy Girls: Norwich, N. Y.
Dean, Skip, & Nebraska Sandhill Billies: Cedarburg, Wis., 12-14.
Donahue & LaSalle: Caledonia, N. Y.; Little Valley 15-20.
Dowling, Elaine: Lockport, N. Y.
Fascination Review: Morrisville, Vt.
Ferguson, Alzora & Hank: Battle Creek, Mich.; Nashville, Mich., 15-20.
Fisher, Harry: Hackettstown, N. J.
Frazer, Jack (Playland Park) Rye, N. Y.
George, Great, & Anita: Billings, Mont.; Northwood, Ia., 15-17.
Hodgini Bros. & Sister: Cicero, Ind., 11-13; Newman, Ill., 16-20.
Jaydee, Great: Lexington, Neb.; Kearney 15-20.
Juggling Jewels: Norwich, N. Y.
Keaton, Billy: Norwich, N. Y.
Kressells, Four: Eldora, Ia., 9-11; Keosauqua 12-13.
La Tona Troupe: Gibbon, Neb., 9-11; Ellsworth, Minn., 13-15.
LaZellas, Aerial: Mora, Minn., 11-13; Lancaster, Wis., 16-19.
Lamont, Laddie: Lockport, N. Y.
Lamphan's Band: Norwich, N. Y.
Levolo, Pat: Keosauqua, Ia., 10-11; Eldora 12-13; Alta 17-19; Knoxville 20.
Lorenzo, Paul: Wausau, Wis., 14-17.
Malin & Thomas: Morrisville, Vt.
Maurice & Vincent: Lockport, N. Y.
Mazzone, Frank, & Co.: Lockport, N. Y.
Morris, Will & Bobby: Norwich, N. Y.; Peterboro, Ont., Can., 15-20.
Munro & Adams Sisters: Billings, Mont.; Casper, Wyo., 15-20.
O'Done, Mildred: Norwich, N. Y.
Polly's Review: Caledonia, N. Y.
Rellim, Blondin, Troupe: (Kennywood Park) Pittsburgh 7-20.
Reynolds, Helen, Skaters: (Kennywood Park) Pittsburgh.

Rexola Troupe: Norwich, N. Y.
Revue of Tomorrow: Lockport, N. Y.
Spiller, Capt. Albert: Arthur, Ill.; Mauston, Wis., 15-20.
Stoker Bros., Six: Ligonier, Pa., 6-13; Butler 17-24.
Sky Rockets, Three: Cicero, Ind., 11-13; Newman, Ill., 16-20.
Soaring High: (Ak-Sar-Ben) Omaha 22-27.
Steiner Trio: Ithaca, Mich., 9-13.
Stetson Band: Morrisville, Vt.
Stooges, Original Three: Lockport, N. Y.
Teter, Lucky, & His Hell Drivers: Lockport, N. Y., 9; Norwich 12.
Unicus Troupe: Ford City, Pa.
Waldo Sensation: Caledonia, N. Y.
Watkins Animals: Urbana, O., 10-11; Wilmington 12.
White Bros.: Morrisville, Vt.
Victoria Troupe: Morrisville, Vt.
Whirlwinds: Morrisville, Vt.
Winter Garden Revue: Norwich, N. Y.
Wolandi: Lawrence, Mass.
WLS Barn Dance: Norwich, N. Y.

REPERTOIRE

Aulger Bros.' Show: Stillwater, Minn., 8-13.
Blythe Players: Moira, N. Y., 8-13.
Ginnivan, Norma, Show: Camden, Mich., 8-13.
Heffner-Vinson Show: Jamestown, Tenn., 10;
Cookeville 11; Harriman 12; Sevierville 13.
Schaffner Players: Camp Point, Ill., 8-13.

DRAMATIC AND MUSICAL

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

On Borrowed Time: (Biltmore) Los Angeles.
Pins and Needles: (Geary) San Francisco.
Susan and God: (Curran) San Francisco.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo: Marshalltown, Ia.
All-American Shows: Collinsville, Okla.
American Expo: Shelbyville, Ind.
American United: Dillon, Mont.
Anderson-Grader: Oxford, Neb.; Kearney 15-20.
Arena: Burnside, Pa., 8-12.
B. & H. Am. Co.: Timmonsville, S. C.
Bach: Mechanicsville, N. Y.
Bantley's All-American: Berwick, Pa.; Sunbury 15-20.
Bailey's Cosmopolitan: Pineville, Ky.; Harlan 15-20.
Barker: (Fair) Arthur, Ill.; Noble 15-20.
Barnhart's Golden West: (Fair) Rockwell City, Ia., 11-13; Coon Rapids 15-16; (Fair) Avoca 18-20.
Bazin: Owen, Wis., 9-12; Mondovi 13-15.
Beckmann & Gerety: Springfield, Ill., 13-21.
Bee, F. H.: (Fair) Brodhead, Ky.; (Fair) Lawrenceburg 15-20.
Blue Ribbon: Huntingburg, Ind.
Bortz, Leo: Houston, Mo.; Mayview 15-20.
Boss & Lane: Woodland, Miss.
Bremer Tri-State: (Fair) Glenwood City, Wis., 8-10; (Fair) Colfax 11-13; (Fair) White Bear Lake, Minn., 15-17; (Fair) Le Center 18-20.
Brown Novelty: Waycross, Ga.
Brown Family Rides: Douglas, Ga.
Buck, O. C.: Norwich, N. Y.
Buckeye State: Water Valley, Miss.; Winona, Miss., 15-20.
Buffalo Shows: Phelps, N. Y.
Bullock Am. Co.: Rhodell, W. Va.
Burdick's All-Texas: McGregor, Tex.; (Fair) Fredericksburg 15-21.
Burke Shows: Abbeville, La.
Byers Greater: (Fair) Tipton, Ia., 9-12; (Fair) State Center 15-17; (Fair) Gladbrook 18-20.
Byers & Beach: (Fair) Lincoln, Ill., 8-11.
C. J. S. Attrs.: Lancaster, Minn.
Campbell's United: Lenox, Ga.
Central State: Herndon, Kan.
Cetlin & Wilson: Uniontown, Pa.
Clyde United: Phillipsburg, Pa.
Coleman Bros.: Middletown, Conn., 8-10; (Fair) Middletown, N. Y., 11-20.
Colley, J. J.: Pond Creek, Okla.
Conklin: Melville, Sask., Can., 12-13.
Crafts 20 Big: Fresno, Calif., 9-14; Dinuba 16-21.
Crescent Am. Co.: Roanoke Rapids, N. C.; Pamlico, S. C., 15-20.
Crowley's United: (Fair) Burlington, Ia.
Crystal Expo: Clinton, Tenn.; La Follette 15-20.
Cumberland Valley: Cleveland, Tenn.; (Fair) Wartrace 15-20.
Cunningham's Expo.: Powhattan Point, O.
Curl, W. S.: Auburn, Ind.
De Luxe: Lockport, N. Y.
Dick's Paramount: Morrisville, Vt.; Middleboro, Mass., 15-20.
Dixie Belle: Harjinsburg, Ky.
Dudley, D. S.: Crosbyton, Tex.
Dyer's Greater: New Richmond, Wis.; Boyceville 14-15; Cornell 16-18.
Edwards, J. R.: Rittman, O.; (Fair) Berea 15-20.
Elite Expo.: (Fair) Cambridge, Neb.; (Fair) Beaver City 15-20.
Ellman: (Fair) Monroe, Wis., 8-14.
Endy Bros.: Dover, N. J.; (Fair) Kutatown, Pa., 15-20.
Evangeline: Cassville, Mo.
Fair at Home: Claremont, N. H.
Fairly & Little: La Crosse, Wis.
Fidler's United: (Fair) Carlinville, Ill.
Funland: (Fair) Morgantown, Ky.
General Am. Enterprises: Decatur, Tex.
Gibbs, W. A.: Greenleaf, Kan., 8-10; Fairview 11-12; (Fair) Auburn, Neb., 15-20.
Gold Medal: Waterloo, Ia.
Golden State: Tracy, Calif.
Gooding Greater: Portland, Ind.
Goodman Wonder: Winona, Minn., 9-12; (Fair) Mason City, Ia., 14-19.
Greater American: Galesburg, Ill.
Greater Expo.: Marion, O.
Greater Unite.: (Fair) Burlington, Kan.; (Fair) Pearsau 15-20.
Greater U. S.: Caldwell, Kan.
Groves Greater: Herrin, Ill.; (Fair) Vienna 15-20.

Start a POTATO CHIP BUSINESS In Your KITCHEN!

Make Big Money

Buy potatoes for 2c a lb. Make sensational new "Greaseless" Potato Chips and sell for 35c a lb. Ideal business for men or women in spare or full time. Small investment, buys complete equipment. No experience needed. I show you how to get stores to sell all you make; tell you how to make profit first day. All information, pictures, prices and terms sent free. Send a postal card for Free Facts on this big "Home Business" Opportunity. **FOOD DISPLAY MACHINE CORP., 325 W. Huron, Dept. D-128, Chicago.**



Regina Exhibition Most Successful In Years With Grosses Going High

REGINA, Sask., Aug. 8.—Best crop prospects in 10 years had a favorable effect on business at Regina Agricultural and Industrial Exhibition on August 1-6. Final figures released by General Manager Dan T. Elderkin last night showed increases over 1937 or more than 7 per cent in attendance, 41 per cent for grand-stand business, 17 per cent for the take of pari-mutuels and 20 per cent for gross of the midway.

Biggest crowd for any single night grand-stand performance since 1928 was recorded on Citizens' Day, third day of the fair, when attendance totaled 16,296. Main-gate attendance on the same day was 21,818. On Children's Day, Monday, main-gate attendance totaled 26,091 and grand stand 13,239, both well over last year's figures.

Main gate paid attendance for the week totaled 107,678 as compared with 100,349 in 1937. Grand-stand attendance was 65,642 as compared with 46,568 last year. Figures include the main gate only up to 10 p.m. Twenty-five-cent gate was in effect until 12 p.m. each night, with an estimated 400 to 700 persons entering every night between 10 and 12. Grand-stand tickets sold at 50 cents, reserves at 75 cents.

From a financial standpoint members of the board look upon the fair as the most successful in years. All operating

expenses will be met, and it is expected that debenture charges can be paid out of the gross receipts.

REGINA EXHIBITION

(Continued from page 3)

tion; Max Goodman, Goodman Wonder Show; J. G. Gardiner, federal minister of agriculture, Ottawa; Premier W. J. Patterson, Ontario; Walter Ross, assistant secretary; Charles Yule, president Calgary Stampede; J. W. G. MacEwen, professor of agriculture, Saskatoon college, and W. M. Van Valkenburg, game advisory board.

When a circus or carnival comes here or exhibition time rolls around, boys and girls of Children's Shelter know they will not be forgotten and that Mrs. Fred Robinson will make sure that they have a chance to enjoy the shows and rides. With owners of the Royal American Shows she arranged to have the youngsters taken for a tour of the shows, treated to all rides, given a picnic supper and then taken to the grand-stand show of Ernie Young's *Follies Internationale*. Mrs. Robinson has been doing this for the past 18 years. Mr. Robinson, an exhibition director, has been actively identified with the fair a number of years.

OUTDOOR SHOW

(Continued from page 3)

amounts of the liens will include heavy penalties for the failure to live up to the regulations of the act.

It is suggested by *The Billboard* that outdoor show owners delinquent in their SS tax payments immediately contact the nearest office of the Internal Revenue Bureau and explain to the deputy collector in charge the reasons for failure to live up to the act. It is pointed out that it is still possible, by approaching the government before the tax lien is issued, to make a settlement with the Treasury Department and avoid penalties.

It has also come to the attention of the authorities that some carnival owners have changed the titles of their shows this year. However, the present property of the show owner will be held liable to tax liens, even if the employees for whom the tax is delinquent worked for a show with another title. As long as the ownership is the same, the responsibility for the show owner is still there. In case of defunct corporations owing shows which have failed to pay the SS taxes, the treasurers of the corporations will be held responsible for failure to live up to the regulations of the act.

PAN-AMERICAN SHOWS WANT

SHOWS—Will furnish outfits for Side Show, Hula and Single Pit Attractions. WILL BOOK Monkey Show and any Shows not conflicting for the following Fairs and Celebrations: WINNEBAGO COUNTY FAIR, August 15-21; JOLIET CIVIC CLUB CELEBRATION, August 22-27; WILL COUNTY FAIR, August 29-September 1; GRUNDY COUNTY FAIR, September 2-5. Two more Free Street Celebrations in Illinois, then South. CAN PLACE Diggers, Custard, Floss, Scales and strictly Stock Concessions of all kinds for balance of season. WANT sober, capable Cook House Manager with car, on fifty-fifty basis. CAN PLACE good Grab Man. H. I. Smith answer. WANT Legal Adjuster to join at once. Address this week, Kankakee, Ill.

WANT SHOWS, RIDES, CONCESSIONS

BINGO, DIGGERS, FOR FOLLOWING FAIRS AND CELEBRATIONS:

HAMMONTON, N. J., August 15 to 20; RED LION, PA., FAIR, August 22 to 27; YORK, PA., CELEBRATION, August 29-September 3; TIMONIUM, MARYLAND, STATE FAIR, September 4 to 15; NORTHERN NECK FAIR, Warsaw, Va., September 19 to 24. All address

HELLER'S ACME SHOWS, per route: South River, N. J., this week.

W. C. KAUS SHOWS, INC.

WANT: Legitimate Concessions of all kinds, such as Bowling Alley, Fish Pond, Ball Games, Stock Wheels, Pitch-Til-Win, Scales, Penny Arcade, Diggers, Novelities and American Palmistry. Good prices. RIDES: Ride-O, or Single or Double Loop-o-Plane. Organized Minstrel Show, complete Girl Show or Musical Comedy Show. Have you something new or novel? WANT Dancing Girls and Acts for Side Show, or Freaks to feature. Our Fairs beginning August 29 in Huntingdon, Pa., thru to November 12, going South. Address all communications to W. C. KAUS, Manager, Binghamton, N. Y.

MILLER AMUSEMENTS CAN PLACE

SHOWS OF ALL KINDS WITH OWN OUTFITS, LEGITIMATE CONCESSIONS OF ALL KINDS, FOR 7 LOUISIANA AND MISSISSIPPI FAIRS.

Starting Bossler Parish Free Fair, Plain Dealing, La., week September 19; West Carroll Parish Fair, Oak Grove, La., week September 26; Pike County Free Fair, McComb, Miss., week October 3; South Louisiana State Fair, Donaldsonville, La., week October 10; Washington Parish Fair, Franklinton, La., week October 10; Tri-Parish Fair, Eunice, La., week October 17; Jeff Davis Parish Fair, Jennings, La., week October 24. Address RALPH R. MILLER, Lake Charles, La., this week; Alexandria, La., week August 15; Winnfield, La., week August 22.

WANT YELLOWSTONE SHOWS WANT

Shows of all kind, Ath. Show People. Have complete outfit. Girl Shows, Side Show, or any Show that can produce. CAN PLACE Lead Gallery, Cig. Gallery, Ball Games, Iron Claws or Diggers, or any Concession that works for stock, also Juice Joint, Snow Cone. Have 10 Fairs, starting Riverton, Wyo., August 18. Write or wire W. S. NEAL, Dillon, Mont., August 8-13.

BULLOCK AMUSEMENT CO. WANTS

Ride Help that can drive Trucks and Trailers. Must be sober and reliable and stand to have money, as we never miss payday. Want Man Ball Game Agent, also few more legitimate Concessions. No racket. No Wheels. Rhodell, W. Va., week August 8; Flat Top, W. Va., week August 15.

CIRCUS ACTS AT LIBERTY

Starting September 1

We can furnish complete show for established fairs or portable fairs, celebrations or home-comings: Single Elephant Act, Lion Act, High-School Horses, Trained Dogs, Ponies, Comedy Mule, Sheep, Goats, Bears, etc. Aerial Acts, Tight Wire Acts, Beautiful Hawaiian Spectacle, Line of Circus Girls, Specialty Dancers, Clowns, Acrobats, Funny Ford with Fireworks. All paraphernalia, including seats for 4,000 with or without canvas; prefer to use no canvas other than stable and dressing room. Will furnish all for single event or will split into units ready to go anywhere; no junk. Address PAUL M. LEWIS, 900 Jackson City Bank Bldg., Jackson, Mich.

BUFFALO SHOWS

Lockport, N. Y., Mammoth Sons of Italy Celebration, Seven Days, August 15-21. Attica, N. Y., Annual Wyoming County Fair, Day and Night, August 23-26. Want complete Shows and Concessions. Attractions wanted. HOWARD POTTER, This week Phelps, N. Y.

WANT TO JOIN

Watermelon Festival, Water Valley, Miss. South's largest celebration, followed with a bona fide list of fairs and celebrations thru November. Will book octopus or Chairplant Rides, one more Grand Show, Concessions that work for 10 cents. Photo Gallery open. Want Free Act, prefer High-Water Dive, Captain McDonald wire. Write JOE GALLER, Mgr. Buckeye State Shows, Water Valley, Miss., this week; Winona Old Home-Coming under Lions' Club following.

CARNIVAL WANTED

For Southeastern Colored Fair Charlotte, N. C., Week September 12. Billed and hosted by committees within 150 mile radius. PAUL H. WADDILL, 815 E. Trade St., Charlotte, N. C. No show too big for this date.

ANNUAL LABOR DAY AND HOME COMING CELEBRATION

New London, O., September 5. Want Concessions of all kinds, Balloon Ascension, Merry-Go-Round, Ferris Wheel. Write or wire F. H. CUNNINGHAM, New London.

WANTED FOR CAMPBELL'S UNITED SHOWS

Ferris Wheel, Merry-Go-Round and Rides that don't conflict, Bingo, Small Cookhouse, any Legitimate Concessions. Show positively carries no joints. Sound Truck, Colored Performers and Musicians. Will buy a Minstrel Show Top. Place Shows with own outfits. Playing tobacco markets and fairs for balance of season. Address H. W. CAMPBELL, August 8-13, Lenox, Ga.

FOR SALE

COOK HOUSE, COMPLETE Size, 20 by 30 Feet. Kitchen, 10 by 20 Feet. New this season. Booked on Gold Medal Shows. Reason selling, poor health. FRANK B. HILBERAND Waterloo, Iowa.

WANT ADDRESS of

WILLIAM B. DALY (Smiley the Clown) Working independently as an Acrobat. Will compensate for satisfactory information received. Wire collect, or write R. L. HOLGATE, 1389 University Ave., St. Paul, Minn.

One Day, September 11 International AIR THRILL CIRCUS and Air Race Sponsored by 44 women's clubs of Cook County. O'CONNOR & ORLOFF, 56 E. Congress St., Chicago—Web. 2517.

McKean County Fair

Smethport, Pa., Sept. 5, 6, 7, 8, 1938. Good clean Shows wanted.

FOR SALE

Lindy Loop complete, Uzzell Aeroplane Swing park type. Cars and mechanism for large Coaster ride. Four-Abreast Portable Parker Merry-Go-Round with center pole on wagon, stored Route 1, Box 511, Dallas, Tex. Also 3-Abreast Parker Merry-Go-Round with center pole on wagon, stored Paola, Kan. Address MRS. C. A. WORTHAM, 114 Princess Pass, San Antonio, Texas.

AJAX SHOWS WANT

Acts for Side Show. Man that can do Punch, Tattoo, Man and other Side Show Acts. CAN PLACE Girls for Girl Revue. Will book Grand Shows with their own outfits, 25%. Will furnish outfits for capable Showmen. Concessions of All Kinds: Diggers, Custard, Cotton Candy. CAN USE Promoters. All mail and wires ED MONTIETH, Williamson, W. Va., week August 8; Portsmouth, O., week August 15.

WANTED FREE ACT

Wire description and salary. If satisfactory will place for balance of season. Wire J. GEORGE LOOS GREATER UNITED SHOWS Week August 8, Burlington, Kan.

WANTED

Experienced Fun House Man and Sober, Reliable Ferris Wheel Help. Get in touch with Charley Holliday. Also Train Master. Can use good Train Hands and Polers. Must be white. Get in touch with Wallace Cobb. Have long Fair Season. WORLD OF MIRTH SHOWS, Watertown, N. Y., August 8 to 18.

