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OUTDOOR BIZ REPORTS VARY

Big Increases For Some Parks

Circuses Doing Well Generally

Rainy Weather Hurts Carnivals

FTP Tension Nears Peak

CINCINNATI, June 19.—Early business in amusement parks not only is keeping pace with that of 1936 but is reported ahead in numerous instances from 25 to 75 per cent. Last year bettered biz of 1935 by an average of 50 per cent and gave by far the best grosses since 1929. Cool weather generally the past 10 days has caused some falling off from the big start made over Decoration Day week-end, but there are no reports of adverse effects on patronage by reason of the labor situation in some localities.

Parks in the East got off to a particularly good running start. In Palsades (N. J.) Park Jack and Irving Rosenthal report that grosses so far this season show an increase of from 50 to 75 per cent over last year at this time.

"Not only are crowds larger but people are spending more money than they have in a long time. It is difficult to assume much in reference to possible future labor troubles, for up to this time we have not been affected in any way," they declare.

Otto Wells, general manager of Ocean View (Va.) Park, said: "Unusually favorable weather, together with expensive improvements, has improved our business by 50 per cent over the same period in 1936. We have no local labor troubles other than slight disturbances on coastwise steamships, owing to differences (See **BIG INCREASES** on page 122)

CINCINNATI, June 19.—Despite the fact that some of the big tops have encountered rain and chilly weather in the early spring, business on the whole has been very satisfactory, some showing an increase over last year. Ringling Bros. and Barnum & Bailey, Cole Bros., Al G. Barnes-Sells-Floto, Hagenbeck-Wallace, Tom Mix, Downie Bros. and Dan Rice shows have had some big days. A number of shows have been in New England territory and while all have not done a bang-up business, that section has proved to be very good.

Organizations playing the West have been doing real well in most of the spots, weather permitting, also those in the Midwest section.

The Madison Square Garden engagement of R-B showed an increase in business of 25 per cent over last year and the Big Show's biz at the Boston Garden was 20 per cent better than the record year of 1936. Big business was done by the Cole show at the Stadium in Chicago; in fact, it set a new record for circuses there.

There have been two early closings. Stanley Graham's International Midget Circus, which opened at Dallas May 21 for a six-day engagement and then went to San Antonio, folded there during week of May 31. Reason given was that rain cut into attendance too heavily. (See **CIRCUSES DOING** on page 122)

CINCINNATI, June 19.—In order to assemble a report of business done to date as compared with last season for the same period, the prospects for the remainder of the season and to find out if there were any CIO activities on carnival lots *The Billboard* wired a number of carnival managers in the United States and Canada. Replies were received covering a wide range of territory north, east, west and south, and as the first letter of each direction spells N-E-W-S, *The Billboard* is enabled thru the following wires to give the situation as reported by the several carnival managers:

J. W. Conklin, president Conklin & Garrett, Ltd., Winnipeg, Can.: "When we have had favorable weather business has been good to date. We have been showing Winnipeg for the last two weeks. Crop conditions thru the prairie provinces look very good with the exception of some parts of Southern Saskatchewan."

O. J. Bach, general manager O. J. Bach Shows, Brandon, Vt.: "Out seven weeks and results same as last year with no improvements noted. Plenty of rain. No CIO activity as yet."

F. M. Sutton, general manager Great Sutton Shows, Jacksonville, Ill.: "When weather permits business has been better than last year, but weather has been (See **RAINY WEATHER** on page 122)

Art projects hold sit-downs —openings postponed— supervisors exhort action

NEW YORK, June 19.—Last week's announcement of a cut of 1,700 in the WPA Federal Theater Project's personnel has already brought about its quota of strikes, the arts groups holding "sit-downs." At the Lafayette Theater in Harlem 300 members of the Negro unit squatted after the performance of *The Case of Philip Lawrence*. About 400 in the audience joined them, and a picket line of 100 was formed around the theater. In sympathy with the dancers employed on the WPA music project about 350 in the audience of the Federal Theater of Music also similarly demonstrated.

Meanwhile on Wednesday the general chaotic state of the project was emphasized by events attendant upon the postponement of Marc Blitzstein's opera, *The Cradle Will Rock*. Notice that openings of all WPA plays, operas and concerts would be put off until after (See **FTP TENSION** on page 37)

Salt Lake City Has First Sunday Circus

SALT LAKE CITY, June 19.—For the first time in circus history this city, home of the Mormons and undoubtedly the most religious city in the United States, is having a circus on the Sabbath. The show is the Al G. Barnes and Sells-Floto Combined Circus, which will give two performances tomorrow at the State fairgrounds and also a showing on Monday.

J. D. Newman in securing this Sunday stand, one of 25 for the 1937 season, sets a new record for general agents and legal adjusters. Naturally squawks were plenty. However, the deal was closed thru the American Legion Post No. 2, the license was paid and the town billed. Peculiarly, almost the entire community, with the exception of a few people who fight everything that is new, are delighted. So much so that it was necessary to send in a man a day ahead of the show to handle the advance ticket sale.

of self-regulation submitted to him by the newly organized Variety and Burlesque Theater Alliance of New York. His reason for designating that they contact Whitehead, of the AFA, is that he feels with the houses employing vaude performers that the shows will run clean. In addition to designating Whitehead as a contact man, the mayor also named William Collins, New York State organizer of the American Federation of Labor.

An administrative board to supervise these theaters is to be appointed by the mayor, the only paid member of the board already being appointed. This post has been given to Sam A. Scribner, who will act in the capacity of technical advisor. The managers' organization (See **BURLESQUE'S LABEL** on page 26)

\$200,000 Flood Damage Does Not Deter Midland Empire Fair Board

BILLINGS, Mont., June 19.—Altho dealt a \$200,000 knockout blow by the flood of last week, officials of Midland Empire Fair here declared the 1937 annual will be held in August. A five-foot avalanche of flood waters from Alkali Creek and the Big Ditch swept over the fair plant and \$200,000 damage is the estimate of Manager Harry L. Fitton.

Following conference Manager Fitton said that "the fair will be staged as scheduled with no curtailments whatsoever." The fair board with the aid of

the commissioners and county surveyor will direct rehabilitation work on the grounds. No relief labor will be used in repairing the wrecked barns and infield. Fitton said. Relief officials decided to assign all clients to repairing irrigation ditch banks and siphons.

Repair work started at the fairgrounds and Fitton estimated that it will keep a large crew busy until August 9 to put the grounds into shape for the exposition. He will announce the fair board's policy of employing laborers within the next two days.

Following meeting of fair board and county commissioners, fair officials and chairmen of Yellowstone County Community Club Booth committees met (See **\$200,000 FLOOD** on page 122)

Burlesque's Label Changed

N. Y. Ops To Be Permitted To Resume Under "Cleanup Rules"

Ralph Whitehead, of AFA, is given jurisdiction over ex-burlesque stands — BAA threatens to fight mayor's dictum—"Follies" to replace burlesque title

NEW YORK, June 19.—The name of burlesque has been wiped out of local amusements thru an ultimatum issued by Mayor F. H. La Guardia Thursday to a committee of theater operators rep-

resenting the burlesque houses shut down May 1, when License Commissioner Paul Moss refused to renew their licenses. That was his proviso in announcing to the operators that he will permit them to reopen their theaters under clean-up rules they have laid down for themselves. He also told them that they are to contact Ralph Whitehead, of the American Federation of Actors, which would put the houses into a vaude category. Provided the houses are ready and have met the wishes of the mayor, they will be permitted to open next Friday (25). The operators have already chosen a name to replace burlesque, the new name being "Follies."

In giving his decision to the operators, the mayor stressed that the houses are reopening under clean-up rules laid down by the owners themselves and not by his office, referring to the code

A. C. Faces Strikes As Season Begins

ATLANTIC CITY, N. J., June 19.—With more than 10,000 Car Builder convention delegates here, as well as a pre-summer crowd, strikes developed on the beach front yesterday, causing a serious situation as the city goes into the regular season. A spread of the strikes is threatened. The Ambassador and Seaside hotels had walkouts, and all milk drivers followed suit. Several restaurants are tied up and more are expected to be before the week-end. Four amusement places are holding tight with a new working agreement signed. They will be seriously affected if the beach-front disturbances cause a cancellation of convention reservations.

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Of This Issue Will be Found on Page 37.

AFM TO REGULATE RECORDS

Musicians' Exec Board To Act on Situation in 30 Days

Will study Weber's recommendations and resolutions—may call special convention—Weber, all officers are re-elected—CIO warned—national theater drive is nixed

By PAUL DENIS

LOUISVILLE, June 19.—The American Federation of Musicians will definitely seek to regulate the production and use of recordings, electrical transcriptions and film music tracks, the organization's 42d annual convention here decided. The convention, which will close a week's session here tonight, unanimously re-elected Joseph N. Weber president for the 38th year and also voted a pension plan for him and Mrs. Weber for the rest of their life. All other incumbent officers successfully won re-election. The convention voted down a plea by the New York local that the drive to compel theaters to restore flesh be made national, pointing out the convention was in sympathy with the aims of the drive but felt the campaign methods were futile. An effort to reallocate distribution of the 10 per cent traveling tax was defeated. Administration leaders denounced the Committee for Industrial Organization vehemently, but many delegates urged neutrality, the convention finally voting to continue working for peace within the labor movement and also to fight the CIO if and when it encroached on the interests of the AFM. Weber urged band leaders not to pay Federal Social Security taxes for their men until the Bureau of Internal Revenue hands down a decision on the AFM's request that band leaders be classified as employees rather than as employers.

The convention, the largest ever held by the AFM, revealed the organization was in tip-top shape, despite encroachments of mechanization. It seems that the enormous popularity of name bands, bringing \$285,985 to the AFM treasury and \$364,683 to the various locals this past year thru collection of the 10 per cent traveling tax, did magic to the entire organization.

Election Results

C. L. Bagley, vice-president, and Fred W. Birnbach, secretary, along with Weber, were re-elected unanimously. Harry E. Brenton is again treasurer, beating Harry J. Steeper (Jersey City) by 533 to 147. Walter M. Murdoch (Toronto) is again Canadian board member, winning over A. J. Nelligan (Hamilton, Ont.) by 496 to 193.

Chancey A. Weaver, 548; James C. Petrillo, 666; J. W. Parks, 482, and A. C. Hayden, 614, again won election as United States board members, their opponents being Jacob Rosenberg (New York), 243, and Edward P. Ringius (St. Paul), 195.

Five delegates to the next American Federation of Labor convention are Edward Canavan (New York), 355; C. A. Weaver, 504; William J. Kerngood, 424; C. L. Bagley, 456, and Vincent Castronovo (Providence), 279. Unsuccessful candidates were Leonard Campbell, Ray-

mond Maurer, A. A. Tomel, V. L. Knapp, Frank B. Field, Glenn Kay, John MacLuskie, G. Pipitone, Raymond E. Jackson and E. E. Stokes.

Progressives Organize

Definite crystallization of a "progressive" wing was evident. It pushed Rosenberg and Ringius for the exec board and Maurer and Tomel for AFL delegates. It sought a neutral position on the CIO, extension of the theater drive, regulation of recordings and endorsement of the Bolleau Bill for union WPA wages.

Salary Raises

Feeling sort of flush the convention not only voted Weber security for life thru the pension plan, but it also voted to jump executive officer salaries from \$1,000 to \$1,500 a year and then voted to increase the per diem pay to convention delegates from \$10 to \$15 a day. This is intended to promote greater attendance at conventions.

Traveling Bands

As usual a host of resolutions sought to curb traveling bands as encroaching on local jobs, but the convention voted them down.

Next Convention

The 1938 convention will be held in Tampa, Fla., and with the convention pay raised to \$15 a day the delegates are already knee deep in dreams of an idyllic Florida week next June.

To Study Recordings

The convention went into executive session Thursday and barred reporters while the mechanization problem was aired. James Petrillo, Chicago, made a long and fiery speech describing the menace of recordings, told how his local took the lead in prohibiting musicians from making records unless under union conditions and urged national regulation of records and electrical transcriptions. He denounced the press for calling him a czar.

After referring to President Weber's

One-Cent Movie Admission

NEW ORLEANS, June 19.—Ultimate climax in minimum prices has been set here with the announcement by the Strand Theater management, operated by the Joy interests, that children will be admitted at special Saturday morning show for one cent. A regular program is promised.

Adults are admitted to same show for a nickel and a dime.

five-point program on mechanization and the various resolutions, the convention voted to have the entire problem studied by the international executive board within 30 days after the convention.

If the board sees fit it may call a special convention on mechanization attended by representatives of those locals directly involved. The board is empowered to act and report to the next convention.

Weber's suggestions, which undoubtedly will form the basis for action on mechanization, are: Recording companies to be approached for an agreement on a maximum of three recordings in each three-hour session; records to carry labels specifying non-profit use; joint action with other groups in negotiating with recording companies; limitation of use of transcriptions, and banning of dubbing on film music tracks.

Worry Over the CIO

As expected, the CIO issue raised a storm. Weber pleaded for support of the AFL but granted the CIO the right to organize the unorganized workers and urged musicians not to fight the CIO until it actually trespassed on their jurisdiction. He revealed that more than 40 musicians' locals, mostly in the Midwest, were dominated by CIO men who are part-time musicians. To expel these men would practically wreck these locals, he said. He again warned against musicians playing with the industrial union idea, claiming it would ruin high wage scales for musicians.

Other administration leaders attacked the CIO. Petrillo was violent in his attack on John L. Lewis and the CIO, saying his local had put aside \$25,000 to fight the CIO. Chauncey A. Weaver, member of the exec board, denounced Lewis as being "as ambitious as Caesar, as autocratic as Louis XIV and as ruthless as death." Secretary Fred Birnbach also rapped the CIO.

Delegates, however, urged neutrality and continued efforts to heal the rift between the AFL and CIO. Among them were Sam Tabak, A. A. Tomel and Ed Ringius. Finally the convention voted 532 to 1 to inform the San Francisco local that the AFM was doing all it could to keep peace in the labor movement. The Frisco local had wired the

(See AFM TO REGULATE on page 11)

Indiana Hits Tobacco Road

Censorship angle apparently not involved—claim boat unfair competition

MICHIGAN CITY, Ind., June 19.—Despite opinion of Sam Grisman and Jack Kirkland that they would be able to show *Tobacco Road* on the Dixiana Showboat thruout the summer without interference from local authorities, warrants were served Monday on Grisman and two attaches, charging them with "transacting business for a foreign corporation without a certificate of admission to Indiana."

This action came on the heels of the producers' attorneys withdrawing an application for a temporary injunction to prevent the city's interference. Grisman said that in view of the fact that the show was allowed to open a week ago, they felt the proceeding was unnecessary.

It is said that the city's beef does not spring from the obscenity angle as was the case in Chicago last year, but that local business enterprises feel that the boat offers unfair competition.

Question which will arise is whether or not the boat is under federal or State jurisdiction. Grisman has already stated that he was willing to purchase any permit or license necessary to operate here. Meanwhile *Tobacco Road* will continue to be shown until a date for the trial is set and a decision forthcoming.

SOUTH BEND, Ind., June 19.—A temporary restraining order, preventing Michigan City officials from taking any action against the Dixiana Showboat, was held in effect Thursday by the U. S. district court here, when it adjourned until next Wednesday to allow time for Messrs. Grisman and Kirkland and the Michigan City fathers to prepare their cases.

In addition to an attempt on the part of the producers to prove that their floating theater is docked in federal waters, they have also applied for a permanent injunction against any further attempts of Michigan City authorities intervening.

Chi Theaters Must Pay

CHICAGO, June 19.—Chief Justice Sonstebly of the Municipal Court last week ordered owners of 46 theaters to pay their \$690 Bank Night fines, overruling motions for new trials in cases in which \$5 and \$10 fines were imposed several months ago. He followed the example set by the State Supreme Court, which denied an appeal from an earlier ruling holding Bank Night illegal. Companies fined included Balaban & Katz, Warner and Schoenstadt chains and several independents.

Philly Employees Unionized

PHILADELPHIA, June 19.—Motion picture ushers, doormen, cashiers and assistant managers were granted a charter last week by the IATSE. Lower bracket employees receive a "B" classification among the theatrical workers, in contrast to the "A" grouping of operators and stagehands. Membership embraces employees of both Warner and Indie houses. Charging a \$1 membership fee, campaign will be waged to sign up workers in the first-run and key-run houses, among which group CIO is active.

"Gallows Gate," Florida WPA Show, Depressing But Successful

MIAMI, June 19.—The *Gallows Gate*, Marjory Stoneham Douglas' three-acter produced by the WPA Federal Theater here, held the complete interest of its first-night audience despite the grim plot's utter lack of humor or relief. Depicting one depressing scene after another, yarn unfolds a story of Mrs. McDeavitt, pioneer orange grove owner. Opening scene presents the two McDeavitt boys, assisted by some Negroes, placing smudge-pots in the grove in order to save the crop from the "big freeze." McDeavitt, drunk, appears on

the scene, quarrels and leaves the family to settle its problem.

Mrs. McDeavitt moves to Dade County and becomes a successful vegetable farmer, operating her fields with the help of her two boys, now young men. McDeavitt, who has not communicated with his family in years, appears and, his identity unknown to his sons, lures them into joining him in an illicit liquor business. They develop into murderous outlaws, one of them being hanged and the other shot. Mrs. McDeavitt's moans bring down the final curtain.

Dialog is excellently handled, and the fact that Miss Douglas is a native Miamian lends an authentic note to the whole. Seats for the opening performance were sold out a week in advance.

Scenery is by B. Wesley Wayland and Charles B. Garlinger. Production under the technical direction of Granville Fisher.

J. Victor Wilson.

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Mass. Theater Bills Buried

Legislature folds with n.g. reports on different bills —Cape Cod measure

BOSTON, June 19.—Massachusetts Legislature concluded its 1936-'37 session last week, the legal affairs committee having pawed over petition of Samuel H. Cohen for legislation to permit dancing in theaters on the Lord's Day; that of Charles C. P. Hiller for legislation to prohibit the conducting of vaude entertainments on the Lord's day before 7 o'clock p.m.; of Charles C. P. Hiller, for amendment of the law relative to conducting theatrical exhibitions and public entertainments on the Lord's Day; of Charles C. P. Hiller, for legislation to prohibit or regulate the holding of theatrical entertainments on the Lord's Day and on Memorial, Armistice and Christmas days. The legal affairs committee decided on adverse reports, and subsequently were accepted in both the House and Senate, and therefore killed. The petition of Charles C. P. Hiller for legislation to prohibit bank nights at moving picture theaters, was killed in committee.

Hiller again asked for legislation to prohibit the use of obscene or sacrilegious language at theatricals. Buried in committee.

The committee also killed Hyman Manevitch's petition relative to the hours during which certain amusements may be permitted by innholders and common victualers.

Championing the theatrical interests was Joseph H. Brennan, former Loew's State Theater manager, and now executive secretary of the Allied Theaters of Massachusetts, Inc.

SANDWICH, Mass., June 19.—Petition of William A. Jones that this Cape Cod town be authorized to appropriate money for amusements or entertainments of a public character was reported favorable by the Municipal Finance Committee and became law upon its passage shortly after the General Assembly embarked on its summer vacation.

The town, by two-thirds vote, can now appropriate each year a sum not exceeding \$2,000, to be expended under the direction of the board of selectmen.

Giveaways Are Out In Texas Theaters

GALVESTON, Tex., June 19.—Theaters of Galveston and other Texas cities have discontinued Bank Nights pending outcome of appeal from ruling last week by Austin Criminal Court that the awards constituted a violation of the State's lottery laws.

R. J. O'Donnell, of the Interstate Circuit, largest operators in Texas, said: "After mature consideration, in deference to the legal interpretation of the courts and to the enforcement officers of this State, we are discontinuing all Bank Nights indefinitely until such time as their legal status is finally determined." The circuit had been operating Bank Nights on Wednesdays and Screens on Fridays.

Will Horwitz, of the Horwitz Circuit, followed with an announcement that "free lotteries" will be eliminated at his four Houston theaters.

Candid Camera, But Cautious

NEW YORK, June 19.—Rather than run the risk of publicity via pans of some of its guests, the Hotel New Yorker's candid camera privileges in the Summer Terrace disallow taking pictures of guests. Other than that the lens fiends suffer no restrictions. Seven awards each week for best pictures.

Pa. Show Tax To End

HARRISBURG, Pa., June 19.—Pennsylvania's 4 per cent emergency amusement tax will expire July 22, the State Secretary of Revenue announced. The levy yielded \$6,480,723 during its two-year existence.

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Suit for Alleged Libel on "Fugitive" Is Upheld by Court

ATLANTA, June 19.—Georgia Court of Appeals upheld yesterday the right of Vivien L. Stanley, member of the Georgia Prison Commission, to sue Warners and other motion picture producers for alleged libel in the picture *A Fugitive From a Chain Gang*. Book was written by Robert Elliott Burns, who is still a fugitive from Georgia, protected by the State of New Jersey against extradition to this State.

Commissioner Stanley filed the \$100,000 suit in Fulton Superior Court against Warner Brothers Pictures, Inc., the Vitaphone Corporation, Vitagraph, Inc., the Rialto Corporation, Keith's Georgia Theater, R. B. Wilby and Earle M. Holden, producers, exhibitors and distributors of the picture. Judge Virlyn B. Moore overruled demurrers filed by the defendants and the Court of Appeals affirmed his ruling.

The high court held that Commissioner Stanley had cause of action for defamation of his character as a result of the charge that he participated as a member of the prison commission in transferring a convict, author of the book, from one chain gang to another because the convict refused to pay a bribe for his release.

The Burns case attracted nationwide attention after Burns had been given a six to 10-year sentence for participation in the holdup of a filling station in Atlanta. He escaped from the Campbell County chain gang and went to Chicago, where he lived for several years under an assumed name and be-

came editor of a civic magazine.

Turned over to the authorities by his wife after he had allegedly abandoned her, Burns was brought back to Georgia in August, 1929, and escaped again after another brief term on the Troup County chain gang.

Commissioner Stanley went to Chicago personally to bring Burns back to Georgia and Burns charged in the book that "a member of the Prison Commission" sought to obtain money from him for his release. This is the basis of the damage suit.

Judge Jule Felton, who wrote the opinion, pointed out that the picture

Diversion for NAB

CHICAGO, June 21.—Femmes attending the NAB convention at the Sherman Hotel will no doubt be checked off among the missing tomorrow, due to WLS's Glenn Snyder, entertainment director for NAB, who has dished up a fashion show in the English Room at the Marshall Field department store to entertain the visitors. Convention's final blowoff is Wednesday night in the Sherman, where the visiting firemen will be banqueted and amused with a host of talent.

was advertised as being based on the book and the two were linked in advertising and also in the minds of the public.



PART OF THE GROUP OF THEATER MANAGERS from Ohio, Indiana, Kentucky, West Virginia, Pennsylvania and Michigan who gathered at the Van Dyke Country Club, Mechanicsburg, O., June 15 as guests of Gus Sun, head of the Gus Sun Booking Exchange. Left to right (kneeling): Embry Hadley, L. S. McClaren, Gus Sun, Bob Shaw, Bill Sachs, Doc M. Irving and Fred Myers; (standing) Ed Hiehle, Harry Abrams, Charles Mervis, Harry H. Ball, Albert Jewell, Jack Mervis, Floyd E. Hiegel, George Planck, Jim Cahula, Lester Hucheon, Hal C. Martin, Guy D. Hammit, Jonas Thomas, Billy Nassas, Ed Paul, Herb Knoller, E. W. Long Sr., Paul Brake, S. Lesser, Gale Sessler and E. W. Long Jr. Photo was snapped by Kroger Babb, general advertising manager for Chakeres Theaters.