HAAG BROS. 3 RING CIRCUS WANTS

FOR SIDE SHOW—Man that does Punch and Judy and Magic, that can handle inside. Boss Canvas Man that will keep tops in repair. Saxophone that doubles Clarinet for Minstrel Band. Concession Agents. Mickey O'Brien wire. Trombone for Big Show Band. Address L. Claude Myers, Band Master. Good Man that can keep poles, seats and other equipment in repair. Route: Buckhannon, W. Va., 9th; Elkins, W. Va., 10th; Franklin, W. Va., 11th; Hot Springs, Va., 12th.

WANTED Telephone Men

at once CARL REICKERT 232 Church St., Poughkeepsie, N. Y.

READING'S SHOWS

COLUMBIA, KY., FAIR THIS WEEK. LEXINGTON, KY., FAIR NEXT WEEK. Stock Concessions Wanted. Pitch 'n Win, High Striker, etc. Will pay cash for 7-Car Tilt-a-Whirl. W. J. WILLIAMS, Mgr.

Shows and Concessions Wanted

For Rodeo, Society Circus and Racing Hippodrome. September 2 to 5, Inclusive. Auspices Vets of Foreign Wars. Want Legitimate Concessions of all kinds, including African Dip, High Striker, etc. No Flat Joints, Bar, Popcorn, Candy Floss and Bingo sold. \$2.00 per front foot or can work 25% of gross to Veterans. Minimum \$15.00. Deposit required. T. C. BROWN, 15046 Roby St., Harvey, Ill.

ELI NUMBER FIVE WHEEL FOR SALE

\$1,800 cash. Real bargain. Can be seen in operation here. Want Merry-Go-Round Foreman. MURRAY JACKSON, Isle of Palms, Charleston, South Carolina.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 6.—An interesting meeting of the board of governors was held August 4 with President J. C. McCaffery presiding. In attendance were Vice-President Joe Rogers, Louis Torti, L. C. Kelley, Louis Keller, Walter F. Driver, Jack Benjamin, Lou Leonard, M. J. Doolan, Morris Haft, H. A. Lehrter and Harry Mamsch.

Applications presented for ballot and elected to membership were Frank R. Bickford, John R. Ward, Edgar T. Neville, Anthony M. Ybanes, Martin Carozza, Bennie Fields, Arden W. Morris, James George, E. H. Hugo, Edward K. Johnson and Edward Gamble.

Interest in the Showmen's Home continues and a number of members sent in pledges during the week. This outstanding endeavor deserves full support from all showmen. Chairmen Fred Beckmann and Carl J. Sedlmayr are confident of many more pledges during this fair season. If your card has been mislaid the secretary will be pleased to see that others are sent members.

Membership drive is on in full force and 1939 cards are being issued on all applications accepted. Vice-President Frank R. Conklin sent in one for Frank R. Bickford. A number of the brothers are in the contest for a Gold Life Membership card. Others can help by just making a little effort. Those signifying their intention in this contest to date are Harold Paddock, Fred H. Kressman, Ned E. Torti and John W. Galligan.

Canadian Secretary Neil Webb finds time aside from his regular show duties to attend to matters for the league. This week he sent in dues for Robert Cooper, Arthur Radtke, Dave Picard, Izzy Brodeky, Nat Hirsch, J. J. Custock, M. M. Webb and F. A. Woods. Conklin Shows are staging a benefit show at Prince Albert, Sask., August 9. Other dues received recently were from Viri Hill, Jack Greenspoon, W. H. Rice, James Campbell, Max Linderman, Dan Burke, Louis Sowerby, H. H. Hancock, Harry H. Hargrave, Eddie Davis, David Cohen, Thomas S. Moran, Thomas Murphy and Verne Newcombe.

Col. F. J. Owens, Tom Rankine and Bob Miller are still on the sick list at their homes. T. Brent and Ben Landes both still in the hospital and showing improvement. Victor Weinberg left hospital and went back on the road. Mrs. Max Kirmerer is resting well since her

recent operation and expects to leave the hospital in a short time. Brother Verne Newcombe sent in the pleasing news of a new arrival in the family, name is John Edward Newcombe, born July 4.

Send in your pledge to the Showmen's Home. It requires no immediate outlay of cash and shows your desire to be among the contributors and founders to this, the most outstanding of all the league's endeavors.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 6.—No meeting of Pacific Coast Showmen's Association last Monday night, this being one of skip nights. However, letters from members in field came and are of great interest, especially one from Brother William H. Hobday, manager of Golden State Shows. It contained a check for a substantial sum, being proceeds of "Show Within a Show," recently held at Boyes Springs, Calif. From Ted Le Fors of White City Shows. His usual interesting news and always assurance of his deep interest in affairs of this organization. Joe Glacy air mailed for application blanks and PCSA buttons. He and Bill Williams on West Coast Shows are moving along at top speed in membership drive. Al Onken and Harry Seber, with Conklin Shows, doing a good job in interest of PCSA.

Most welcome wire from Harry Taylor. There had been wires, letters and phone calls in great number asking details of an accident that was alleged to have resulted in deaths of Harry and Maris, both very popular with showfolks. Their wire read: "We are very much alive." Harry Hargraves going along with preparations for Gigantic, that will be presented at Venice-by-the-Sea and Ocean Park Piers.

Ladies' Auxiliary

LOS ANGELES, Aug. 6.—Meeting of July 21 was called by President Peggy Forstall. Ruby Kirkendall, secretary, and Minnie Fisher, chaplain, were present. Inez Walsh, treasurer, is vacationing.

Nina Cooper and Retna Henry were in after long absence, and Mora Bagby and Martha Levine were back from vacation. Stella Brake was in from Catalina Island with a broken arm which she received in an accident. Helen Brainard Smith, visitor from Kansas City, gave a talk and drew cash award. Mrs. Levine's son was also a visitor.

The afghan writer is making is coming along fine. All yarn for it is donated by members. Annual midsummer party was announced for August 15 at Hotel Rosslyn.

Those present were Minnie Fisher, Opal Manly, Stella Linton, Etta Hayden, Lalia Pepkin, Pearl Jones, Nettie Pulley, Millie Dobbert, Margaret Welsh, Norma Burke, Marie Morris, Retna Henry, Blossom Tifton, Ethel Miller, Nora Cooper, Stella Brake, Mora Bagby, Alfred Barnes, Regina Pink, Emily Lucksinger and writer, Tillie Palmateer.



National Showmen's Association

Palace Theater Building, New York.

NEW YORK, Aug. 6.—The terrific heat of past week has not caused any of the brothers to relax in their drive for new members. In fact, the membership campaign rolls merrily along. Brother Joe McKee, of Palisades Amusement Park, continues to be a demon worker. This week he enrolled Dominick Sardone, William O'Shea, Charles Thiemann and Louis Decker.

Sam Wagner, chairman of the Coney Island Membership Drive Committee, reports progress for the rally to be held at the island after the parks and concessions close business on the night of August 11. His entire committee is working hard and satisfactory results are anticipated. Fred Phillips advises that Charlie Gerard, of Gerard Greater Shows, has lined up quite a few members. There applications will be forthcoming in the next week or so. Murray Gold-

berg, concessioner of the Guess-Your-Weight Scales, continues to send in applications of the salesmen in his employ.

Sam Rothstein, chairman of the house committee, took time out from following the gee-gees at Saratoga to pen that immediately upon his return he will go into action on behalf of our annual banquet to be held at the Commodore Hotel, New York, Wednesday evening, November 16. The banquet committee and sub-committees are now being formed. Proceeds from this biggest showmen's event in the East go to the Cemetery Fund and tickets go on sale this week. Make your reservations early!

Several letters have been received by the executive secretary of late from members inquiring why they have not received their NSA buttons. The answer is this—look at your card. If it does not read "dues paid to July 15, 1939," you are not in good standing, as only members in good standing have received their NSA buttons.

Victor Kay, one of our new brothers proposed by Joe McKee, is a constant visitor to the clubrooms and has offered his services in any capacity to aid the organization. Harry Schwartz was a recent visitor to the club on one of his stops in town. He took time out to build a stationery cupboard and take care of several other odd jobs about the clubrooms.

Thru the efforts of Uno and Elias E. Sugarman, of *The Billboard*, the Fowler Scenic Studios are going to donate the drapes for the stage in the club's meeting room. With donations in mind, and the weather being somewhat more favorable, the house committee trusts that those who made pledges for clubroom furnishings will send in their contributions as soon as possible so that the clubrooms may be entirely equipped by the time members return from the road.

Ladies' Auxiliary

Additional books have been contributed to the library by President Dorothy Packman of the ladies' auxiliary. Members again are reminded to look thru their bookcases at home and forward to the association any and all books that will be of service in making this library one of the foremost in show circles.



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,

1564 Broadway
New York City

Bright Light Expo. Shows

WANT Shows, Rides and Concessions of all kinds. Everything open. Playing the peach orchards, where everyone is working day and night. These spots have proven better than fairs. Wire JOHN GECOMA, Warren Hotel, Harrisonburg, Va., this week. Crozet, Va., next week.

WANTED

Five or more Rides at the La Crosse, Wis., Fair Grounds, September 4 and 6. Horse Races and Fireworks. No gate. LA CROSSE TRADES AND LABOR COUNCIL.

HUGHEY BROS. SHOWS

Want small Cookhouse. Privilege reasonable to one who will feed reasonable. Have 12 Merry-Go-Round Horses with brass rods, telescopes and all fittings for sale. Address Havana, Ill., this week.

WANTED QUICK

Family or Team doing four or five Circus Acts and put on Concert. Good proposition. Also want Side Show with own transportation. Address BUCK BROS.' SHOW, Tulsa, Okla.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
Previously Acknowledged \$14,030.00
Received This Week 405.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.
A Home for Aged and Infirm Showmen

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Worthy of Your Co-Operation

**W. E. WEST
MOTORIZED CARNIVAL**

Wants Concessions and Shows, Side-Show Talent, Mechanical Farm, capable Agents of all kinds, Ride Help, Prefer licensed Truck Drivers. Salaries paid every Monday. Holstein, Ia., this week; Alta, Ia., Fair next week, then going south for more fairs. Come on, don't wire. W. E. Jack, get in touch with me.

GIRLS GIRLS GIRLS

WANTED Oriental, Fan and Tease Strip Dancers, Choruses and Posing Girls with youth and looks. Talker, Ticket Sellers, other useful people. Address RALPH DECKER, Ideal Shows, Oswego, N. Y.

Gruberg's World's Exposition Shows

Can place for long fair season, Octopus. Wanted—Manager to take charge new framed Side Show. Bill Sylvan no longer connected. Wanted—Freaks and Working Acts for Side Show. Wanted—Man to take charge of Fun House. Wanted—Girls for Rainbow Revue. Wanted—Man to take charge of beautiful framed Life Show. Only interested in man who knows the Life Show business. Do not misrepresent. Wanted—Legal Adjuster for balance of season. Must be sober and reliable—Wanted—Concessions all open; no exclusive. Wire via Western Union GRUBERG'S WORLD'S EXPOSITION, Lancaster, Pa., this week, and Harrisburg, Pa., next week.

Ray Marsh Brydon, I wired you; get in touch with me. Jack and Gladys Foster, wire. Harry Davenport, get in touch with J. M. Rafferty.

FAIRS FAIRS

J. J. PAGE SHOWS WANT ROR WILSON COUNTY FAIR, LEBANON, TENN., AUGUST 15 to 20, Legitimate Concessions except Corn Game and Cook House. CAN USE one more Flat Ride, Octopus preferred, and Kiddie Auto Ride. CAN PLACE Grind Shows that don't conflict. Clemantine Coffey wants Girls and Musicians, Piano Player for Girl Show. WANT Acts for Side Show. Followed by Fulton, Ky.; Bowling Green, Ky.; Trenton, Tenn.; McMinville, Tenn.; Rome, Ga.; Newnan, Ga.; Lanett, Ala. All bona-fide Fairs, no still dates. Four more Fairs to follow in Alabama and Georgia. Address

J. J. PAGE SHOWS
Hopkinsville, Ky., this week; Lebanon, Tenn., Fair, next week.

BAY CITY TRI-COUNTY FAIR

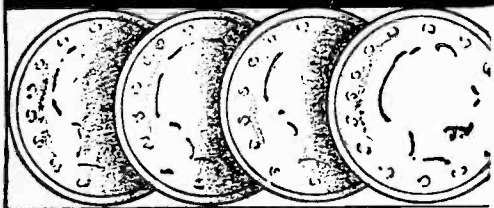
AUGUST 15 TO 20—6 DAYS, 6 NIGHTS

Want legitimate Concessions of all kinds. No gambling. \$3 a foot. First entertainment of its kind in Bay City this year. Everything has been kept out on account of the fair. Can use any good clean Fair Ground Shows, 25 per cent. Can use Independent Street Decorator. Can use a couple of good Platform Free Attractions to strengthen the show. Address all mail to M. W. WELLS, VFW Secretary, on Fair Grounds, Bay City, Mich.

B and V SHOWS WANT

For MONMOUTH CO. FAIR, Freehold, N. J., August 23-27; FLEMINGTON, N. J., FAIR, August 30-September 5, Seven Days and Nites, including Sunday; MORRIS CO. FAIR, Morristown, N. J., September 8-10. Will sell Exclusive Bingo. WANT Grind Stores, Merchandise Wheels, Shows with own Outfits. Carroll Miller and Jimmie Hellman wire. WANT Flat Rides and Loop-o-Plane. We have X on Game Concessions at Freehold and Troy, Pa. Write or wire Phenicia, N. Y.

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.

WISCONSIN

Wisconsin is an example of a State that comes to depend more and more on a growing summer resort business. The State has been progressive enough to have a special commission to promote its widespread resort opportunities and thus aid many lines of business in the State.

The summer of 1938 has also witnessed what seems to be more intensely agitated drives against what may be called petty gambling than in previous seasons in resort areas. In every case where it is possible to get at the seeming facts behind the local agitation it has a definite political aspect.



WALTER W. HURD

But the agitation in Wisconsin has some lessons that will be of national interest, because the resort business and tourist trade are growing in all States fortunate to have something to invite tourists—and in all these resort centers the tourists or traveling public are even beginning to demand some sort of petty gambling for amusement.

Wisconsin also provides an interesting study in the pros and cons of providing petty gambling for summer tourists, because The Milwaukee Journal has joined in the present crusade against petty gambling by publishing editorials in its Sunday editions against the "vice." The editorials in The Journal bear the mark of sincerity and careful preparation or there would be no reason to reply to them. The Journal may be taken as typical of those sincere agencies and groups which think they have the best interests of their State at heart when they say that "gambling is sure to ruin the resort business."

The editorial attitude of The Journal illustrates a serious inconsistency that is common to all drives against petty gambling. The Journal publishes news of racing; The Journal also publishes an excellent sports section. There is a glaring inconsistency in the policy of any newspaper that agitates a drive against such petty gambling of amusement games but publishes racing news. Any person who takes a sober second thought knows that the newspapers conduct the greatest possible educational feature in gambling thru their news of the races. They also profit immensely by it.

If surveys of popular gambling like that made by The Chicago Tribune two years back reveal the truth, newspapers are also educating the public in gambling by publishing news of baseball, football, etc. For The Tribune survey indicated that the major sports are fast becoming a close second of the races for popular gambling. If that be true, then all religious schools that have athletic teams are also indirectly encouraging gambling.

Newspapers, reform groups and civic leaders need to face these facts for what they are worth and arrive at some form of consistency in their policies.

It is to the credit of The Milwaukee Journal that it sent a reporter out into the Wisconsin resort territory to get first-hand information. The first of a series of four articles on facts observed by the reporter appeared in The Journal July 24, 1938. These reports ought to be read by editors, public officials and civic leaders in all States that have resort sections.

Among the significant facts to be found is that summer tourists are beginning to demand some form of petty gam-

bling—or they go on to where such amusements are to be found. Now the leaders in resort areas are going to be faced more and more with the fact that they will have to provide petty gambling under legal restraints and approval in resort areas or the racketeers will get to the tourist trade in some way. Or the people in the resort areas will have to set out upon the impossible task of teaching their summer patrons not to gamble.

The Journal reporter found a second significant fact that should be noted by the coin-operated machine trade as well as the resort trade. It is the feeling among the big majority of owners of taverns and other resort establishments (locations) that petty gambling machines, such as amusement games and slots, should be owned by local people and given some definite legal plan of operating. This is one of the greatest problems facing the coin-operated amusement games industry today and that is to keep the operation of such games in the hands of professional operators who are known residents of the city or State.

But the attitude which The Journal has taken, and the attitude of most reform groups, drives the local professional operator out of business and sets up restrictions under which only the racketeer can operate. It should be plain to all thinking people by this time that the tighter the restrictions and the greater the opposition to gambling the better it is for the racketeer and the big-time gamblers. Wisconsin has within its area some of the best professional operators of amusement games and slots anywhere in the country. They are small business men who would abide by any reasonable set of laws drawn up for their machines, and they would provide the petty gambling which tourists demand in moderate form. It should be possible for resort States to reserve the petty gambling business to professional operators who are residents of the State.

If anyone doubts the opposition to such things as amusement games does not play into the hands of big-time rackets, let him observe Florida. In 1937 the leading lobbies against the Florida slot machine license law were the churches, the bolita gamblers and the racing interests. Note that the churches were lined up with strange bedfellows, all opposed to licensing slot machines. Note the following special report to The New York Times July 24, 1938:

"Seeking to boycott illegal bolita gambling, business men of the Tampa area are attacking an evil that has become an economic parasite all over Florida. . . . Bolita and cuba, similar numbers games, are in evidence everywhere."

In 1937 the churches helped the bolita and the racing interests repeal the Florida slot machine license law. The New York Times now reports the result. Drive out petty gambling in any territory and the way is prepared for big-time stuff.

It is plain that a big majority of the American people want some kind of petty gambling for amusement when on vacation. It seems that the resort States ought to be able to develop laws that would permit residents of their own States, experienced in the amusement games business, to operate under some kind of reasonable and legal control. That would be better than keeping the resort areas forever open to gangsters and racketeers.

Bradshaw Reports Phono Boom

DENVER, Aug. 6.—Rock-Ola officials are talking about Gibson Bradshaw, Rock-Ola factory representative for Wyoming, Colorado and New Mexico. One official commented: "There is no more enthusiastic person selling phonographs than Gibson Bradshaw!"

He went on to quote a statement of Bradshaw's: "Gib smilingly stated, 'Never in all my selling experience have I enjoyed selling a product as much as the new Rock-Ola Monarch and Windsor 20-record phonographs. There are many reasons for this which I shall not enumerate all at one time. The outstanding feature that pleases operators and location owners alike is the new 99 per cent slug-proof coin chute which keeps all its promises. Once the product is sold the crucial test for the salesman is the perfect performance of his product after its delivery to the customer. After I sell a new Monarch or Windsor, on my return to a customer it is with great pride that I find the phonograph exceeding all expectations in earnings.'

"In spite of a national business apathy, my sales are far ahead of all previous years due to the superior features of the Rock-Ola line of phonographs, such as the tone quality, the coin chute, the simple mechanism and popular cabinet design."

Bradshaw's organization, the Denver Distributing Co., maintains a stock of all Rock-Ola models at all times. Said a friend of his: "Mr. Bradshaw is not a Westerner; originally he came from Alabama. Evidently he felt the call of the West and, as Greeley said, 'Go west, young man.' 'Gib' went west. While in Alabama, up until 1936, Bradshaw was operating and distributing coin machines. His long experience in the coin machine business fitted him admirably for the Rock-Ola distributorship in Colorado, Wyoming and New Mexico. In the space of two years he has made himself known to every operator in the territory and is liked and respected for his unassuming manner and square dealing."

Record-Buying Guide

Going Strong—Keep 'Em Around

- Music, Maestro, Please
I Let a Song Go Out of My Heart
Says My Heart
A Tisket, a Tasket
When Mother Nature Sings Her Lullaby
I Hadn't Anyone Till You

On Way Up—Better Stock Them

- Now It Can Be Told
My Walking Stick
I'm Gonna Lock My Heart
You Go to My Head
I've Got a Pocketful of Dreams
Saying Myself for You

On Way Down—Not Worth Pushing

- Oh, Ma, Ma
You Leave Me Breathless
This Time It's Real
Lovelight in the Starlight
Girl in the Bonnet of Blue



Berlin Tunes Get Ops' Call; "Told," "Stick" Ride Crest

By DANIEL RICHMAN

NEW YORK, Aug. 6.—Most necessary songs to have in the machines right now are Irving Berlin tunes. Success of the nation-wide broadcast in tribute to the songwriter last week, and the general release of Alexander's Ragtime Band, scheduled for this week, is certain to create a demand for many of his past hits as well as the two new numbers he wrote for the picture, Now It Can Be Told and My Walking Stick. Told already is a big number on the radio and its sheet sale is beginning to start, and Stick won't be far behind it. Operators should also have available old Berlin tunes like Alexander's Ragtime Band, All Alone, Remember, Everybody Step, A Pretty Girl Is Like a Melody and Heat Wave. The tremendous publicity campaign for the film, the Coast-to-Coast Berlin plug of last week and the movie itself can't fail to get the nickels into the slots for a revival of old Berliniana.