Musicians' Convention Sidelights

Wurlitzer and C. G. Conn opened exhibits of musical instruments in the convention hotel. Wurlitzer representative confided that "trumpets are thru," the return to sweeter music upping the use of cornets at the expense of trumpets. Saxes have suffered a slump in

popularity, with pianos, accordions and epiphones now the leading instruments (as to sales) in Wurlitzer stores. The piano has been the most amazing of all, having made a terrific comeback the past year. (Either people have more money, or the old pianos have broken down, or sumpin'.)

The Conn man, an authority on brass, says cornets and trombones are Conn's best selling brass instruments.

When A. A. Tomel, president of the Philly local, made his first convention speech he refused to use the mike as a matter of principle. "I'm opposed to mechanization," he shouted. Presiding Joe Weber quipped: "This man thinks his voice is music." The delegates, intent on having some fun, yelled, "We can't hear you." Still Tomel refused to use a mike, exclaiming "I don't know how to use a mike; I play a French horn." Finally, he gave up and started talking thru the mike. Score one for mechanization.

Chauncey A. Weaver, white-haired and flowery-speeched, proved again he is the most pompous and poetical of all convention orators. Orating against bogey-man John L. Lewis, he exclaimed: "Lewis is as ruthless as Death, as autocratic as Louis XIV and as ambitious as Caesar."

President Weber, as usual, was the wonder boy of the convention. Guiding the ambitions, brainstorm and oratory of hundreds of local leaders, he was always forceful, jumping from awesome statistics to witty remarks with amazing ease. During a serious moment, he inquired impishly: "Will the convention permit the chairman to remove his coat? It's hot here."

J. C. Stein, president of Music Corporation of America and a delegate from (See *Musicians' Convention* on page 14)

Pix Join ASCAP War

Wash. ops tie up with radio —petition that society be put in receivership again

OLYMPIA, Wash., June 19.—Motion picture operators of Washington have joined radio interests of the State in their fight against the American Society of Composers, Authors and Publishers by filing a petition in Superior Court asking dissolution of a decree discharging the receivership against the society.

The State, thru Attorney-General G. W. Hamilton, threw the society's business in Washington into receivership a year and a half ago and on June 8, 1936, agreed to set this aside if the ASCAP would promise to cease its alleged monopolistic and price-fixing practices.

In their petition filed in Superior Court, the movie theater interests charge ASCAP has failed to keep this promise and want the society thrown into receivership again.

Their suit came on the eve of the effective date of a 1937 legislative act aimed at ASCAP. The law, which went in on June 9, would require ASCAP to charge by the piece instead of by blanket contract and file a public list of all its copyrighted pieces, together with the same prices charged in other States. Thus far, ASCAP has not filed any attack against the law.

Tracey E. Griffin, Seattle attorney, was receiver for the society when it was prevented from doing business for several months.

Gus Sun Is Host To Theater Men

SPRINGFIELD, O., June 19.—More than 50 theater managers and chain executives from Ohio, Indiana, Kentucky, West Virginia, Pennsylvania and Michigan gathered at the Van Dyke Country Club, Mechanicsburg, O., near here, Tuesday to be the hosts of Gus Sun, head of the Gus Sun Booking Exchange, at an all-day session of merry-making.

Bob Shaw, Sun office general manager, served as the official greeter for the occasion. Only business discussed was that which the boys had to talk among themselves. Rest of the day was given over to eating, drinking and participation in those two great American pastimes—poker and galloping dominos. All-day session provided plenty of laughs for the boys.

Session got officially underway with a sumptuous luncheon at 12:30 p.m., served and prepared by Gus Sun himself. At 6:30 p.m. those present sat down to a tasty venison dinner prepared by Chef Sun, who proved that he knows as much about the culinary art as he does about booking. Princess Yvonne, well-known mentalist, and daughter, Baby Yvonne, were the honored guests at night.

Among those who took in the gala event were Fred Myers, Kroger Babb, Jonas Thomas, Ed Hiehle, Frank King, Les Hucheon, Jack Mervis, Ed Paul, Embry Hadley, Fred Myers, E. W. Long Jr., E. W. Long Sr., L. S. McClaren, Paul Brake, Billy Nassas, Frank Brittain, Wally Allen, Milt Bryer, Albert Jewell, Floyd E. Hiegel, David N. Martin, Harry H. Ball, Guy D. Hammit, Art Longbrake, Doc M. Irving, Princess Yvonne, Baby Yvonne, Gus Sun, Bob Shaw, Gus Sun Jr., Robert Sun, S. Lesser, Ed Mott, Hal C. Martin, David N. Martin, Nat Turberg, George Pettig, Roy Peffley, Tracy Barham, Harry Abrams, George Planck, Herb Knoller, Gale Sessler, John Schwalm, T. A. Hatcher, Milt Bryer, Phil Chakeres, W. O. James, Jim Cahula and William J. Sachs.

Philly Ballet Clicks in Paris

PARIS, June 14.—The series of ballets presented by Catherine Littlefield and the Philadelphia Ballet, at the Theater des Champs-Elysees, found favor both with the public and the critics. Critics lauded the typically American numbers of the program, but were much less enthusiastic about the more classical efforts of the troupe, tho crediting the solo dancers with talent.

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\$5.00 Up Weekly
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Where You Can Sleep Anytime—DAY OR NIGHT
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Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in hotel.

Use Better Stationery

1,000 Letterheads, Process Embossed, Good Grade 20-Lb. White Bond Paper for Biggest Value Offered in America Today
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RESERVED SEAT COUPON TICKETS AND BOOK TICKETS
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WLW'S HEAVY TALENT NUT

WEVD Making Labor Survey

Results to be used to sell union companies pro-labor air stanzas

NEW YORK, June 19.—First survey to determine what uses organized labor is making of radio is being made by Morris S. Novik, WEVD's program director. While this closely follows reports that Committee for Industrial Organization is becoming increasingly radio-minded, no nation-wide CIO radio campaign is planned at this time, it is stated. Locals will, of course, continue to secure time as they have been doing.

While questionnaire may be used primarily in an attempt to interest national and local manufacturers of union-made products to use "labor programs," data secured will probably be useful in arranging other campaigns. Several hundred letters containing the questionnaire have been sent to editors of trade union publications. Letter, in part, follows: "Dear Editor:

"WEVD is the only labor, progressive station in the East. In the past five years we have built up a large labor, liberal audience. We have developed the use of our facilities as an effective medium for labor not only in periods of industrial strife but in the educational activities and public campaigns of specific labor groups. . . .

"No survey has ever been made as to the extent labor is using the radio thruout the country. We are interested in obtaining such information and would greatly appreciate your answers to the following questions: "(a.) What radio station in your locality has given or sold time to trade unions? (b.) Name of the union. (c.) General nature of the program. (d.) Are these programs still on the air and what success have they had? (e.) What is your reaction to the idea of a labor news program on local radio stations which would be sponsored by a union product and tied up with your newspaper thru advertising in your columns and mentioning you on the air?"

Ask for Three Savannah Stations

SAVANNAH, Ga., June 19.—A boom in constructing radio broadcasting stations seems to have hit Savannah. Within the last 10 days two charters have been granted and a third sought by a more recent petitioner. At present, however, WTOG, owned and operated by the Savannah Broadcasting Company, is the only station in operation.

Charters have been granted to Colonial Broadcasters, Inc., and Seaboard Broadcasting Corporation. Colonial Broadcasters, of which Dwight Bruce and J. C. Wylie are petitioners, to have maximum capital of \$100,000 and minimum of \$30,000. Stock to be divided into shares of par value of \$100 each. The charter is for 20 years.

Seaboard Broadcasting Corporation, having already received charter, is now seeking license to operate from Federal Communications Commission thru Harben Daniel, president of the company; H. V. Jenkins, and Ray K. Daniel, of General Motors. Application asks to operate on power of 100 watts evenings and 250 watts days. Aaron Shelton will be technical operator of the proposed station.

W. Furman King, J. W. Sanders and I. C. Farthing have filed petition in Superior Court for incorporation of WBAM, Inc., for establishing and operating station here. Minimum capital of \$35,000 with right to increase to maximum of \$100,000. Ten per cent to be paid in before operation.

Neal O'Hara Spreads Out

NEW YORK, June 19.—Neal O'Hara's stanzas on WEEI, Boston, will spread to seven other stations in New England territory by the end of the month. Spiels for Brown & Williamson's Avalon B., B., D. & O. are the agency.

"P. S.: She Got the—"

NEW YORK, June 19.—Mildred O'Neill, telephone operator at NBC and a very nice looking lass, accompanied a friend last week while the friend was looking for a job as a model.

Miss O'Neill is no longer a hello girl—she got the model job.

Patterson-WMCA Deal Claimed Off

NEW YORK, June 19.—Latest rumor concerning the network Richard Patterson, former NBC vice-president, together with Wall Street backing said to be coming from Floyd Odium, is trying to build has it that the Patterson group has had several talks in the past few months with Donald Flamm, president of WMCA. Odium is president of Atlas Corporation, investment trust. Indications are that the WMCA talk is none too hot and may, in fact, have already been terminated permanently.

Some months ago a Patterson-WOR deal looked fairly good. Proposal then was for the Atlas-financed group to buy a piece of WOR, owned by R. H. Macy & Company, department store. Deal was never consummated and is now officially said to be all off.

Rowell Tendered a Farewell

BOSTON, June 19.—Two hundred people attended the testimonial dinner at the Hotel Brunswick Tuesday night held in honor of Elwyn J. Rowell, retiring director of the New England Radio News Service, a co-operative program sponsored by State agricultural departments and subsidiaries for the dissemination of market news and general fair and agricultural information. Daily programs were broadcast thruout New England via the National Broadcasting stations, WBZ and WBZA, Boston-Springfield, Mass. Rowell will leave Boston shortly for Washington to assume the directorship of broadcasting for the United States Department of Agriculture.

NBC Press Dept. Cuts?

NEW YORK, June 19.—Possibility seems to exist, without confirmation or denial from NBC, that the network may prune its press department for the summer. Leaving the department this week was Robert Baral, former trade paper reporter, who had been with the chain some months. Others may be let out as the summer cuts down the take.

"Tain't Funny, McGee"

For some years now a fellow named William Shakespeare has been around. Not in person, in case you don't remember, but by way of a couple of plays considered, in the main, as pretty good stuff. Radio has paid some attention to him, but not much.

Admitting that competition is vital and necessary in any and all businesses, that competition ceases to help either the business or the consumer when it ceases to be intelligent.

Regardless of the possibilities of coincidence, which obviously must be admitted as being strong, scant intelligence can be found in NBC spotting its Shakespearean series, recently announced, opposite a similar series as announced by Columbia. Whether NBC had the idea first, as may be, doesn't enter. What does enter is that the radio listener gets stuck. He's bound to lose out either way. What must be admitted is that CBS did announce its series first. Another Shakespearean series certainly would not have hurt radio in any way. The only way it could have hurt was by spotting that second series against the first announced series.

CBS started action on its Shakespeare presentations more than half a year ago. Station managers were told to juggle time schedules, commercial commitments and what not so that Shakespeare could go radio.

Now listeners can be damned—the networks must compete. That seems to be the theory, as short-sighted as it could possibly be. It brings to mind NBC's refusals to co-operate on football coverage, when both networks carried the same games and again the listener could be hanged. Fortunately, sponsorship of many local games this fall makes this football duplication almost impossible, save on the really outstanding games, when it doesn't hurt.

The two networks have been fighting one another lately for special events and broad sports broadcasts. While this may have hurt some indie stations, it proved a boon to listeners, with better sport shows, in some cases, and no duplication in most. That fails to apply in this case.

Radio's bound to suffer. There's bound to be resentment. The networks can't help looking ridiculous.

Molly's got the right idea. She says, "Tain't funny, McGee."

\$720,000 Yearly Talent Fees One-Fifth of Station's Income

Average minimum pay given at \$50 weekly—extra dough for commercials, minimum continuing—acts not signed to contracts—good working conditions

NEW YORK, June 19.—Talent gets its swellest deal in radio from WLW, Cincinnati 500,000-watter. With a budget stated to total \$60,000 a month to cover all phases of production except engineering, etc., the country's most powerful station is offered as operating under conditions that are ideal for performers. Salaries are proportionately higher than other fees paid sustainers, including with but few exceptions network sustaining acts. No contracts bind the performer to the station in the event a better offer comes along. And the power of the station is a break for acts, starting them and helping them acquire a national reputation.

WFIL Analyzes Mail And Still Doesn't Know

PHILADELPHIA, June 19.—Registering a record-breaking mail count for the month of May, Joe Connelly, WFIL public relations expert, made an elaborate letter break-down. No less than 31,627 stamped missives were recorded, the highest total for one month in WFIL's history.

Of these, 61 per cent, or 19,292, were solicited or contest letters. The remaining 12,335 were all unsolicited. In breaking down the latter Connelly found that 16.1 per cent of these 12,335 letters were critical, some intelligent and justified, some of the crank and nasty variety, and others downright funny. Of the remainder, 41.4 per cent were expressions of praise addressed to either artists or program, while 42.5 per cent were of a miscellaneous nature, quizzical, commentative or some just sheer nonsense.

Mail in this classification deplored the plight of the Chinese coolie; advised WFIL to get off the air and stay off; made puppy love to artists and asked for dates; inquired as to yesterday's temperature in Papeete; requested a recipe for making home-brew, or blamed the station for the ball club's plummet to the cellar of the league because a critical sports commentator was too harsh. The prize packet of the lot was from a 75-year-oldster extolling his charms and asking WFIL to arrange a meeting with some nice girl of 65 or over, one in the marriage mart preferable.

After delving thru hundreds of these letters Connelly still failed to answer radio's burning question: "Why do people write?"

WLW rounds much of its talent from New York, station execs making an average of four trips a year to get new acts, including acts of all kinds and including dramatic performers. Minimum average pay for individual performers is \$50 weekly and in most cases more, it is claimed. This for sustaining money only. By avoiding contracts with the acts WLW avoids the possibility of an act preventing the possible loss of a commercial time sale. Performers get extra pay for each commercial, with the minimum guarantee offered by the station continuing. If an act under contract, however, insisted on a certain figure both the station and talent might lose out on the deal. Additionally the station sells considerable cafe and theater bookings by virtue of the radio buildup.

WLW's \$720,000 talent budget for a year is regarded as significant in the trade. Station feeds, by virtue of its wattage, the largest listening area of any station in the country and appears to feel that to keep its listeners shows must be good. Station also produces its shows as "WLW programs" as often as possible, rather than stereotyped presentations. Production staff is larger, therefore, than the program needs of the station would proportionately require as compared to other stations' practices. WLW's talent budget per year is estimated as about 20 per cent of its annual gross, given at about \$3,000,000 to \$3,500,000.

Dramatic actors, it is claimed, on a guarantee get between \$50 and \$75, and more if a certain number of shows are done, plus extra pay for commercials. Station currently has about 40 musicians on the pay roll also.

Connery Death May Stop Investigation

WASHINGTON, June 19.—While further charges against radio industry will continue to be made, death of Representative William P. Connery Jr. (Dem., Mass.) removes one of radio's most outspoken critics. Whether other liberals will continue to demand an investigation of radio or if the subject will be gradually dropped is one that has Capitol dopesters guessing.

It is generally felt that altho Connery's death will be a serious blow to those demanding such an investigation, agitation will continue. Senators Wallace H. White Jr. (Rep., Maine) and Burton K. Wheeler (Dem., Mont.) are expected to push for a Senate investigation if the lower house tables Connery's bill.

Connery's bill for a radio investigation is now before the House Rules Committee, a recent canvass of this group showing a majority favoring the radio investigation proposed.

Brace Beemer Expands

DETROIT, June 19.—Brace Beemer, Inc., ad agency, has added Bromley House and T. E. Campbell to its staff. House, formerly a baritone and announcer on WTAM, Cleveland, will handle production. Campbell will work a continuity editor and look after some production.

Chains Hope Joint Committee Will Set Research, Farm Study

NEW YORK, June 19.—Decisions as to evaluation of the various forms of radio research and whether approval should be given to the rural study proposed recently may be made when the Joint Committee on Radio Research meets next week. The bureau, comprising five members from each of the National Association of Broadcasters, Four A's and the Association of National Advertisers, has been studying the research and farm angle, especially the latter, for some time.

Research proposal was set up to suggest a standard for radio research, subject to joint approval after the committee makes its decision. Records gathered in the last six months are voluminous, the committee having used audience mail, field strength and door-to-door questionnaires to get results. Each was checked against the other. In the door-to-door querying six different types of questionnaire were used so that what might later be considered the best for all-round surveying might be chosen from one or a combination of these.

The farm study represents what radio research men consider one of radio's last major steps in this direction. Rural listening habits and market data are still pretty much of a radio unknown

WPA's \$600,000 Radio Time--Free

NEW YORK, June 19.—Radio division of the WPA has obtained over \$600,000 worth of time since April, 1936, on indie and web stations for its programs. Almost all of this was devoted to sustaining productions, the majority on indie stations. WPA office is fighting a forthcoming 50 per cent slash, having been told by deputy national director William Farnsworth that the acting personnel would be cut 30 per cent instead of the originally intended 50 per cent.

In line with protests against dismissals, local office is preparing a "publicity wall map" intended to show news breaks given WPA productions. Map of U. S. will be about 60 by 40 inches and will be covered by clippings from local newspapers.

Further figures show that government has spent \$150,000 on radio division from its inception, March 25, 1936, to the present. Four hundred productions have been produced by WPA casts, which played at the beginning to an estimated 1,000,000. Latest estimates give an audience count of 4,000,000.

WQBC Celebrates

VICKSBURG, Miss., June 19.—Radio Station WQBC, owned by *The Post-Herald*, observed its sixth anniversary on June 7 with a full day of special features. Congratulatory messages poured into the station's office during the day, but the management went one better by sending out dozens of messages to firms and merchants thanking them for "your whole-hearted support and recognition that has definitely assured this station's success." Among special speakers were the mayor of Vicksburg, leading clergy and county officials. Organized by the Delta Broadcasting Company, Louis P. Cashman is president of the operating group. The present staff consists of O. W. Jones, station director; Cedric Felbelman, staff announcer; S. Habeeb, program director; Charles Colmery, sports commentator; L. L. Miller, continuity, and C. E. Drake, engineer.

Tax Ban Permanent

LITTLE ROCK, Ark., June 19.—Ruling that radio stations are engaged in interstate commerce, Chancellor Dodge made permanent this week a temporary injunction restraining the city of Little Rock from levying a broadcasting tax on KLRA and KGHI, operated by the Arkansas Broadcasting Company, of which *The Arkansas Gazette* daily is principal stockholder. Temporary restraint was granted March 23 just after the city had passed an ordinance levying a \$100 tax on radio stations. Chancellor Dodge's decision was in conformity with a recent ruling by the Georgia Supreme Court. The decision will not be appealed, the city attorney announced after the ruling.

and other surveys show little of this market because of the difficulty of reaching these listeners, lack of telephones, etc. CBS and NBC have held several conferences on the proposed study, leaving the matter in the air in the hope the Joint Committee would undertake the study and thus remove any possible claims of bias arising if either or both the chains conducted the study. Network opinion is that in either event the webs will pay the cost of the study, most likely hitting \$25,000 or more.

Wee Hour Show For Taxi Union

NEW YORK, June 19.—"Latest and earliest" sponsor is the Taxi Workers' Organization Committee, which will start two programs on WEVD next week as part of a membership drive. Union will go on at 4 a. m. and 7:30 a. m. with 15 minutes of music and labor news each time.

Reason is that these hours are the best ones to catch the hack drivers. There's a change of shift at 4 a. m. and another switch at 7:30, which gives the boys a chance to listen to their auto radios. Organizers consider quarter hour of straight labor news too much and are using music to lighten the program.

It's also designed to keep any fares from getting scared and taking to roller skating.

RCA, NBC To Feature Telly at World's Fair

NEW YORK, June 19.—Television will be the Radio Corporation of America and National Broadcasting Company's major attraction at the 1939 World's Fair. This announcement was televised last Thursday to a group of newspaper and trade-paper men at Radio City. Actual signing of the contract by David Sarnoff, RCA president, and Grover Whalen, fair president, was also televised.

While RCA has not announced any immediate plans for the general introduction of television, the showing will naturally stimulate interest in "Magic Eye." Altho indie companies have demonstrated television at fairs and exhibits, this is the opening shot for a large corporation.

Television picture was about 8 by 10 inches and was greenish-tinted. Sarnoff, Whalen and NBC's president, Lenox R. Lohr, were shown seated at a desk and then each one spoke. Appeal of the demonstration was the obvious novelty and it is doubtful if the demonstration's entertainment value would stick once the novelty wore off.

KOB Celebrates

ALBUQUERQUE, N. M., June 19.—Dedicatory program celebrating the affiliation of Station KOB with NBC was held Monday night at the Mexico University here. Rio Rita and her all-girl band furnished the music for the big dance that followed and which attracted close to 7,000 people. Governor Clyde Tingley made the principal dedicatory address.

P. & G., Sun Oil Among Those To Try Foreign Language Shows

NEW YORK, June 19.—Newest test craze is the foreign language station test. It's the rage with several of the larger agencies and has the foreign language stations standing on their heads in attempts to figure out what Madison Avenue will decide about it all. Few of the stations handling much foreign stuff have ever made exhaustive surveys, and potential national sponsors are seeking to check possibilities thru spot campaigns on stations believed to have large foreign followings.

National or near-national accounts running native stanzas include Alka-Seltzer, Bond Bread; Libby, McNeil & Libby; Sun Oil, Ceresota Flour, Borden's and Coward's shoes. Texaco has also,

Copyright Service

For the benefit of all those concerned with copyright problems as affecting the show business, *The Billboard* has arranged with Arthur E. Garmatze, New York attorney, for a question and answer column on matters of this nature. Any person in the show business—radio, music, night spots, etc.—desirous of information on a copyright problem should address the inquiry to Mr. Garmatze, in care of the New York office of *The Billboard*. There is no charge for this service.

Copyright today, by virtue of radio and other new or comparatively new uses for music, constitutes a major problem in the amusement field.

Mr. Garmatze, who was an organizer in 1927 of the Columbia Broadcasting System, is internationally known in the copyright field. He was concerned with the drafting of the Canadian copyright act; has appeared before copyright conventions in South America and Europe, and before Washington copyright hearings during the past 20 years.

Philly Daily Cries For "Air" in Strike

PHILADELPHIA, June 19.—An about-face has been made by *The Evening Bulletin*, which never liked radio until now. But with circulation hard hit by truck drivers' strike, *The Bulletin* has come running to radio for succor. To air its side of the story the daily has grabbed up all available spot announcements on local outlets. *Bulletin* claimed labor trouble was result of CIO and AFL conflicts. The statement, aired by all stations, was denied by union leaders, who called it "a deliberate lie."

Altho *The Bulletin's* previous beefs had been against news broadcasts, it sought this very form for its own use. WIP was called upon for exclusive aid. Temporary studio was set up in *The Bulletin* building, with Harry Proctor, sheet's top man, as commentator. Daily developed its own radio showmanship and timed broadcasts to go out at about the same time the paper hit the streets.

Strike was called by Newspaper and Magazine Chauffeur's Union, Local 628, AFL affiliate, last Monday. *The Bulletin* explained that it had been caught in the middle of the organizing tussle between CIO organizers and the AFL union, which has a contract with publishers. CIO execs denied interference, contending that the Lewis group sympathized with the other labor body.

Whether radio will get involved in the labor fray has local station men wondering. Labor groups have heatedly protested *The Bulletin's* broadcasts and have accused the daily of actually pursuing company-union policy.

Survey Announcers For Nebraska Group

LINCOLN, Neb., June 19.—J. B. Lake, chief announcer for KFAB here, is conducting a poll of Nebraska announcers with an eye to forming an announcers' association. It is a strictly non-union organization as proposed.

Wants to get a line on it from the Nebraska boys before launching it nationally. Convention is being planned for Omaha late this month.

Rep Firm Goes Into Production

Organizes idea department for station list and advertisers

CHICAGO, June 19.—Creator of a "creative department" this week by the John Blair office marks another step in expansion of activities of station representatives. Delos Owen, formerly of WGN and WBBM and director of events of the Century of Progress, joined the Blair office this week to organize the new service.

While firm has until now concentrated on selling time on its list of stations, the added division is hoped to enable the office to develop ideas for shows and possibly swing into actual production for clients.

At the outset the department will most likely be held to function mainly as an idea source for accounts the company is trying to sell its stations' time to. It's thought that in line with the idea to buy packaged programs growing stronger in radio currently the advertisers won't be in the dark on buying out-of-town shows. Also figured that multiple sales might result if the thing clicks.

ACCOUNT PLANS

SEARS-ROEBUCK, Boston, taking 30 10-minute airings twice weekly thru September 24 over WICC, Bridgeport, Conn. Placed direct.

CALO FOOD PRODUCTS, thru Emil Brischler & Staff, San Francisco, using 13 five-minute e. t. shows, *Calo Dog News*, twice weekly on a 9:50 a. m. stanza, WNAC, Boston.

CE-LECT BAKING COMPANY using announcements daily on WNAC, Boston. Placed by Harry M. Frost Company.

COLGATE-PALMOLIVE-PEET COMPANY, thru Benton & Bowles, Inc., 41 Yankee Network news service participations twice daily, five days weekly. On 13 Yankee outlets out of WNAC, Boston.

LITTLE TREE FARMS using participations in the WAAB news service. Thru Harry M. Frost.

NEW ENGLAND Telephone and Telegraph Company, Boston, thru Doremus & Company, Boston, using a weekly Sunday announcement over WAAB, Boston.

LEVER BROS. has placed 65 five-minute transcriptions on KFRC thru Ruthrauff & Ryan.

NU-MADE MAYONNAISE, thru Lord & Thomas, has purchased 90 transcribed announcements on KFRC, San Francisco.

LOCAL Norge distributor has renewed *Sunday Serenade* on WBIG, Greensboro, N. C.

COCA-COLA Bottling Company, Baton Rouge, La., has inaugurated five-a-week Singin' Sam recordings over WJBO there.

COCA-COLA is arranging with its various bottlers to use spot announcements. Both bottler and Coca-Cola firm split on time charges. Similar to cop ads in newspapers and magazines.

BRACE BEEBER, Inc., Detroit agency, has placed the following accounts: Mercantile Cigar Company spot campaign on WHB, Kansas City, 24 weekly for indefinite period. R. G. Dun is sponsoring *News Comes to Life* on WJR, Detroit. San Felice Cigar Company is sponsoring baseball scores and news on WMT, Cedar Rapids; KRNT, Des Moines, and WOC, Davenport, Ia.

KENYON & ECKHARDT have placed spot announcements on several stations in Eastern territory served by Piel's beer.

WINS Asks More Power

WASHINGTON, June 19.—FCC is considering Hearst Radio's application for a power boost for WINS, New York. Station wants an increase from one kilowatt to five kilowatts, full instead of limited time, directional antenna and a change in transmitter location.

Brookings Institution Slams U. S. Radio-Film Expenditures

Research group claims money spent too freely—says publicity is okeh but subject "to abuse"—Mr. Whiskers spent \$350,000 last year on radio-pix plugs

WASHINGTON, June 19.—This week, in a 31-page specific and coldly appraising report, the Brookings Institution, a richly and privately endowed statistical organization, criticized federal government publicity. Report was prepared for Senator Harry Flood Byrd (Dem., Va.) and his Select Committee on Investigation of Executive Agencies of the Government. Report concluded that the best way to cut down the flood of radio material, motion pictures and newspaper publicity was to strike at the salaries and expenses which have been devoted to this work. After summarizing the various publicity media and the volume of the government output it said: "The furnishing of facts is undoubtedly a proper duty of a government agency, but the expenditure of over \$500,000 a year for personal services (salaries) for publicity work and the issuance of 4,794 releases in three months seem to indicate that, if possible, some controlling mechanism should be set up."

In October of 1936 the National Archives had a record of 15,000,000 feet of motion picture films deposited in 76 government agencies, which had acquired them over a series of years. The Department of Agriculture led the list for picture production with 307 films, with a regular staff of 23 people engaged in production. Department of Interior's Bureau of Mines, Bureau of Reclamation, National Park Service and the CCC have produced other films.

Films

For the government's super-spectacle it said: "Probably the most spectacular film produced by any government agency is the *Plow That Broke the Plains*, prepared by the Resettlement Administration. This is a three-reel film totaling 2,700 feet which was released in May, 1936. The total cost for the negative, 100 35-millimeter prints and 16 16-millimeter prints, was \$40,113.40, divided as follows: Salaries, \$11,613.68; travel, \$9,836.75; equipment, supplies and laboratory expenditures, \$19,132.07. Prints of this film were distributed free to commercial motion picture houses . . ."

The most extensive distribution of motion picture films ever undertaken by a government agency was made by the Social Security Board in connection with the film entitled *We, the People, and Social Security*. This film was probably shown more than any other government motion picture. It was mailed to theaters without payment of postage (government frank) and returned by mail, postage collect, paid from the appropriation for Social Security.

So far as is known the government has not paid for radio time, but it has made extensive use of broadcasting and considerable amounts have been spent in the preparation of programs and the manufacture of electrical transcriptions. In this medium, too, the Department of Agriculture leads all other agencies. In addition to using the networks, the department also co-operates with 300 independent stations in broadcasting crop and marketing reports, as well as farm method information. Preparing farm programs cost \$28,740.40.

The Department of Interior Office of Education spent \$54,962.15 on the educational programs broadcast five times per week. Both NBC and CBS were used. Federal Housing went into broadcasting with the purchase of radio scripts, hiring of actors, making transcriptions and distributing the records. Housing's radio investment was over \$40,000. Resettlement Administration made 20 transcriptions with 100 records of each, which cost over \$28,000.

"Abuse"

After reviewing the record of government motion pictures and radio programs Brookings found that: "Radio and motion pictures offer legitimate fields for government activity, but both are subject to abuse. . . . With annual expenditures of over \$200,000 for motion pictures and \$150,000 for radio activities it may be advisable to place some control on the utilization of these methods of distributing information. The control of motion pictures and radio activities is easier than in the case of publicity, for they are readily defined. The most effective control would be obtained by definite limitations as to the amount

that might be spent for each purpose . . ."

Altho the question of government publicity has arisen many times before, the Brookings report can be considered the most searching and most thorough to be presented to Congress. In attacking the problem Brookings reviewed and condensed previous Congressional debate on government information. Laws passed in 1912 and 1913 were designed to limit publicity and the mailing of "information" and one provision provides that, "No money appropriated by this or any other act shall be used for the compensation of any publicity expert unless specifically appropriated for that purpose." Departments and agencies have been getting around that statute by naming experts as statisticians, editors, directors of information or other similar designations.

Levy Lights Fuse To Bomb on ASCAP

PHILADELPHIA, June 19.—After turning prima donna at the 1936 NAB convention, Ike Levy, former NAB vice-president and chairman of the board at WCAU here, turned about face and timed his bombshell as broadcasters prepared for their 1937 conclave next week.

Having walked out on the association last year, Levy has prepared to stir the tempest again. In a four-page personal letter mailed this week to every radio station manager in the country Levy set forth his position on the ASCAP situation, always a storm center in broadcasting circles. Defending his position in the Warner Brothers' ASCAP feud when he advised broadcasters not to take performing rights licenses from the movie-controlled music publishers, Levy now further advances strong arguments for broadcasters to continue their relationship with ASCAP under the present blank licenses rather than adopt a "per use" method of accounting musical performances in radio, a plan to be advocated by a certain group of broadcasters during the NAB sessions.

Levy pointed out that not only would the bookkeeping cost for the "per use" method stand the stations more than the present average license fee, but "I already personally know, and this is not guesswork or rumor, that it is ASCAP's intention, if and when by one means or another a 'per use' method is crammed down their throat, to afford each of their individual members an opportunity to fix his individual price on each and every one of his particular works."

Without disclosing his source of information, Levy advised that it came from a director of ASCAP. He further advised broadcasters in tipping ASCAP plans under a "per use" contract that the music society would go heavy with a vengeance against broadcasters in the States of Washington, Nebraska, Montana and Florida, where anti-ASCAP laws were sponsored. Disclosing that at the last meeting of the board of directors of ASCAP a substantial minority voted not to oppose or fight these State laws, Levy warned that under the "per use" plan copyright owners would not give certain broadcasters in those States licenses at any price. Coming at this time, when radio and the allied industries are up in the air on the music situation, Levy's letter gives the conventioners plenty of food for thought. And, altho his person will be absent at the meetings this week, the Levy spirit will be omnipresent when the arguments become verbose.

Air Briefs

New York

THERE'S a first for everything, and this seems to be the first time that a *New York Times* critic could work on a Hearst program. But that's what's happening on the King Features Movie Pilot WEAH show for the Hudson River Day Line. Several Hearst film hand-cappers are used, plus *The New York Times'* Frank Nugent and *The Herald Tribune's* Howard Barnes. And both getting paid for their chores, too. . . . Bing Crosby to do 60 days, but at his Del Mar race track, near San Diego. Opens July 3. Pat O'Brien also owns a chunk of it. . . . Sealtest and other big-timers will move to Cleveland for one-shot productions at the Great Lakes Exposition.

Joe Laurie's history of vaude, on which he has spent five years, should be ready for the printer in another year. . . . Ted Weems staying on WMCA's Varady of Vienna show. . . . Frank Fay guesting on the Camel show Saturday. . . . Another fadeout. It's the *Coronet* magazine production, which goes off Thursday. . . . Mueller noodle show will probably come back in the fall. . . . WNEW's Herman Bess and Hugh Voice Jr. touching a few other towns before returning to Gotham. . . . And Ivan

Black, of the WPA's radio publicity desk, to put out his own publicity shingle this fall in Radio City.

Macfadden office sore all over when it discovered that its survey with WMCA on the *Good Will Hour* had been printed in the public journals. Muscle-developing outfit opined that such publicity would attract other sponsors which would up the ante plenty. . . . Marlon Talley's contract renewed. She'll warbe from Hollywood. . . . Talk that Donald McGibney, NBC's Windy City commentator, has been chinning with the Liggett-Myers crowd. All about a Coast-to-Coast job. Edwin C. Hill is doing a similar one for Lucky Strikes. . . . That play Mrs. Ida Bailey Allen is writing will be backgrounded by a kitchen. It's a comedy based on fan mail. . . . Margie Nicholson, WMCA contralto, is soloist on the Wednesday *Vanishing New Yorkers* stanza. . . . E. P. H. James, of NBC, has shaved his lip fringe. His secretary, Mary Coyne, sez that's why he has a cold now; Jimmy sez he shaved it because he had a cold. Promotion department sides with Miss Coyne and may chip in to buy him a lip toupee.

Chicago

JOAN BLAINE leaving for New York July 3 after her last *Tale of Today* broadcast. Looks like a permanent departure this time, Joan having a big show there set for this fall. . . . If final details with the various film studios can be ironed out *Hollywood in Person* will replace General Mills' local *Betty and Bob* show. Idea is to pipe the feature direct from the flicker lots. . . . Billy White, the Cornelius Callahan of *Kaltenmyer's Kindergarten*, is making a real comeback as a band leader at the Ball-Ball Club. . . . Nelson Brothers' Opera House folded on WBBM after seven Saturdays, and WGN's *Your Parlor Playhouse* bowed out after six Fridays. . . . WIND now hunting for a sponsor for University of Chicago's seven football games which it will broadcast next season. . . . Roderick Cupp, last with KTUL, Tulsa, Okla., joined the production department at WLS.

Leading stations here as a rule are none too anxious at this time to audition every Tom, Dick and Harry claiming talent. Results of late have been too poor to warrant expense and trouble. During CBS's last local audition drive only two of 5,500 participants were chosen and both were let out after their 13-week contracts expired. . . . W. A. Baldwin and Jack Williams, respective prez and program director of KOY, Phoenix, Ariz., have been visitors here. . . . S. O. S. Company renewed its *See Our Stars* radio gossip program over WMAQ for 52 weeks. . . . Another 52-week renewal reported by the same station is Simoniz Company's *Sunshine Hours*, which is handled by the George H. Hartman Agency.

Bob Elson now presiding over the WGN sports review nightly. . . . Aunt Em (Mrs. Emma Van Alstyne Lanning) started a Sunday morning poetry and philosophy program over WLS. Now 81, she claims to be the oldest woman in the business. . . . *Little Orphan Annie* leaving July 9 for the summer. Scheduled to return to same spot September 27.

The return of *The First Nighter* to the local NBC studios has given rise to hopes of the origination of more big-time shows in the Wind City. There is a mass of talent, particularly in the dramatic field, waiting around for commercial breaks. Early indications in the leading ad agencies point to more network activity to stem from here early in the fall. . . . Gordon T. Hughes, Des Moines radio director, has been added to the NBC Central Division production staff. . . . Wedding bells rang for Marjorie Gibson, WLS fanfare reporter, and John N. Thornburn, local attorney, in Florida, Ill., last week. . . . Frederic C. Shidel, Joseph Alusic and Raymond C. Bierman are new NBC engineers. . . . Bob Morard, former CBS page boy, has been added to the WBBM publicity staff, succeeding Al Goodwin. . . . Patricia Crusinberry's new serial *Collegiate Episodes* now on WIND Fridays. Author and Bob Martin will enact the leads.

William L. Klein, director of Germania Broadcasts over WIND, left for Europe in search of new recordings for his program. . . . Dave Franklin, songwriter, was in town renewing acquaintances with the ace band leaders now playing this territory and piping network programs from here.

From All Around

BILL CRAIG, of WLBC, Muncie, Ind., elected president of the Lions. Ottis Rousch is a new announcer at this station. He replaces Jack Bush, who has left to try opra in New York. . . . John McCormick, WKRC, Cincinnati, spending most of his spare time chasing that little white pill over the green.

Dixie Doings. . . . Probably the only one of its kind on the air in the country is the *All-Girl Minstrel* show on WMC, Memphis, sponsored by a large furniture firm of that city. . . . KWKH, Shreveport, and WSGN, Birmingham, have added two hours to their Saturday night schedule for the late listeners. . . . A. S. Foster, commercial and promotion manager for WWL, has resigned to accept a position with a radio agency in the East. Foster would not comment on his change, but reports are circu-

lating that his is only a forerunner to other changes coming in the personnel of the Loyola-CBS link in New Orleans. The station management is expected to announce the signing with the Katz Agency as representative for the station on national accounts. . . . The Three Muses (Sylvia Kehrer, Mildred Miller and Mabel Moore), a Sunday afternoon sustaining feature over Station WCPO, Cincinnati, the last two months, are slated to go commercial early in July.

Joseph Lopez celebrated his sixth anniversary this week as manager of WICC, Bridgeport, Conn. . . . WNBC, New Britain, Conn., has changed the time of several of its broadcasts in order that WELI, New Haven, Conn., can carry them. . . . WELI, New Haven, Conn. has added to their schedules an a Greek program—Greek music—a Gr
(See AIR BRIEFS on page 10)

South Fights Interference

New Orleans stations hope power boosts will overcome alien outlets' havoc

NEW ORLEANS, La., June 19.—Following an hour hearing in Washington June 9 on the unopposed application of WWL for an increase of power from the present 10 to 50 kilowatts, Paul M. Segal, attorney for the station, and others expressed satisfaction and belief that the increased power grant "is a matter of only two or three months." Among those who attended the hearing in Washington were Father Harold A. Gaudin, president of Loyola University, operator of the station; Father O. L. Abel, consulting engineer; J. D. Bloom, chief engineer; Vincent P. Callahan, recently named general manager; Charles I. Denechaud, counsel, and A. A. Wegremann, public accountant.

Chief testimony on the part of the university was to the financial condition of the college and territory to be served. George C. Davis, FCC engineer, found "no objectionable interference" to present stations or those with applications pending with the commission. Davis also said that "New Orleans stations do not render adequate service to the area served" by WWL if given added power. George H. Hill was examiner for the commission.

Headaches

Situated near the Gulf area where interference is strong from Mexico and Cuba, New Orleans has found her five stations, all of minor power output except for the 10,000-watt WWL, pretty well hemmed in. P. K. Ewing, manager of WDSU, stated this week. "New Orleans has enough stations for a city of its size, but there exists a dire need for added power," he stated. "Hundreds of miles away from the centers of ultra-power stations of the North, East and Middle West, faced with much longer periods of static disturbances due to long summers and frequency of atmosphere disturbances, the loss of much output due to the absence of land to the entire southern half of a radius and nearest to the infested areas where tropical disturbances arise, New Orleans should be granted more powerful stations."

One of the chief worries to the radio stations of New Orleans and the entire Gulf area has been the "unrestrained" havoc played by the dozens of Mexican transmitters that jump from one frequency to another without due notice and are persistently stepping up power in recent years to make matters worse.

GRACE and SCOTTY
WEAF Red WJZ Blue
RADIO CITY
Coast to Coast

GUS ARNHEIM
AND HIS ORCHESTRA,
Playing Indefinitely at the
HOTEL NEW YORKER, New York City
Management
ROCKWELL-O'KEEFE, Inc.

Lee GRANT and his ORCHESTRA
On RADIO'S Longest Show for
General Mills
WMAA Daily, 2:30-5:30 p.m.
Lee Grant turns in a true surprise, band doing a tip-top variety job.
BILLBOARD
May 1, 1937.

Short Memory

LONDON, June 12.—Albert Sandler, England's leading vaude and radio violinist, who has been broadcasting regularly on the British Broadcasting Corporation since 1925, has been asked to give an audition to see if he is suitable for radio.

Situation arises because three months ago Sandler took up an engagement to play regularly at a London hotel. Now he has told BBC he wants to go back on the air and it doesn't remember.

No less than a dozen of the best cleared waves of the commercial bands are badly cluttered up in the Gulf area and KMOX, St. Louis; WTAM, Cleveland; WHO, Des Moines; KDKA, Pittsburgh; WENR-WLS, Chicago; WHAS, Louisville; WGN, Chicago; WCAU, Philadelphia; KWKH, Shreveport; WGY, Schenectady; WJZ, New York, and several other important links in national networks are more often unavailable in the Gulf area than dependable as the result of the interference.

AIR BRIEFS

(Continued from page 9)

announcer, and—possibly—an all-Greek audience.

Tom Hussey, WNAC-WAAB, Boston, spicer, took unto himself a bride, Margaret Hutchinson, of Marblehead, Mass. Plan a Nova Scotia trip some time in the summer. . . . George and Juanita, WNAC's costumed hillbillies, planning a full summer of p. a.'s, including houses in Lowell, Worcester, Mass., and Pannacook, N. H. Booked by Van Sheldon, of Yankee Artists' Bureau. . . . Frederick B. Cole, of Hingham, has been added to the WBZ spicer staff, from KHJ, Los Angeles. . . . On the expiration of their contract with the Packard Paint Company, Mac and Moore, WBZ song-and-patter team, were immediately signed by the Ice Dealers of Massachusetts. . . . Mrs. Grace D. Edmonds, of WBZ, will take a six weeks' leave of absence.

WMCA, New York, has issued a booklet listing its sustaining programs which are available to sponsors, answering talent-shortage talk.

Radio Press, Philadelphia fan magazine, in effecting a reciprocal advertising deal with WDAS, uses the air time for sidewalk interviews to promote circulation. While Ed Robson, staff announcer, conducts the street quizzing, sheet workers distribute sample copies of the mag to the crowd that congregates, thus saving expense of mailing the giveaway. To make the direct selling job complete subscriptions are solicited on the spot.

International News Service is sending Radio News Scripts to its station clients. They are distributed daily. Consist of five or six pages of feature material which can be used in one chunk or cut up by stations. Material is comparable to filler material used by newspapers. Stuff can easily be thrown out for late news flashes and is available to fill open news or other spots.

When KNOX, Knoxville, subscribed to Associated Transcription discs it gave the service a real sendoff. A five-column ad in daily affiliate, *News-Sentinel*, and a full-evening program on the opening day sent the service off to a good start.

As part of a campaign to keep its audience total right up thru the summer months, WHO recently ran a more than quarter-page ad in its affiliate, *Dayton News*. Ad stressed "At home or in your car keep your radio dial at '1260.'"

Time buyers and other radio men will find *Market News Radio Broadcasting Schedule for 1937* an aid in studying rural markets. Booklet lists 558 stations

U. S. Citizens in China Ask for West Coast Propaganda Station

WASHINGTON, June 21.—A fervent plea for the construction of a high-powered directional short-wave station somewhere on the Pacific Coast has come to Washington officials from residents of China. They cite the excellent market for American goods, the Chinese friendliness to things American and, most of all, the directed propaganda from powerful stations in Japan, Germany, England, France and other nations playing for the big commercial stakes in the Orient.

The House Naval Affairs Committee is now holding the Celler Bill, proposing construction of a federal short-wave station to transmit educational and musical programs to Latin America, and Chairman Carl Vinson (Dem., Ga.) stated that when the hearings on this bill are started, the whole question of short-wave broadcasts will be considered, as well as the advantage of construction of stations on both coasts. Since the measure sponsored by Representative Emanuel Celler (Dem., N. Y.) calls for a navy staff to operate such station, the committee is awaiting a report from the navy department for reaction.

However, the request from China does not specify a government station. Any station that has American programs will reach that country and that's what's wanted. There is, in Shanghai, an American radio station of 300 watts which has indicated its willingness to rebroadcast American programs if a short-wave station is established on our Pacific Coast. Altho it is privately owned and derives all of its revenue from advertising, it is felt that even a government station would furnish programs which it could rebroadcast, with occasional breaks for commercial spots.

As very potent arguments for the station it is said that "While China's 400,000,000 population is 80 per cent illiterate, the fact should not be lost sight of that her literate population approximates 80,000,000 people, constituting the higher group of purchasing power. Eng-

lish is the commercial language of the country. Thousands have a good speaking knowledge of English, while thousands of others understand it to a limited extent. Hundreds of the educated Chinese have received their higher education in American universities and colleges and they are not only conversant with the English language but very receptive of American methods and products. They are eager to keep abreast with developments in the United States and would be ready radio listeners to American programs were they available."

Others

English programs are heard from Davenport and any chance of missing is covered by broadcasts from near-by Hong Kong. Germany broadcasts special programs for countries in the Far East so arranged that they are received in Shanghai during the afternoon and evening. Berlin announcers conclude with "Goodnight, friends of the Far East." Japan's radio monopoly is admittedly broadcasting to China and India from Japan proper and the puppet state of Manchukuo with the purpose of diffusing Japanese "culture and civilization."

Radio receivers thruout China are 85 per cent American made. European radio sets have made no appreciable headway chiefly because they are higher in price and parts and tubes and servicing have been both uncertain and expensive. In very cheap sets the Japanese have run away with the market, but the Japanese superheterodyne sets are very high.

Plea concludes that if a short-wave station were put up on our Pacific Coast and programs built up and designed for China it would prove a great stimulus to American trade. China as a nation has become radio-minded and this form of communication has immense possibilities. The huge export business which America does with the Orient is also cited as incentive for American programs.

U. S. Commerce Shows To Go "March of Time"

WASHINGTON, June 19.—Radio programs for the U. S. Department of Commerce will go *March of Time* in style when its stories of industries are resumed for the fall season. Harry R. Daniel, department publicist, will continue as narrator, and music will probably be furnished by one of the service bands. Present program over Columbia on Saturday afternoons from 2:30 to 2:45 EST will continue as is until the summer recess, with the fall opening providing for half-hour time, possibly on Sundays.