Next in importance is A-Tisket A-Tasket, which has even more to it in the way of popular appeal than Flat Foot Floogie. It's advisable to have the Chick Webb-Ella Fitzgerald recording of this under the needles since the public knows that in addition to writing it, the septia singer is responsible greatly for its success.

Novelties seem to be the order of the day, and that being the case, get hold of Stop Beating 'Round the Mulberry Bush, Bambina and Figaro. Mulberry Bush, like Tisket, is based on the old jingle that they sang back in their childhood, but the words and rhythm are streamlined and swingy. This looks good to achieve hit proportions. Bambina is coming up fast and Figaro appears to have a good chance. A number called Tu-Li Tulip Time is being asked for over the counter, altho it hasn't appeared on the air plug list yet. It's wacky title is in line with what appeals today, however, so it may have possibilities.

A sophisticated ballad which is surprising even its publishers is You Go to My Head. This song, not to be confused with one called You Went to My Head, however, despite its sophistication, seems to have what it takes for popularity (a few music dealers reported a slight demand for it this week), so you'd better get it.

One Bing Crosby song from his new Sing, You Sinners, that is a potential

hit is I've Got a Pocketful of Dreams. In seventh place on the air list, it just missed out being included in the list of best sellers this week, but certainly should be up there in another seven days. By the writers of On the Sentimental Side, it stands to repeat that success. Don't Let That Moon Get Away, from the same movie, also looks promising.

On their way down in popularity are Oh, Ma, Ma; You Leave Me Breathless and Lovelight in the Starlight, and operators need hold on to these only if the demand in their particular locality warrants it. Otherwise there are enough up-and-coming numbers to fill their spots more profitably.

Atlas Music Tells 2-for-1 Plan

DETROIT, Aug. 6.—The following account has been received from one of those present at the affair hereinafter described. It follows:

"On July 29 at the Hotel Statler the Atlas Automatic Music Co., Michigan distributor for Seeburg phonographs, held a business meeting for Michigan and Northern Ohio music merchants. The meeting was called to order by J. Mike Kratze, manager of Atlas Music, who expressed his thanks to the many operators who came hundreds of miles to show their faith in the music business. He then introduced Spencer Otis, special representative of the J. P. Seeburg factory, who gave a short explanation of the Seeburg influence in relation to the development of the coin-operated music business.

"Hitting every thought right on the head, it was his belief that if it were not for music there would be no civilization. He went on to say that Seeburg was not confining its activities to music alone but that the engineering department was constantly perfecting ideas in other types of coin-operated equipment. It was his intimation that some of these developments would be released to the trade in the very near future.

"A cheery note was struck when he stated that Seeburg's business is at present higher than it was last year at the same time. His greatest punch line

was to the effect that one of Seeburg's greatest feats was the pioneering and development of cabinet illumination.

"He stressed the fact that Seeburg has constantly, thru various factory policies, attempted to help the operators. At this point Mr. Otis presented for the first time to the Michigan operators the Universal Illuminated Cabinet. Mr. Otis turned the meeting back over to Mike Kratze, who went on to explain the new Atlas two-in-one plan, where on one contract and at a small additional cost it was possible not only to get a new machine but also an illuminated cabinet for an older model.

"The meeting was then closed and a wild rush ensued as everyone tried to be the first to see the many features of this new cabinet. After the meeting refreshments were served and the festive occasion was celebrated far into the night by the 100 operators on hand.

"Everyone was pleasantly surprised when Morrie Ginsburg, head of Atlas, sauntered in near the end of the meeting. He is regarded as one of the most progressive coinmen in the business. He has done much towards formulating plans which have helped other coinmen considerably. In this way he has earned the excellent reputation and business now enjoyed by him and by the Atlas Novelty Co. At the Detroit meeting Ginsburg was gratified by the many compliments directed at the Seeburg organization. He stated that with a turnout such as that the music business could not help but be a continued success.

"Incidentally, he is now in the East on a combined business and pleasure trip. He reports that he has found conditions very good. Eddie Ginsburg is running the Atlas office in Chicago and states that summer business is holding up exceptionally well.

"Al Stern, Atlas representative, is traveling thru Illinois and Indiana and has been sending in very favorable reports."

Artists Seek Phono Revenue

NEW YORK, Aug. 6.—Battle lines are drawing tighter in the conflict between the phono record manufacturers and associations representing performing artists in which the associations are attempting to set up an organization to collect a "royalty" on all discs used in coin-operated phonographs.

This would mean a classification system for members whereby they would continue to derive monetary gain even after their creative days are over. Walter N. Socolow, counsel for the National Association of Performing Artists (NAPA), estimates that the take would be about \$5,000,000 a year, most of which would come from coin-operated phonos licensed at the rate of \$1 per month.

Letters have been sent out by the principal disc manufacturers in which they state that they have been advised that no association, neither NAPA nor ASRA (American Society of Recording Artists), has the legal right to make

Sheet-Music Leaders

(For Week Ending August 6)

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.

Table with 2 columns: Last Wk. This Wk. and list of songs like 'Music, Maestro, Please', 'I Let a Song Go Out of My Heart', etc.



KENTUCKY AND INDIANA MUSIC OPERATORS gathered in the Roof Garden Ballroom of the Brown Hotel, Louisville, July 23 to greet the Wurlitzer Transcontinental Limited.

such demands on operators of coin-operated phonos.

It is the opinion of Socolow that the matter will be thrashed out in New York in the fall when a case involving Paul Whiteman comes up in the Federal Court.

Said Socolow, "Under the present unstable situation operators are up in the air. If the NAPA were successful and all ops licensed the industry would be stabilized. It would probably be advisable to get up a standard contract form between record companies and performers—similar to that existing between songwriters and publishers, Actors' Equity and managers, etc."

Socolow remarked, "Many band leaders were foolish enough to sign away their property rights. However, there is a theory of law that says the band leader may be protected in his property rights even if he thinks he is signing them away."

Following is the other side of the story as related in a bulletin sent out by three leading disc manufacturers. A similar bulletin was released by RCA Mfg. Co. some time ago. The bulletin follows:

"To operators of coin phonographs and purchasers of phonograph records for use on coin phonographs: We are inclosing herewith a free and non-exclusive license to use any of the phonograph records manufactured and distributed by the undersigned on coin-operated phonographs in the United States subject to the conditions and limitations therein stated.

"We have recently learned from various sources that persons who claim to represent recording artists have been approaching coin phonograph operators and location owners and demanding from them so-called 'license' or other 'fees' for 'permission' to use phonograph records manufactured and distributed by the undersigned companies on coin machines or threatening them with lawsuits unless they took such 'licenses' and paid such 'fees.' Our information is that representatives of two organizations, one known as National Association of Performing Artists (NAPA), and the other known as American Society Recording Artists (ASRA), have been especially active in this respect.

"It is the opinion of our counsel that such demands or threats are made without any legal right, and that anyone who purchases phonograph records manufactured and distributed by any of the undersigned companies is under no obligation whatsoever to procure any 'permission' or 'license' or pay any fee to any such representatives or organizations for the right to use any of the records manufactured or distributed by the undersigned.

"We desire to co-operate with you in order that you may not be subjected to any such demands or threats, and we would therefore appreciate it before taking any action or obtaining any such 'license' or paying any such 'fees' to any of the above referred representatives or organizations if any such demands or threats reach you that you immediately communicate with us.

"Very truly yours,
"Brunswick Record Corp.
"Columbia Phonograph Co., Inc.
"American Record Corp."

Rathsburg Opens Pioneer

DETROIT, Aug. 6.—New service and supply organization catering solely to the music machine operator was opened this week by John M. Rathsburg under the name of Pioneer Music Co.

Rathsburg has been a familiar figure to operators in the Detroit territory for some time, having been with several other companies.

OFF THE RECORD

(Continued from page 13)

From *Bosloo*, Beside a Moonlit Stream is pleasing in every way, whether you get it on Brunswick by HORACE HEIDT, coupled with *Figari*, a song of *Vieni*, *Vieni* genre; on Vocalion with song painter BUDDY CLARK adding a tango tease in his wistful piping of *Let Me Whisper*; or if you delight in plectrum pressings, BOY SMECK strumming softly, completing the couplet on Decca with *Now It Can Be Told* from the Irving Berlin flicker.

ART KASSEL, leaning on Lombardo's sweet side, weaves a melodic motif for *Silver on the Sage* on Bluebird and its pop plattermate, *I'll Still Be Loving You*. The *Sage* song from *The Texans* gets the stock standard treatment on Vocalion from DICK JURGENS, as does *I Wish I Was the Willow* from *Spawn of the*

North. Latter ditty fares little better on Decca from songwriter TERRY SHAND, who also lends his singing to the pop side, *Let's Break the Good News*.

Hula Harmonies

DECCA is almost alone in its attempt to keep interest in the Hawaiian melodies sustained. This time they offer an album of five labels, none of which meet the mass appeal of Bing Crosby's *Sweet Leilani*, which is sadly missing in this shipment. Tho it is doubtful that a demand exists, Decca still keeps 'em supplied. And we suspect that it's the artist and not the offering that bears the selling burden, if they sell at all. BING CROSBY, with Dick McIntire's strummers for atmosphere gives gushy for *Song of the Islands* and *Aloha Oe*; HARRY OWENS, who had no little part in starting it all, adds little color to the rich melodies of Gus Kahn's waltzer, *My Isle of Golden Dreams*, and his own *Hawaiian Paradise*; TED FIORITO overdresses *My Little Grass Shack in Kealakekua, Hawaii* and *King Kame-*

hameha, sticking strictly to fox trotology, and RAY KINNEY betters Bing in making real dirges of *Across the Sea*, *Hoomanea*, *King's Serenade* and *Old Plantation*.

Louie's Got Religion

LOUIE ARMSTRONG, sans his satchmo tootling, takes us back to jazzdom's cradle step—the bless-you-sister hosannas of tent revivalists. With Lyn Murray's mixed choir for atmosphere, Louie offers undiluted swing for sinners on Decca in Robert McGimsey's Bible stories, *Shadrack* and *Jonah and the Whale*. Both sides are superb. The

USED PHONOGRAPHS READY FOR LOCATION

MILLS DANCE MASTERS.....	\$28.50	SEEBURG C SYMPHONOLAS.....	\$38.50
MILLS DELUXE.....	49.50	ROCK-OLA 1939, 12-Record.....	49.50
SEEBURG SELECTOPHONES.....	29.50	WURLITZER, 412.....	79.50
SEEBURG-SELECTOPHONES, Deluxe.....	34.50	MILLS CIGARETTE VENDOR.....	75.00
SEEBURG A SYMPHONOLAS.....	49.50		

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. Second Street,
LOUISVILLE, KY.

312 West Seventh Street,
CINCINNATI, OHIO.

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

BENNY GOODMAN Victor 26000	<i>I've Got a Date With a Dream</i> and <i>Could You Pass in Love?</i> (the swing is subdued for these sides from Sonja Henie's forthcoming <i>My Lucky Star</i> screen show, Goodman giving 'em a rhythmic punch).
RED NORVO Brunswick 8182	<i>Put Your Heart in a Song</i> and <i>The Sunny Side of Things</i> (Norvo follows the rhythmic pattern and la Bailey's singing makes 'em a lullaby. Save these sides until they start plugging Bobby Beem's <i>Breaking the Ice</i> flicker).
RUSS MORGAN Decca 1922	<i>There's a Brand-New Picture</i> and <i>So Help Me</i> (Morgan lends his smooth style to these two popular pops. Incidentally, you get the Morgan manner on the Decca label now).
HENRY BUSSE Decca 1923	<i>Will You Remember Tonight Tomorrow?</i> (the Busse shuffle fans are legion and Henry is loyal to 'em. Mated side, <i>My Best Wishes</i> , is undiluted fox-trotology and has less appeal for the listening).
WILL OSBORNE Decca 1926	<i>Little Drummer Boy</i> and <i>I'm Still Loving You</i> (there's a deepening wave of enthusiasm for this combo and these slow sides get a mighty sweet treatment).
BLUE BARRON Bluebird 7709	<i>Bambina</i> (Barron gives this ditty a swing choir coloring for the voca and his instrumental style is ever pleasing. Plattermate, <i>Garden of the Moon</i> , is a gushy ballad from the forthcoming flicker of the same name. Both sides in the slow tempo).
SAMMY KAYE Vocalion 4226	<i>I've Got a Pocketful of Dreams</i> and <i>Don't Let That Moon Get Away</i> (all the bands are cutting these star songs from Bing Crosby's newest and this version is for the Kaye followers. <i>Pocketful</i> side shows most promise for hit parade standing).

SWING MUSIC

FATS WALLER Victor 26002	<i>If I Were You</i> and <i>The Wide Open Spaces</i> (now that Fats is in Europe, his releases will become rarer. These two are in the waller groove that gets 'em).
BUNNY BERIGAN Victor 26001	<i>Russian Lullaby</i> (this Irving Berlin classic gets a swingo dressing by this ace trumpet tootler and his band. Plattermate has Guy Lombardo playing the same song in its original waltz pattern).
JIMMIE LUNCEFORD Decca 1927	<i>Down By the Old Mill Stream</i> (no killer diller for this lodge hall classic, but Lunceford's liffa is plenty keen. Younger element will also go for the <i>Sweet Sue</i> partner).

VOCAL

MILDRED BAILEY Vocalion 4224	<i>Born To Swing</i> and <i>Small Fry</i> (Miss Bailey tells in song what everybody knows—that she was born to swing. <i>Small Fry</i> is the <i>Lazy Bones</i> type of song, and her tonsils are right torrid here, too. Ditty is from Bing Crosby's newest picture).
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INSTRUMENTAL AND NOVELTY

SLIM AND SLAM Vocalion 4225	<i>Tutti-Frutti</i> and <i>Look-a-There</i> (the flat foot floogie boys scat harmonize with your favorite ice cream flavor and Fats Waller's identifying battle cry).
FREDDIE FISHER Decca 1929	<i>Red Wing</i> (out in the tall corn country, this is a hoe down killer that I have 'em calling numbers with the first 5 cents. Mated with <i>When They Played the Polka</i> is strictly for the tall corn country while <i>Red Wing</i> might even give them that city folks a kick).

EXPERIENCED MUSIC MEN

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Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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PERMO PRODUCTS CORP.

Metallurgists—Manufacturers
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qualities we find in Armstrong's raspy singing are now entirely lacking in MAXINE SULLIVAN. Her *St. Louis Blues* and utterly lacking in taste *L'Amour*, *Tojourn*, *L'Amour* on Victor does nothing more than emphasize the fact that her pipes are of poor structure. And now that Claude Thornhill has taken the Harlem out of her singing, it's poor listening. Which explains the constant appeal of swing diva BILLIE HOLIDAY, her Vocalion coupling on the distaff side with *Says My Heart* and *Havin' Myself a Time*.

FATS WALLER is in the right mood for his Victor doubling of *We, the People* and *On the Bumpy Road to Love*. And after lending a very tired ear to the sorta sad electric organology of SAMMY WILLIAMS on Vocalion for *Hi-Yo, Silver!* and *Flat Foot Floogie*, the instrument finding a permanent place for itself on disks, it makes us wonder why Eli Oberstein has kept Fats from the console. It's no secret he's as potent at the pump-board as at the keyboard.

Trumpet Delights

BLUEBIRD has an extra added on its Race list in reprinting for the serious swing students a KING OLIVER double. Tho since displaced in pop favor by Louie Armstrong, his *Call of the Freaks* and *The Trumpet's Prayer* always was and still is the real thing. HARRY JAMES with pianist Jess Stacey and most of the Count Basie band highlights his trumpet tootling on Brunswick for *Wrap Your Troubles in Dreams* and *Little White Lies*. The sock arrangements are truly soggy, but James is in fine form, tho his take-offs suffer in comparison with Armstrong, whose style he apes so religiously. And for the loyal sugar blues fans, they must be legion, CLYDE MCCOY cuts his wah-wahs on Decca with *Blue Prelude* and *Blue Fantasy*.

DUKE ELLINGTON has a thankless task in such trashy tunes as *La De Doodo Doo* and *The Stevedore's Serenade* on Brunswick. Latter side hasn't enough musical content to woo a garbage scow. The *Doodo Doo* misfortune is just as dull on Vocalion, despite the brave but disparaging efforts of LEITH STEVENS. And in spite of the fact the band is standard for the Saturday Night Swing Session, they need more than 10 lessons in learning how to play the blues if their *Royal Garden Blues* is their sampling.

Ellington's star pupils, JOHNNY HODGES at the head of the class for Vocalion's *You Walked Out of the Picture* and *Empty Ballroom Blues* demands attention alone for Hodges' superb alto sax phraseology. WILL HUDSON is another to follow suit and bring his honor class to the fore. Debut of his *Seven Swingsters* on Brunswick for *Hangover in Hong Kong* takes its place in the Raymond Scott school of futuristic swingology. This musical toss-together is brazen in blazing the Scott trail. But in the attempt of its plattermate to get gentle, *Lady of the Night* isn't any sadder in making listenable music than those ladies in making the most of a rainy night.

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YOUR OLD PHONOGRAPH NEEDLES ARE WORTH MONEY—DON'T THROW THEM AWAY!

Operators have certainly needed a successful way of repointing their used phonograph needles. We have developed and perfected the method for doing just this—AND NOW you may reduce needle costs and MAKE MORE MONEY THROUGH YOUR SAVINGS!

Up to 2,000 additional plays may be had out of each and every needle you have hitherto thrown away! Think of what you can save in the course of a year!

We want you to "be from Missouri." Let us convince you that repointed needles will save you a lot of money—money you and your route man have been throwing away with each and every needle change.

You risk nothing—you have everything to gain. Mail us 12 old needles—and send along a dollar bill or, if you prefer, we will ship your needles back C. O. D.

Be sure to give your address and in just a few days you'll get your needles, repointed and ready for up to 2,000 more plays each. THINK WHAT THIS MEANS! For only 8 1/3 cents each you save from 36c to 45c per needle depending upon the quantity price you pay for new needles. For only one dollar you get what would cost you \$4.32 up to \$5.40!

After trying the first dozen needles we are sure you will never again throw away your old ones, but will always have us repoint them for you at \$1.00 per dozen, or 8 cents apiece in lots of 100 or more.

SAVE THE MONEY YOU'VE BEEN THROWING AWAY! SEND YOUR OLD NEEDLES TODAY! A TRIAL ORDER WILL CONVINCING YOU!

McCORMICK MACHINE COMPANY
GREENVILLE, N. C.

West Coast Area Enjoys Three Wurlitzer Parties

West Coast gives big welcome to Wurlitzer—organized music men hear of new program—Capehart announces epochal idea for public relations

SEATTLE, Aug. 6.—The final party of the historic Wurlitzer Transcontinental Tour was held at the Olympian Hotel, Seattle, this evening. Here the final climax of the tour, which brought the Wurlitzer party into 21 centers, was blended into a gay program of music and fun. Two other banquets on the Pacific Coast during the week included one at the Ambassador Hotel, Los Angeles, and a second at the St. Francis Hotel, San Francisco. With a well-organized operating trade in the Pacific Coast region, big crowds of music of the new Wurlitzer program. The tour had gathered momentum as it proceeded across the continent, and the Pacific Coast meetings were marked by an impressiveness in keeping with the bigness of the West Coast music field. The high point of the Wurlitzer message was perhaps reached when Homer E. Capehart issued his challenging appeal to the phonograph trade to herald the value of the automatic phonograph in bringing good music to poor people. They have a right to hear it, he said.

About 300 music men and their friends greeted the Wurlitzer Transcontinental Tour at the Olympian Hotel here. Fred Field, Wurlitzer district representative, worked in co-operation with the Wurlitzer party to arrange the grand finale for the tour. The meeting took on the atmosphere of a grand celebration honoring the Wurlitzer executives.

At the speakers' table, besides Wurlitzer officials, were Ed Perry, of Spokane; W. H. Smith, G. F. Folsom, G. W. Johnson, all operators of long experience in the music field. Also Lieutenant Governor Vic Meyers of Washington was present to bring official greetings to the music men of Washington, Montana, Idaho, Oregon and Canada who were present at the meeting.