Heavy listener response from all parts of the country plus some from Canada and Mexico has so encouraged the department that it wants to do bigger things to humanize big business. A program in the present series which might interest the industry is scheduled for July 10, when Daniel will talk on the "Radio Manufacturing Industry."

lation class. Greensboro territory soared 34.5 per cent.

One radio sponsor who would make salesmen of his listening audience, Reinhardt's, electrical appliance house, sponsors a daily recorded show over WDAS, Philadelphia, and has changed the door-die spirit of the commercial plugs. Now the listener is teased with a 15 per cent commission for every prospective customer brought to the store that produces a sale.

Frank Bownes Paint Company, Boston, maker of Modene and sponsor of the *Bateese Heemself* (Harold Crimi), five-minute skit on WBZ-WBZA, recently offered to send a can of any color paint and a brush to anyone sending a postal card to the station. Agency is Redmond Company, Boston.

In conjunction with the Massachusetts Medical Convention at the Bradford Hotel, June 1, 2 and 3, WBZ set up an illuminated display of Walker-Gordon Milk Products at its studios in the same hotel. Company is a client of the WBZ *Home Forum*. Radios tuned in the *Forum* programs on the convention floor and gave the milk concern some extra plugging.

Promotional Shorts

and their farm programs. Issued by the U. S. Department of Agriculture, Bureau of Agricultural Economics, Washington.

NBC has released material to stations for plugging of the NBC Thesaurus in local newspaper ads and columns. Material is tied in with the NAB meet and allowed for insertion of names of localites going to convention.

Transamerican Broadcasting and Television Corporation has issued a cellophane-wrapped booklet describing WLW. Attractive job, with this gag-title on the cover "The WLW Line—Wrapped in 'Sell Appeal.'" Promotion material elaborates on station's coverage of a "perfect cross-section" and suggests the "Pencil-Paper-Rate Card" test for WLW.

A swap arrangement has been made between KFOX, Long Beach, Calif., and *The Long Beach Shopping News*. Throwaway gives the station a column of gossip, while KFOX plugs *The News* on the air.

WHO, Des Moines, is announcing a national tall-corn sweepstakes in an endeavor to break the world mark of 18 feet 5 1/2 inches. Cash prizes aggregating \$275 will be awarded. If the season is favorable, entries will be displayed at WHO's Crystal Studio on the Iowa State Fair grounds during the 1937 Iowa State Fair and presentation of awards will be broadcast from the same point.

A strong sales point has been found by WBIG in a recent study made by *Forbes Magazine*. Greensboro, N. C., station stresses in its newscast and releases that Greensboro "is the center of the very best high-spot territory in the United States today." District, with four other territories, was named by magazine as receiving the greatest business boosts over last year in 1,000,000 popu-

Program Reviews

EDST Unless Otherwise Indicated

Robert Sisters, With Ted Marier

Reviewed Saturday, 1:45-2 p.m. Style—Harmony singing. Sustaining on WNAC (Boston) and the Yankee Network.

Three Girls and a Boy, the Robert Sisters with Ted Marier, vocal-pianist, have been playing local stations of late, with this spot on the Yankee schedule recently annexed. Harmony of the females is off, the arrangements are not up to par, and their subdued style of warbling is far from click. Nonsensical patter intros each number, in which Marier comes in to vocal with the gals. They strain all the way. Might be good if decided to foot the bill for a waxed version of their stint to catch their flaws. Their enthusiasm seems to be ripe enough to do that. Another tip might be to study trio singing on other local and network stations and to study arrangements. S. J. P.

Georgia May

Reviewed Saturday, 4:30-4:45 p.m. Style—Mountain music warbling. Sustaining on WORL (Boston).

Followers of this type of music will go big for this gal's warbling of mountain and Western folk song. She's the town's only solo cowgirl and seems to be popular. Selections are tunes that every hillbilly songster doesn't sing, for which okeh. Her yodeling tops high, altho some of her tunes could have been a bit more full-bodied.

Theme song is cleverly lyricized, requesting listeners to write in to her so that she may sing for them, etc. Each week a prize letter is read from those sent in by the various Yodeling Cowgirl Good Deed clubs.

Utilizes some of her club member studio guests in choral background and harmonizing. S. J. P.

Eva Woodbridge Victor

Reviewed Sunday 7:45-8 p.m. Style—Readings. Sustaining on WJBK (Detroit).

Program consists of prose and poetry readings by a well-known local literary-dramatic figure. Opens a bit too quickly with an announcer's obtrusively cheerful "How do you do, everybody?" but Miss Victor herself has a good voice for readings. Very clear on enunciation and effective on emphasis as well.

Hour caught may have been weak on selection, but the contents could stand lots of improvement. Anonymous sketch of Paganini's first appearance in London, then Emerson's poem *Rhodora*, followed by miscellaneous verse. Miss Victor's only presentation defect was visible in the Emerson lines, when she appeared afraid to speak them as tho they really were poetry. She was more at home in some Eddle Guest numbers that called for dramatic interpretation as well.

Style would be okeh for a home or woman's hour program, with its soothing content of religious, didactic verse and accompanying music. Should make a worth-while program for almost any other time of the week than Sunday night. H. F. R.

"Dan and Sylvia"

Reviewed Monday, 1:15-1:30 p.m. Style—Serial. Sustaining on WBZ and WBZA (Boston and Springfield).

Veteran radio team of Dan and Sylvia (Mr. and Mrs. Dan Sigworth), pop NBC Blue network performers, came here from Pittsburgh's KDKA to present their five-a-week dramatic serial tagged *Romance, Incorporated*. Early matinee show is proving okeh on listening interest, with the mother contingent tuning in for relaxation after sending offspring off to school for the afternoon sessions.

Feature of this show is the multiple characterizations taken by the players in a single episode, reaching as many as 14. Team does okeh on the defined characterizations.

Installation caught comprised of complications in which Dan was followed by a Chinese, and Sylvia talking over the situation with Clem, a modified Amos type. Because of the varied parts taken

by the duo, there's enough interest to keep the show going, providing the writing and acting chores remain up to par. S. J. P.

Malcolm Claire

Reviewed Monday, 5:15-5:39 p.m. Style—Children's stories. Sustaining over WENR (Chicago).

A worthy program of educational interest to children and even grownups, judging by the show caught. Malcolm Claire, speaking in a manner that should appeal to kids, handles the show. At this hearing (Flag Day) he told the stories of the adoption of a uniform American flag and the national song, *Star-Spangled Banner*.

Subdued organ music thruout the show has a pleasing effect. In spinning his tales Claire changes voices to portray different characters. Did vocal takeoffs of George Washington, Betsy Ross and others to lend a note of dramatization.

Program is a daily feature. Hon.

"Romany Romancers"

Reviewed Sunday, 12-12:15 p.m. DST. Style—Musical. Sponsors—Quality Furniture Company and Vellono's Jewelry Store, of New Haven, Conn. Station—WELL, New Haven, Conn. (Conn. Broadcasting System).

Buster King and Jimmy DePlacito, better known as the Romany Romancers, have two sponsors, both with the same objective, selling Stewart Warner refrigerators. They have an enjoyable program, the time seeming almost too short. King's swell voice and DePlacito's concertina playing are superb. Bad feature about the program is that there is too much sales talk. S. A. L.

"It's a Woman's World"

Reviewed Tuesday, 2:30-2:45 p.m. Style—Talks. Sustaining on WEAF (NBC network).

Mrs. Muriel Draper and Dr. Henry C. Link between them will probably have something to interest the ladies. But not too much. Mrs. Draper's talk was actually a medley of news, pegged more or less on the theme that women should think clearly. She discussed women on juries, a new WPA opera, Spanish war and labor. Her audience will probably be more limited in number than other lady commentators, as she doesn't go in

for the heavy-hokum and sweet-sweet stuff. At the same time, however, her delivery is somewhat stiff. This condition, tho, may be remedied by more mike experience.

Link, of the Psychological Service Center, gave a brief spiel on personality development. Rather dull, lifeless stuff and the delivery was nothing to acclaim Link's radio personality. B. H.

"Hollywood News"

Reviewed Tuesday, 7:30-7:45 p.m. Style—Film news and music. Sponsor—Noxema Chemical Company. Agency—Ruthrauff & Ryan, Inc. Station—WABC (CBS network).

This quarter hour of film news and music doesn't touch the moronic depths reached by contemporaries and because of this will probably pull. It's fan stuff, of course, but handled with more polish than much of this matter. Hollywood Observer dishes out news of stars and also conducts a question and answer box. This latter portion is the weak spot. Commentator is too fast, and while use of fans' initials may appeal to some, it's done poorly. No credit given to Paul Stewart, who does well in the straight news. Angle is that sponsor wants to develop news, not a personality.

Del Casino contributed two vocals, while Milton Herth handled the organ assignment. Both helped to blend the show into a nice production. Ray Block's ork also satisfactory for its brief work. B. H.

AFM TO REGULATE

(Continued from page 4)

convention urging keeping of the peace.

The exec board voted before the convention opened to pay the AFL a voluntary assessment of 1 cent per member per month until the next AFL convention.

Nix Legit Committee

The exec board turned down the request from the joint committee of the legitimate theater that the AFM become a member of the permanent legit organization.

Baiting the Agents

Despite the license system, now one and a half years old, the delegates felt the booking agents were still getting away with murder. A raft of resolutions sought to curb agents more than ever.

Consternation reigned for a while when nobody could successfully define an agent. The rumpus started when a delegate asked whether a booker is the employee or the employer of a band leader. Weber said the booker is the employee—but added that when the leader employs men by the year and is possibly incorporated then he is the employer. Raymond I. Maurer, Detroit,

said: "Today the booking agent is no longer an agent. . . . He's really a broker who brings together employer and band. . . . When a band has an exclusive agent then the latter is really his agent. . . . The average agent is not really an agent, as the band cannot control his actions."

Sam Tabak said he felt the average agency serves two masters, the band and the exclusive spots it handles. The average agency contract, he pointed out, does not make the agency responsible at all.

Samuel T. Ansell, AFM attorney, said an agent could be one of three things in his relationship to the band: An agent, a broker or a co-adventurer. He said the "AFM cannot control this situation."

The convention defeated a move to charge licensed agents a fee on all band bookings, but it approved a resolution making the agent, as well as the band, be responsible for "filling contracts with a local in the proper time before his orchestra's opening in that local's jurisdiction."

Social Security

The convention was told by Weber and Ansell that the government had not yet handed down a decision on the AFM's appeal that band leaders be relieved of paying security tax for band men. Petrillo compelled Chicago hotels to pay this tax instead of hotel bands, but the hotels have appealed to the government (Bureau of Internal Revenue).

The AFM hopes the government will rule band leaders (except possibly those incorporated) need not pay the tax.

Extending Jurisdiction

As in previous years, delegates urged that the AFM spread out and take in non-musicians. Weber again had to point out that entertainers came under the wing of the American Federation of Actors. However, he urged (and the convention accepted) that the AFM be empowered to "join hands with other organizations in the field of music," giving these organizations "affiliated charters" for \$25, "and their dues to the AFM shall be the amount which the AFM pays for its membership as per capita tax to the AFL." These organizations, such as "vocalists, music teachers and composers," he explained, would be autonomous. The AFM would advise them only.

"Instrumental musicians, copyists and arrangers" are retained in the AFM jurisdiction.

Statistics

The AFM gained 2,628 members last year and 6,947 this year. Total membership is now 111,960, which is 10,849 over the federation's low point of 1933-'34.

There are 644 locals in the AFM, with 540 of them in good standing.

Finances: There's \$804,946 in the general fund, \$1,454,865 in the theater tax fund.

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.

NBC-RCA's *Behind the Scenes of Radio* recently brought J. ERNEST CUTTING to the mike. He discussed the hunt for talent and buildups. Subject is, obviously enough, a natural for human interest but not the most was made of the opportunity. Cutting was handicapped by a lass who was used in interviewing. Her voice was artificial and her attempts at laughter downright annoying. Much scouting for talent is in order.

It may not be entertainment pure and simple, but it doesn't seem to be religion. Elder LIGHTFOOT SOLOMON MICHAUX and his congregation on MBS may or may not be convinced that their program has religious appeal. But appeal it has. To many Christians and Jews the Elder's sermons may lack logic but they excel in fervor. And audience's constant interruptions with such expressions as "Amen" or "Yeah man" make for a "different" type of religious broadcast. Probably one of the most novel programs on the air. Show is back on the air after several years' absence.

GABRIEL HEATTER on WOR and MBS is one of the most engaging commentators to be found on the dial. His delivery is colorful and vivid yet never forced or artificial. His backgrounds of the news and opinions are well worth

listening to. But why his program should be cheapened by forcing him to peddle goods is a serious question. Heater might be better confined to commenting on news and the commercial splicing done by another.



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PLUGGERS GET A BREAK

NBC Edict a Corn Remover

4-hour time limit rule on tunes means less legwork—life of songs increased

NEW YORK, June 19.—For once, and probably the first time since radio stepped into the music publishing business as its most potent factor, the publishers have found that a network decision is good for them and that they can't squawk about it. This millennium stems from NBC's recent dictum that four hours must elapse between the playing, on a network, of the same song. CBS has a similar regulation, but the time limit on Columbia is two hours. These squawkless-decision rulings from the chains, while not only taking wrinkles from the pub's foreheads, is also a boon to the song pluggers, who are now averaging, as a result, one pair of shoes less a month. That is, for the song pluggers who wear shoes. Pluggers say they walk so much they need blacksmiths, not chiropractists.

Reason the publishers are pleased is that NBC's regulation has increased the average life of a hit song from six weeks to two and a half and even three months. Before NBC puts its time limit thru, a hit song was often heard at least once an hour in the course of an evening's dance band programs. Some times more, since most of the orchestras are on for half an hour. Result was that the song was burnt out in six weeks. It is advanced that *Carelessly* and *September in the Rain*, current favorites, would have been on the downward path by this time if the networks hadn't limited the weekly playing which now seldom tops 32 network plugs. This figure is below the average top figure of some months ago.

Pluggers get their break in that when they set the song once in an evening, they must lay off looking for other plugs on the same chain now. Before, they had to set as many as possible, with or without a bicycle.

Pryor Booked by MCA for Midwest

CHICAGO, June 19.—Roger Pryor arrived here before flying to Cleveland for his opening at the Palace yesterday, to hold conferences with MCA officials here and arrange bookings for the summer. With him were A. Melcher, manager, and Betty Campbell, his p. a.

Pryor is now working with 14 men, including Red Hodgson, trumpeter, who composed *The Music Goes Round and Round*; Jim Blade, whose *Broken Melody* tune is set for publication, and Herman Kapp, drummer, formerly with Henry Busse.

Band is scheduled to work around the midwest area following the Cleveland week.

Shelve Anti-ASCAP Bill

CHICAGO, June 19.—State legislature at Springfield closes next week, leaving the anti-ASCAP bill, introduced several months ago, a dead issue on the House docket. Bill provided for abolition of all composer, author and publisher organizations in Illinois, but with more important issues to handle and diversified opinions raised on the constitutionality of the bill, it was not deemed urgent, according to E. S. Hartman, local ASCAP head.

Green Tours CRA Offices

NEW YORK, June 19.—Charles E. Green, president of Consolidated Radio Artists, Inc., leaves today for a visit to the Dallas and Hollywood offices. While in Texas he will be Paul Whiteman's guest at the Amon Carter Shade Oak ranch near Ft. Worth.

Runyon on ASCAP

NEW YORK, June 19.—Damon Runyon on Wednesday devoted his entire syndicated column, *The Brighter Side*, to the American Society of Composers, Authors and Publishers. Told how, in years past, it became the general impression that all songwriters were supposed to die broke, "like Stephen Foster." Says Runyon: "The nation never got to know its songwriters. Songwriters cannot eat glory. They thrive better on salami." Article outlines ASCAP's methods of operation, telling how receipts are pooled and distributed both here and abroad.

Pubs-Writers Still at It

NEW YORK, June 19.—Pubs and songwriters are still kicking the ball around in their quarrel over transcription and sync licenses. Next get-together is scheduled for Tuesday.

Cortez Band at Ocean Beach

DETROIT, June 19.—Sally Fields office has booked the Carlos Cortez band for the summer at Ocean Beach, Clark's Lake, Mich.

ACA Stresses Nonsecretive Policy

NEW YORK, June 19.—New songwriters' group, Association of Composers and Authors, Inc., stresses the fact that by virtue of its incorporation it leaves itself open to investigation by the courts. Other associations in the music industry are not so set up.

According to Samuel Moanfeldt, ACA attorney, the association will accept as members anyone who makes a living out of songwriting. Will take members of SPA also, Moanfeldt declaring such an arrangement is feasible.

Explaining that ACA's intention is to give everybody a square deal, Moanfeldt says the organization is in favor of keeping as many pubs in the business as possible so that the major companies do not grab up all available copyrights.

In the matter of rights accruing to songwriters thru transcription and sync licenses, an issue currently bothering SPA and the pubs, attitude of ACA is that the percentage agreed upon is not as important as seeing to it that the tunesmiths get whatever is coming to them without undue delay.

Association does not intend to try to put the clamps on pubs, realizing that less pubs in the business would make it tougher for the writers.

Dealers-Pubs Hold Confab

Elect officers, mull problems of rising production costs and trade abuses

NEW YORK, June 19.—National Association of Sheet Music Dealers, together with Music Publishers' Association, the latter comprising standard publishers, got together for a joint confab at the Hotel Roosevelt June 14-16. Deliberations by the two bodies concerned the rising costs of sheet music production control of trade abuses, such as underselling carried on by firms who handle music as a sideline, and a plan, suggested by Gene Gamble of Gamble Hinged Music Company, to obtain the cooperation of jobbers in order to control trade practices.

Publishers, pow-wowing on what to do about rising costs, suggested reduction of the professional discount. Dealers, some of whom say they would get it in the neck under such an arrangement, felt the pubs were taking care of themselves but were neglecting the retail men. Other suggestion was raising the list price of music. No definite solution arrived at, one gent remarking that the man who solves the problem could hire John D. Rockefeller Jr. as an errand boy. MPA professional discount has been 10 per cent on sheet music and a special scale on octavo material.

Dealers also opined that altho pubs were faced with tremendous increase in cost of paper, engraving and printing, the dealers were similarly faced with increased rents, Social Security levies, etc., and were just getting by.

Further discussion brought out that schools, churches and similar bodies are in the habit of buying one copy of an operetta and producing same without permission from the publisher. This is a violation of copyright law, inside covers of operetta music stating a certain number of copies must be bought to render production legal.

Annual elections for both the music dealers and the pub groups were held. Officers of MPA are John F. Sengstack, president; W. Deane Preston, vice-president; Carl T. Fischer, treasurer, and John G. Leckner, secretary. Dealers elected Eugene Gamble, of Gamble Hinged Music, president, succeeding E. P. Hangen, who was named for the board of directors. T. Lane Ward was chosen vice-president. Thomas J. Donlan remains secretary and treasurer, and J. E. Martz and Sam Harris were named to board of directors.

Dealers' confab opened with a membership of about 60, altho the joint session with the pubs included some 110, all told.

Reviews of Records

By M. H. ORODENKER

Victor

In their own distinctive manners, GUY LOMBARDO couples frere Carmen's *A Sailboat in the Moonlight*, destined to hitdom, with *Gone With the Wind* (25594); EDDY DUCHIN gives *Heaven Help This Heart of Mine* and *The Camera Doesn't Lie* (25595). Buddy Clark adding vocal force; TOMMY DORSEY makes the most of the little that's in *Strangers in the Dark* and *Happy Birthday To Love* (25596), from Billy Rose's *Aquacade*, and XAVIER CUGAT, in direct rhythmical contrast, imparts a polished exotic tinge to the rumba *Como Arrullo De Palmas* (*Lullaby of the Palms*) and the tango *Medias De Seda* (*Silk Stockings*) (25597).

Brunswick

Delightful dance doings are soft-tempered in wax by the label's maestri. Adding the lunar body to June-spoon compliments, EMERY DEUTSCH turns in one of his smoothest sessions to date in *A Sailboat in the Moonlight* and *Moonlight on the Highway* (7905); in his own big way JIMMIE GRIER and the piping of Joy Hodges pleases no end with the tune tantalizer *In Your Own Little Way* and *You're Looking for Romance* (7901); RUSS (WAH-WAH) MORGAN mannerisms the standards, making a delectable dish of *Shine On*, *Harvest Moon* and *Canadian Capers* (7902); while JAN GARBER fails to edge the ditty dullness of *Don't Ever Change* and *Two Hearts Are Dancing* (7898).

In the spirited swingo sort of syncopating ART SHAW follows the B. Goodman musical trail, show-casing his wizardry clarinetting against Irving Berlin transcriptions. Fox trots *Because I Love You* and *All Alone* (7899), the latter side hitting a higher mark. GUS ARNHEIM, padding his ork with ace swingsters, does a Dorsey up to par with Franz Schubert's *Serenade*, with a weak backing in *Exactly Like You* (7904), and bear down nicely for two more sides with *I'm Happy, Darling, Dancing With You* and *The Image of You* (7900), from Ben Marden's Riviera nitery spectacle.

Cutting deeper in swing alley, TEDDY WILSON boxes *Mean to Me* and *I'll Get By* (7903). Billie Holiday failing to get by on the violet-voiced vocalizing of this one. Instrumental jiving highlights the whipped keyboard by Wilson, and culled from Count Basie's Band, Lester Young's tenor saxing and Buck Clayton's trumpeting. PINKY TOMLIN, Cy Feuer directing the tooters cutting thru, pipes out of character *With Love and Kisses* but backs in his object-of-my-affection element for *Sittin' on the Edge of My Chair* (7897).

Decca

A whole musical education in the current releases, ace catering to every musical taste. VICTOR YOUNG has a gandy danceable double in *Johnny One-Note* and *I Live Again* (1280); MAL HALLETT gives a heavy rhythmic touch on four sides, *The You and Me That Used To Be*, *'Cause My Baby Says It's So* (1281), *Alibi Baby* and *You're Looking for Romance* (1282); while GLENN MILLER fails to match his previous performance with *Anytime, Anyday, Anywhere* and *Wistful and Blue* (1284), open brasses making for poor instrumental balancing.

Easy winners for the swingo clientele are offered by HENRY BUSSE with the oldies *Five Foot Two*, *Eyes of Blue* and *Sam, the Old Accordion Man* (1285); CLAUDE HOPKINS hitting a high mark with *June Night* if you can forget Baby White's warbling and *Church Street Sobbin' Blues* (1286), and WOODY HERMAN brings Dixieland to swingland with *Eupree Blues* and *It Happened Down in Dixieland* (1288).

Bringing West 52d street to your phoney-graf, it's stuff and such for STUFF SMITH on *Where Is the Sun?*, Stuff doing the beat-up vocal, and his original jamfest, *Upstairs* (1287), Jonah Jones plenty upstairs on his Gabriel's horn; DICK ROBERTSON has one of his best barrel-house sessions for the free improvisations for *It Looks Like Rain in Cherry Blossom Lane* and *On a Little Dream Ranch* (1283), and WILLIE (THE LION) SMITH, with a song-style pianology that rings true, doubles the delta doings of *The Swampland Is Calling Me* and *I Can See You All Over the Place* (1291).

Edging off these musical dishes, CARLOS MOLINA cuts Continental with the tango *Buen Amigo* (*Good Friend*) and the rumba *Campanitas De Cristal* (*Crystal Bells*) (1289), and the soft-voiced tenor pipes of RAY KINNEY is embellished by the soft strummings of Dick McIntire and his Harmony Hawaiians for *Hula Lullaby* and *Under a Tropical Moon* (1138), both ditties penned by Kinney, the latter showing commercial fodder.

For the guitar cult, FRANK VICTOR and HARRY VOLPE duet in concert style their *Pagan Fantasy*, which sounds more like a movement from the *Peer Gynt Suite*, and *Singin' the Scale* (1290). It's tutored pickings in masterful style, but only of passing interest to the copy cats.

Bluebird

The listing heralds the return of WINGY MANNONE, who goes to town in the wrong Tin Pan Alley. Makes only

mild barrel housing with four commercial pops, *Don't Ever Change*, *You're Precious to Me* (7002), *The Image of You* and *Life Without You* (7003). Swing merchandisers will do right by the four sides by TEDDY HILL, who does right by them with *King Porter's Stomp*, *San Anton*' (6988), and if you can forgive sneaking in a pop, *I'm Happy, Darling, Dancing With You* and *Blue Rhythm Fantasy* (6989). TINY FARHAM makes a sickly sugary swing of *Blue Island Blues*, but you'll want this number for the backing of *Bluebird's* mystery band. BOOTS AND HIS FUDDIES with *San Antonio Tamales* (7005), which some will recognize as a disguised title for a pop of yesteryear. And the piano interludes sound enough like Count Basie to be Count Basie. If you can take the Chicago style with slapstick clarinetting and the tin kazoo, TAMPA RED cuts *I See You Can't Take It* and *She Said It* (6990), rightfully belonging among the race records. Smoothest platter is turned in by OZZIE NELSON, Harriet Hilliard's voice dubbed on the master for *Our Penthouse on* (*See REVIEW of RECORDS on page 14*)

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks. WJZ and WEAJ (NBC) and WABC (CBS) from Friday, June 11, thru Thursday, June 17, and also, for comparative purposes, from Friday, June 4, thru Thursday, June 10. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs		Plugs	
			June 11-17	June 4-10	Net. Ind.	Net. Ind.
1.	It Looks Like Rain	Morris	28	10	26	6
2.	Merry-Go-Round Broke Down	Harms	25	14	14	14
3.	Sailboat in the Moonlight	Crawford	22	27	24	21
3.	September in the Rain (F)	Remick	22	23	32	26
4.	Sweet Lullaby (F)	Select	21	19	24	17
5.	They Can't Take That Away From Me (F)	Chappell	20	21	22	21
6.	Where or When? (M)	Chappell	19	26	22	24
6.	They All Laughed (F)	Chappell	19	25	20	22
6.	Never in a Million Years (F)	Robbins	19	24	28	27
6.	Was It Rain? (F)	Santly-Joy	19	22	20	26
7.	Carelessly	Berlin	18	17	27	22
8.	There's a Lull in My Life (F)	Robbins	17	15	23	18
9.	Blue Hawaii (F)	Famous	16	18	15	10
10.	All God's Chillun Got Rhythm (F)	Robbins	15	14	10	6
10.	On a Little Dream Ranch	Shapiro, Bernstein	15	10	21	9
10.	When Two Love Each Other	Davis	15	7	19	5
11.	Where Are You? (F)	Feist	14	24	26	26
11.	Love Bug Will Bite You	Santly-Joy	14	20	17	28
11.	Toodle Oo	Words & Music	14	15	17	8
11.	Good Mornin' (F)	Famous	14	3	10	5
12.	Let's Call the Whole Thing Off (M)	Chappell	13	30	13	16
13.	Turn Off the Moon (F)	Popular	12	17	15	7
13.	You're Looking for Romance	Ager, Yellen	12	16	14	27
13.	Tomorrow Is Another Day (F)	Robbins	12	8	8	3
14.	Too Marvelous for Words (F)	Harms	11	16	10	13
14.	Havin' a Wonderful Time	Paull-Ploneer	11	15	11	13
14.	So Rare	Sherman-Clay	11	7	9	4
15.	Swing High, Swing Low (F)	Famous	10	17	17	12
15.	Boo Hoo	Shapiro, Bernstein	10	12	7	12
15.	I'm Hatin' This Waitin' Around	Harms	10	9	10	6
15.	Love Is Never Out of Season (F)	Feist	10	6	11	3
15.	Me, Myself and I	Words & Music	10	4	1	1
15.	Our Penthouse on Third Avenue (F)	Feist	10	3	8	3
16.	You'll Never Go to Heaven	Donaldson	9	20	7	15
16.	Cause My Baby Says It's So	Remick	9	14	12	12
16.	Wake Up and Live (F)	Robbins	9	12	16	17
16.	It's Swell of You (F)	Robbins	9	12	9	15
16.	Night Over Shanghai (F)	Remick	9	10	6	8
16.	Strangers in the Dark (M)	Crawford	9	8	6	7
16.	Image of You (F)	Feist	9	1	6	1
17.	The You and Me That Used To Be	Berlin	8	14	12	12
17.	I Know Now (F)	Remick	8	12	9	10
17.	Satan Takes a Holiday	Lincoln	8	10	7	2
17.	Where Is the Sun? (M)	Mills	8	10	3	9
17.	That Foolish Feeling (F)	Feist	8	9	12	4
17.	You Can't Run Away From Love	Remick	8	8	7	6
17.	A Message From the Man in the Moon (F)	Robbins	8	8	4	5
17.	Sweet Is the Word for You (F)	Famous	8	7	8	10
17.	I Hum a Waltz	Miller	8	6	8	3
17.	Cuban Pete	Hollywood	8	5	8	5
17.	Big Boy Blue	Schuster	8	3	7	14
17.	Miller's Daughter Mary Ann	Shapiro, Bernstein	8	3	6	3
18.	I'm Bubbly Over (F)	Robbins	7	13	12	9
18.	How Could You?	Remick	7	13	9	19
18.	Caravan	Exclusive	7	10	11	14
18.	Johnny One Note (M)	Chappell	7	9	15	16
18.	My Little Buckaroo	Witmark	7	9	11	7
19.	You're Precious to Me	Marks	6	16	9	12
19.	Jammin' (F)	Popular	6	10	4	5
19.	First Time I Saw You (F)	Santly-Joy	6	8	3	4
19.	Gone With the Wind (F)	Berlin	6	7	2	0
19.	Rockin' Chair Swing	Red Star	6	6	7	5
19.	What Will I Tell My Heart?	Crawford	6	5	4	11
19.	When Love Is Young (F)	Miller	6	4	4	4
19.	Love Song of Long Ago (F)	Feist	6	2	7	7
19.	Old Clothes	Superior	6	1	4	2

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended June 21.

Chi Music Notes

CHICAGO, June 19.—Ben Goldberg, of Robbins Music Corporation, Boston office, took over the reins as manager here last week, succeeding Willie Horowitz, who left for New York to become general manager of Miller Music Company.

Don't Cross Your Fingers, Cross Your Heart, a new ditty penned by Jimmy Eaton, Graydon Thornton and Larry Shay, has been placed with Ager, Yellen & Bornstein.

Walter Donovan arrived from Hollywood this month to join local staff of Famous Music Company.

Crosby Equals Gray's Record; Band in Crash

SAVANNAH, Ga., June 19.—Bob Crosby and orchestra equaled all attendance and box-office records at his midnight

appearance Sunday at Tybrisa Pier, Savannah Beach.

High mark was set by Glen Gray last year. Crosby's one-nighter here included afternoon and evening concerts and midnight dance.

En route to Savannah from Atlanta, where the band played for Georgia Tech's commencement dance last weekend, Crosby narrowly escaped injury early Sunday when his auto crashed into a parked vehicle near Fitzgerald, Ga.

No Action on Music Code

NEW YORK, June 19.—Federal Trade Commission has not yet set a date for general music trade confab to bring about a music code of fair trade practices, according to Harry Fox, chairman of the board of Music Publishers' Protective Association.

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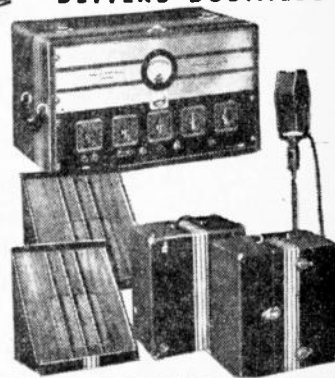
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Band Reviews

Jesse Crawford and Orch

Reviewed at the Congress Hotel, Chicago. Style—Show and dance music.

Instrumentation: Mr. and Mrs. Jesse Crawford at twin Hammond organs; Herman Crome, piano; Bill McCracken, Maurice Rose, Harold Keinz and Edward Copeland, saxes; Walt Hartmann, bass; Phil Malen, drums; Jimmy Hanson, Dick LeVoy, Ray Robinson, Wayne Lewis and Joe Farrell, brasses, and Eddie Sampson, harmonica. Paul Small is vocalist for local engagement.

This is the first job for the outfit, striking a novel note with the use of twin organs and a harmonica as regular instruments of the band. Result is generally pleasing, the aggregation dishing out soothing dance tunes and proper musical support for the floor bill.

Crawford leads and doubles at his organ. He and Mrs. Crawford make a personable couple, seated on opposite sides of the band stand. While their individual music does not in any way drown out the notes of the regular instruments, this combination is better suited for larger rooms where greater volume is desirable. Band is on an NBC wire for a half hour nightly.

Honigberg.

Gentlemen of Rhythm

Reviewed at the Glass Hat Room, Congress Hotel, Chicago. Style—Dance and intermission band.

Instrumentation: Bob Mulkey, guitar; Joe Browne, Hawaiian guitar; Joe Costa, accordion, vibra harp and vocalist, and Howard Benedict, bass.

A pleasing four-piece combination that goes well in a cocktail room or small club. The boys make an unusually neat appearance and are plenty versatile, playing the latest tunes, digging up some old favorites and coming thru with almost anything requested by the customers.

Their instrumentations blend nicely.

the result being favored by dancers and sit-downers alike. Costa has a good voice and uses it frequently.

Honigberg.

Merger of Standard And Pop Pubs Nixed

NEW YORK, June 19.—Report of a merger between Music Publishers' Association and Music Publishers' Protective Association was flatly denied this week by John F. Sengstack, MPA president. Stated that problems of MPA and MPPA were entirely different, particularly as to methods of distribution and publishing. MPA, Sengstack said, was not doing anything about a music code for standard pubs, at least not until a further study of the Robinson-Patman act is made.

Problems of MPA at present are concerned with trade practices, all copyright matters being left to the American Society of Composers, Authors and Publishers.

Ellington, Calloway Lead Best Sellers

NEW YORK, June 19.—Best-sellers among Master records during the second month shifted, the leaders being, respectively, Duke Ellington's Orchestra, Hudson-DeLange Orchestra, Raymond Scott Quintet, Mario Braglotti's Orchestra and Cappy Barra's Harmonic Swing Ensemble.

Variety's list of best-sellers remained generally the same as the previous month. Cab Calloway continued to top the others with *That Man Is Here Again* coupled with *Swing, Swing, Swing*. Following close were Barney Bigard's *Caravan* and *Clouds in My Heart* coupled with *Frotte Sam*. Lucky Millinder's *Blue Rhythm Band*, Cootie Williams' *Rug-Cutters*, George Hall's *Orchestra*, Red Nichols' *Orchestra*, Benny Field's *Dorothy Dawn*, Frank Newton, Joe Masala's *Chicagoans* and Midge Willia were all up toward the top.

Time To Drop "Tin Pan Alley"

By EDWARD B. MARKS

Many years ago when 28th street, Broadway and Sixth avenue was the stamping ground for the popular music publishing fraternity a name was given to the street which, at that time, seemed appropriate. In a row of small three or four-story private houses many of the popular music publishers of the day, such as Kerry Mills and Fred Fischer, had their publishing and plugging establishments.

The best method of securing a plug for a song, at that time, was thru vaudeville performances, as it was long before the advent of radio. Topliners and small-timers in vaude trouped the steps of the various firms and were ushered into one of the piano rooms which were then a necessary part of the equipment of every song factory. Here the professional managers, with the assistance of their pianists, rehearsed the acts and taught them the songs, often giving special versions of lyrics.

From 11 in the morning until closing time, the pianos created a din so loud that in the summer when the windows were opened the noise was so great that the street earned the sobriquet of "Tin Pan Alley," which it well deserved. It has come on down thru the years, until it was generally accepted as indicative of everything pertaining to the pop song business of America.

It must be admitted that "Tin Pan Alley" is not a very creditable term, nor does it add anything to the prestige of the music industry. Times have changed! Music houses moved up about 10 blocks to 37th and 38th streets and into the 40s, where the leading firms of the day, such as Harms, J. W. Stern (Marks), Witmark, Feist and others settled. The establishments, as compared with the "Tin Pan Alley" outfits, were of quite a different grade, as the progress of the business warranted.

At the present time most reputable firms are in Radio City, in the heart of radio and theatrical activities so important today to the success of music.

It is for this reason, and because of these changes, that it is high time to drop the rather obnoxious "Tin Pan Alley" title, which some of our wise-cracking legislators and others unfriendly to the music industry use when they try to cast an aspersion on the entire craft.

It would seem as if all connected with music get little enough credit for the effort they expend in order to bring tunes to the public.

The creator and writer, the publisher and the arranger spend, in many cases, the better part of a lifetime in an effort to please. Little is known of the helping hand which the music industry extends in its business to deserving cases, who, in and out of the profession, happen to be up against it. It has been pointed out by the American Society of Composers, Authors and Publishers that not a single one of its many hundreds of members is, or has ever been since its inception, on relief. There are few industries in America today that can make a similar boast.

I mention all this merely to show that, as in all things in the world today, this is a new era. We must unlearn many of the things we have learned. We should try to forget the term "Tin Pan Alley," as it simply does not apply to the splendidly equipped establishments and institutions which constitute the music publishing business today. Here one finds sound-proof piano rooms, steel racks, steel files for the stock and air-conditioned rooms for the comfort of the employees. Pianos are not at all of the "Tin Pan Alley" quality which predominated in the 28th street shacks.

In view of these circumstances, it would be well for all connected with music publishing to frown upon any further use of the term "Tin Pan Alley," and for the executives so to instruct their staffs. Such a term is obsolete and is used in a sarcastic sense by those who seek to hurt us. Its reference to a condition existing in the '90s cannot be applied to the modern trend of the music business excepting possibly as a colloquialism or a reference to the past.

MUSICIANS' CONVENTION

(Continued from page 6)

the Waukegan, Ill., local, was perhaps the oldest man in the entire convention. The biggest employer of musicians in the world he has regularly attended conventions as a delegate from his small local. Keeps in the background, devoting most of his time getting acquainted with musicians' officials. One delegate mentioned that there probably isn't another union in the world that permits its biggest employer to be a delegate to its convention.

Maurice Sackett, coming to the convention to lobby for an okeh on Local 802's ban on doubling on instruments in theaters and radio (which the AFM executive board has nullified), was crestfallen when he discovered that the only things that can be appealed to the convention, after action by the AFM board, are fines exceeding \$500 and expulsion from membership.

New York's Jacob Rosenberg was a changed man. No longer the boisterous fellow he was at his first convention two years ago, he was now quiet and earnest, rushing in and out of caucus meetings and buttonholding other delegates and telling them what a fine local 802 is.

Bert Henderson, assistant to Weber, revealed that his only daughter, Neta,

New Disc Technique

NEW YORK, June 19.—A new recording technique has been attempted in Variety discs by Benny Fields, Dorothy Dawn and Cootie Williams, the voice in each case being treated as an instrument in the orchestra. Band keeps strict dance tempo so as to make the recordings suitable for dancing.

Music Items

WORDS AND MUSIC will sponsor *Sweet Like You* from the RKO picture, *Harris in the Spring*, featuring Phil Harris, maestro.

NEWMAN FEIR, formerly with Feist, Inc., has gone over to Popular Melodies. His duties will be to contact those who can aid in exploiting his firm's publications.

HARMS, INC., announces that *The Merry-Go-Round Broke Down* has registered the quickest hit in the concern's history. Exactly 10 days after the song was released it soared into list of best sellers thruout the nation. Cliff Friend and Dave Franklin are the writers.

WITMARKS is concentrating on *My Little Heaven of the Seven Seas* by M. K. Jerome and Jack Schell, duo which created *My Little Buckaroo*. It is a ballad with the currently popular Hawaiian flavor.

AILEEN STANLEY, who has made six trips to England, is singing at the Berkley Hotel, London. On her departure from New York she took four sophisticated songs and two special arrangements of pop ditties prepared for her by Phil Ellis.

Publishers without any picture affiliations are purchasing the rights to scores of shows presented at the smart niteries and Broadway musicals whenever opportunity offers. The gesture is not always profitable as attested by a recent flop of a production that did not last very long. Hope of salvaging the expenditure thru one of the numbers which bears promise has somewhat assuaged the feelings of the publisher, who is going ahead with the backing of a competent staff to push the composition to the front. Scores from film musicals invariably are assigned in advance with this end practically monopolized by a few firms in the industry. Only one song was a smash last season out of the limited stage attractions with melodies presented on the local stem. The rest of the tunes were just so much dead wood. On the whole the investment was on the black side of the ledger.

HAROLD KAHN, Broadway musical director, will conduct the orchestra for musical productions to be presented this summer at the Napanoch Country Club, Napanoch, N. Y.

MARION SUNSHINE has written *The Cuban in Me*, composed in the Cuban rhythm style known as Habanera. Habanera is reputed to be unadulterated Cuban, with no Afro-Cuban admixture, and therefore such instruments as maracas, guiros and bongos are conspicuous by their absence. E. B. Marks is publishing.

JACK MILLS MUSIC COMPANY has accepted the score of the new show of the Paradise Club, Atlantic City. Comprises eight numbers, composed by Andy Razaf and Edgar Dowell.

JOE KEIT'S tenure with the Joe Morris Music Company was of short duration. He resigned last week as contact man.

E. B. MARKS MUSIC CORPORATION has entered into an agreement with Columbia Pictures whereby the latter has the privilege of having access to

is getting married June 31. "It's like losing my right arm," he said feelingly. Miss Henderson is her dad's assistant in supervising the AFM's licensing system out of the national office in New York.

Harry S. Currie was chairman of the convention committee of Louisville Local 11, with George Laffel as honorary chairman, and A. W. Stuebling and Milburn Stone as associates. The committee welcomed delegates with the boast that "Louisville is the home of beautiful women, fast horses and mellow Bourbon whisky."

Most of the delegates lingered in the hotel restaurant, telling the waitresses how beautiful they were. Affected Southern accents and smart patter, however, failed to make much of an impression. It seems Southern hospitality went just so far.

Sheet-Music Leaders

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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

(Week Ending June 19)

1. September in the Rain (Remick) (1)
2. It Looks Like Rain in Cherry Blossom Lane (Morris) (2)
3. Sweet Leilani (Select) (3)
4. Merry-Go-Round Broke Down (Harms) (6)
5. Blue Hawaii (Famous) (7)
6. Never in a Million Years (Robbins) (4)
7. Carelessly (Berlin) (5)
8. Was It Rain? (Santly-Joy) (9)
9. Little Old Lady (Chappell) (8)
10. Love Bug Will Bite You (Santly-Joy) (11)
11. There's a Lull in My Life (Robbins)
12. Sailboat in the Moonlight (Crawford) (14)
13. They Can't Take That Away From Me (Chappell) (15)
14. Where or When? (Chappell) (13)
15. Where Are You? (Feist) (10)

PHONOGRAPH RECORD best sellers will be found on page 135.

more than 11,000 copyrighted numbers and also the music of 60 affiliated catalogs belonging to Marks.

ROCCO VOCCO, assistant general manager of the Music Publishers Holding Corporation, is on his way to California to join E. H. (Buddy) Morris, vice-president and general manager of the organization. Trip will be limited to a fortnight, with the pair returning east together. Journey involves important tieups.

ROY MUSIC COMPANY has decided to change the title of the new song by Jack Meakin, California orchestra leader. Present caption is *Over the Edge* instead of *Cats on Parade*.

JOE DAVIS, in addition to publishing *Our Love Was Meant To Be*, also figures as one of the writers. Music is by "Fats" Waller, with Alex Hill as collaborator on the lyric end. Tempo King has recorded the work for Brunswick. *Cryin' Mood*, another outstanding release from the Davis fold, will also be represented on wax, with Waller and Clarence Williams assigned to do the recordings.

REVIEWS OF RECORDS—

(Continued from page 12)

Third Avenue, while hubby Ozzie pipes that *Love Is Never Out of Season* (6987).

Melotone

OZZIE NELSON has a double on this label in *Swamp Fire* and *Rigamarole* (7-07-08), giving forthright treatment to the jazzlike classics. Smooth syncopating is turned in by CHICK BULLOCK for *A Sailboat in the Moonlight* and *Polin' Myself* (7-07-09) and GENE KARDOS for *Our Penthouse on Third Avenue* and *Love Is Never Out of Season* (7-07-10). BOBE POPE fails to impress with a transcription of *Always*, further making only stock stuff with *When My Dream Boat Comes In* (7-07-12) and a doubling of fox-trotted waltzer *I'll Always Be in Love With You* and *Whoa, Babe* (7-07-05).

Disc News in This Issue

In the Music Section of the Amusement Machines Department will be found each week additional news of phonograph recording activities, coin-operated machine merchandising and a listing of best sellers of the leading record labels.

VISIT OR WRITE

**MARKS
MUSIC**

TEN O'CLOCK TOWN

STARDUST ON THE
MOON

A-HUNTING I WILL GO

YOU'RE PRECIOUS TO ME

IT'S NO SECRET THAT
I LOVE YOU

TOUCHED IN THE HEAD

TWO ROCKING CHAIRS

IF WE HAVE A RAINY
SUNDAY



FOLIO HITS

Tips on Taps 50c
Album of Tap Dancing

Memories of Stephen Foster 50c
Best Collection Available

Round the World March
Album 50c
Famous Marches for Piano

Memories of Hawaii 50c
For Hawaiian and Spanish Guitar

Round the World Piano
Gems—Vol. 3 60c
Selected Piano Compositions

Grab Bag Album of Chil-
dren's Songs 50c
For Children of All Ages

Memories of Johann Strauss 50c
Waltzes by the Waltz King

PERMANENTLY AT
RADIO CITY, N.Y.
NO OTHER ADDRESS NEEDED

TRIPLE TEST FOR TUNES

A.C. Spots Get Early Biz Hypo

Conventions great aid in getting jump on opening inertia; bans taken in stride

ATLANTIC CITY, June 19.—Despite the many bans and other obstacles set in their path toward a smooth sailing, prosperous season, with the biggest convention of carbuilders and railroad men following right on the heels of the American Medical Association convention, this resort's night spots are reaping an early harvest and doing a midsummer business already.

Operators of the resort are not exactly happy over the situation which has arisen since Mayor C. D. White has invited "confidential complaints" about the conduct not only of the clubs, but of their patrons, and has promised to keep the identities of complainants secret. This procedure, operators maintain, puts them on the spot. Not only does it create a definite nuisance value to any crank who objects to visitors enjoying themselves but it also presents the temptation of "shaking down" of clubs. A large number of clubs have also felt the influence of the "imps" and "beauty boys" situation. Tho the law passed last year forbidding them in the State excepts this town, they nevertheless have been shoved out of the top spots and relegated to the cheap 5 and 10ers, with a threatened police expulsion unless they keep within the limits. The Burnett anti-strip movement has also had its effect, as all nite spots ads have been toned down considerably, offering prosaic comedy teams and the like instead of the enticing strip-teasers. It is secretly hoped, however, that stripping will burst forth again about the middle of July after the Burnett men have completed their investigation and gone back to North Jersey. All spots are preparing to fight the State labor edict prohibiting girls working after midnight and also the unemployment tax of 1 per cent. Operators will contend that entertainers are artists, not employees, and do not come under the tax ruling, which would affect about 2,500 performers here this season.