The prize drawings brought good luck to Mrs. J. C. Bean, of Everett, Wash., who won the piano prize, and Richard Gansler, of Bellingham, Wash., who won the phonograph award. Robert Bolles was spokesman of the operators in presenting a beautiful silver service set to Homer Capehart.

The floor show consisted of 11 acts and was one of the high-quality shows of the entire tour. Music was under the direction of Frank Allen, and Art Leard was emcee.

Sidelights of Dallas Party

DALLAS, Aug. 6.—On Friday evening preceding the big Wurlitzer banquet here Mr. and Mrs. Earl E. Reynolds were hosts to the factory officials of Wurlitzer at a party and banquet in the Mural Room of the Baker Hotel. Several music operators and their wives were also

MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

guests at the Reynolds party.

Out-of-State visitors to the banquet included O. F. Kramer, Wurlitzer district manager from Oklahoma City. Operators from various sections of Oklahoma also attended the banquet, including Mr. Rice, of the Rice Music Co., Wurlitzer distributor for Oklahoma City.

In introducing out-of-town guests from the banquet floor Mr. Reynolds presented Mr. and Mrs. R. L. Barbee, of Shreveport, La. Mr. Reynolds also read a letter of greeting from Marvin McLarty, of Lubbock, Tex., expressing regret at not being able to attend the party on account of illness. Mr. McLarty is said to be the oldest Wurlitzer operator in Texas.

An interesting incident of the banquet was the enthusiasm with which guests danced to music by the Wurlitzer phonographs after a whole evening of dancing to the lovely dance tunes of Carl Lambert's Orchestra, which played earlier in the evening. The terpsing continued till 3 in the morning.

A charming touch of feminine appeal was added to the Wurlitzer banquet room in the exquisite floral designs that greeted each banquet table. They were the handiwork of Mrs. Earl Reynolds. After the banquet wives and girl friends wore the flowers as gifts of Mr. and Mrs. Reynolds.

San Francisco

SAN FRANCISCO, Aug. 6.—About 400 music merchants, their wives and sweethearts greeted the Wurlitzer Transcontinental Tour party at the St. Francis Hotel here Wednesday evening. The display of new models was in the Italian Room, and cocktails were also served there during the afternoon. The banquet and main program took place in the immense Colonial Room. The guests present represented the music business in Northern California territory.

The opening hour was filled with music and community singing, led by Art Leard, of Buffalo. Music was furnished by Bob Beal and his Seven Counts of Rhythm of local music circles. Lois Clark was vocal soloist.

When the formal program began there were seated at the speakers' table Homer E. Capehart, Harry F. King, Robert Bolles, of the Wurlitzer Co.; William Corcoran, Wurlitzer representative in San Francisco area; Bill Simmons, of Los Angeles; George A. Miller, Delos Osborne, Stanley Turner and Anthon J. Campagno, president of the California

Music Operators' Association. These were introduced later to the audience as well as a number of other people well known in music circles in San Francisco and neighboring cities. Charles Fey, inventor of the bell machine, was in the audience and was also given special recognition.

Results of the drawing for prizes were announced as follows: Mike Sisler, of Pallejo, Calif., won the Wurlitzer phonograph offered to some lucky operator. Mrs. R. A. Howe, of Honolulu, won the Wurlitzer piano award.

Homer E. Capehart, vice-president of the Wurlitzer organization, explained in detail the Wurlitzer program. Gaining forcefulness and conviction as he talked with music merchants in various centers on the tour and seeing more and more of their general problems, he emphatically announced a new policy of public relations which may well transform the future of the automatic music industry if applied by members of the trade in their work in all parts of the country. Capehart said:

"POOR PEOPLE PUT MONEY INTO YOUR PHONOGRAPHS. POOR PEOPLE HAVE A RIGHT TO THE ECONOMICAL ENTERTAINMENT WHICH YOU OFFER THEM. POOR PEOPLE HAVE A RIGHT TO ENJOY GOOD MUSIC WITH THEIR BEER OR THEIR SANDWICHES. IF WE EMPHASIZE THIS GREAT TRUTH IT MAY HELP DEFEAT UNFAIR TAXATION AND LEGISLATION."

The floor show, arranged thru the Music Corp. of America, included Rahn Ormand, comedian-magician; Vivian Luse, tap dancer-comedian; Piertel and Greene, Cuban versatilists; Ray Long, eccentric dancer, and Mickey King, harmonica player. Music was furnished by Bob Beal and his Seven Counts of Rhythm.

Los Angeles

LOS ANGELES, Aug. 6.—The Wurlitzer Transcontinental Limited, for the 19th stand of the tour which has carried the party thousands of miles, came into this city Sunday and found all arrangements taken care of by W. E. Simmons, local rep of Wurlitzer.

Robert B. Bolles, Wurlitzer ad manager, said that the trip had been wonderful from every point of view, adding: "Large crowds greeted us at every stop, and while the trip was not a direct selling venture, it is anticipated that it will be the cause of the greatest prosperity ever known by Wurlitzer and ops handling their machines."

The affair was held at the Hotel Ambassador and everyone acclaimed it as most enjoyable. From 7 o'clock until 8 was cocktail hour.

There were operators and guests from New Mexico, Arizona and Southern California, a count of which showed 623 present in the Fiesta Room of the hotel. Community singing, led by Art Leard, of Buffalo, was a much-applauded prelude to the business meeting.

W. E. Simmons introduced to those present J. W. Brier, president of the Southern California Music Operators' Union, and paid tribute to their organization. He then introduced Homer Capehart, who delivered the much-discussed Wurlitzer seven-point program.

After Capehart's speech the spinnette

THE LONG LIFE NEEDLE THAT PRODUCES CLEAR TONE FOR MORE THAN 2,000 PLAYS



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161 W. Wisconsin Ave.
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piano and the Wurlitzer phono were awarded. The lucky winner of the phono and 150 records was L. A. Beyer. The spinnette piano went to Catherine Chance. Next on the program was a floor show of 20 numbers. It was said that it was one of the best on the tour. "Bunkey" Wilson, of CBS, acted as emcee. The show consisted of the Five Merry Maids, dance number; Saracino, comedy-pantomime magician; Janice Reece, Russian folk dance; Blondie Mae, toe and tap; Jerrie Clorine, strutter; Billie DeMayo, high-kick waltz; "Bunkey" Wilson, impersonations; Boice and Ladd, couple comedy sketch; Adele Walker from Paramount, prima donna; Val and Billie, sister act; Vivian Mae, Russian rhythm number; Lee Keener, poet of the banjo; Val DeMayo, acrobatic; Peggy Rogers, tap; Three Mac Girls, old-fashioned coquettes; Harvey Sisters, dance in modern mode; Charlie the Hollywood Horse, comedy act; Douglas Wright, Lola Montague and Co., Wild West Revue and dancing for all, with Dick Armstrong and hotel orchestra.

Southern Automatic Holds 3 Meetings

LOUISVILLE, Aug. 6.—Old and new operators gathered at the three meetings sponsored by Southern Automatic Music Co. in Cincinnati July 30, Indianapolis August 3 and Louisville August 5. Joe Weinberger was in charge of the Cincinnati meeting and introduced his business associates, Leo and Sam Weinberger (his brothers), Sid Stiebel and Bernie Redford. He then introduced Reed Crawford, Seeburg territorial representative, who gave an interesting talk on what goes on inside a modern coin machine plant. Joe Weinberger then had a heart-to-heart talk with the operators and pledged full co-operation in solving their problems.

Leo Weinberger took charge of the Indianapolis meeting, and after his associates were introduced to the Indiana operators Reed Crawford and Pete Otis, of the Seeburg corporation, gave brief addresses. Sid Stiebel and Leo Weinberger urged the "music dealers" (operators) to co-operate with one another and work toward changing terms so they will get the long end of intake of phonographs to which they are entitled.

The Louisville meeting was also in charge of Leo Weinberger and proceeded along the same lines as the Indianapolis meeting held a few days previous.

Operators attending all three meetings were very enthusiastic over the new two-for-one deal which Southern Automatic Music Co. has worked out for them. After each meeting a very palatable lunch was served with refreshments.

Cleveland Paper Has Its Little Joke, Ha, Ha

CLEVELAND, Aug. 6.—Under a column heading, "Says the Night Watchman," appeared the following:

"Well, our Court of Appeals says that pinball machines are really just intended to amuse, instruct and fill the idle hour. They ain't gambling devices at all. Citizens can play 'em to their hearts' content provided, of course, the machines are properly plastered with city license fee receipts. That's a relief."

"A relief?" queried the fireman. "Sure is," said the night watchman, "now the city doesn't have to worry about paying back any license money."

Look for

These Features:
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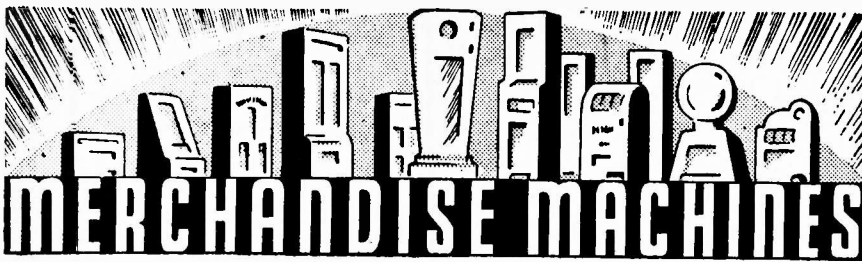
By **GEORGE B. ANDERSON**

**Phonograph
Records--the New
Talent Medium**

By **IRVING MILLS**

in the
**Fall Special of
The Billboard**

Dated August 27



MERCHANDISE MACHINES

Demand Grows for Drushell Vender

CHICAGO, Aug. 6.—The J. D. Drushell Co., thru its president and owner, has announced the release of a new vender, Automatic Stores. The vender contains four separate compartments and holds 30 pounds of merchandise. Mr. Drushell pointed out that this was a very desirable feature in that it required little servicing.

Said Drushell in commenting on the new machine: "It is of rugged construction and is finished in three colors of baked enamel. It's the type of equipment that successful businesses require. Many locations such as theaters, hotels, cocktail lounges and clubs would not consider the average type of vender, but they are very favorable towards Automatic Stores. Operators say that these machines are boosting their sales higher and higher.

"Modern efficiency and production methods have enabled us to keep pace of demands. During June and July we were taxed to the utmost and had to take on additional space and equipment in order to take care of the constant and increasing demand from all over the country. And the reason for all this was the sensational success of our Automatic Stores, the four-way vender for 1-cent items. It certainly has caught the fancy of operators, location owners and consumers everywhere."

"Snacks" Vender Assn. Formed

BOSTON, Aug. 6.—Nucleus of key city and territorial associations of Snacks vending machines has been announced

by David S. Bond, of the Trimount Coin Machine Co., following his nation-wide trip.

Charles Dunlap, of Stockton, Calif., during the San Francisco open house at the Hotel Oakland tendered to Mr. Bond, launched the idea for an association of Snacks operators for California, consisting of two branches—Northern and Southern California.

The suggestion caught on immediately and then and there Mr. Dunlap was elected the association's first president, with instructions to draw up a set of by-laws.

The purpose of the association would be combined social and business, with the primary factor of exchanging pertinent information anent the successful operation of Snacks.

"Further," says Mr. Bond, "it proposes to co-operate closely with other vending machine groups and its purpose is to encourage co-operation and harmony amongst various Snacks operators in adjoining territories, thus building a friendly feeling and helping raise the general prestige of the vending business."

At the Los Angeles banquet tendered to 47 people by Mr. Bond a short meeting was held among the operators and plans for a Snacks association were formulated.

Boston

BOSTON, Aug. 6.—A survey taken by David S. Bond, Trimount Coin Machine Co., manufacturer of Snacks tri-columnar vending machines, to determine the choice of confections thruout the country proved that a certain confection in one part of the country may be tops, but in another locale may drop to an "also ran" position.

Two typical reports, one from Chicago and the other from Lansdowne, Pa., are given for comparison

The Pan Confection Factory, Chicago, cited that many factors had to be considered, such as locations and clientele. Children go for the attractive coloring and have preference for fruit flavors and licorice. Adults veer strongly toward mint and solid colored items.

Boston baked beans are tops for the vending columns. Manufacture of this candy rates between three and four times more than its nearest rival.

Here is how the Pan Confection Factory lists the candy popularity: 1, Boston baked beans; 2, smooth burnt peanuts; 3, rainbow peanuts; 4, black and white licorice dibs; 5, fruit dibs; 6, licorice petites; 7, licorice lozenges.

Note that peanuts rate high.

Charles E. Winters, of the Candy Crafters, Inc., Lansdowne, Pa., lists candies this way: 1, licorice lozenges; 2, rainbow peanuts; 3, burnt peanuts; 4, Boston baked beans; 5, bridge mix.

Says Mr. Winters: "The second and third items are nearly equal in sales; rainbow peanuts have a slight edge on burnt peanuts. We sell about 50 per cent more tonnage of licorice lozenges than we do of either rainbow or burnt peanuts. Our sales of bridge mix during the warmer months are about equal to our sales of rainbow peanuts.

"We find quite a difference in demand from various sections of the country. In the New England States, New York, Delaware, Maryland, New Jersey, Pennsylvania and Washington, D. C. licorice lozenges are relatively more popular than they are in the country as a whole.

"In the entire South the candy-coated nuts outsell licorice lozenges nearly three to one. From Ohio west to Colorado, north of a line drawn east to west thru a point just south of Cincinnati, our sales of the first five items named in the above schedule are almost equal.

"Those customers who have made it a habit to change the kinds of candies in their machines rather frequently are from our observations most successful."

New England

PROVIDENCE, Aug. 6.—Triangle Vending Co. here landed a nifty installation with the planting of two Seeburg Regals in the ships of the Colonial Steamship Co., the Arrow and the Comet. The boats ply between Boston and Provincetown, on the tip of Cape Cod, as excursion steamers. Machines were bought from the Atlas Coin Machine Co., Boston.

BOSTON.—J. V. Fitzpatrick Co., Boston branch, has taken on the New England distributorship of the Miracle Point phonograph needle, manufactured by the M. A. Gerett Corp., Milwaukee, on a tentative basis pending success of its take with the trade. If indications point to a lucrative set-up the deal will be closed.

Joseph Zelesky, Worcester (Mass.) operator, in the Hub looking over some new Rock-Ola Monarchs.

Ethel Rosenthal, secretary of the Hub Automatic Sales, has given her body a coat of Old Sol and looks like a gal from the Isle of Ball.

George J. Young, Rock-Ola district manager for New England, cutting up the Yankee roads with his beach wagon, running helter-skelter from one locale to another and attempting to keep executive dates at the same time.

Murray Herschkovitz, former Boston operator and currently a Cleveland (O.) operator, made a visit to the Hub this week, visited the coin machine boys, and a special hello to Ben D. Palastrant, a close friend. Murray, his wife and two children motored, making way-stops.

J. A. Camp, chief of the New England Sales and Distributing Co., Inc., has added another machine to its list, that of the Andrew Gorretta six-column candy machine, for which it is New England distributor.

J. S. Chaplain, of the Automatic Specialty Co., Inc., Worcester and Webster, Mass., reports business okeh. Recently he had the experience of three spot owners of Massachusetts soliciting him for the placement of Wurlitzer boxes. He states that his takes have increased over \$100 weekly. He lays this to the fact that in Webster three new factories have sprung up, with 1,200 men re-employed.

George J. Scarfo, manager of the Boston branch of the J. V. Fitzpatrick Co., says that the Rock-Ola LoBoy weighing scale is taking a decided upturn in business, with eight scales delivered in one week to summer spots in Maine, Massachusetts and Rhode Island. Scarfo says that the reliability of this machine over a period of five years has marked it plenty okeh.

If you want momentary entertainment get J. S. Chaplain, of Webster, and George A. Edward, Southbridge, Mass., to pronounce and then spell what is better known as Webster Lake. The legend is okeh, too. First, the spelling: Chaggogaggogmanchaggoggchaubunagungamaugg. It's not a linytper's nightmare. It actually means Webster Lake in Indian language. The legend goes that two Indian tribes lived on either side of the lake, and close to the shore did they fish until the piscatorial capacity was exhausted. Thus did the two Indian chieftains take to their canoes and paddle out to the center of the lake, where a mild melee ensued over the first-come first-fish attitude. Whereupon the two redskin boys flew

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
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NUT VENDOR
5¢ Coins Money FOR YOU!
HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5c nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write: **CASTERLINE BROS.,** 1916-1926 Sunnyside Ave., Dept. B1, Chicago, Ill.

A REAL BARGAIN!
EVER-READY 4-COLUMN
1c NUT AND CANDY VENDORS
• Reconditioned Like New •

\$800
Each 5 or More.
Sample **\$8.00** Each
Remit Full Amount With Order.

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Ask any smart operator.

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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

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CALCO BALL GUM SETS

Sensational profits are being made by operators using our Drilled Ball Gum Sets. Several styles to meet needs of all types of locations.

Write today for complete information.

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IT'S NEW! DIFFERENT! BETTER!

IT'S OUR OWN
SENSATIONAL BULK VENDOR!

Bob White

"A Whistling Good Machine"

The BOB WHITE Vendor is BUILT TO LAST A LIFE-TIME! All our many years' experience rebuilding thousands of vendors are incorporated in BOB WHITE! BOB WHITE VENDS EVERYTHING! Peanuts, Candies, Pistachios, Toys, Prizes, Ball Gum, etc., etc. Extra large capacity. Standard armor-clad, crinkle finish. Highly polished aluminum fittings. Big coin capacity. No corners to catch dirt. Pick-proof lock. NEW SLUG-PROOF MECHANISM! No extra parts. BOB WHITE has EVERYTHING!! Beauty! Durability! Capacity! Slug Protection! LOW PRICE!!! Hurry

Sample only

\$6⁰⁰

LOWER PRICES
FOR QUANTITY
PURCHASERS!



Rush Your Order Today!

EASTERN, 350 MULBERRY ST., NEWARK, N. J.

cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

THE Interstate Cigarette Merchandisers' Association will hold a joint meeting with the Cigarette Merchandisers' Association of New Jersey at the Hotel Chelsea, Atlantic City, on Saturday and Sunday, August 13 and 14. Besides the members of these two groups, representatives of the various cigarette manufacturing firms, the merchandising machine companies, match firms and other members of allied industries have been invited to attend. Highlights of the two-day get-together will be the Industry Banquet on Saturday evening and the Interstate Luncheon on Sunday. Le Roy Stein, manager of the CMA of New Jersey, is in charge of the affair and reports reservations are already rolling in at a merry clip.

Vacation Notes: Jack Bloom reports that he took advantage of the vacation his two children are enjoying at camp to sneak off for a fortnight in the Adirondacks. Judging by the stories he's been telling the boys he must have had a fine time. . . . Bill Peek has his golf sticks all shined up for a two weeks' assault on the courses in the Berkshires. Says he might try teeing off of a mountain top or two. . . . Several of the New York members have been trying to get Ben Orowitz to take a vacation. They don't like to see him walking around with a bottle of medicine and a spoon in his pockets. . . . The outdoor man of the New York group is now on his way to the wilds of Canada. There is nothing he likes better than camping out on some isolated lake. He really roughs it with a vengeance, even cooking his own grub. His name? Al Miniaci. . . . Bernard Rosenblatt is reported to be suffering from an acute case of acceleratoritis in his right foot. He was caught for speeding twice during the past week. . . . The coolest looking man in town these days is Michael Lascari. No matter what the thermometer reads, he always looks like he stepped right out of a band box. Always attired in coat and tie, he seems impervious to the record-breaking temperature that has the perspiration running off the other boys in rivulets. . . . Harry Kolodny, the ace flinger for the New Jersey Association's baseball team, has just returned from a boat trip thru the Panama Canal.

Cigarette production in June, 1938, was 3.2 per cent higher than in June, 1937, according to figures released by the Treasury Department. Figures were 14,716,-624,943 in 1938, against 14,258,876,347 for last year. Cig production for the first half of this year showed a 2.3 per cent gain over the corresponding figure for last year. . . . Cigar production was slightly better than even for June but showed a 7.3 per cent decline for the first six months' figure. . . . Consumption of United States cigarettes is on the upgrade in France. Imports for the early part of this year doubled those of 1937.

The fact that CMA members realize the value of their association was forcefully driven home here last week when 98 per cent of the New York membership were on hand for their monthly meeting on one of the hottest nights of the year. Two new members were admitted at this meeting, the C A D Cigarette Service, of Mt. Vernon, N. Y., and the Island Cigarette Service, of Jackson Heights, L. I. Alex Frazer proved to be a real entertainer and made the boys forget all about the heat with his humorous quips. Several of the men are getting together to attend coming Interstate meeting at Atlantic City.

Much interest has been evidenced by local men in the new transparent cigarette wrapper recently shown here to cigarette manufacturers by its inventor, Istvan Tamas, a Hungarian author and playwright. Companies with which Tamas conferred indicated they were withholding opinions until laboratory tests are completed. Sample cigs shown here were made in Europe of Egyptian tobacco. While admitting that public reaction was yet to be determined, Tamas predicted that the use of the new transparent wrapper would make white paper cigarettes as obsolete as silent movies.

Dr. Cornelius Gustav, associate of Tamas, stated that tests made in the royal Hungarian testing laboratories showed the tobacco cellulose wrapper to be 40 per cent stronger than paper, 26 times as flexible and had an ash content of 0.4 per cent against 20 per cent for paper. The wrapper was said to give off one-sixth the fumes of paper. These factors were asserted to indicate removal of the detrimental effects upon the smoker of the by-products of combustion of the paper cigarette. Temporarily the new paper is known as Nicocell and is reported to be a cellulose derived from tobacco waste. Dr. Gustav declared that the new wrapper could be produced economically and eventually at a cost equal to that of paper. The most peculiar fact is that Tamas does not smoke himself. He says he started on the development of a substitute for cigarette paper on the provocation of a friend who was a heavy smoker. Turning over the matter in his mind he evolved the idea of a cellulose wrapper and carried on experiments during the past two years.

Guess the next ad slogan will be "See what you smoke."

A well-known figure in the cigarette merchandising world recently made the observation that the old adage about the grass in the other fellow's pasture always looks greener is an erroneous impression held by many operators who believe that they have saturated their territory with cigarette machines and must remain stagnant or secure additional territory in order to expand their activities. Consequently they are amazed to find a new and less experienced operator securing locations right in their own territory in spots they had never thought to approach. Every experienced salesman will vouch for the fact that one can never tell just when a prospect is almost convinced. Various circumstances and changing conditions will often impel the most conservative business man to adopt modern methods of merchandising. If more operators would only retrace their steps and recanvass those proprietors who have frowned upon their previous attempts, they might be pleasantly surprised to find their efforts well spent.

tered the music business a fortnight ago after resigning from *The Albany Times-Union*, intends to expand to approximately 100 phonographs as well as operation of other coin-operated devices thruout the State of Maine.

Tom Libby, of Haverhill, Mass., is steadily adding to his large operations thruout Northern Massachusetts and New Hampshire. He has 85 phonographs as well as about 100 cigar machines thruout New Hampshire. His headquarters are in Haverhill and Union, N. H. It was only a short time ago that he took on music.

The Rudolph Wurlitzer Transcontinental Limited Boston party stop-

over served a double purpose for Mr. and Mrs. Philip Kalick. The feminine half of the Kalick duo is the former Ida Shapiro, former secretary of Ben D. Palastrant. As Palastrant's guests, the newlyweds observed their sixth week of nuptial bliss at the party. In Miss Shapiro's two years with Palastrant she knew all the Wurlitzer music merchants either thru correspondence or their visiting Ben's headquarters.

George J. Scarfo, manager of J. V. Fitzpatrick Co., Boston, started his two weeks' vacation July 18. The office received a card the next day, and it read: "It is raining here. Forecast: More rain." Scarfo, at Onset, Mass., hoped to get in

up the flag of truce, called it quits and arbitrarily decided that the other fish on his respective shores for marine sustenance. Hence the epitomized meaning of the word, which we won't respell, "You fish on your side, I'll fish on my side, and no one will fish in the middle."

Arthur C. (Submarine) Sturgis, owner of the Automatic Distributing Co., Jamaica Plain, Mass., bought a 32-foot cabin cruiser recently but has seen very little of it lately. Not that he's been too busy to give his hobby attention, but his novice marine ability is the reason. Apparently safely mooring the cruiser at varied times, Sturgis returns later to find that his craft has become submerged.

Peter Chocas, of Roslindale, Mass., bought some Rock-Ola Monarch phonos for Greater Boston locations.

Angelo Scova, of North Adams, Mass.; J. J. Naclerio, Waterbury Amusement Co., Waterbury, Conn., and Joe Ferris, of Madison, Me., dropped in to the Rock-Ola distributing house in Boston recently.

Adolph Dugas, Webster (Mass.) music merchant, purchased 10 machines from J. V. Fitzpatrick Co., Boston, and the latter's manager, George J. Scarfo, told the reporter that that was the reason why Dugas was bellowing forth in song at the Wurlitzer party. Dugas yelped lustily, and rather professionally at that. Dugas knows his music and tone. He is a professor of vocal and pianoforte at his home when not making rounds to his locations. In addition he plays the organ at his church.

Hector and Philip Adams family, of New Bedford, Mass., copped the "prize" for having the largest family representation at the Boston Wurlitzer party.

In the three years that J. A. McIlhenny, New England district manager, has been affiliated with Wurlitzer Homer E. Capehart, his boss, never had the pleasure of meeting his family. But at the Wurlitzer soiree Capehart was introduced to his charming wife, four daughters and son.

John J. Murphy, Atlas Coin Machine Co., Boston, service man, left to become the right-hand service man for Lou Levine, Jamaica Plain (Mass.) operator.

Jack West, service man of Charles R. Foote, Jamaica Plain, Mass., has taken unto himself a new mode of living in the form of the good ship Stroomer, a 75-footer. The sea-going lad has been dubbed with a nickname—Dungaree.

LEWISTON, Me., Aug. 6.—George J. Young Jr., son of George J. Young, Eastern States district manager for the Rock-Ola Mfg. Corp., has taken over the management of the Junior Music Co. of Maine in association with Joe Ferris, of Madison, Me.

The Boston branch of J. V. Fitzpatrick Co., has sold the JMCM 40 Rock-Ola music machines. Young Jr., 19 years of age, who en-

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a lot of swimming, but the week was visited quite often by the silvery spray of Jupiter Pluvius.

Herb Cohen, of the Modern Sales and Amusement Co., Dorchester, Mass., has placed a Rock-Ola World Series baseball game in the new Commonwealth avenue (Boston) Johnson stand, the first game for that ultra spot.

Frank Mills and Louis Northrop, of the Bridgeport (Conn.) office of J. V. Fitzpatrick Co., are spending their spare hours at beaches around Bridgeport, particularly Savin Rock, New Haven, and sandy nooks around Fairfield.

Betty Lakin, office manager of the Trimount Coin Machine, Boston, is the last of the office staff to take her yearly respite. The blond gal spent a week at East Gloucester, Mass., all the time she could be spared from her duties.

J. J. Golumbo, New England Seeburg district manager, and Louis Blatt, of the Atlas Coin Machine Co., Seeburg distrib., are back in the Hub after a three-day conference of salesmen and distributors at the Chi Edgewater Beach Hotel. The two chiefs flew out and back.

Sarah Klein (Mrs. Murray Berger) left the employ of the Trimount Coin Machine Co., Boston, after eight years of service recently. She had charge of sales and operators and was an all-round employee of keen business ability in associating with the operators, whom she has known for years.

Lillian Bloom, also of the Trimount office staff, leaves the first of September for Cranston, R. I., where her husband, Gerry Gordon, has accepted a high-school teaching position.

After Miss Bloom leaves the Bond office staff will contain this remaining fem contingent: Ann Brown, married; M. Myers, married, and Betty Lakin, unmarried. Love and marriage apparently conquer all.

J. V. Fitzpatrick, of the company bearing his name, Boston and Bridgeport, is junketing between Bridgeport-New York-Boston in the interests of operators and giving them that personal touch of contact.

Houston

HOUSTON, July 30.—Plenty of business at the recently opened Navigation Coin Machine Co. They buy, sell and trade new and used amusement machines of almost every standard make.

Edwin C. Lear, Houston branch manager of Electro Ball Co., is back in his office after covering over 8,000 miles of Southwest territory.

L. A. Blackwell recently spent several days in West Texas.

H. W. Daffy, local operator and president of State Music Operators' Association, feels confident of being elected to the State Legislature from Harris County at the July 23 primary.

Fort Worth

E. J. Shelby, head of the Shelby Music Co., Waco, was a Ft. Worth visitor recently. He reported business good in his territory. From Ft. Worth, Shelby went to Dallas, where he purchased a supply of late records.

Ft. Worth ops are still using a lot of jar deals. The jar deals have been going nicely here for several years.

Continued hot weather holds the crowds inside these days and ops are

profiting from same. The cool nights bring them out to the hundreds of taverns, at which time the machines start clicking and the phonographs start playing.

C. W. Winn, scale operator, has been adding new scales to his route.

Operators are returning from their vacations and seem to have a desire to get into the harness again.

Frank Vogel, of the Columbus Vending Co., Columbus, O., and his two sons were Ft. Worth visitors recently. They enjoyed a visit to Carlsbad Caverns as the guests of Helen Ewing, of the F. C. Ewing Co.

Merchandise operators of this city make the F. C. Ewing Co. their headquarters. One can always scumble into a half dozen or more vending machine ops at the plant.

The Globe Machine Co., maker of the Globe vending machines, has closed its place on Bryan avenue, according to reports.

The North Side or what is better known as the Stockyards section of Fort Worth affords hundreds of rich spots for coin-operated devices.

Operator J. W. Milligan has moved his headquarters from Valley View to Roanoke.

Earl E. Reynolds, Wurlitzer district manager, is certainly on the go these days. Earl can cover more territory in one day than a candidate can.

Texas ops are pushing salesboards these days. Counter games are also coming into their own again.

Music continues to lead the big operating parade in this State.

Illness Keeps Budin on Shelf

NEW YORK, Aug. 6.—The illness which has kept Herman Dudin, head of Budin Specialties, away from the office for several weeks is expected to prevent his taking an active part in the business during the next few weeks.

Budin also revealed that he expects to push off for the sunny shores of the Pacific Coast in the next few weeks. "Think I'll go out there for a while and soak up some of that famed California sunshine," he stated.

Gensburg Pins a Rose on Bert Lane

NEW YORK, Aug. 6.—Bert Lane, general manager of Seaboard Sales, Inc., reported the arrival of an unusual piece of mail at his office this week. It was a box from Genco, Inc., and inside, lying in state in blue tissue, was a single rose with the following card attached:

EXHIBIT'S NEW COUNTER SENSATION "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.

Foreign Trade If you are worried that the United States has become "the worst country in the world," the following summary of conditions in other parts of the world, published by the United States News, July 25, will restore faith in the U. S. A.

\$1.25 Per DEAL GET A HIT. 1260 Tickets @ 5c, \$63.00. Av. Pay. \$40.50. Av. Pft. \$22.50. PECK'N. 1260 Tickets @ 5c, \$63.00. Av. Pay. \$42.00. Av. Pft. \$21.00. 5-STAR FINAL. 1260 Tickets @ 5c, \$63.00. Av. Pay. \$39.85. Av. Pft. \$23.45.

Oscar and Slash Sales Good--Genco

CHICAGO, Aug. 6.—"Hits without any question whatsoever is the consensus of opinion in every section of the country regarding our two new releases, Oscar and Slash," stated David Gensburg, Genco, Inc., official.

"Here's a combination of games that is selling, and how! From the looks of things we expect to set some kind of records with these sensational new releases. These games are actually less than two weeks old, yet the territory in which they have already been placed includes almost every State in the country, Canada, Europe and other points.

"Everyone genuinely likes Oscar and Slash, and that's half the battle in putting a game over."

Explaining the game in detail, Gensburg continued: "Splash features an animated cartoon backdrop. Splash also features a combination free-play and a 1,000-point saucer-cup hole at the lower center of the playing field.

and jackpot features. The player wins the jackpot when he makes a score of 12,000, and intermediate payouts start with a score of 8,000.

Iverson Sets Sail For Seaboard Sales

NEW YORK, Aug. 6.—Fred Iverson, new regional sales manager of Seaboard Sales, Inc., did some fancy navigating on the highways and byways of up-State New York and New England this week spreading the happy news about his new position among the many jobbers and distributors in that territory, it is reported.

Nursing a slightly sore hand, the result of so many extra hearty handshakes from well-wishers, Iverson says: "At last I've got the opportunity I've been looking for. Seaboard Sales has the greatest new angle in the coin machine industry, acting as direct factory agents for leading manufacturers, thus giving our jobbers and distributors the kind of services that will benefit them materially.

Bert Lane, general manager of Seaboard Sales, reports that a great number of congratulatory messages have been sent to Iverson at new offices of the firm.

AL SMITH ON GAMBLING

(Text of the address by former Gov. Alfred E. Smith on gambling before the New York State Constitutional Convention at Albany, N. Y., July 7, 1938)

Editor's Note: Due to the long public record of Alfred E. Smith in liberal movements the following speech on gambling is important as a public document. Smith's work in behalf of the repeal of prohibition is now a matter of history.

His bold championship of the removal of gambling bans may be equally as historic as his work for repeal.

The editorial on "Monopolies" in this issue should be read in connection with the address, however, and also filed with it for reference. If the repeal of gambling and lottery bans in State constitutions and statutes really gets under way there is sure to be many bitter fights for a monopoly of gambling. Powerful interests, with plenty of money to spend, will pull every political string possible to get a monopoly on any form of legalized gambling.

The amusement games industry believes that the American ideal is against monopolies in gambling—even against government monopolies. The amusement games industry believes that all forms of petty gambling, from salesboards to keno and payout table games, should be given legal sanction when any step is taken to legalize big-time gambling.

It is highly probable that if this important point of fairness were presented to former Gov. Al Smith he would take a bold stand against monopolies for any set or form of big-time gambling. He would favor giving the more democratic forms of petty gambling the same legal sanction as big-time gambling would be given.

The Address

The best possible argument that could be offered for the passage of this resolution was offered by the former Congressman from New York, Mr. Bennet, yesterday, and, condensed into a few words, that argument was that this particular section of the constitution is not enforceable and has not been enforced, and has on the other hand been entirely disregarded not only by the great body of the people of the State, but the Legislature itself.

Now bearing in the mind that in 1894, when this provision was put into the constitution, it was aimed at horse racing. Race tracks were in politics in 1894 and were largely controlled by Croker and Phil Dwyer, and the purpose of this resolution was to loosen the grip of local political leaders on the racing situation. That is what it went in there for. It was not needed for any other purpose.

Real Definition Denied

We have had statutes against gambling and against lotteries for years and years prior to 1894, but no sensible, proper or reasonable definition was ever made of pool selling.

Now let's take a little bit of the history of the amendment. Have in mind that in the Constitutional Convention of 1894 there were the best legal minds that were ever born into this State. Did they like this amendment? They did not.

On the other hand, they hated it. They did every human thing they could to sidetrack it, and the history of its progress thru the convention clearly indicates that. Here it is:

The resolution was introduced on the 15th day of June and referred to the committee on the Preamble and Bill of Rights. It was reported back and referred to the committee of the whole on the 16th of August. A motion to make it a special order on the 29th of August—remember, the 29th of August, altho the bill was introduced early in the month of June—was made and that motion to make it a special order was defeated.

On the 21st of August the committee of the whole recommended passage and the report was adopted. It was finally passed on the night of September 21. Now all that time it was under discussion, and I repeat what I said with great emphasis, that all the best legal minds in the convention of 1894 tried to sidetrack it and up to the middle of August they had it in the ash can.

Church Activity Recalled

What happened? The Methodist Conference was in session at Round Lake, in Saratoga County. They appointed a committee to study all the proposals before the convention in order that they might determine whether any of them

should be supported or whether any of them should be opposed, and they lit on this one.

It was duck soup for them. And what did they do? They appointed a committee to come down from Round Lake and that committee came into this chamber and turned on the heat. They turned on the heat in the middle of August.

And this fool proposition was resurrected from the ash can, found its way out to the calendar of the convention and finally into the constitution itself. That is how it goes there.

The gentleman from Nassau spoke about the letters that he received from clergymen. I have been reading a lot of letters from clergymen. I have great respect for their activities, because they believe in their heart and soul that they are doing the right thing, and I would welcome a whole flock of them, but the great trouble is that they do not understand this proposition.

Parallel in Dog Fight

That is their trouble. The gentleman from New York said there was no comparison between it and prohibition. Well, before I get finished I will show you that this particular amendment of the constitution and the attempt, the 13-year attempt, to enforce the prohibitory laws are identical.

The same influences that would operate for the defeat of this proposed amendment are the same influences that were felt in this chamber against the repeal of the Mullan-Gage law and the ratification by the Legislature of this State of the 18th Amendment, something that at no time ever represented the thought and feeling of the people of this State.

And my mind is taken back to the convention for repeal. As fine a group of people as ever gathered together any place in this State sat around in this chamber and unanimously—unanimously, without a dissenting vote—voted to rip the 18th Amendment out of the Constitution.

And I can see the dean of all lawmakers, as far as constitutional law is concerned, Elihu Root, addressing that convention from the speaker's rostrum. That is what happened when the people of the State had a chance to deal with them.

Gambling Growth Doubted

To hear the debate against this resolution one would imagine that as soon as this comes out of the constitution gambling, widespread, all over the State, unrestrained and unrestricted, is going to take place.

Nothing we can possibly think of could be farther from the truth.

Bear in mind that we have here a body of penal law backing up this amendment because of itself it is not self-enacting. Remember that that body of penal law remains. Do not ask me whether it will be respected or not, because if the constitution is not respected do not look for any too much respect for the penal statutes.

Before I finish I can tell you what should be done to the penal statutes to make them effective. Let us take, first, gambling. This, I take it, from looking at the section numbers, deals with the whole question of gambling and there is a whole article of the penal law devoted to it, definition of what constitutes a common gambler, the keeping of gambling apparatus, the keeping of a place for a game of policy, possession of policy slips, removal of tenants using premises for the game of policy and so forth.

Penal Law Remains

It remains the penal law of this State with just as much force and just as much effect as tho it was written into the constitution itself.

However, there are some other things. Let us take the definition first of pool selling. I do not have to read it because I am satisfied that everybody in this chamber knows exactly what pool selling is; it is more familiarly referred to as bookmaking.

From the time that that statute went on the books, and from the time that the constitutional amendment of 1894 was adopted, it has never been enforced, and why? Because there is not sufficient public sentiment behind it to bring about enforcement, and that is the plain and only reason.

After the 1894 convention the Legislature had placed upon it the duty of enacting the gambling laws. They had this Section 88 to handle the pool selling, and what did they do? They did not write it, they did not have any more respect for it than the good, sound, legal minds of that convention had for the amendment. So they proceeded to see how they could get away from it and they set up a prohibitory statute that made it a felony to make a bet in a poolroom.

But inside of the inclosure of an incorporated organization to promote the breeding of horses that was a different thing. You could not make the bet in a poolroom. If you did you were a felon. But if you went into the inclosure of an incorporated association and made the bet the penalty was that you could sue for your money back and the bookmaker had no defense.

Denies Sport Would Sue

Well, now, I can almost imagine the members of the Legislature of 1895 when they voted for that, trying to do it with a straight face, trying to keep themselves from laughing.

On the debate on the wire-tapping measure one of the gentlemen here said: "Can you imagine suing a police officer?" Can you imagine a sport suing a bookmaker if he loses?

Well, in 1907 Governor Hughes came to Albany and he threw this whole thing into confusion by a proposal to close up the race tracks and to bring the felony inside of the inclosure as well as having it on the outside. There are a great many men in this convention that know the history of that battle.

The governor finally won, but at the next session of the Legislature he found that his enactment did not work, because, instead of recording the bet, the bet was made orally. You see, the fellow walked by the bookmaker, and he knew him, and he said, "Ten on Broomstick." "Okeh, boy, I got it." So racing and betting went on.

So finally the governor came in with a proposal to add to the statute "either orally or in writing." They did that and nothing happened. Ever since that day, 30 years ago, there has been betting on the horses at every race track in the State of New York, and the children in the high schools know all about it, because whole pages of the newspapers are given to it.

The seven-star extra, underneath the stars, has "full racing information."

Even Judges Bet

Now, of course, it is altogether too childish to think that the newspapers and the readers of the newspapers follow the races because they are interested in the breeding of horses, to promote the breed of horses. Everybody bets. Judges bet. That is no personal reference to any in this chamber, but they bet.

And listen, as long as you do not hand me up, I will let you in on something. I made a bet myself while I was governor. I got a hot tip from a State official and the only regret that I have was not a qualm of conscience or anything like that, the only regret I have is that the horse I bet on chased all the rest of them around the track.