On the bright side, according to club owners, foremost was the AMA convention. With its 20,000 delegates it proved a very profitable conclave and while some of the M. D.s went easy on the liquid refreshments they were all big eaters.

Starting today the Ambassador will install a group of Hawaiian musicians in its cocktail room, while Roger Kay has been contracted to remain all summer in the Rainbow Grille. Resort is all agog over the negotiations completed between Benny the Bum, of Philly fame, and the spacious Ritz Gardens, with Benny taking over same for season with name acts.

Again featuring "more entertainment than any place in town" as his slogan, Tom Endicott has reopened the Dude Ranch with plenty of improvements. Tom does the emceeing and has a score or more of cowboy numbers and dance teams.

The French Casino reopened this week the opening bang was not as sensational as last year. Henri Noel is furnishing the music for the show here produced by Buster Klem.

For the first time a resort nite spot is offering a dinner show at 8:45 with Babette again leading the way at the Golden Inn corner. Babette is dicker for the services of Jack Waldron and Iris Adrian, now at the Yacht Club, Chicago, to complete one of the most outstanding revues. Currently, Lillian Barnes handles chief vocal assignment with Litka Kademova offering dance routines to Eric Correa's music.

Lenny Kent is pacing the show at the Torch Club with Jeannie Van as his partner. Ruth Warren does main vocal

(See A. C. SPOTS on page 22)

Maybe It's in the Name?

WASHINGTON, June 19.—Three years ago Roberta Jones, 17-year-old dancer, took pot luck with stock companies and was grateful for even the shabbiest transportation facilities. Recently, as Roberta Jonay, she entertained at a party given by President Roosevelt for Washington newspaper men and just finished a two-week engagement at Hotel Shoreham. To boot she had sleeping quarters in the White House and commuted to her job via a White House car, with liveried chauffeur, footman 'n' everything.

Cotton Club Show at Paris

PARIS, June 14.—Sandrini and Dubout have arranged with Edmond Sayag to present the recently arrived troupe and ork of the New York Cotton Club at the Moulin Rouge dance hall, in the Montmartre cabaret belt. Sandrini and Dubout, operators of the Bal Tabarin, have taken over the Moulin Rouge, which is being entirely remodeled and equipped. Cotton Club show also slated to appear at the Ambassadeurs Theater on the Champs-Elysees.

Magic City dance hall, adjacent to the grounds of the International Exposition, will open this week as a de luxe night spot with several orks and a big floor show. Several niteries in the exposition grounds also due to open shortly.

Elaborate System of Checkups Necessary to Name Bands

Mitchell Ayres outfit employs three sets of committees to pass on tunes—final arrangements undergo last scrutiny at rehearsals—five requisites considered

NEW YORK, June 19.—Mitchell Ayres' Fashions in Music Orchestra, one of the foremost co-operative bands in the country, is perhaps the first to set down in detail how it chooses and arranges tunes. A music committee of three peruses pop songs, selecting those which are suitable for the band and have commercial possibilities. Tunes are then turned over to an arrangement committee, together with instructions and recommendations. Arrangement committee of two gives the material, with the findings of the music committee, to a single arranger. Band, which is now at the Hollywood Restaurant here, reads the new arrangements on rehearsal days, the different leaders of the various sections having a confab with the music committee in order to make any necessary changes. In order to be okeed an arrangement must possess the following attributes:

- (1). Fullness in the voicings (nothing must be thinly orchestrated).
- (2). Originality in the working out of the different themes.
- (3). Simplicity in the melodic outline, with coloring in the figures employed between the phrasings.
- (4). Arrangement must contain backgrounds which will give "lift"—a buoyancy which must be created even in passages where a series of whole tones are dictated by the melodic sequences.
- (5). Modulations in and out of choruses (vocals and instrumentals) must be musical enough to convey the musical idea in as few bars as possible, so that the general idea to be conveyed to the listener will not distort the memory of a theme and in this way garner in itself a certain commercialism which is essential.

The band's instructions to its own men observe that "the style of the band is contained not in the notes that are written, but in the execution or interpretation of these ensemble phrases. Therein lies the temper of our music. A phrase is not merely played, it is felt, with each individual lending his voice to the fullest in employing nuance and shading. This formula has the trombone used as a fourth voice with the saxes, the clarinets as a third and fourth voice complement to the muted brass, the tenor sax as a complement voice to the open brass; a full chord arranged, for instance, embodies a scope of a good two octaves utilizing each of the eight melody instruments in different notes, with the result that there are sometimes two different tonics working together forming the basis of a two chords within a chord."

This seemingly difficult method of approach outlined here is really simple, says the band's music committee. "The doubling of voices is rarely used, but because the personnel of the band does not number 17, where fullness and breadth of tone is not something to create, it's there—we have to resort to full harmonies containing opening and close voicings to achieve proper effects."

The music committee also looks into radio and is "at all times cognizant of public likes and dislikes and takes into consideration psychological positions of certain tunes in the order of presentation. The element of surprise is the most noteworthy of the committee's findings. Music has so many different twists and turns and so many varieties of response that a high note by the brass will find its greatest reaction only when it is preceded by many phrases of low ones, and so it goes with soft and loud classic and jazz, symphonic and Dixieland. In other words, every poison or cure has its own antidote, and it is the purpose of this organization to run the gamut and still hold its style."

N. Y. Casino Closes July 20

NEW YORK, June 21.—French Casino here will go dark July 20 in preparation for a new show to open late in August. The new show will be the second edition of *Folies Bergeres*, which is currently being prepared in London.

Hofbrau, Canton, Reopens

CANTON, O., June 19.—Housed in a newly remodeled building, the Hofbrau has been reopened on the midway at Meyers Lake Park here. Carl Sinclair is manager. Opening floor show has "Tiny" Tigges, emcee; Art West, Leroy and Sharp, Billy and Betty Johnson, Tivoli Girls and Ballard and Rae. New club building is 90x90 feet, faces the main midway and has been constructed so it can be enlarged later. It replaces the old Hofbrau, destroyed by fire a month ago. Club will operate nightly, with change of floor show weekly, according to Sinclair.

Club Chatter

New York:

COQUITA is now at the Le Mirage. . . CHARLIE DREW is appearing at the Merry-Go-Round Bar. . . TRENT PATTERSON has been held over at the Whirling Top. . . RUTH GAYLOR replaces Lois Nixon as featured singer in the Hollywood production. . . FOUR VESPERERS leave the Versailles Restaurant to keep a date at the Michigan Theater, Detroit, week of June 25. . . RUTH STANN has been added to the revue at Ben Riley's Arrowhead Inn.

Chicago:

DUKE YELLMAN and Ben Lenhoff flew to New York to buy a name for the latter's Cocomat Grove. . . LEO SALKIN, CRA office manager, back from the big city. . . WILL ROLAND, former ork leader in PPittsburgh, has succeeded Mickey Lipman at the MCA office here. . . RONALD AND ROBERTA and Joe Andrews moved into the Blackhawk, Saturday. . . BILL BLACK, MCA's front desk man, leaving on a two-week vacation next Saturday to be spent in Dalton, Mass., his home town. . . THE TIFFANY ROOM of Hotel Chicagoan, city's latest, is using Wendell Phillips and his ork.

DAWN AND DARROW, now at Royale Frolics, will fill seven weeks of fair dates for Fanchon & Marco, starting middle of August. . . TOMMY TRENT, at Congress Casino, scheduled for a jaunt thru Europe in November. . . BON AIR COUNTRY CLUB picked up two-week options held by Jeanne Walker and Garron and Bennett. . . HEALY AND MACK open their fair season for Barnes-Carruthers, August 2, in Great Falls, Mont. . . PAUL DEE, now in this area, states that he parted with the Rulson, Tamara and Dee act several weeks ago and that he will team up with a new partner. . . NANCY LEE, who closed in the line with *Red, Hot and Blue* here, has been signed to a seven-year contract by Metro. Left for the Coast this week.

Here and There:

BORDINE AND CAROLE and The Lovellies, after a fortnight's stay at Rudd's Beach, Schenectady, N. Y., have moved into the University night club, Albany, N. Y., for a two-week engagement.

HARRY RUSSELL, Detroit booking agent, has set the Great Whitefega at the Purity Cafe, Highland Park, Detroit

suburb, to open June 17.

AFTER HER indefinite engagement at the May Fair, London, MARY JANE WALSH goes into the Ritz there. . . DE RONDA AND BARRY are held over a second week at the Cavalier Country Club, Virginia Beach, Va. . . BERT FROHMAN headlines the new floor show at the Surfside, Atlantic Beach, L. I. . . KIKI HALL and Peppy Carmen have opened their third consecutive summer at the Banker's Tavern night club. . . PAUL GILBERT is in his seventh week at Santz's Merry-Go-Round Club, Dayton, O. . . TED AND ETHEL WALKER, after four weeks at the Franklin Park Hotel, Washington, opened at Weber's Hof Brau, Camden, N. J. . . BILL DOUGHERTY is emceeing his 18th week at the Chickasaw Gardens, Columbus, Ga. . . EMSEE JACK EARLY, with Sally and Marian, closed at the Silver Rail, Utica, N. Y., to go into the Magic Lantern, Gloversville, N. Y., for an indefinite engagement. Harry Stone agency, Rochester, did the booking.

BUDDY AND SIS ROBERTS, Cookie Fay and Paul Humphrey are at Chez Josephine Baker in Paris. . . FLORFENCE HOSS is singing in English and French at Fred Payne's Bar, Paris. . . BIRDIE DEAN, American dancer, is at La Villa, and Ruby Halladay, American warbler, is at the MONSEIGNEUR, Paris. . . DOLLY ARDEN, American acro dancer, is at the Gaiety Cabaret, Brussels. . . BOBBY BURNS BERMAN opens July 1 at the Swing Club, Hollywood. . . JUDY TALBOT, known as "the girl about town" on radio, is replacing Frances Hunt in the Continental Room of the Stevens Hotel, Chicago, while Miss Hunt has her tonsils yanked.

THE ROYAL MOSCOVIANS, who recently auditioned for MGM, opened at Hotel Aurora, Aurora, Ill., June 21 for an indefinite stay. . . JOHN LONAS, after four weeks at Club Lido, Youngstown, O., is now at Trotta's Cafe, Baltimore. . . RALPH HALCOURT, ventriloquist, is currently at Eddie Peyton's Club, Pittsburgh. . . CHARLIE CARLISLE, after four weeks at Gus Sanzere's Nine-Mile House, Cincinnati, has opened at the Colonial Theater, Detroit, where he is slated to hold forth indefinitely as emcee. . . JACK HUFF'S Crystal Lake Country Club, Crystal Lake, Ill., is featuring Dean Murphy, emcee; Beverly Kirk, Bernice Hart, Alene and Evans and Pierson Thall's Ork in his current floor offering.

Chicago Agents To Unite as A Guard Against State Laws

Warned by State agency head at meeting that collecting commissions thru employer is not tolerated—told to elect committee to fight battles in State Legislature

CHICAGO, June 19.—Failure on the part of local bookers to act as a body two years ago when a clause detrimental to their business was included in the State laws governing private employment agencies may act as a stimulant for an organization of the leading theatrical agencies in this area. Possibility was brought to light Wednesday during a special meeting between the bookers and the Division of Private Employment Agency when W. Frank Walkowiak, chief inspector of the department, emphasized the fact that bookers are forbidden to include assignment or deduction of wages clause in their contracts issued to acts and their employers. According to Walkowiak, bookers in their contracts instruct club, hotel or theater operators to deduct the agent's commission when paying the act and in turn hand it to the agency. This has been a convenient method of commission collections.

Walkowiak stated he was not aware that this has been going on until recently and that the law forces him to curb such methods. He added, however, that he is in perfect sympathy with the booking trade and that he will go to bat for them should they elect a representative committee and present the problem during the next session of the State Legislature. Lou Lipstone, of Balaban & Katz, and Morris Lipsie, vice-president of Music Corporation of America, during an after-meeting chat with Walkowiak indicated a willingness to help create such a committee at the proper time.

In the meantime Walkowiak suggested that bookers preferring to collect their commissions thru employers use the following method: Include in the contract the act's salary, less commission, and list the commission sum as money owed the booker by the employer. Some agents stated that they will try this method, others expressing doubt that it will work out favorably.

Between 25 and 30 bookers attended the meeting and among them were Lipstone, Eddie Elkort and Lipsie, of MCA; Morris Silver and Sam Bramson, of William Morris Agency; Alex Robb, of NBC Artists' Service; Milt Schuster, Bert Peck, George Flint, of Gus Sun Office; Sam Roberts, Frank Minnecl and Billy Martin, of Frank's Theatrical Office; George Hall, Elsie Cole, Ed Morse and Dave O'Malley.

Lexington Changes to Lei

NEW YORK, June 19.—Hotel Lexington here will attempt to wheedle summer trade by redecorating its Silver Grill into a breezy Hawaiian haunt with South Sea motif thruout. Andy Iona and Hoyal Hawaiians will replace Carl Ravell and his band for both dance and atmosphere dansapations June 22. Jenö Bartal continues to supply dinner concert music. Alteration of room likely for summer only.

Kansas Houses Talk Vaude

KANSAS CITY, June 19.—One of the principal topics to be discussed at the Kansas Movie Theater Association convention in Topeka June 22 and 23 will be vaude. The operators will sound out the possibility of vaude to stimulate attendance and to offset double features and giveaways.

Steel Pier's Flesh Setup

ATLANTIC CITY, June 19.—The Steel Pier Music Hall will combine vaude and minstrels, the week of July 2 seeing Ina Ray Hutton in addition to the minstrels. The Casino Hall on the pier will play vaude Saturdays and Sundays only but will run three days on the July 4 week-end with Belle Baker as the attraction.

Estelle Clifford Has Offices

NEW YORK, June 19.—Estelle Clifford has invaded the booking-agent field and has established offices in the New Amsterdam Theater Building, conducting the Clef-Ford Entertainment Bureau. Activities cover all branches of show business. In the past week, the first of its existence, the office booked a couple of private entertainments and spotted several performers in clubs.

Loew Nabe Houses Play Herman Bing

NEW YORK, June 19.—A unique booking was arranged by the Loew Circuit this week for personal appearances of Herman Bing in 30 of the circuit's neighborhood picture houses. He will appear in five theaters a day for six days, thus covering the 30 houses. Loew is paying him \$1,500 for the six-day week plus all expenses.

His appearances started yesterday, beginning at 8:30 p.m. at the National and at half-hour intervals playing the Boulevard, Fairmount, 16th Street and Paradise. Other theaters included in his tour are the Plaza, Prospect, Valencia, Triboro, Paradise (second engagement), Newark, Jersey City, New Rochelle, Mount Vernon, Yonkers, Pitkin (two engagements), Gates, Metropolitan, Kings, Sheridan, Lexington, Orpheum, 83d Street, 175th Street, Coney Island, Oriental, 46th Street, Delancey Street and Commodore.

If Bing's tour of the neighborhood houses clicks Loew intends to spot "names" occasionally in a like manner.

Million-Dollar Pier, A. C., Starts Activities July 2

ATLANTIC CITY, June 21.—Activities on the Million-Dollar Pier here start July 2, with all bookings of attractions being done by Harry Biben. The ballroom will open with Ozzie Nelson and Jan Savitt orks, while the Hippodrome, operated by Harry Waxman, will headline Stepin Fetchit on the opening bill.

Circus show on the pier will include Bernard's Elephants, Carlos Comedy Circus, Hip Raymond and Ulane Malloy. The Great Huber will also be on the pier, as will be Mme. Jewell's Puppets and Mae McGuinness, billiardist.

Rand Cleared On Expose

UNIONTOWN, Pa., June 19.—Sally Rand gave a private performance for Alderman Frank R. Foster Tuesday night when she was brought before him on a charge of disorderly conduct and indecent exposure. State police claimed she had disrobed on the stage of the theater here. Foster decided there was insufficient evidence and freed her of the charges.

Vaudeville Notes

SELMA MARLOWE went into the New York Paramount Wednesday (23) for a two-week run. . . . Rose Gillen has left the Simon Agency, New York, after two years on the secretarial staff. She was formerly with the Arthur Fisher office. . . . Peter Higgins, at the New York Paramount last week, clicked to the extent of getting two additional weeks at the house to be played in October or November. . . . Bob Crosby and ork will play the New York Paramount late in September or October. . . . Wingy Mannone, who comes into the State, New York, Friday, is exploiting a new kind of music, "bounce" rhythm. . . . Leah Ray has picked up six weeks from Loew and RKO, opening for Loew July 29 at the State, New York.

JACK HOWARD is no longer associated with the American Federation of Actors as an organizer working out of the New York office. . . . Dorothy Stone and Charles Collins, recently in the *Sea Legs*

Tips on Tipsters

NEW YORK, June 19.—Profound research discloses that convention delegates make themselves conspicuous for lavish tipping; society people by their abstinence from the sport; newspaper men strike a happy medium. Europeans are noted for promptness, for they hand over the tip before presenting the hat check.

Uncle Sam Plans Agency Invasion

CHICAGO, June 19.—During a meeting with local bookers here this week, W. Frank Walkowiak, chief inspector of Private Employment Agencies, Department of Labor, revealed that Uncle Sam is quietly planning the establishment of his own employment agencies thruout the land, a move which may force theatrical bookers, among others, out of business. This plan, he added, has been induced by the government's doubts as to the effectiveness of privately owned employment agencies.

As a result employment inspectors are gathering statistical data to prove that the present agency setup is ideal, that a majority of job seekers secure employment thru private agencies, and Uncle Sam's invasion in this field will only put hundreds of agency employees out of work and confuse the situation.

Addressing the bookers, Chief Inspector Walkowiak said: "Please co-operate with this office and file monthly the number of performers landing jobs thru your offices. Only in this manner can we convince the heads in Washington that you are doing a thoro job."

Paris Empire Folds Without Paying Off

PARIS, June 14.—Empire Music Hall here, under the direction of Jules Marx, went dark June 3, with acts holding the bag for two weeks' salary. Among the acts affected are Bobby May and George Prentice. Management has promised to pay the acts shortly and has announced that the house will reopen July 2.

Closing of the Empire leaves the town with only two vaude houses, the ABC, which will shortly switch to summer policy of revues, and the Petit Casino, small neighborhood house. New house, the Parisiana, is announced as opening in September, with Maurice Verne going in as technical adviser.

Palladium "Crazy Show" Set

LONDON, June 12.—George Black has set his next "crazy show" for the Palladium here, opening September 6 after two try-out weeks at the Hippodrome Theater, Brighton. Acts lined up are Nervo and Knox, Flanagan and Allen, Naughton and Gold, Ganjou Brothers and Juanita, Mady and Cord and Birdie Dean. There will be fewer American importations than in former shows of this type and more money will be spent in scenery and production. Black is figuring on running the show well into the spring of 1938.

Flesh as Help To Chi Grosses

Prize nights and twin pix no go—operators figuring vaude—seeks union deals

CHICAGO, June 19.—Local theater operators are considering with revived interest the establishment of vaude as a stimulant to the sliding grosses in their houses during the last three months. With prize nights eliminated and double features apparently ineffective the operators feel that flesh entertainment is the next medium to try. General opinion is that the theater managements will try to work out deals with the stagehands and musicians in an attempt to minimize the expense of a combo policy. Local bookers are anxiously awaiting the decisions of the operators, with the report being circulated that several houses are practically set to offer stage shows in an attempt to save them from a complete financial bust.

Present situation in local booking circles has the Theater Booking office with two full weeks at the local Oriental and Chicago; three days at the Orpheum, Springfield, and a Sunday at the Palace, Peoria. Sam Herman books four South Side houses, the Erglewood, Commercial, E. A. R. and Villa, and expects that they will run thru the summer. The Tower, Kansas City, and State-Lake here are full-week stands booked by Billy Diamond, Warren Jones, of the RKO office here, has full weeks at the Lyric, Indianapolis, and Colonial, Dayton, and Saturday and Sunday at the Kedzie here.

William Morris office books the Riverside, Milwaukee, a full-weeker; the Stratford here, Saturday and Sunday, and the Parthenon, Hammond, Ind., Sunday stand. Occasional shows are booked into the Orpheum, Champaign, Ill., and in Cedar Rapids, Sioux City and Davenport, Ia., by RKO. The Morris Agency averages shows every two or three weeks at the Capitol, Madison, Wis.; Sheboygan, Sheboygan; Rio, Appleton, and Venetian, Racine. Kenosha, Oshkosh and Green Bay, Wis., are occasional summer dates handled by Charles Hogan, of the Morris office.

Bookers Co-Operate On Buying "Names"

NEW YORK, June 21.—Closer booking co-operation is being practiced by the bookers of Loew, RKO and Paramount in an effort to lure "name" acts and also to get a better break on salaries. This co-operation was observed in the recent bookings of Herman Bing, Leah Ray and Gene Austin.

The bookers, whichever one has the first offer on a "name," contact each other so that a sizable amount of playing time can be offered the attractions. In this manner they are able to offer six weeks or more. They also get the act at the same salary, and not as in the case of Bing. Loew bought him first, the price being \$1,500, and when RKO and Paramount wanted him the ante was tilted to \$1,750.

MCA Plans Club Units For Chi Area Bookings

CHICAGO, June 19.—Eddie Elkort, of MCA, reports plans for the production of night spot units for consecutive bookings in clubs handled by the firm in this area. According to present plans, the show which opened in the New Lookout House, Covington, Ky., yesterday, just landed by MCA, will be moved to the Mounds Country Club, St. Louis, at the end of its current engagement there. Show includes Lee Moss, Fawn and Jordan, Norman and Norman, Nat Nazarro Jr. and Russ Lyons' Ork.

It is hoped that booking of complete shows will facilitate the handling individual acts in each club, will tend to improve the quality of the show and mean more steady work for the performers involved.

Phoenix Club's Good Biz

PHOENIX, Ariz., June 19.—Business has been faring well at the Old Country Club, where R. E. McKimney, proprietor, has begun his third season. Hal Howard's orchestra is the lead attraction.

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And His Savoy Swing Orchestra

**Rainbow Room, Radio City,
New York**

In keeping with the general impression of swank prevailing at the Rainbow Room, you'd ordinarily expect entertainment that's super class and probably dull. That's not the situation here, tho, for the entertainment standard is distinctly opposite to that idea. The room provides a show that's replete with novelty and of a type that would fit in completely for popular consumption and not just for this patronage, that can stand a \$1.50 covert week nights and \$2.50 on the holidays and week-ends. The policy is perfect for this beautiful room.

Al Donahue and orchestra play the show and the bulk of the dance music, the 14-piece crew being a sterling one, with Eddie LeBaron and his eight men providing additional dance music ahead of the Donahue workout. Both excellent orks. Donahue makes an effective show announcer and also has a very pleasant singing voice, while his music is of a type that makes dancing enjoyable. An added feature of the room is rumba and tango instruction Friday afternoons to patrons by Eddie LeBaron and John Ward.

The floor show runs 38 minutes, and a regrettable item in it is the 17 minutes allotted to the opening act. Sue Hastings' Puppets. It is a wholesale novelty and good entertainment, but half the time taken would be sufficient. Act is presented nicely on a puppet stage, and highlights are the strip-tease and concert items.

Mary Raye and Naldi are a brilliant dance team, taking but nine minutes to offer four routines. They are tops in class and finish, offering routines that are smart creations. Their offerings comprised a waltz, tango, pasadoble and rumba, the feature of their work being unusual lifts and spins.

Further novelty in the show is the table tennis exhibition by Ruth Aarons and Viktor Barna, a number that sustains interest and provides much kick in the 21-point game that's closely played. Effectiveness of the number is enhanced by the offer of Miss Aarons

Night Club Reviews

to play any patron with a bottle of champagne as the prize.