Draws Lottery Analogy

Now lotteries. There is not any doubt that the statute and even the constitution itself was directed against public lotteries operated for profit. That was the common definition of a lottery. But under this constitutional provision, when a little girl approaches me coming out of church on Sunday morning and says, "Mister, will you take a chance on an automobile for the benefit of our orphan asylum?" "Certainly, how much is it?" "Ten cents." "Here you are, put your own name down."

Now, according to this provision, both the little girl and myself have violated not only the Penal Code, but we have trampled under foot the constitution of the State. Who believes that? Nobody. Absolutely nobody.

Now let us come to the similarity between this provision and the 18th Amendment. The one thing that did more to repeal the 18th Amendment than anything else was the fact that everybody in this country began to believe that it was ridiculous; that it was foolish and that it did not prohibit.

I remember a hearing in this chamber on the repeal of the Mullan-Gage law, when Wayne Wheeler, the counsel for

7

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6 Chico Dux \$12.50 each; 3 Genco Football, \$11.00; 5 Chico Derbys, 2 Running Wild, 1 Batter Up, 1 Mercury, 1 Mills Tournament, 1 Mills Tycoon, \$10.00 each; 2 Caroms, 2 Classic, 1 Arlington, \$12.50 each. Several Final Score, Bally Booster, Home Run, Ball Fans, Bally Bumpers, \$7.50 each; 2 Chico Baseball, \$25.00 each.	

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Table listing paytable machines like Keeney Derby Champs, Mills Big Race, etc. with prices.

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Table listing counter games like Aft Targets, Mills Kounter King, Groetchen Zephyr, etc. with prices.

PHONOGRAPHS

Table listing phonograph models like Wurlitzer 616, Wurlitzer 716, etc. with prices.

ATLAS NOVELTY CO.

'The House of Friendly Personal Service.' 2200 N. Western Ave., Chicago.

per cent alcohol, and everybody knew that, and they had no respect for it. And upon the same premise they do not believe that that little girl committed a sin.

Nobody believes that they are violating the law, and, of course, obviously, you will never see any prosecution of any of these lotteries by the district attorney of any county in the State.

Proposal Called Hypocrisy

Something was said by somebody yesterday about hypocrisy. Why is it that the people of this country and the people of this State, for that matter, every now and then feel that they have to make some hypocritical motion that does not mean anything?

You remember the story from the Bible, when the Pharisee went to the front of the temple and said: 'Lord, thanks to thee, I am not like other men, a sinner.'

Who do you think got the divine blessing? That crackpot up in the front, that thought he was better than everybody else? Not on your life.

Differing Viewpoints Cited

And that was the trouble with prohibition, and that is the trouble with this constitutional amendment. You have no trouble enforcing statutes against murder, against burglary, against thievery. Why? Because they are paralleled by the Ten Commandments.

You have no trouble passing a local ordinance that compels the man on a top floor to cover his garbage can, although it may not be offensive to him, but he has a neighbor on the first floor.

You have no trouble enforcing that. But when you try to tell a man that, with his corned beef and cabbage dinner on Saturday night, he cannot have a cold glass of beer, you are just out of luck. You cannot do it.

Opposes Legalized Gambling

What is the remedy? About half of the people in this State may be against it, I would not be surprised, because they do not understand it. I am the last man in the State that would be for legalized gambling. Do not ask why.

And I am perfectly satisfied no Legislature that will ever sit on this floor of the capitol will ever attempt to legalize gambling, because they know in their hearts and souls they will never get away with it.

But what you can do is give us a sensible definition of what constitutes gambling, and you can get enforcement of that.

Now I repeat again, forget the theory that has been advanced here, that taking this out of the constitution means the promotion immediately of public gambling. No such thing can happen.

But if this is taken out of the constitution and an intelligent commission is appointed to study this whole question back as far as it goes in our history, you can bring from that commission a

COLUMBIA CIGARETTE BELL advertisement featuring an image of the machine and text: 'A Magic Key for your Territory... GROETCHEN TOOL COMPANY, 130 N. UNION ST., CHICAGO'

MODERN AUTOMATIC EXCHANGE advertisement featuring tables for CONSOLES and PAYTABLES, listing various machine models and prices.

WURLITZER \$144.50 ea. advertisement for the 616 model, including pricing for lots of 10 and contact information for Babe Kaufman Music.

WANTED TO BUY advertisement listing various amusement machines like Penny Packs, Reserves, Skill Times, etc. with prices.

the Anti-Saloon League, appeared here, and he had a map which took up the whole side of the chamber, a map of the United States, all blue except along the line of the Atlantic Coast from Massachusetts all the way down to Maryland, with Illinois, Indiana, Ohio and Pennsylvania added to it.

Comment to Wheeler

Well, of course, when you looked at that map it was quite a sorrowful looking sight for the wets. This small patch of the United States was wet and this great big Western blue skyline, North, South Dakota and Texas and Montana, and Wyoming and Nevada, blue—it was great.

So I interrupted the counsel for the Anti-Saloon League and said:

'Mr. Wheeler, will you be kind enough to explain to the assembly just what is represented in Congress, people or acres.'

There were more people living in the little red spots along the Atlantic Coast than there were in all the blue that was shown on the map.

But the argument was made that it is in the law, it is in the constitutional law of the United States, and the State of New York must enforce it.

What happened? The Republican party was given the credit for doing the best dodge act that was ever performed in American politics all during the administrations of Harding, of Coolidge and of Hoover, because they were able to satisfy everybody—that is, they thought they were. They gave the drys the law and they gave the wets the liquor.

That is exactly what has happened under this. The good people back on the hill got the law and the populace has the pleasure of betting. So it is all even.

I said the 18th Amendment was foolish and I believe this provision of the constitution to be equally foolish. The first thing that brought it into disrepute was the enactment of the Volstead Act, that declared anything in excess of a half of 1 per cent to be intoxicating. Nobody believed

A cup of coffee with two lumps of sugar in it is more intoxicating than one-half

sane, sensible definition of what constitutes gambling and you can enforce that because public sentiment in this State will be behind you.

But under the present conditions you have a constitutional provision, you have a body of statute law and not a bit of it works.

'Bookies' Tax Plan

How did all the good people back on the hill feel last week after all the attempts that have been made to suppress bookmaking or gambling at the race tracks when they picked up the paper and found out that the controller of the city of New York is trying to evolve a scheme whereby he can tax their profits?

And, lo and behold, they do not admit any violation of the law, they do not deny that they are bookmakers, but they make a counter proposition to the controller that they would be willing to pay if they do not have to make a written return.

Take our Legislature here on this question of bookmaking. Here a couple of years ago they passed a statute putting back again the old provision with respect to suing the bookmaker, and they refer in the penal law to a statute that finds its way into the session law of an amendment to the act that sets up the racing commission for supervision of the race tracks.

Now it is a perfectly easy thing to find out whether or not the people of this State desire race-track betting. That can be handled by the Legislature, and if the Legislature does not express the will of the majority of the people,

time we had better tear up all these time-worn theories we have been talking about with respect to representative democratic government.

Warning to Republicans

Now I want to warn my friends on the other side of the aisle; you know what happened to you in this State because you clung to prohibition; you know what happened to you because you misrepresented, grossly misrepresented, the attitude of the people of this State on that subject and for political reasons.

Now, be careful, be careful. If you do that again with respect to this proposition, all of the gambling that is going on unregulated, already prohibited by constitutional and statute law, you will have a second penalty to pay, because you can't carry water on both shoulders, you cannot be for the constitution and the law of the State and at the same time wink at violations, and they are going on every day in the year.

Now I repeat my suggestion. Take this out of the constitution. It has no place in there. It was put in under pressure, according to the record. Take that out and let the Legislature appoint a commission of its own or by statute set up a commission that may include men in position to study this thing who are not members of the Legislature and let them bring in and put in the statute a simple, sensible definition of gambling and you will have stopped an evil that this constitutional amendment has failed to stop over the 44 years that it has been in the document.



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
1938, CHICAGO

DAVAL

325 N. Hoyne
CHICAGO

- MILLS BLUE FRONTS, 5c-10c-25c Play \$45.00
- MILLS Q. T.—Green Fronts, Late Models, 1c, Each \$28.50
- PACE BANTAM, D. J. P., 1c Play, Each \$15.00
- PACE COMETS, 1c Play, Each \$25.00
- JENNINGS DUCHESS, D. J. P., 1c Play, Each \$20.00
- WATLING TWINS, J. P. S., 1c, Each, Same in 5c Play \$14.50
- WATLING ROL-A-TOPS, 1c-5c Plays, Each \$28.50
- BALLY FLEETS, Used 4 Days, Each \$65.00

Send 1/3 Deposit With Order.

D. & S. NOVELTY CO.
1005 Broadway, Rockford, Ill.

Vincent Shay Is Married

Surprises fellow employees
—takes Ethel White as bride
—honeymoon in Wisconsin

CHICAGO, Aug. 6.—“Vince is married!” Amid cries of incredulous astonishment employees and officials of the Mills Novelty Co. spread the news that Vincent Shay, their genial sales manager, had slipped away in his own quiet way and

So Long, Vince



BACHELORS of coin machinedom bid Vince Shay, of Mills Novelty Co., good-by. He was wedded to Ethel White recently.

spliced the knot. They were all astounded because he had kept his secret well.

Said a bulletin circulated among the employees, “On Saturday afternoon, July 23, 1938, Ethel White and Vincent Shay were united in the holy bonds of matrimony at St. Giles Church, Oak Park, Ill.

“The marriage came as a secret climax to a long and beautiful romance, with Vince withholding the news of the ceremony from his thousands of impetuous friends whom he suspected might want to kidnap him or otherwise add a little excitement to the nuptials.”

Coinmen everywhere will be surprised and happy to know that Vince Shay has finally been married. To be sure, a few grumbling old bachelors will grumble a bit that their ranks are being depleted, but even they will join in the congratulations in wishing the bride and groom a world of happiness.

His secrecy in marriage, it is expected, will cause the first argument of his married life. The fact that it was so secret that *The Billboard* could not send out a reporter to note the facts of the bride's dress and flowers and her attendants surely should pique Mrs. Shay. However, we will say this, those who saw her said that they had never seen a prettier bride.

The newlyweds are honeymooning in Northern Wisconsin; secrecy having prevailed in this matter also. Upon their return they will take up residence at the beautiful North Oak Park, Ill., home Shay has provided for his wife.

Congratulations, Vince and Ethel!

Ross of Oriole Coin Visits Chi

CHICAGO, Aug. 6.—In Chicago for a few days to look over equipment and to partake of Windy City hospitality was Eddie Ross, of the Oriole Coin Machine Co., of Baltimore. It is very likely that Ross had a good time, as Chicago coiners are always glad to see him.

It will in all probability be a good thing if coinmen in the area served by Ross' company would drop in and see him on his return from Chicago. Interesting news from the coin machine capital is indicated.

'I'm Gonna Lock My Heart' Favorite in Minneapolis

MINNEAPOLIS, Aug. 6.—A new disc favorite reigns in Minneapolis, according to Murray M. Kirschbaum, record distributor in that area. He states that *Music, Maestro, Please* has slipped after holding first place for several successive weeks.

His selection of the records which are most popular in his area are as follows:

Numbers moving strong: 1, *I'm Gonna Lock My Heart*; 2, *Music, Maestro, Please*; 3, *A-Tisket A-Tasket*; 4, *I Let a Song Go Out of My Heart*; 5, *Flat Foot Floogie*.

Numbers coming up: 1, *On the Bumpy Road to Love*; 2, *I've Got a Pocketful of Dreams*; 3, *There's a Brand New Picture in My Picture Frame*; 4, *Small Fry*; 5, *Beside a Moonlit Stream*.

Ops Okeh World Series in West

CHICAGO, Aug. 6.—“Say, those coin-operated World Series games are sure bringing in ‘home-run’ profits for me,” exclaimed a Southwestern operator to a Rock-Ola official who was passing thru the territory. According to the official, the op had been operating the games ever since they were put on the market two years ago.

“You know, the American people are a funny lot . . .” said the op. “Coin-operated games really fit into their entertainment program. Why? Because they all like to ‘work’ something. They get a kick out of pushing a handle, pressing a lever, turning a button and matching their skill with the machine's action. Naturally a coin machine has to be clever and catchy in design with plenty of play appeal to stay popular. I guess that's why I've had such success with my route of World Series games. The fans like to put one over on the game's ‘Diz’ Dean if they can. And the business is good summer and winter. Baseball fans are wans thru and thru and their interest in baseball never flags.”

Rock-Ola officials commented on another letter they had received which they quoted as follows: “World Series is getting a fine play here in my territory. I've never seen anything like it. We give no prizes and their is no payoff whatsoever, but still the game continues to take in good money. Even the location owners join in the play of the game.”

According to Jack Nelson, Rock-Ola vice-prez and general sales manager, the game has been on the market for almost two years and has been accepted “as one of those rare permanent games as indicated by its sales record.”

Nelson continued: “Operators have complimented us on offering a new eye catcher, a sparking glass sign at the top of the machine saying ‘Play Ball With the All Stars—5 cents.’”

Arcade Gains When Others Show Loss

COSHOCTON, O., Aug. 6.—An increase of 20 per cent in gross business over last season is reported by Dick Johns' well-known Penny Arcade. This is regarded as unusual in the face of existing conditions hereabouts and the fact that most all other outdoor enterprises report their business far below that of 1937.

While all types of penny machines have been getting good play at his Arcade here, he asserted that the new “Open Season” skill game of the target type, introduced to the trade and distributed by H. S. Suhren, of Sandusky, is garnering top money and has been a consistent winner all season.

Johns plans to concentrate his efforts on the operation of his Arcade and other concessions at Lake Park until late August, when he plans to take out his arcade under canvas. His fair bookings, he said, are so extensive that he will add another tent arcade which will make fairs when he has conflicting dates. This unit will be in charge of Jimmy Rice, his assistant at the park for the past several seasons. Johns reports he has many of the major Ohio county fairs under contract, including a number he has never before made in his five years as an arcade and amusement machine operator.

Rock-o-Ball Still On Top, Says Op

CHICAGO, Aug. 6.—“No matter how temperamental the thermometer may become, high or low, there's no temperamentalism in the bowling business here in Pennsylvania.” Such is the content of a letter received by Rock-Ola Mfg. from a Pennsy op in reference to the Rock-o-Ball.

According to Rock-Ola records, the company reports that this operator has used these machines for some years and has constantly repeated his purchases. They say that he bought a quantity of the new 12-foot Rock-o-Balls this spring in order to satisfy locations which have been asking for a bowling game.

Other paragraphs from his letter were: “Some of my machines are out in summer resorts, but a good many of them are in permanent locations where they can catch the business, summer and winter.”

“I've certainly been pleased with the way Rock-o-Ball has gone over in the resort locations. Everybody plays the game—children and grown-ups alike. Once they start rolling those balls up the alley they just keep on going to see if they can't raise their score or go a competitor one better.”

“Naturally we want something the public likes because that means more play and more money. Then in addition we operators want something that gives us a break as well. In my opinion Rock-o-Balls do. They're on a location to stay, so we don't have the worry of shifting them around; they don't break down, so we don't have many service calls to make. What we operators like about it is the special Veeder counter which is conveniently placed in the machine. We can set it ourselves and have accurate records thereafter.”

June, '38, Tobacco Sales Increase

WASHINGTON, D. C., Aug. 6.—With the exception of little cigars, all major classifications of tobacco products showed improvement during June, 1938, as compared with June, 1937, figures released by the Bureau of Internal Revenue show.

Indicative of “better days” for this country, tobacco men hailed the report and prepared for increased sales for the rest of the year.

Total domestic cigar withdrawals recorded last month a gain of 5,039,900 units or 1.07 per cent. This was achieved entirely in the Class A bracket. Of classes fell off slightly.

Cigaret withdrawals were up in June as compared with June, 1937, with gain of 457,748,596 units or 3.21 per cent.

\$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 10 months. Get your share “Hamilton” at our introductory price, pickiness right spot for it, and order puts the “net” on basis of your own terms. 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.

FREE PIN BOARD SLOT MACHINES

Lowest prices will not be shown before buying. POOL TABLES \$10.00 Each, one free with 10 days or more. One-half cash with order. Balance C. O. D. THE VENDING MACHINE COMPANY 205-11 F Street Fayetteville, C.

Cleveland Appeals Court Rules Pinball Legal

City wins right to license machines under council ordinance—3,200 machines in operation—attorney to appeal ruling in higher court

CLEVELAND, Aug. 6.—Cleveland's Court of Appeals has ruled that pinball games are legal. The court reversed a decision rendered on July 1 by Common Pleas Judge Hurd in which Hurd held pinball machines were gambling devices and issued an injunction restraining the city from licensing the machines. Under a city ordinance Cleveland has been licensing amusement devices at \$3 a month per machine. The city received revenue from an average of 3,200 machines a month during April, May and June. All licensing was suspended last month pending the Court of Appeals decision.

The majority opinion by Judges Levine and Terrel said, in part: "Perusing this (pinball) ordinance in its entirety, the intention becomes clear, namely, that only amusement devices as defined in the ordinance may be licensed and furthermore that nothing shall be permitted by way of license if it in any way conflicts with the provision of the General Code of Ohio.

"... That the city has the power to license any such device if not prohibited by the State laws there can be no dispute.

"Under the circumstances present there is no justification for the interference of a court of equity by injunction. For the reasons stated above, the judgment of the trial court is reversed and final judgment is entered for appeals, the city of Cleveland and other defendant appellants herein."

William J. Kraus, attorney, who brought the suit to enjoin licensing the machines on ground that they were gambling devices, said he would appeal to the Ohio Supreme Court. Kraus said he would not seek a temporary injunction from the high court.

Meanwhile a dozen defendants who were charged with "exhibiting pinball machines" were expected to be released when their cases were nolle prossed.

Cleveland under the ruling is now proceeding to license machines under the ordinance and the pinballs are all back in operation, according to reports.

The Cleveland News featured the story with a five-column heading with bold letters about an inch and one-half high, reading, "Pinball Game Legal, Appeal Court Rules." The secondary head read, "City Wins Reversal of Hurd's Decision, Continues Licensing."

So today between 3,000 and 4,000 pinball machines or like devices are entertaining thousands of Cleveland's citizens.

Navigation Coin Reports Biz Good

HOUSTON, Aug. 6.—Navigation Coin Machine Co. reports that because of a tremendous volume of business it has found it necessary to more than double its space and that it now enjoys one of the most modern and complete shops



JACK FINK, Popmatic factory representative for Michigan, Ohio and Canada, shown looking over some Popmatic pictures.

and shipping departments in the South. They are now carrying machines made by Bally, Daval, Genco, Keeney, Stoner and Groetchen, they state. For the convenience of ops they are carrying a complete line of each manufacturer's products.

"This unusual expansion of business," said M. R. James, manager of Navigation Coin, "proves that we are giving the operators a fair deal. Our large foreign and distant business we contribute to the fact that Houston is a large seaport and that water rates are so cheap that we can ship to all parts of the world.

Detroit

DETROIT, Aug. 6.—A. C. Novelty Co., manufacturer of the A-C Multi-Bell, is holding up its volume fairly well despite the recession. Under the enterprising management of Arthur Caille, this company is developing ideas for future promotion as well as producing and selling its present products.

Louis Berman, manager of the Champion Automatic Music Co., returned recently from a two-week visit to New York. While there he was making negotiations for the Champion Automatic Vending Co., established some time ago by Jacob Chaskin, which is to be an affiliate of the Detroit organization. The music business was reported as continuing slow by Philip Berman.

William Girlock was the latest recruit to the list of vending operators this week with the purchase of a group of Smackers machines.

Gorey, Smith & Thomas, Inc., newly formed, will distribute the Pop-Corn Robot in the Missouri territory. The new company has a capitalization of \$5,000 and has established headquarters at 6300 E. Vernor highway, Detroit.

Others of the company are Malcolm Smith and James Corey, both of St. Louis. All three are new to the coin machine field. Corey, secretary-treasurer, is to be resident manager in Missouri.

Henry C. Lemke, veteran Detroit operator-jobber, is now sole owner of the Lemke Coin Machine Co. following dissolution of the old company and re-registration.

Sidney N. Goldberg, manager of Decca Distributing Co., announces that Russ Morgan, former Detroit boy, is to make his first recordings for Decca. Morgan led the Fox Theater orchestra at one time. Goldberg states that operators have been doing better and are buying more records. He states that business has shown quite a pick-up and now looks very encouraging.