Other side dishes of entertainment in the room are provided by Helen Myers, at the piano, and Dr. Sydney Ross, musician. *Sidney Harris.*

Cocoanut Grove, Park Central Hotel, New York

Latest show is a carnival idea staged by Bill Powers and booked by Laura Lester. It's a colorful, fast and noisy show that makes the customers pause, look and listen. Catering to an informal crowd as this spot does, the show is just right.

Lacking carnival production effects, the show manages to impart a suggestion of carnival atmosphere, anyway, thru gay costumes and overhead pennants. The 12 girls (six chorines and six show girls) do good work both as background and as a lively dancing group. Their costumes are colorful and neat and the girls, as a whole, are young and comely. After an opening that has Ross and Edwards doing barker bits, Will Ferry the Frog is on in frog costume and doing his remarkable contortionistics atop a small pedestal. An oldtimer, Ferry is still amazingly nimble. Barney Grant and his two "cousins" are next. Grant, an old vaude performer failed to impress here. His gags, especially the bathroom one, were not always in good taste. Perhaps he should stick more to novelty instrumental and sight comedy.

Tania and Kirsoff, coming direct from Hollywood Restaurant, chilled the patrons with their exotic snake dance and then came back for an exciting knife-flipping number. An unusual, colorful and actionful act, it scored heavily here.

The Flying Whirls, two girls and a boy on roller skates, perform their slick stunts, including risky spins and break-leg movements, and then provide com-

edy by spinning customers. A plant, whose pants fall off, provides the punch finish.

Ross and Edwards old in vaude but new in night clubs, offer a combo of vaude material and new stuff. Their songs are nicely handled, altho some are a bit too hot for hotel patronage. At all times, the lyrics are absolutely understandable—which is something in this day of mike mumblers.

Jerry Blaine's Band provides the show and band music and is fast becoming a favorite here. Band has improved vastly, and petite, brunet Phyllis Kenny is still coming thru with ingratiating vocals.

A piano and guitar male team also doing singing, and Nubi, fortune teller working the tables, provide between-show entertainment.

Lester Nelson is still at the door and business is still on the upgrade.

Paul Dents.

**Beach Walk, Edgewater
Beach Hotel, Chicago**

One of the most widely known and decorative outdoor clubs in this area, patronized by the smarter set (some 4,000 crowding the place opening night), attractively set near the edge of Lake Michigan. The huge rectangular dance floor is advantageous to acts of the spectacular variety only, as the usual night spot offerings can be appreciated by a very small section of the crowd, advantageously seated.

Topping the entertainment bill is Bernie Cummins and orchestra, in for a return summer engagement. Outfit is in front of the parade with good arrangements of pop tunes played in top fashion. Vocalizing with the band are Walter Cummins, and the Sophisticates (Ruby and Ebba Verner and Jerry Lapping), three personable girls agreeable in their harmony work.

Standout act in this particular spot

is Arsene Gautier's dog and pony act. While some of his showmanship noticeable on a regular stage is lost, the clever tricks performed by his animals and the circus atmosphere of the turn hold the attention of the scattered crowd.

Santoro and Lorraine do smooth dance work, their whirling ballroom routine and their *American Slave* number, in particular, furnishing impressive sights on this star-decked floor. In latter number, Ralph Santoro uses a rawhide whip for a novel effect.

Paul and Petti, hand-balancing acrobats, come thru with some thrilling feats executed on various contraptions. Paul does most of the work, using a stilt, roller skates and a staircase. Netted a big hand when caught.

Harriet Smith's lovely line of girls, from the Marine Dining Room, are featured in the production numbers. The 12 kids do a well-trained ballet number and a colorful routine in hunting outfits. Leading the line is shapely Gloria Seiter, blond and talented.

Intermission music is played by the Four Night Hawks, who moved from Ivanhoe's recently. Shows are repeated twice nightly.

Howard Mayer is now handling the exploitation of this spot.

Sam Honigberg.

**Village Grove Nut Club,
New York**

This is one of the best known of the Village spots. With the show trimmed down to summer (lightweight) proportions, it is managing to hold on, using its cooling system as main bait.

Current show is thin, but okeh. Mainstay is the troupe of Bernard Bernardi girls, six pretty ones in neat and form-revealing costumes. Their routines are interesting and interspersed among the specialties. Outstanding specialty is that of Francois, young fellow who does unusual acrobatic dancing. High kicks and rubber-leg movements are certainly out of the ordinary, along with his fast spins.

A couple of the line girls step out for a kick and tap specialty, while Diane Delys, cute brunet, comes thru with ingratiating toe and tap routines. Sylv!

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**JACK
POWELL**

Savoy Hotel, London—Jack Powell re-
mains a comedy hit with his novel and
funny black-face drummer act.—BERT
ROSS, Billboard.
Dir.: LEDDY & SMITH, N. Y.

DAWN and DARROW

DANCERS OF DISTINCTION.
Currently
ROYALE FROLICS,
Chicago, Ill.
Direction:
LEDDY & SMITH,
1270 8th Avenue,
New York City.

Wallace, young and slender blonde, did a couple of rhythm numbers at the mike in pleasing fashion. Another singer, a brunet, revealed an above-average delivery at pop numbers, also at the mike. Between-show entertainment is provided by Camille Barton, singer who accompanies herself at the piano. Is capable, but delivery could certainly be more zestful. A colored male team (pianist and singer) offer pleasing harmonizing.

Band is Eddie Alcott (bass, piano, drums, trumpet and sax), dishing out the music in tired night club fashion. Food is okeh, as is the service.
Paul Denis.

Blue Room, New American Hotel, Lowell, Mass.

Neat 20-minute bill caught at the early show of town's only smart night spot was enthusiastically received by the patrons.

Kit and Dot Lovejoy, a standard act that's been around and shows it, was a sensation here with two appearances, the first wherein the duo warble *Siboney* and *Dot* breaking into comedy and mild bumpy work and some unearthly Tarzan yells. Hoke Mexican hoofing is treated okeh. Socko is their imitation of the *King's 'Orses*. A pip of a characterization, with horses neighing and whinnying, and full of real belly laughs.

Honey Murray is a cute looking youngster, and got some nice applause for her tap strutting workouts. Personality and sense of rhythm will send her along.

Joan Parish is pleasing to the eyes and her personality swing warbling is easy to take, altho the mike blots out her facial expressions. Would be a better bet with newer ditties.

Walter Foy, former host here who used to double as songster, has been assigned emcee duties, looks okeh. He's got the looks, a fairly good baritone that can be developed, and his remarks are justifiable to a good emcee.

Jacy Collier, of the local George A. Hamid office, books the spot. Has a nightly WLLH local wire. Dinners are from \$1 up with a 75-cent minimum after 9 p.m. Two shows nightly at 7:30 and 11:30. Open Sundays, but no show. Has 122 seats, but good biz can take 165 patrons.

Eddie DiPietro Ork is too blatant and poor on the show accompaniment.
Sidney Patne.

Greyhound Club, Jeffersonville, Ind.

This popular roadhouse just outside of Louisville is a combination night club and gaming casino. Operating legalized gambling devices (dice, bingo, etc.) in one wing, it presents two floor shows a night in the other wing.

The Indiana law not permitting gambling and liquor under one roof, the spot doesn't serve the hard stuff, altho you may bring your own.

Room is large and airy, but the lighting is poor. However, there are no poles and the band stand and floor are easily visible from every corner of the spot. Currently featured is the Bobby Hayes band (10 men and 2 girls), a fine dance outfit, but, unfortunately, copying Shep Fields' style almost to a note. The band is billed as the "Babbling Brook Orchestra," which is, obviously enough, a good takeoff on Fields' "rippling rhythm." Again, altho the Hayes outfit is great for dancing, it doesn't handle the show accompaniment well.

Show itself starts mildly, but gathers power and finishes great, thanks to the very amusing antics of those zanies, the Sherr Brothers. The two boys emcee and then put themselves across with the funny Indian adagio bit and a lot of other refreshing hokey stuff. A solid impression is also made by the Three Marvels, pretty girls whose dancing and acro numbers are strong attention-holders. Their sailor number, highlighting sock acrobatics, is their best.

Redheaded Mimi Rollins won the customers over easily with her prettiness and pleasing singing voice. Handles special arrangements that are not too complicated and that emphasize rhythm. June Burnett, another shapely redhead, and Billy Walt make an above-average singing and dancing team. Both are young and good looking and have voices strong enough to sell light ditties, with a bit of snappy hoofing thrown in for good measure.

Shows change every other week, with

Chester Lorch booking. Uses talent mostly from New York and Chicago.

The Hayes band provides between-show entertainment.
Paul Denis.

Blue Grass Room, Brown Hotel, Louisville

The ace hotel in town, the Brown, features dinner and supper music in its bright Blue Grass Room, along with a bit of floor entertainment. Current floor talent comprises the dance team of Collette and Barry and Jeanne Carroll, singer. A much heavier show was trimmed last week, due to the usual hot weather slump.

Room is airy and light and full of mirrored pillars and interesting photo murals showing scenes of good old Kentucky woodland. Dinner is \$1.50 and up and attracts the so-called smart set. Surprisingly enough, the audience is informal and the band and entertainment are compelled to follow. As a result the Benny Strong Orchestra mixes up its sweet with the hot stuff casually and leader Strong addresses patrons informally from the band stand.

Strong is a nice-looking chap with an interest-holding low-tenor voice, good at pop numbers. Makes a good front, altho he doesn't make any serious attempt to really lead the men, and peeps up proceedings with his singing and, we are told, occasional hoofing. Band comprises a triple sax section, with one sax doubling on violin; a bass, piano, drums, trumpet. Outstanding are Red Meyers and his lively trumpet and drummer Benny Hyman.

Miss Carroll, a comely brunet, gets by easily with her looks and vigorous rhythm delivery. She really hasn't a good singing voice, tho. Collette and Barry, here several weeks, are a fine-looking pair who are especially good at light, frolicsome musical comedy dances. Smoother than when last caught by this reviewer, their "waltz in swing time" is their current best number.

Chester Lorch, local booker, sets the talent here.
Paul Denis.

Rainbow Grill, Radio City, New York

The lesser informal room of the two smart spots atop the RCA Building in Radio City is an unusual entertainment source, where light and more or less going-to-town amusement is cleverly served amid the pleasant surroundings high up in the heavens. Everything is nice about the room; its charming atmosphere of intimacy and the courtesy and service is in keeping with the Rockefeller standard. Entertainment may not be elaborate and lengthy, but what is there is thoroughly entertaining.

Emery Deutsch and orchestra provide the dance music and play the little floor show. There cannot be enough superlatives for this 11-piece musical aggregation that's headed by the clever violinist identified with his own tunes such as *When a Gypsy Makes His Violin Cry* and *Play, Fiddle, Play*. Band is not swing nor is it low-down jazz, but clever musical conception and superlative arranging provide a music that's a cross between swing and hot jazz. It's very danceable and listenable and at the same time the band does a capable job of playing for acts.

Deutsch does a clever announcing role and leads his men most effectively. His instrumentation comprises two trombones, a trumpet, three saxes, bass, guitar and drums. An example of very clever arranging is best evidenced in the number *Digga, Digga, Doo*, an old-timer with new touches. Helen Myers, solo pianist for both rooms, doubled tonight as the band's vocalist and did a very nice job of it.

Only one act to the floor show tonight, with the Bonners, song duo, out because of illness. The one act, however, makes a complete show; it's the dance team of Alice Glover and Walter La Mae. They are creationists, leaning heavily to satire, which makes their work most interesting and amusing. Their impression of ballroom youngsters today is a definite treat, but their other numbers are also high powered. Ahead of the show the team sponsors a tango and rumba event for the patrons, the winners getting champagne bottles on the house.
Sidney Harris.

Show Boat, Battery Park, New York

Kay Parsons' inaugural Bear Mt. Show Boat trip up the Hudson Wednesday night, June 16, attracted approximately

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HARRY KILBY
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Broadway's Newest Songstress, Hollywood Restaurant, New York, 4th Month.
Twice Weekly, Inter-City Network.

2,000 guests. This is the water show's fourth season.

William Connolly's eight-piece band played a dance program from the ship's shoving off from the Battery at 9 p.m. to its return about midnight. Passengers are taken aboard also at a 132d street tieup.

Formal entertainment consisted of seven acts in a 45-minute production. Nautically enough, the opening number was a modern hornpipe routine by a line of six girls. Loudest and longest applause was accorded Marcia Harris, titian-haired toe-tap dancer, also with last year's show boat. Her novelty steps deserved the acclaim. Abbott and Harris shared the spotlight later in two song and dance numbers which substituted exuberance for finesse. Ruby Barth, rhythm and personality singer, enhanced her rendition of *Love Bug Will Bite You* and *You Do the Darndest Things* with appropriate body maneuvers. Two shapely tap dancers, billed as Smith and Dale, have the added asset of ingratiating facial expressions. Besides emsinging, Cappy Parsons led community singing before and after the show as well as between the acts. In her own spot on the show she introduced the new song, *Strangers in the Rain*.

The majority of persons on this trip were members of five lodges on an outing, giving the company a friendly family air. Sandwiches, coffee and hard liquors are sold aboard at prices a few cents higher than city tariffs.

Admission price is \$1 for week days and Sundays. Sailings every night, except Mondays, at 8:15 p.m. and from the uptown pier at 9 p.m. *Sylvia Weiss.*

Silver Forrest Room, Drake Hotel, Chicago

This is the former Gold Coast Room, redecorated with a forest of silver-sheathed leaves and its gold posts painted white. Gives the spot a cool

(See NIGHT CLUB on page 22)

Orchestra Notes

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The Greatest Entertaining Show Band South of the Mason-Dixon Line. Currently: The Pier, Jacksonville Beach, Fla. Broadcasting nightly WJAX at 10:00, 10:30, 11:00 p.m. E. S. T. Keep your radio tuned to 900 on the dial for the most exciting pier program on the air. Presented by the Beach Junior Chamber of Commerce.

BOB TANK and his Manhattans have returned for the summer to the Lake Shore Athletic Club, Chicago, for a second season, after closing at the Trocadero in Hollywood.

FREDDY MARTIN and ork followed Ted Weems at the Hotel Peabody, Memphis, opening June 19.

FRED SETARD and band opened at the Hotel Francis, Monroe, La., June 5.

BERNIE CUMMINS and band, who left the Hotel Claridge, Memphis, June 5, opened the Edgewater Beach Hotel, Chicago, for the summer.

TOURNAMENT OF ROSES band and Victor McLaglen's motorcycle corps played Salt Lake City, June 5, at Community Ball Park under the auspices of the Junior Chamber of Commerce.

JOHNNY ROSELL is free lancing with his orchestra in Salt Lake City. Milt Taggart and Vagabonds of the Air are playing the Country Club and also at Saltair, Salt Lake City. Jerry Jones and his band are at Pinecrest Inn and Verdi Breinholt at Lagoon.

CHEE STEADMAN and band, from the Francis Hotel, Monroe, La., opened June 12 at the Crystal Club, Natchez, Miss.

DUKE CAMELL and orchestra are the current attraction of the Casino, Clarksdale, Miss.

WARREN LAUROUX is reorganizing his band. Will be a 10-piece outfit and will be out by July 1.

ACE BRIGODE and his Virginians, after winding up a 10-day stand at the Blue Moon, Wichita, Kan., Sunday (20), jumped to Detroit to open at Jefferson Beach June 24.

CHR'S CHRISTENSEN'S five-piece combo, who began a four-week return engagement in the Lounge Cafe of the Hotel Gibson, Cincinnati, May 31, are being held until July 24. Boys opened at the Gibson December 23 last for a fortnight's stay and were held 11 weeks. Unit has James Jerome Rosenberg, Gustave Gerhardt, Charles Moeller, Elbert Hecker and Chris Christensen and etherizes regularly over WSAI.

JACK WARDLAW and orchestra are broadcasting nightly over WJAX from the pier at Jacksonville Beach, Fla.

BENNY STRONG and orchestra will wind up a six-month stay in the Blue Grass Room of the Brown Hotel, Louisville, July 3. Band opens July 8 at the Plantation, Indianapolis, for an indefinite stay.

HENRI GENDRON and band opened their second season at the Villa Venice.

Chicago. Gendron recently closed a successful season at the Villa Venice, Miami Beach.

AL JORDAN, trombonist, has joined the Jack Sprigg Ork at the Netherland Plaza, Cincinnati.

KEN MOYER and orchestra completed a three weeks' engagement on Tybrisa Pier, Savannah Beach, Savannah, Ga., last week, and headed for Florida spots.

PAUL REBUCCI is the first orchestra leader to receive a return engagement at the Sands Point Bath Club, Long Island, N. Y. Opened June 19, replacing Stanley Melba.

PAUL WIMBISH office has been booking Ed Farley, Al K-tz and Tal Henry orchestras for one-night stands in the South and Midwest.

ESCARPENTE, composer of *Cubanic*, rounds out a second year at the El Morocco, New York.

HOWARD WOODS is slated for the summer at the Hollywood Hotel, West End, N. J. His music will have three weekly airings over WOR.

DAVE WHITE inaugurated a tour of Eastern chain theaters, June 21, with a showing at the Publix Theater, Peekskill, N. Y.

DON GARRON, whose real name is Frank Dobner, is taking a rest in California.

CHARLES SMITH'S nine men are set for the summer at Club 500, Virginia Beach, Va.

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Vaudeville Reviews

Loew's State, New York

(Reviewed Friday Evening, June 17)

Current bill isn't up to the high standards of the shows here the last two weeks, but it's satisfactory nevertheless. Not much in headline draw either, with Prof. Quiz, of radio, and Joe Morrison sharing the marquee honors. Picture is off on draw also, an MGMer, 13th Chair. Still the business at this last show opening day was quite good, which bears out the contention that it's the house's policy that is paying healthy dividends here.

Dave Jones and Company are the opener and a flash act, and it's adequate enough. Peggy Lee and Sylvia Dean and Billy and Bobby Joyce are in support of Jones. Act holds nothing unusual in flashes, tho the work of the people is okeh. Jones does a Bolger eccentric, bearing out his understudying Bolger in *On Your Toes*, but he's best in the ballroom tap with Peggy. Latter solos with an all right tap, but her costume is terrible. The trio of youngsters are fast workers and energetic, doing a nice brand of gymnastic dancing.

Benny Ross and Maxine Stone are a treat in this early spot with their comedy turn. Two cleverer workers are hard to find, while their act affords much amusement. Ross with a Gableish hair-comb and mustache sings and spiels lines outstandingly, while Miss Stone plays her part of a lazy gal to the letter. Audience liked the act a lot and showed it.

Prof. Quiz, radio's intelligence turn, is most interesting and novel for vaude, and this reviewer was one of many who hated to see it bow off after 20 minutes. A quartet of applicants test their intelligence at the hands of the prof, who is aided by a mixed team. Questions are clever and are both serious and amusing. Act is running as a contest, with the finals for cash awards on closing night.

Joe Morrison seemed to be off tonight on his usually sterling singing. He was hitting a lot of sour notes and at times appeared to be taking the notes too high, but maybe it was a cold or some physical handicap. With his voice in such a condition, he attempted too many songs, but the audience encouraged him all the time and he wound up to show-stop plaudits.

California Collegians, 13 in the band, are wearing tuxes instead of sport clothes, but the latter are preferred. They make a grand novelty turn, especially when serving the circus and celeb items. The number in which they do takeoffs of Durante, Hitler, Santa Claus and others is a scream, a terrific closing for the vaude layout.

Ruby Zwierling and the pit boys play the show well. *Sidney Harris.*

Roxy, New York

(Reviewed Friday Afternoon, June 18)

Milt Britton and his band raze the stage here this week and raise heck with the risibilities of the customers. For 50 minutes they occupy the stage pretty much single handed and fill every one with their mad antics to the uproarious delight of the patrons. Never intended as a musical aggregation and fully demonstrating that fact, it's a wonder how the handle "band" has stuck to this mad mob.

Preceded by the versatile Gae Foster Girls in a roller-skating routine of military and other formations, the "band" gets off with the ghostly neon-lighted trombone opening. This is followed by the presentation of Sybil Kaye, hot rhythm singer of the air, in two specially arranged favorites, *Dinah* and *Mr. Paganini*, successfully taming too-intricate arrangements. Miss Kaye's appearance and an ensuing one by Barbara Blane, accompanied by the Foster gals and backstage singing of *There's a Lull in My Life* by Miss Kaye, are the only two breaks in the unending stream of solo and group offerings by members of the nutty outfit. Miss Blane's introduction of her graceful and airy terping is given effective relief by slick sandwiching in the midst of the rowdiness. Her offering combines control, acro and soft-shoe work and blends into a turn of unusual beauty as well as skill. She evokes solid response with several acro-control tricks.

Craziest and so leading mirth provokers of Milton's practical jesters

are Walter Powell, butt of most of the pranks and comical imitator of aeroplanes and trains and magic: Tito, who scores in a legitimate offering of *Dark Eyes*, interspersed with comedy patter and a special arrangement of a medley of *Body and Soul* and *Digga-Digga, Doo*, and his Madame Tito, concert pianist travesty. Joe Britton, too, has his finger in most of the gags. Ensemble bits that went over best were the burlesque on Old Masters done with wiggled resemblances, the half dozen or so dialectic offerings to *She'll Be Coming Round the Mountain* and the *Poet and Peasant* closer, which is climaxed by the tearing down of the backdrop, tossing around of stands and furniture and the smashing of instruments.

With all the shallow hoke, face slapping, water squirting, instrument destroying, all of which is pretty old stuff for this outfit and others, this gang continues to be the big laugh getter and crowd slayer of all roughhouse acts.

Pix on screen, *Sing and Be Happy*. BIZ *George Colson.*

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 17)

Stage presentation this week is distinctly on the arty side, with production up to the usual high standards of the Music Hall. Rockettes open with tap routines, even more intricate than they ordinarily perform, and are an extraordinarily pleasing sight. Business is enhanced by tricky arm and body weaving, and the line, when it straightens out and goes into precision work, draws a spontaneous hand.

Glee Club in the second spot. Boys, in formal dress, render *There's a Lull in My Life*. Delivery is on the classic side, but tempo changes toward the end to give a swiny touch.

Ballet appears twice, the first time in a *Night and Day* number. Gals appear against large silver moons, with a pale blue light suffusing all. All very colorful, the ballerina, Hilda Eckler, appearing in red. Glee Club joins the production, the whole making a poetic combination of song and motion. Second ballet piece presents the girls and Niriska, dancer, who does an allegorical piece apparently depicting the metamorphosis of a butterfly. Lighting here is splendid, and Niriska handles her filmy winglike costume with finesse.

Jay and Lou Sellar, soft-shoe comedy and eccentric dancers, have an outstanding novelty act. After a few clever bits of hoofing the team dons phony skis and presents its interpretation of a ski-jumper's nightmare. It's ace tomfoolery. Wind up with *Dance of the Wooden Soldiers*, also on skis, and go off to a heavy hand. Much of the turn is panto and act might even be more effective if performed in panto entirely.

Viola Philo, Jan Pearce, Edwina Eustis and Robert Weede, all very efficient cararles, render the quartet from *Rigoletto*. A soul-satisfying melody ably handled.

Symphony piece was Liszt's *Concerto in E Flat*, with Henrietta Schumann featured pianist. Miss Shumann's performance was brilliant.

Pix, *Another Dawn* (Warner). House rather slim. *Paul Ackerman.*

Earle, Philadelphia

(Reviewed Friday Afternoon, June 18)

Current bill represents a miniature convention for the terpsichoreans of the industry. Be it cleats or skates, stage holds 'em all to make it a major lesson for those fans who dote on airy terps. While it makes for a lopsided bill, hungry for laughs or a song, an ice carnival heading the marquee in an air-conditioned house on a sultry summer day is a notch to wilt the doorman's collar.