Reuben Ray, Detroit op, has taken over the Ray Music Co., of which he is now sole owner, and has moved to 580 Beaubien street. Ray is an enthusiastic booster of Seeburg machines, which he handles exclusively. Ray believes in giving some time to the study of portable patronage of a location before placing a machine. Thru exercise of good business principles he has built up a successful business.

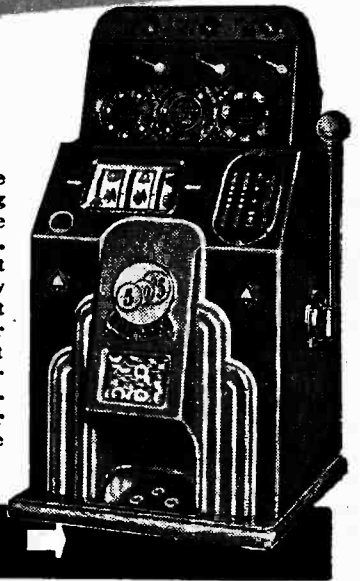
Russell M. Raupp, Detroit op, made the headlines recently following a bad windstorm. He has a small farm near Trenton, Mich., and in the storm several of his chickens had their feathers all

FREE A PLAN TO DOUBLE THE PROFITS

OF YOUR PRESENT LOCATIONS
Earnings of \$10.00 increased to \$20.00
Earnings of \$15.00 increased to \$30.00
Earnings of \$25.00 increased to \$50.00

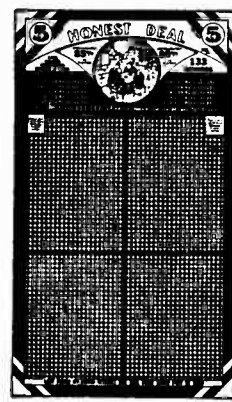
Triplex Chief

Imagine! doubling your income practically over night — receiving just twice the profit from every one of your present Slot locations. Sounds too good to be true, doesn't it? — Yet this is just what our new plan will do for you. But don't take our word for it — write for the plan today — try it — if it doesn't do just what we claim for it — you haven't obligated yourself for a single penny. Fair enough? Act now — write for the plan today.



PLAYS NICKELS, DIMES AND QUARTERS
GIVES ONE PLAY FOR EACH 5c

O. D. Jennings and Company, 4309 W. Lake St., Chicago, Ill.

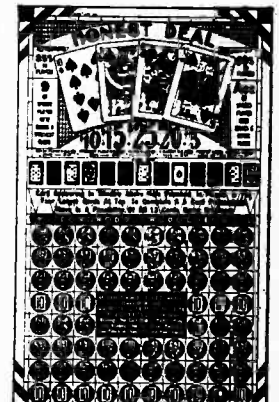


GIVE YOUR LOCATION AN "HONEST DEAL!"

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



blown off. Result—one chicken at least got his or her picture in the papers.

Paul Henze, of Henze Machine and Tool Co., manufacturer of the vander the Trading Post, is pleased with the reception by the public of his new machine.

"Business is picking up a little bit," said Fred Gersabeck, of the City Music Co. "People are going back to work and that creates more business all the way along the line.

"As a result," Gersabeck concluded, "music operators can look forward to immediate increased business."

One of the most hopeful signs of revival was shown at the Robinson Sales Co. recently. A customer phoned in to get some nickels "in a hurry." He'd run out of them. First time this happened in months, Robinson reported.

The Robot Distributing Co. of Michigan has opened offices at 131 Peterboro street, just east of Cass avenue, to act as State distributor for the new Pop-corn Robot. The distributing organization is headed by Mr. and Mrs. Harry A. Ferguson.

truly amazing VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

SPECIAL SALE

- 1 Genco Magic Roll \$27.50
- 2 Daval Bumper Bowling Games, Each 27.50
- 1 United Amusement Real Skill 29.00
- 10 Deuces Wild, Each 8.00
- 25 Fairgrounds, Each 67.50

NEW ORLEANS NOVELTY CO.
238 Dryades St., New Orleans, La.

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 PLAYED . . . 6-COIN MULTIPLE COIN CHUTE.

\$195.00

F. O. B. CHICAGO

WESTERN Jimmy Johnson 925 W. NORTH AVE. EQUIPMENT & SUPPLY CO. CHICAGO, ILLINOIS

Exposition Sales Good, Says Chi Coin

CHICAGO, Aug. 6.—“Lights, action, thrills, suspense, lots of money spent, crowds of people, novel and fascinating ideas and places of interest—these features and others are all characteristic of the greatest show ever put on, a Century of Progress, held here in Chicago a few years ago,” stated executives Sam Wolberg and Sam Gensburg, as they mused over and discussed their newest novelty game release, Exposition.

“Yes, just as these sparkling features amused, held the interest and attracted the money of millions of people a few short years ago, so the features on our new five-ball novelty offering to the coin machine trade, Exposition, will do the same—because it has the same type of features and appeals so strongly liked and desired by the public.

“On location tests Exposition was the center of attraction from morning till night. Featured on Exposition are the new two-way bumpers which help players to add 200 or 1,000 points to their scores. The tubular lighting effects lend a gay atmosphere to its appearance. And it's equipped with an income register to protect the profits of the game.

“We've already received numerous comments from operators upon receipt of Exposition, and they're plenty excited about it.

“Aside from the interest in Exposition, there are the immense profits now being earned with our other recent releases, Peppy and Cadet. Peppy is one of the fastest selling novelty games on the market today. Orders for it have really taxed our working force to the utmost, as they keep piling higher and higher. And Cadet is earning enormous profits everywhere. Last but not least, Chico Nags continues to be the novelty horse race high-score hit of the season.”

Reserves Strong In Maryland

CHICAGO, Aug. 6.—Art Nyberg, who has been traveling thru Maryland as field assistant to John A. Fitzgibbons, Bally Mfg. Co.'s Eastern distributor, reports that territory still very partial to reserve-type games.

“In fact,” Art states, “reserve-type novelty games are in many instances earning more than some payouts. Bally Reserve is still going strong, with Bally Arcade serving as companion game in many spots. Even in the payout class, the favorite is Bally's Grandstand multiple, which has a reserve feature. And now the run has begun on Bally's new Palm Springs, which is a semi-reserve game, providing an opportunity for intermediate awards. As far as I can see Maryland will continue to be strong reserve territory.”

3 Million Packs of Cigarettes monthly are sold through **Ginger** Cigarette Reel Games **TOKEN PAYOUT** “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

OKLAHOMA HEADQUARTERS FOR BALLY'S NEWEST FLEET

OPERATE AS “RESERVE” TYPE OR REGULAR NOVELTY GAME.

GRANDSTAND

MULTIPLE 1-SHOT PAYOUT WITH “RESERVE” FEATURE.

IMMEDIATE DELIVERY AT BEST PRICES.

CONTACT US FOR A BETTER DEAL.

ENID MINT CO. ENID, OKLA.

Gum Consumption Remains Steady

CHICAGO, Aug. 6.—Profits of the three leading chewing gum manufacturers in the second quarter and first half of 1938 continued to show greater-than-average resistance to depression influences. Earnings reports issued last week show that profits of the gum makers for the first half ranged between 7 and 22 per cent below last year compared with a decline of a much higher percentage for the industry as a whole on the basis of reports from 146 companies.

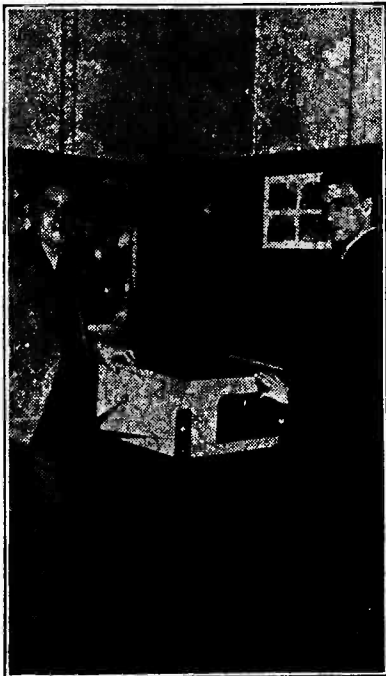
Indications are that the future is brighter and that business in the last half of 1938 will show an increase over previous quarters.

Sales volume of these units is believed to have held fairly close to last year, with declines narrower than in net earnings. Chewing gum manufacturers enjoy a demand similar to that experienced by cigaret producers, in that habit plays an important part in consumption.

Another similarity to cigaret production is that the use of machinery has aided in the reduction of labor costs. As a result the cost of raw materials, principally chicke, influences profit margins to a considerable extent. These leading producers of gum maintain large inventories of gum materials in order to minimize effects of price fluctuation.

Wrigley Profit \$1.31 a Share CHICAGO, Aug. 6.—The William Wrigley Jr. Co., of this city, reports a consolidated net profit of \$3,382,604 after depreciation, estimated federal income taxes and other charges, but before the surtax on undistributed earnings for the first half of 1938. This is equal to \$1.72 each on 1,959,467 shares of no-par capital stock, excluding treasury shares and compares with \$4,354,901 or \$2.22 a share earned in the same period last year.

A net profit of \$1,948,781 after allowances was reported by the Wrigley firm and its subsidiaries for the second quarter of the year. This is equal to 99 cents a capital share. For the June quarter of 1937 the firm reported a net of \$2,578,735 or \$1.31 a share.



DARCY BALL AND ERNIE BALL, of the Kivi Novelty Co., Johannesburg, South Africa, inspect and approve Gottlieb's five-star Reserve while visiting Chicago.

Modern Execs Cancel Vacations

NEW YORK, Aug. 6.—When business gets so good that the executives of a firm are forced to cancel their summer vacations it must be good. That's what Nat Cohn and Irv Sommer report they've had to do to take care of the rush of operators who have been thronging the Modern Vending Co. offices here to inspect and order the new Wurlitzer models 500 and 600.

“Here I was all set to soak up a lot of sunshine at my home in Bell Harbor, L. I.,” Cohn stated, “but it looks like my vacation will have to wait a while longer. Ever since we announced the arrival of the new Wurlitzer models we have been besieged with requests for immediate delivery. It looks like a big year is in store for the music machine operators.”

Irv Sommer stated that with all Modern employees on the job they've been able to take care of the increased business in an efficient manner. “Meyer Parkoff, our general manager, is taking care of all details in fine style. Harry Rosen has recovered from his illness and is also back on the job. As for me, I expect to dash down to Miami in the next week or two for a few days and then return here.”

Cohen Adheres to Advertising Idea

MINNEAPOLIS, Aug. 6.—William (The Sphinx) Cohen, of the Silent Sales Co., calls attention to the fact that he has always been a stickler for form in advertising. Says Cohen, “In all my advertising I am careful that there is nothing that could cause unfavorable reaction on the part of the public. For instance, I said recently in an ad, ‘these two hits are hitting all-time highs.’ The thought to the operator is there and there is no chance for a kick-back. I shall continue to practice this policy, which I know will be of benefit to the coin machine industry.”

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

THE VENDING MACHINE COMPANY 205-11 Franklin Street Fayetteville, N. C.

FOR SALE 7 Skeeball Alleys

In first-class condition. Price reasonable for quick disposal. Write

SAMUEL and NATHAN E. GOLDSTEIN, Inc. 167 State St., Springfield, Mass.

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



AUGUST CLEARANCE BARGAINS

The Following Machines Are Slightly Used and in Perfect Condition:

- 1—Paces Races, black cabinet, cash pay, Serial No. 3499 . . . \$110.00
 - 1—Paces Races, black cabinet, cash pay, Serial No. 2741 . . . 100.00
 - 4—Ray's Tracks, 5c play, check separator, like new, Serial Nos. 4571, 4545, 4795, 4416. Ea. . . 75.00
 - 4—Galloping Dominoes, 5c play, regular style coin head, high serials, perfect condition. Each . . . 75.00
 - 4—Exhibit Single Slot Chuck-A-Lettes, 5c play. Each . . . 32.50
 - 1—Gottlieb, 9-slot, 5c play, Console Horse Race, floor sample . . . 85.00
 - 1—Bally Skillfield, slightly used, like new, Serial No. 2143 . . . 65.00
 - 1—King Pin, cash pay, Serial No. 5740 . . . 210.00
-
- 40—Bally Reserves, guaranteed like new. Each . . . 37.50
-
- 1—Fote-Finish, ticket model, like new . . . \$25.00
 - 3—Air Races, ticket model, like new. Each . . . 10.00
 - 1—Bally Racing Form, like new, cash pay . . . 27.50
 - 2—Airways, like new. Each . . . 22.50
 - 1—Flying High, ticket model, like new . . . 15.00
 - 1—Genco Football Touchdown, floor sample . . . 35.00
 - 1—Green Lights, with meter, floor sample . . . 50.00
 - 1—Stoner's Miss America, like new . . . 15.00
 - 6—Mills Counter King, like new. Ea. . . 15.00
 - 1—Jennings Grand Stands, 1c play . . . 15.00
 - 1—Bally Entry, like new . . . 60.00
 - 20—Gottlieb Deluxe Grip Testers, S. U. Each . . . 11.00
-
- 10—Deuces Wild, with gum vender, like new. Each . . . \$20.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale and all of the above prices are effective August 13, 1938. We have all latest hits available for immediate delivery. Stoner's Zeta, Bally Grand Stand, Arcade, Klondike, Paul Bennett's Deuces Wild.

MOSELEY VEND. MACH. EX. Inc.
 600 Broad St., Richmond, Va.
 Day Phone 3-4511. Night Phone 5-5328.

Mills Offers Drill-Proof Bell

CHICAGO, Aug. 6.—“Operators, here's the new era in Bell operation—the ‘drill proof.’” Thus did the Mills Novelty Co. disclose to the trade that it is now placing on the market a new Brown Front Bell that will, they say, “resist all types of steel hand drills.” The use of the protective lining is optional with the operator, prices being slightly advanced for models with the lining.

Said the Mills bulletin: “At least half of the bell operators in the country have suffered losses from drilling. On the Brown Front the lining is a solid sheet approximately 1-16 of an inch thick—really an armor plate that protects the machine from all outside boring attempts. The lining is made of a specially hardened cold-rolled steel and completely lines the cabinet.

“You're in for still another great surprise on the machine. And that's ‘knee-action’ stop levers. It's a boon for players who have always been touchy about seeing reels stop too suddenly or bounce off a wanted character. The new machine's reels slide slowly into the stop and come gently to rest—no jarring and no bouncing.

“Added to this is a new protected money cup. It protects the profits, making it impossible to shove wires or spoons thru the cup opening to get at the jackpot. It's a great machine—and the ops will really go wild for it.”

Ponser Strong for Daval's Robin Hood

NEW YORK, Aug. 6.—George Ponser was one of the most enthusiastic distributors in the country this past week upon receiving his first production sample of Daval's new pin game, Robin Hood.

“There is no doubt that Daval has stepped back into the pin game field with a bang,” Ponser stated. “This new game of theirs is proof of the pudding. It has that extra something that makes for a real hit and combines the best money-making ideas in pin machines with the latest developments in mechanical construction. The double light feature for extra score on this game instantly attracted every one of the operators who saw us unpack the first sample machine.

“In addition to its many features,” he continued, “Daval brings Robin Hood to the ops at a very low price. The great success which we are enjoying with Green Light has opened the operators' eyes to Daval games, and we believe Robin Hood will prove to be one of the big money-getters of the year. The tests we have conducted have proved its money-making powers.

“This is the first game,” Ponser concluded, “that we have ordered in carload lots in many months. We are so sold on this game that we are urging all of our customers to put one on location and watch the results, for there is no doubt that Robin Hood will prove itself to be a winner in any spot.”

“whoopie cushion” and a third depicts Sales Manager Becker about to do a one-and-a-half off of Yung's neck into the water.

Keeney Kameraman Takes Some Pix

CHICAGO, Aug. 6.—States Keeney: “To the best of our knowledge we are the only coin game factory employing a staff photographer. He is Jimmy Hunt. He's a wiz and he has all the cameras and gadgets that Keeney could get so that he could take pictures anywhere under any conditions.”

Elsewhere in this issue are shown samples of Hunt's prowess with plates and lenses. The three exceedingly candid camera shots were taken at the recent Keeney Konclave and show Jack Keeney in fancy pajamas helping Fred Yung, Keeney plant manager, repair a bed suffering from fallen slats.

Another view pictures Mel Binks, chief engineer, as he parked himself on a



THREE SHOTS taken by Keeney cameraman, Jimmy Hunt, at the recent Keeney Konclave. Look as tho they had a lot of fun.



You can novelty principal ZETA will meet your most questionable the solution to all locations. Tested, proven mechanically perfect.

STONER Corp

AURORA, ILL.

McCALL'S WEEKLY SPECIALS—ALL GUARANTEED

NOVELTY PIN GAMES.	Track Meet . . . \$19.50	Dixie Dominoes . . . \$ 5.50
Auto Derby . . . 11.50	Stoner's Races . . . 22.50	Bell Slides . . . 8.50
Home Stretch . . . 16.50	Miss America . . . 6.50	Puritan Gum Vndr. . . 4.50
Long Beach . . . 19.50	Happy Days . . . 6.50	Wagon Wheels . . . 3.50
Carnival . . . 27.50	Neck 'N Neck . . . 6.50	High Tension . . . 4.50
Ricochet . . . 12.50	Elite Scoreboard . . . 15.50	Main Street (Clg.) . . . 4.50
Silver Flash . . . 5.50	Bally Mercury . . . 15.50	Gold Rush (Vender) . . . 4.50
Mills Tournament . . . 5.50	Cutboard . . . 6.50	Booster (Cigarette) . . . 4.50
Mad Cap . . . 11.50	COUNTER GAMES.	Punchette . . . 3.50
Hold 'Em . . . 6.50	Sandy's Horses . . . 8.50	Slot Machines
Batter Up . . . 11.50	Western Cigarettes . . . 6.50	5c Mills Q. T. . . \$22.50
Bally Bumper . . . 15.50	Milkro Kallit . . . 3.50	1c Mills Q. T. . . 32.50
Running Wild . . . 7.50	Barnyard Golf . . . 5.50	5c & 10c Waiting . . . 32.50
Bally Booster . . . 9.50	Geo Whiz . . . 7.50	RO-A-TOP AUTOMATICS.
Replay . . . 5.50	Rock-Ola 4 Jacks . . . 5.50	Big Richard . . . \$5.50
Skooky . . . 5.50	Reel Spot . . . 3.50	Alamo, Peerless . . . 3.50
Excel Hand . . . 5.50	Reel "21" . . . 3.50	Redwood, Red . . . 3.50
High Hand . . . 7.50	Tavern (Clg. Reels) . . . 5.50	Sails, Hollywood . . . 4.50
Short Sox . . . 22.50	Tavern (Beer Reels) . . . 4.50	Ace, King Fish . . . 4.50
Swing Time . . . 5.50	Mutual Horses . . . 4.50	Ivory Golf . . . 4.50
Turt Kings . . . 13.50	Reel Dice . . . 6.50	Fortune . . . 6.50
Daytona . . . 5.50	High Stakes Vender . . . 6.50	
Dux . . . 5.50	Pace Dandy Vender . . . 6.50	
	Cent-A-Pack . . . 13.50	

WE BUY, SELL AND EXCHANGE.
McCALL NOVELTY CO.
 3147 Locust St., St. Louis, Mo.

FREE TO OPERATORS

Weekly List of All the Latest Prices of PIN GAMES. Just Send Us Your Name and Address.

TRY Us for Used Games That Are Really in Excellent Condition, All Nice and Clean, Repainted When Necessary and **CAREFULLY PACKED.**

GAY TIME . . . \$32.00	MARS . . . \$18.00
JUNGLE . . . 36.50	VOGUE . . . 18.00
MERCURY . . . 12.50	EASY STEPS . . . 35.00

Home Run, Ricochet, Outboard, Cross Line, Hit and Run, \$7.45 Each (3 for \$21.00).
 1/3 Deposit, With Order. Balance C. O. D.
NATIONAL NOVELTY CO., Merrick, L. I., N. Y.

EXPORT
 “We Cover the World.”
 Cable Address: “NATNOVCO.”
 Merrick, N. Y.

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the JACKPOT.
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Chicago

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IMITATED CARTOON BACK-
COMBINATION \$7450
FREE PLAY AND 1,000-
POINT SAUCER CUP HOLE.

F. O. B. Chicago

feature!
\$8950
F. O. B. Chicago

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SEABOARD SALES
619 Tenth Avenue,
New York, N. Y.,
Eastern Factory Rpre-
sentative.

Coin Amusement Supply,
Limited
42 Bethnal Green Rd.,
London, Eng.,
Genco Distributor for
England.

GENCO, Inc. 2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

BALLY TURF SPECIAL	50.00
FLEETWOODS	85.00
PREAKNESS	25.00
PHOTO FINISH	20.00
TANFORAN, RAY'S TRACK	50.00
CLASSICS, GAROMS, BROADWAY	
ANGELS, PAMCO TOUT	12.50
TRACK TIMES, Red Cabinet	100.00
KENTUCKY CLUBS	175.00
DERBY DAY, Con. Slant Top	75.00

BEST NOVELTY CO.
1047 St. Clair, Cleveland, O.

"COMPARE"
Used Pir Games at Money
Saving Prices. Get Cir-
cular and Prices.
THE VENDING MACHINE CO.
205-11 Franklin Street
Fayetteville, N. C.

FOR SALE
TWO KEENEY TURF CHAMPS
Used Three Weeks — Guaranteed Like New.
\$100.00 Each — Both for \$175.00
CHAS. E. TILGHMAN
SNOW HILL, MD.

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

Paris

PARIS, Aug. 6.—In almost all countries where coin machines are manufactured American machines are copied. Let an American machine come into existence and a month later there is something similar thrown on the European market.

We say similar and that is as much as can be said. For that reason this article on what exporters must contend with in Europe is written. The exterior is about the same under a different name, but the "innards" is something else again. Even at the exposition just ended in Paris this writer saw machine after machine of local make that all the king's soldiers could not make function as was intended. Something would go haywire, and for that reason the prospective buyer was skeptical and almost all went to the importer for a machine of proven value.

In all countries the laws regulating the payout machines are complex. Each country keeps adding new regulations to the existing laws and in such a way that the men supposed to enforce these laws don't know what it's all about.

Portugal

The most popular amusement machine is the pin or bumper type, with about 90 per cent of American manufacture. The monetary unit in Portugal is the escudo (4½ cents), with the machine play in centavos, 20 centavos (¼ cent)

and 50 centavos (¼ cent). The municipality of Lisbon requires from each operator 1,700 escudos (\$78) a year for the privilege of operating one or several machines.

The government takes its cut on import duty by charging 1/3 of an escudo per pound. This must be paid in gold, so multiply that by 25 and you shall have about 37 American cents for each pound of machine brought into Portugal. In addition 20 per cent ad valorem for the privilege of importing it.

Sweden

The Swedish laws pertaining to games come under the lottery regulations and conform to a Royal decree of 1881. This ordinance does not permit any games of chance excepting for public charity.

Skill and amusement games which do not come under the category of chance are permitted. There are not many and most are of German origin. Import duty is one couronne (18 cents) per pound.

There are perhaps more vending machines in Sweden than in any other European country with the possible exception of Denmark, where most of them originate. Import duty is 10 per cent ad valorem.

Austria

Games and venders now come under the German regulations and these will not permit the authorities to look upon the industry favorably.

Under the Austrian laws games were not in favor exactly but enjoyed a "certain uncertainty" in the interpreting of the many decrees.

It was a country like the U. S., made up of several states, High and Low Austria, Styria, Salzburg, Carinthia, Tyrol, etc., where each state used its own method to interpret the regulations. The result was a certain tolerance in some and in others rigorously enforced.

Those that showed tolerance were the ones with state-owned casinos, of which there are six, each having as many as 30 machines of the payout type. Vienna also has or did have a number of machines estimated at several thousand.

Students' Ideas Offered Coiners

CHICAGO, Aug. 6.—Why can't coin manufacturers make a machine similar to the one which has been constructed by a group of young college students? Must the intellectuals show the coin biz how to make drawing attractions?

Take, for instance, the new machine developed by students of the Association of Arts and Industries, the Smell-O-Meter. The "odor organ" was invented in the course of experimental work by first-year students. They were told to create objects that would appeal to the senses of sight, hearing, touch and smell—and the smell machine came into existence.

The thing is simple. Sticking out of a small white box is a "nosepiece." In front of the box are six small handles and an electric switch. Turning the switch, a soft whirring noise is heard. That's the fan which blows odors thru the nosepiece. Turning No. 1 handle, you stick your nose into the nosepiece and get an odor of perfume. You turn No. 1 off and turn on No. 2. Now you get an odor of banana oil. Other odors come in succession—vanilla, alcohol and onion. If you drink water at the same time, they say, it's as good as an ice-cream soda.

And that is where the coin machine biz comes in. Think of it—put a coin chute on this machine and vend water. Colossal. Give them a mere whiff of flavoring (cost \$0.00000005) and a glass of water and they think they've got something. (Or will they?)

To theorize a little farther upon the possibilities of this machine, let us consider the possibilities of satisfying other sensory powers other than the sense of smell. For instance, the sense of sight. Manufacturers could install a real soda in back of a locked, glass-faced partition to satisfy the sense of sight. To help the hearing sense they might arrange to have a constant fizz of carbonated water entering the soda.

May we express one warning, however. Do not make the soda too realistic or someone with a hammer is going to satisfy his senses of taste and touch also.

Aside from kidding about the Smell-O-Meter, it is claimed that the machine might find some use as a device for offering sample perfume smells and sampling at tea and coffee houses and wineries.

**"WHATTA
YA MEAN
DIFFERENT?"**

Yep, we hear that many times a day down here at Oriole. Especially since so many of our customers have been boasting about our kind of service, co-operation and prices to their friends.

If you're still in doubt that there really and truly is a different and better way to supply your needs

**NEXT TIME TRY
ORIOLE**

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

SKILL TIMES

Converted,
Reconditioned, Ready to Operate.
Single Machine **\$100.00** Write for Lot Price.
LATE 1937 SKILL TIMES,
Factory Model \$125.00.
SAM MAY—"HAS IT"
Guarantees to Save You Money.

SAM MAY & COMPANY,
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"Our Strength is based on
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POWER PLAY	7.50
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LONG BEACH	9.50
SPRINT	6.50
STONER BASEBALL	12.50
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CHICO BASEBALL	21.50
1/3 With Order, Bal. C. O. D.	
Cable Address: "HERMEX"	

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MACHINE EXCHANGE, INC.
1175 BROAD ST. NEWARK, N.J.

MILLS ONE, TWO, THREE, \$35.00 EACH.
Bally Saddle Clubs, 8-Coin Multiple Play,
Console, \$75.00. Bally Turf Specials, Con-
sole, \$55.00. Evans 1938 Galloping Dom-
inoes, with Remote Control, \$150.00.

On Third Deposit.
BILL FREY, Inc., Miami, Fla.

SATISFACTION GUARANTEED

SPECIAL

GENCO 6-ft. MAGIC ROLL, Floor Sample...\$74.50

ONE BALLS

CLASSIC\$19.95
 RACING FORM 24.50
 SPORTSMAN DeLUXE 22.50
 TURF CHAMP 24.50
 CLOCKER 37.50

SLOTS

BLUE FRONT, 5c\$39.50
 LION HEAD 24.50
 WAR EAGLE, 10c 29.50
 F. O. K. SILENT 19.50
 RELIANCE, 25c 22.50
 CHIEFS, 10c-25c 32.50
 COMET FRONT VENDER 22.50

PHONOGRAPHS

WURLITZER P-12\$69.50
 WURLITZER 312 89.50
 ROCK-OLA No. 2 69.50

SEEBURG RAYOLITE\$139.50
 STEWART-McGUIRE 7-Col. Cig. Machines 54.50

GERBER & GLASS
 914 DIVERSEY BLVD.
 CHICAGO, ILL.

Calcutt Looks to Big Fall Season

FAYETTEVILLE, N. C., Aug. 6.—The Vending Machine Co. here is reported to be a beehive of activity these days, with Joe Calcutt making preparations for a banner fall business. "We are doing everything that we possibly can to help the operators enjoy banner profits both right now and for the fall season ahead," he stated. "Some of the games we now have on hand are the best we ever carried in stock, and we are preparing to feature them big to ops interested in acquiring more equipment for fall operations."

Calcutt also revealed that the Baltimore office of the firm is fast becoming a major cog in their set-up. "From this office we can give overnight delivery service to ops thruout Maryland; Washington, D. C.; Delaware, Pennsylvania, New Jersey and New York. R. E. (Smitty) Smith is in charge of these offices," Calcutt went on. "His work so far has drawn scores of compliments from our customers. He is one of the true oldtimers in this business and has been of help to operators thruout the country for the past 25 years. His advice and counsel are considered precious by every operator who knows him. He plays a big role in the administration of Vemco's famous service policy," Calcutt concluded.

Spend \$4,000,000 At Fountains Daily

(Location Story)

CHICAGO, Aug. 6.—"American Public Spends \$4,000,000 Every Day at 120,000 Soda Fountains"—headline in *Confec-*

tionary-Ice Cream World. According to the Liquid Carbonic Corp., this tremendous sum is expended by ordinary folks in what may be termed "concentrated spots." By that terminology the thought is expressed that it is a definite spot for the location of machines.

With State and city sales taxes what they are, almost everyone comes away with odd change; often they are willing to utilize this money in machines in order to do away with the "bother of carrying it."

Said the publication: "Seven out of every 10 persons entering a retail store having soda fountain facilities patronize that department. Soda fountains take in 31 cents of every dollar spent in the establishment."

New Orleans

NEW ORLEANS, Aug. 6.—Business conditions have been unusually good thruout Louisiana and East Texas this summer despite the national setback, and coin machine operators in all sections of this State are enjoying good operations. With very few localities closed to operations, there is no indication that the coin machine industry has reached a saturation point in these parts. There are new locations opening daily, altho the swing at present is toward out-of-door sections. Along the lakeshore and in the park areas of the city operators are doing their best business now. Independence Day without doubt set new high marks for play on the Gulf Coast beaches.

Frank Alessi reports that he is now concentrating his operations at the Standard Novelty Co. to claw machines. Alessi has purchased a large line of new Exhibit Merchantmen diggers and has placed them at strategic spots in the city. He reports good results for the first two weeks.

F. W. King, of the C. & M. Sales Co., spent the Fourth on the Mississippi Gulf Coast, where he has big turf oil interests, and reports that everywhere he looked coin machines were crowded with players. Operators on the Coast from Waveland to Pascagoula, he says, reported the biggest business in many years and most of them report the largest patronage in their business experience. Thousands had to return to the city Sunday night because accommodations were not to be had.

Louis Boasberg, of the New Orleans Novelty Co., announces that he intends to maintain a large display and stock of Watling slot machines. Boasberg is high in his praise of the Watling Treasury and calls it the best buy of all bell-type machines by a big margin. The firm also reports a good demand for Gottlieb Daily Races, Jr.

Seen together at the Group Theater's recent production of *One-Third of a Nation* were three of coin machine row's most youthful bosses. They were Louis Boasberg, of N. O. Novelty; Melvin Mallory, of Louisiana Amusement, and Hank Friedburg, of Crescent Novelty Co. Friedburg was last year's male star of the Group Theater and despite his "temporary" retirement in 1938 seems set for a big comeback next season.

Jerry Germentis, of the Germentis Sales Co., reports a fine increase in operations of merchandise venders, particularly from results of several new Mills machines he recently purchased.

TOBACCO PAK

NEW COUNTER HIT WITH BIG TIME "TAKE!"

The amazing little cigarette game that's making the BIG HIT! These features make it sensational: Mystery Selection! Mystery Odds! Lito-Up! ABT Slot, last coin illuminated! Mystery Slot brings up number, which represents a brand of cigarettes. If the total on the 4 dice exceeds that number, player receives from 1 package to a carton of cigarettes, depending on the odds. Ball Gum Attachment, filled without opening machine. Many other stand-out features!

\$24.50

1c, 5c, 10c or 25c or Combination Slot

DE LUXE GRIP SCALE

3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles thruout; Anti-Tilt, Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

\$19.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
 2736-42 N. Paulina St. CHICAGO

BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

No. 2415 2400 Holes
 Takes in\$120.00
 Average Payout 58.99

Aver. Gross Profit\$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
 Get Our New Low Prices. Only \$4.94

HARLICH MFG. CO.
 1413 W. Jackson Blvd., Chicago, Illinois.

BUY FROM THE LEADER

Auroan\$ 9.50	Dux\$12.50	Snappy\$37.50
Beamite 18.50	Easy Steps 27.50	Sprint 7.50
Bobs 19.50	Jungle 37.50	Sensation 1937 11.50
Boo Hoo 8.50	Long Beach 10.50	Turf Kings 12.50
Bally Booster 8.50	Outboard 7.50	Vogue 13.50
Bumper 7.50	Bally Reserve 37.50	War Admiral 17.50
Baseball, Stoner 18.50	Rose Bowl 12.50	Zephyr 28.50
Cargo 28.50	Roll Over 7.50	Exhibit Basketball 10.50
Chico Derby 9.50	Stoner Races 9.50	Track Time Kenney 89.50
Chico Baseball 22.50	Swing 34.50	Bowling Bumper 44.50
Daytona 8.50		

WATCH OUR ADS AND SAVE MONEY
 A ONE-THIRD DEPOSIT IS REQUIRED WITH ALL ORDERS
 BALANCE TO BE SHIPPED C. O. D.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

440 USED SLOTS FOR SALE

40 Mills Blue Fronts, Single Jackpots, \$30.00	25 Pace DeLuxe Comets, 1938, Used
50 Mills Blue Fronts, Double Jackpots, 27.50	3 Weeks 3 Comets, Regular \$45.00
250 Jennings Chiefs, Milco Heads, 22.50	30 Pace Comets, Regular 20.00
30 Jennings Silver Chiefs, Milco Heads, 3 Weeks Old 59.50	6 Mills QTs 15.00
8 Pace Comet Consols, 3 Weeks Old, 69.50	1 Watling Rollatop 20.00

1/3 DEPOSIT WITH ORDER.

MT. ROYAL NOVELTY, INC.
 306 E. BALTIMORE ST., BALTIMORE, MD.

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



GEORGE JENKINS, Bally Mfg. Co. sales manager, demonstrates the new Klondike multiple to Ted Bush, of Acme Novelty Co., Minneapolis.

PALM SPRINGS

**BALLY'S NEWEST
RESERVE TYPE GAME
WITH
INTERMEDIATE AWARDS**

**WINNER TAKES ALL
WHEN 18 BUMPERS HIT**

**ALSO AWARDS FOR
12 OR 6 BUMPERS**

**ALL AWARDS
METERED**

**ADJUSTABLE
SCORE INSERTS**

**5-BALL PLAY
PRICE? A REAL**

Summer Special—WRITE!



Patent No.
2063108

GRANDSTAND

**One Shot MULTIPLE Payout Game
WITH \$45 TOP "RESERVE"**

Win, Place, Show
and Purse Awards—
plus Sweepstakes
Reserve! Write for
complete CONFIDENTIAL
details
and prices.



Patent Nos.
2063108
2062708

Write for circulars on BALLY RESERVE, BALLY ARCADE, SPORT PAGE,
FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN, FIELDS.

BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

SACRIFICE Slot Machines!

JENNINGS SLOTS

SILVER CHIEFS, 1c, 5c, 10c or
25c Play, Slightly Used, B1-Metal
Check Separator, Skill Attach. \$40.00
DIXIE MELON BELLS, 5c and 10c
Play, B1-Metal Check Separator,
Built-in Skill, Slightly Used. 75.50
TRI-FLYER, 5c, 10c, 25c Combina-
tion, Slightly Used. 95.00
CHICAGO METAL STANDS,
Slightly Used. 6.00

1/3 Deposit With Order, Bal. C. O. D.,
F. O. B. Baltimore, Md.

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.
BALTIMORE, MD.

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

Harrisburg Okehs Parking Meters

HARRISBURG, Pa., Aug. 6. — After
three months of experimenting with parking
meters in this city, Mayor John A. F.
Hall has announced that 275 more ma-
chines will be purchased, bringing the
total to 600.

A recent conference of police, engineer-
ing and traffic officials gave 100 per cent
indorsement to the meters and it was
indicated that the additional machines
would be purchased probably from the
Parkrite Co.

At present 340 meters at 5 cents for 45
minutes are bringing the city approxi-
mately \$1,000 per week.

Life Savers Report Close To Half Million Profit

PORT CHESTER, N. Y., Aug. 6.—Life
Savers, Inc., and subsidiaries report a
net profit of \$472,982 for the six months
ending June 30. This is equal to \$1.35
a share on 350,140 shares of \$5 par capi-
tal stock, as compared with \$537,614 or
\$1.53 a share last year.



Thank
you

★ "We're tickled, thrilled and overwhelmed by the landslide of congratulations that greeted the opening of Seaboard Sales last week. It's good to know that we've got so many real friends, friends who said it with orders from all over the East. Fred Iverson, our regional sales manager, is still talking about his wonderful reception by the upstate New York and New England colmen with whom he is so popular.

★ "All of which is proof that our new angle of 'super distribution' on the factory-to-you plan is what jobbers and distributors have really been waiting for.

★ "Thanks a million, boys. We're all set to work with you!"

Bert Lane
★ THANKS, GENCO, for your splendid co-operation and for starting us off with such swell games as SPLASH and OSCAR!

SEABOARD SALES, INC.
619 TENTH AVENUE, NEW YORK, N.Y. • Phone: Wisconsin 7-5688-9-90
Direct Factory Agents for Leading Manufacturers!

Wash. Judge Okehs Pinball

**Holds that Legislature ap-
proved machines—grants
injunction to stop officers**

SEATTLE, Aug. 6.—Legality of pinball machines has been conclusively affirmed in an opinion handed down by Judge D. G. Wright, of the Superior Court, seated in Olympia, Wash. The jurist held that machines were legal under the laws passed by the Legislature and granted an injunction to operators, who had asked that interference by the authorities be stopped.

"It appears conclusively to the court," Judge Wright set forth, "that when the Legislature at its last session passed legislation permitting games it must have done so advisedly and with the express purpose of permitting the use of such devices as are now commonly called pinball games.

"The question presented is not for the courts. The court's only duty is to interpret the law as it stands on the statute books. The Legislature, having plainly spoken, has established the rule," concluded the judge.

The recent opinion was rendered in the suit that had been brought by R. M. Littlejohn et al., in which petitioners, such as restaurant owners and others, asked the court in the test case for a permanent injunction against the law-enforcement officers who had been interfering with the operation of pinball games in their establishments.

Palm Springs Is Bally's Newest

(New Game)

CHICAGO, Aug. 6.—Announcing the release of the Palm Springs novelty game, Jim Buckley, general sales manager of Bally Mfg. Co., stated that the machine was developed to meet a definite demand for a reserve-type game with intermediate awards.

"Palm Springs," Buckley said, "is best described as a split reserve game, with a juicy 10-buck top for hitting all 18 bumpers and smaller awards for hitting only 6 or 12. The big winner appeal is still there to insure plenty of repeat play—plus the 'come-on' of more frequent winners. Due to this difference in play appeal operators can place Palm Springs side by side with Bally Reserve or Arcade and get a big play on both games.

"Aside from the strong play appeal of the split reserve idea, operators will especially appreciate the fact that all awards are metered. They will also like the price—which, frankly, is a real 'summer special' and offers the biggest pin game value in a long, long time."

500 SLOT MACHINES

300 Pay Tables

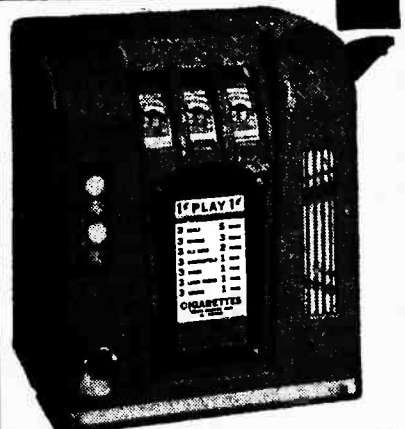
GUARANTEED PERFECT
CONDITION
PRICED TO SELL
DISTRIBUTOR FOR

Columbus Venders

THE LEADING LINE OF
MERCHANTISERS CARRIED
IN STOCK.

PHONE, WIRE OR WRITE FOR
PRICES AND COMPLETE
INFORMATION

THE VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—15c a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

Avon Novelty Sales Moves to New Quarters

CLEVELAND, Aug. 6.—Avon Novelty Sales Co., of this city, has opened new offices and showrooms at 2923-25 Prospect avenue, where it will continue to serve operators and jobbers in the Cleveland territory. Art Nagel, well-known throuth the amusement machine industry, is at the head of the firm.