Kit Klein, Olympic ice-skating champ, heads the goings-on. And with eye-filling spectacles embellishing the variety pattern, layout strikes a new and welcome note in variety entertainment.

Line of 16, largest and most versatile to show here this season, opens with a tennis match tap routine that points them as sure-fire off and on the steel blades. Paul Howard follows with acro terp lickings to everybody's likings, especially when he contorts the torso to chase a mythical bug.

Making it tough for anybody to follow, Ross Wyse Jr. and Company, on next with a comedy terp turn that lit-

erally tears down the house. Company part of the billing takes in one of those tall-story gals. With a keen flair for comedy, Wyse unfolds a bag of tricks for his fiery terping, mugs with the gal foil on the trials and tribulations of a team of adagio tyros and leaves the audience begging for more with a challenge bill, gal (Miss Moss) going strong on the acrobatic steppings. Team is new here; in fact, rushed in on opening day. A solid hit from scratch.

Paul Howard takes over the mike to emsee the ice skate doings, a miniature rink transplanted on the rostrum for the delightful doings to follow. Line opens and shuts with precision turns that demonstrate its dexterity on skates to the nth degree. Douglas Duffy does a double turn, a precarious drunk and a burly on ballroomatics, a dummy fem to complete the effect.

For the fancy ice skating that never fails to fascinate, Dick and Irene Meister wisps 'em back to the Swiss chalets that dominate the newsreels. In the same tenor, Bobby Hearn adds his breath-taking barrel jumps, starting with five barrels and with seven kegs for a high-jump finale, further adding to the thrills by breaking his jumps on footage that would hardly house a postage stamp.

Kit Klein, whose personality is an asset to the footlights, gets a newsreel buildup which is hardly necessary and only detracts from the entertainment portion of the bill. A wiser selection of clips might make it mean something. Mimes a Jap, Russo and Swede skater; takes a turn at tap dancing, crediting Scnja Henie as the tutor; demonstrates

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her "Kit Klein stride" and warms 'em up for Hearn with some barrel jumping, starting with one and building up to four kegs.

All nicely received, and in spite of the novel note made for solid entertainment. While shortish, clocked at only 39 minutes, including the newsreel on Miss Klein, fast pace kept 'em satisfied thruout. Biz only fair for opening show, but it's the kind of fare that sends them out talking and should build strong as the raves spread.

Screen gives the b. o. little help with *There Goes My Girl* (RKO). Oro.

Paramount, New York

(Reviewed Wednesday Evening, June 16)

With the Ozzie Nelson ork limited to only two weeks here because of previous bookings, the house brings in George Hall and ork for the third and final week of the film *I Met Him in Paris*. The Lathrops and Ben Beri are hold-overs from the original show, with Shirley Lloyd going out with Nelson, and Peter Higgins and Dolly Dawn are new additions to the show. An adequate show for the third week, tho Hall hasn't the "name" standard of Nelson. Addition of Higgins to the show is very helpful, tho Miss Dawn as another singer wasn't necessary.

Hall's ork is not so much of a stage band, nor is Hall a good personality for the boards. He seemed scared stiff, at least the stammering of announcements indicated that. There are 13 boys with him, the instrumentation being pretty much on the brassy side, yet muted enough as not to be ear-splitting. Band doesn't go in very much for tricky arrangements, and its forte is novelty tunes, such as *Twilight in Turkey* and *Swamp Fire*, both very well played.

Higgins is a grand treat for the show, his performance registering solidly. Besides being a swell tenor, he has a charming personality that he works cleverly on the audience. Handled a flock of numbers in terrific style, his tops being the Irish tune, *Did Your Mother Come From Ireland?* He's booked for a repeat in October, and rates it, Miss Dawn is a fair enough singer, but with Higgins on the bill the booking was superfluous and besides she sang too many numbers.

The Lathrops go okeh with their smart and sophisticated precision dancing, the trio's apparently effortless dancing registering even tho the Paramount folks like fast footwork. Break down their routines to solo, duo and trio work. Ben Beri is a strong click with his novelty juggling act that smacks strongly of the act done by Stan Kavanagh, such as the medal bit, looking-at-watch item and biz with balls and clubs.

Business holds up very good at the house, with the lower floor nearly full at this early-evening catching.

Sidney Harris.

Palace, Chicago

(Reviewed Friday Afternoon, June 18)

Usual opening - show incongruities added hardships to both acts and band, which moved on stage for the first time in weeks. Plenty of strong material and when whipped into shape should measure up to standards of a strong bill. Ork leader Danny Russo had a hard time hearing the vocal turns and there is no reason why the outfit couldn't continue from the pit to the advantage of all concerned.

Joe Lewis, popular night club emcee here, conducts the ceremonies in his usually clean and likable manner and pleased thruout. Closes the show with his own act, which included satires on *She Shall Have Music*, Ted Lewis, *Trees* and an amusing novelty, *Sam Made the Pants Too Long*, voiced to tune of *That's Why Darkies Were Born*. Was given a grand reception.

Honey Family opened and proved fa-

vorites with their sock tumbling, acro and springboard tricks. Six in act, with the three girls, normal in stature, amazing with their strength. Dispensing with the familiar preliminaries, turn holds up in both speed and structure.

Libonati Trio, marimba players, is another fast and pleasing act. Enjoy their work and do not keep it a secret. Youth in act doubles with a couple of fast tap numbers, while elderly fellow singles with a brief classical selection. Get off with a spirited opening playing *Anchors Aweigh* and a collegiate song medley.

The Slate Brothers and their girl friends (three stooges) stayed on 32 minutes, way too long. Boys should sift out some of the more familiar gags and trim a bit of the NTG nonsense with the femmes. Boys are clever and not offensive. One of them, often reminding of Ned Sparks, is the meat in the act, handling most of the talk and a busy participant in the rough stuff. Close with a hilarious adagio satire, using a dummy for their female partner. One of their girl friends, Fay Carroll, a striking blonde, displays an impressive voice, singing *Where Are You?* Another, Susan Jayne, warbles *What Will I Tell My Heart?* and follows with a graceful high-kick dance.

Winning Jane Froman, radio's lovely songbird, was a show-top. Her arrangements are individual and her delivery tops. Did *Never in a Million Years*, *Plenty of Money and You*, *There's a Lull in My Life* and *My Little Buckaroo*. On the screen, *Meet the Missus* (RKO-Radio). First matinee house fair.

Sam Honigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, June 18)

One of the best shows in months at this house, running 45 minutes and sock thruout. Lou Lipstone, who concocts these bills, has been influenced, apparently, by some of the European stage methods during his recent trip abroad and, as a result, the simple and colorful production numbers on hand are to his credit. The Evans Ballet opens with a smart mass tap routine to introduce Chilton and Thomas, who do a unique "piano reflection" ballet number and close the bill with an eye-fetching Mexican tiddit.

Chilton and Thomas, colored and refined-looking rhythm tappers, show-stopped with their talented work. Girl has loads of personality. Their steps are tops and offerings original. Close with fast, sliding footwork that netted a thunderous hand. Do vocal work as well, with girl also an asset at the piano.

Sylvia Froos was never better in voice or appearance and her arrangements are as good as her engaging delivery. Miked *Head Over Heels in Love*, *They Can't Take That Away From Me*, *The Love Bug Will Bite You* and *Cuban Pete*. Big hand.

The ballet number set against the illusion of a giant piano is a novel routine. Violin solo of Chopin's *Nocturne* by Adrian Frisch, of house ork, is used as the feature, but the clever setting is the stealer.

Johnny Burke was funny with his familiar war story. Stayed on for 10 minutes with straight talk and gradually developed a laughing response. Wilfred Engelmann, romantic baritone, is featured in the closing Latin scene and turns in a good job.

House average second show opening day. *Mountain Music* (Paramount) on screen.

Sam Honigberg.

Metropolitan, Boston

(Reviewed Thursday Afternoon, June 17)

Ideal Bunker Hill holiday weather, with no school for the kids, and the screening of *Mountain Music* (Para-

(See VAUDEVILLE REVIEWS page 25)

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Reviews of Acts

Les and Lou Sherr

Reviewed at the Club Greyhound, Jeffersonville, Ind. Style—Comedy, singing, dancing and emceeing.

Veterans from vaude, this young duo has been getting away from dancing lately and developing into a swell comedy act. Altho they still do enough acrobatics and dancing to prove their versatility, they emphasize comedy, and good comedy, too.

Hoke stuff is up their alley, as they work with zestful abandon and, in fact, practically knock themselves out. Have a load of amusing bits, their best when caught being the Indian adagio, one of the funniest bits this reviewer has ever seen. Lou does emcee also, working aggressively but not enough to take off the edge from their act, which closed the show.

Have been held over here. P. D.

Four Senators

Reviewed at the Kentucky Hotel, Louisville. Style—Instrumental music and singing.

Formerly the Three Senators, this quartet is among the more polished small musical combos around. Has been playing hotel spots steadily the past few years.

Men are Bob Roberts, leader, guitar and singer; Norman Zellers, accordion; Sando Demes, bass fiddle and singer, and Jimmy Vincent, violin and singer. Roberts is an old hand at this game. Is a good musician, as are the other boys. Three do solo vocals, with Zellers joining in only on quartet singing. Among them, the boys can sing in eight different languages. Have good appearance and dress neatly.

Do a concert in the tavern here and then go across the hall for stroller work in the barroom. P. D.

Herman Bing

Reviewed at Loew's State, New York. Style—Comedy and singing. Setting—In one. Time—Eleven minutes.

This popular dialectician of the movies tries to make his personal appearance more than just that. He does not attempt, as most movie folk do, to tell about Hollywood or how happy he is to see a real audience. His is really an act, but too much of an act. It is too much gab surrounding some really good singing.

With a dialect such as his, he cannot afford to resort to so much straight gab as he does in playing up his vocal teacher role. He should trim it and substitute more amusing talk. As it is, the audience gets lost in what he's trying to say and very little of it is really funny. Only his accent is funny.

As to his singing, Bing has a swell voice, surprising when he gives out with it. It has lots of quality. Audience took to him a lot, and that's what pays off at the box office. S. H.

Johnny Lee and Three Lees

Reviewed at State-Lake Theater, Chicago. Style—Comedy. Setting—Front of band. Time—Eight minutes.

Clean comedy by four nutty chaps, Johnny being the choice dish in the menu with his nonsense on the piano and the trio causing a minor riot with Ritz Brothers mania. Their nondescript bits of business are laugh-provoking and well-timed. Sock closing has Johnny doing fast Russian steps with amazing speed and smoothness. Went over big. Hon.

Kit and Dot Lovejoy

Reviewed at the New American Hotel, Lowell, Mass. Style—Comedy, song, dance, impersonations, etc. Setting—Floor show. Time—Five minutes.

Good-looking sister team has been a standard act for quite a spell with the current repertoire better than ever and a cinch for inducing belly laughter. Wardrobe is of their own design and tailoring.

The fems show best with their take-off on Edna Mae Oliver (Dot) and an English lord (Kit) warbling King's 'Orses in their best Mayfair. Dot rubberizes her physiognomy in sock Oliver fashion and has the Oliver characteristics down pat, with bustle kicks, high

screeching and filly neighing. Kit, donned in a cut-away that reveals a neat shape, is quite an actress, too.

Opening bit has the duo in red evening gowns, piping *Siboney*, to which Dot goes off on a comical tangent with some bumps, nixed by her partner. Dot's Tarzan yells while prancing about the floor are frightful, but they take the cake.

Harmonizing, tapping and other bits of business click. S. J. P.

Keaton and Armfield

Reviewed at State-Lake Theater, Chicago. Style—Comedy and dancing. Setting—Front of band. Time—Twelve minutes.

Mixed team engaging in a hodge-podge of comedy and high-kick and soft-shoe dance work. Weak spot is the talk, clean gags being quite familiar and off-color material not getting the laughs. Man opens with a couple of shady jokes and is interrupted by a dizzy walk-on of his partner. She follows with a satirical takeoff of Katharine Hepburn that is fairly well done and high-kicking dance routine to changing rhythms in music. Off with a Pat Rooney exit. Keaton returns and gets some laughs with a white-chalked stooze. Then he and Miss Armfield close, soft-shoeing *It's Sleepy Time Down South*, a man's voice vocalizing off stage. Hon.

Hap Hazard

Reviewed at Oriental Theater, Chicago. Style—Comedy juggling and wire-walking. Setting—In one and full stage. Time—Twelve minutes.

Hap Hazard (Al Hart) opens in one with some tricky three-club juggling, accompanying it with a continuous line of amusing talk. Setting next changes to full stage for the setting up of a wire contraption. Erection and removal of wire walk by Hart, however, tends to slow up the act. Among tricks on wire are a one-foot Russian step dance, climbing of a ladder, jumping over a set of knives and rope-jumping. Mrs. Hart handles the props. Hon.

Don and Bette Lynne

Reviewed at State-Lake Theater, Chicago. Style—Dancing. Setting—Front of band. Time—Six minutes.

A youthful and personable musical comedy and tap team working in collegiate outfits and netting nice hands with brief and effective routines. Opened with one of those "Boy Meets Girl" numbers in tap. Don is next singled out in a leg strut, followed by musical comedy and challenge steps. Spotted here in the opening and pleased a matinee house. Hon.

A. C. SPOTS

(Continued from page 15)

chores. Spot may soon add Joe Cappel, nut comic, still at the Bagdad, Miami. George Sampson offers a gay show at Chez Paree with Mack Pepper as emcee and a line of eight steppers, while Edna Page pipes hot ones at the Entertainers' Club, now run by Louise Mack.

Nick Nickerson and Benny Bishop help out Bill Madden at the Traymore Submarine Grille, where Patricia and Renee are featured. Alan Gale is doing a single for the 10th week at the Bath and Turf and Phil Nipp and Larry Ames are back at the Torch Club with their yodeling.

NIGHT CLUB

(Continued from page 18)

atmosphere, altho it lacks a modern air-conditioning system.

Things were not right during the opening show, however, zig-zagging waiters, clanging silverware and talkative customers proving tough competitors to the acts.

Pretty Cathlyn Miller, talented little tap dancer, walked off with first honors, her engaging sight work and her refreshing personality acting in her favor. Smartly costumed, too, wearing in opening number a modern short formal and in her return offering a cute kiddie piece. Tapped to *Tea for Two* and followed with a fast *Continental* toe turn.

Bob Pace, orchestra's vocalist, displayed great improvement over his recent appearances in delivery and showmanship. Has a clear tenor voice that

HARRY RUSSELL

'Sitting on Top of the World'



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THE BILTMORE BOYS

Just closed 18 weeks Wm. Penn Hotel, Pittsburgh. Watch for opening date. Permanent address, Care The Billboard, 1564 Broadway, New York.

should take him places. Piped *You'll Never Go to Heaven*. Ork next with a light arrangement of *Alexander's Rag-time Band*, using some of the boys in amusing couplets that were lost in the noisy room.

The Five Jansleys on with their familiar tumbling tricks. Their type of act does not fit in this smart-set room, especially in the middle of the bill.

Benay Venuta closed and had a hard time getting attention. Plenty handicapped trying to sell *Let's Call the Whole Thing Off, Where Are You? and Riding High*. Needs a more attentive audience and a few more rehearsals with the band.

Jack Denny and orchestra held over for another month. Boys play top dance music and are a fitting combination here. Aired nightly over Mutual network. Four Californians continue to stroll in the rectangular lobby adjoining this room, serenading with a variety of tunes. Sam Honigberg.

Bungalow Cafe, Sacramento

Marg Ogle's spot, six miles out of Sacramento on the road to Reno, is doing the big business of the season. Built like a big log cabin with spacious dance floor, large bar and plenty of tables, it is the capital's largest night spot.

Carroll Swesey's orchestra features swing, altho the boys know their sweet and sirupy, too. Glenn Kerr, bass; Vern Phillips, drums; Swesey, sax and trumpet; Ray Guy, piano, and Guy McReynolds, violin, make up the band.

Floor show opens with a fast tap number by the Richardson Twins, beauteous blonds who can really dance.

Lois Ann Gates, blues singer who accompanies herself on the piano, follows, and on the number caught she registered well. Nothing sensational, tho. Pagan La Franbois does a fan dance with the lights low in expert fashion and Barker follows with a vocal. Number heard was *That's Why Darkies Were Born*, scoring a hit. Looks a lot like Nelson Eddy. Show winds up with Richardson Twins doing another fast tap. Marie Lawrence, songstress, was recently added to the show.

No cover charge. Drinks and meals reasonable. Kirt McBride.

Secret Ballot Amend't Loses

●
Measure beaten by vote of more than two to one—administration victory

NEW YORK, June 19.—Equity referendum on the secret ballot amendment to the constitution was defeated by a vote of 526 to 252. Votes were counted Thursday, the referendum having been sent out in April.

Administration of Actors' Equity had always been against such an amendment, claiming it would, if interpreted strictly, result in almost a complete stoppage of the conduct of the meetings. Actors' association has quoted legal talent, both within and without Equity, to this effect.

Measure had been advocated by the Equity opposition as a means of securing a greater measure of democracy in the conduct of the association's affairs. Taken up at Equity's quarterly meeting in March, the amendment failed to get the necessary two-thirds vote, but in view of the fact that less than 750 were present a referendum was called.

Tellers were Donald McDonald, Earle Larimore, Beverly Bayne and Garritt Kraber.

Elitch's Opens To Sellout

DENVER, June 19.—Opening to three straight sellouts, Elitch's summer stock theater got off to a grand start. Season reservations are the heaviest in the theater's 45-year history and all indications are for the biggest season.

Opening play was *Reflected Glory*, and the cast gave the best opening performance the theater has had in years. In it are Barbara Robbins and Kenneth McKenna as leads; Madeline Clive, Ona Munson, Phillip Ober, Minna Phillips, Frank Jacquet, James Spottswood and Helen Bonfils. This is McKenna's second year at Elitch's.

George Somnes is back as director, with Brad Hutton as stage manager. Christopher Cusack, Denver advertising man and socialite, with John McEniry, is handling publicity.

Scheduled for production this season are *Hitch Your Wagon, Winterset, First Lady, The Old Maid, Sun Kissed and Love From a Stranger*. Season will run from 10 to 12 weeks.

'Faustus' Clicks in N'Orleans

NEW ORLEANS, June 19.—Having closed a five-day successful run of Christopher Marlowe's *The Tragical History of Dr. Faustus* to inaugurate its new petit playhouse, the federal theater dramatic group has scheduled *The Mask and the Face* as its next presentation, with no definite dates fixed as yet. It will be directed by Edward Dillon.

State officials were gratified at the success of *Dr. Faustus*, especially as the play formally opened the new theater that was constructed and decorated by the project in the group's workshop on Tulane avenue. Every night of the play found all seats taken.

**\$1,000 as Playwright,
\$25 as Actor!**

LONDON, June 7.—Gerald Savoury, London actor-playwright, took his comedy *George and Margaret* to seven English theater managers before it was finally accepted. Since then the play, an overnight success, has enjoyed the longest run of any current London play and the comedy nets the author \$1,000 per week. Now Savoury is facing the footlights in *Lover's Meeting*, a community stage play at the Embassy Theater, where he draws the same as all other members of the cast, namely \$25 per week!

From Out Front

By EUGENE BURR

My sister is really responsible for this column. Digging around in one of those whirlpools of household rubbish that are the peculiar province of the female of the species, she unearthed an old term paper I wrote when I was originally exposed to the more or less beneficent influences of the drama, up in classrooms on Morningside Heights. The form of the paper is a bit unorthodox; the views contained therein are those of a very young lad who had ideas of his own. There is no particular reason to suppose that either the views or the form will prove particularly interesting to either of my readers; but the paper was written some 13 or 14 years ago, and it does serve to show that certain of my present views, held in sharp variance with most other drama commentators, are views of long standing and deep conviction. Also, the style then was certainly no worse than it is now; as a matter of fact I have a soul-shivering suspicion that it was a great deal better.

Besides, the day is hot, the deadlines (because this is the Summer Special number) are early, and I'd like to get on the record my early views of Messrs. Eugene O'Neill and George Bernard Shaw. Particularly in the case of the latter I'd like to offer documentary evidence because, about six years ago, I wrote for *The Billboard* an article damning Britain's bearded imp. It was just after the latter had visited Russia and come out with high praise of the Soviet regime—and Mr. Richard Lockridge, of *The New York Sun*, was pleased to notice my humble lambasting and to indicate, with more wit than perspicacity, that it had been prompted by Shaw's definite leaning toward the left. The thing was no more important than most of Mr. Lockridge's comments, but none the less it rankled; it kept on rankling for some six years—for an accusation of dishonesty is the gravest charge that can be brought against any writer, particularly against any critical writer. The fact that such charges can successfully be brought against so many in the field failed to alleviate the unpleasantness.

Anyhow, here's the ancient term paper. It was written in either 1923 or 1924, and due allowance must be made, not only for the theatrical setup of a bygone day, but also for the obvious youth of the writer. It is offered as it was written.

Concerning the Beneficial Effects of Mr. Shaw's Luxuriant Whiskers: As I heavily dragged myself thru George Bernard Shaw's treatise, *Man and Superman*, there were several times when I rose up in might and hurled the already battered volume across the room. Mr. Shaw's stuff produces only one effect upon me, and that is, literally, rage. I am saved from apoplexy only by his beard.

The great patch of white upon Mr. Shaw's otherwise bony physiognomy appeals, somehow or other, to my aesthetic sense. This relieves me. Also, when I'm most enraged at him his appearance—including the ponderous hirsute appendage—comes to mind; then I think that if Mr. Shaw were suddenly to appear in the flesh various young ladies—Miss Decker, for instance (she won't mind the personal allusion—would exclaim, "What a wise old man!" whereas they now say of me, "What an extremely young idiot!" Whereupon compassion quite overmasters my rage.

Seriously, I cannot for the life of me see any value in Mr. Shaw. He doesn't even seem serious. It's my opinion that, while he may believe what he says, his chief reason for saying it is in order to create a sensation. Witness his attacks upon the government during the late war; it has just come out that he was as ardently nationalistic at heart as any of them—almost as much so as the fiery Mr. Kipling.

It seems to me, too, that in the preface to *Man and Superman* he mistakes art for science, sociology and soap-box oratory. He says, for example, "The artist-philosophers are the only sort of artists I take quite seriously." Now I maintain that the hyphenation, "artist-philosophers," is a flat contradiction in terms. It is the philosopher's part to seek out truth; it is the artist's part to create beauty. And those pursuits are widely different. Mr. Shaw may possibly be a philosopher; he most certainly is not an artist.

As for his philosophy, sociology or soap-box oratory in *Man and Superman*—as I have before remarked, some of what he says is true enough. But I say with Barrie's Tommy, "We could so easily pretend that it isn't."

Speaking of this Tommy—who, by the way, is another sentimentalist—he epitomizes my reply to Mr. Shaw's proposition regarding women. "As much as Grizel herself he loathed the proposition that women have a thirsty eye on man; when he saw them cheapening themselves before the sex that should hold them beyond price he turned his head and would not let his mind dwell on the subject. He was a sort of gentleman, was Tommy."

Turning to *The Revolutionist's Handbook*, appended by Mr. Shaw to his play—the epigrams contained therein are, many of them, witty; that is about the best that can be said for them. Easily a half are platitudes, and at least three-fourths of the remainder are like papal bulls—true only by virtue of the divine right of the person who utters them.

Take, for example, the celebrated profundity, "He who can, does; he who cannot, teaches." This, of course, sounds very well, and enables one to let loose a horse-laugh at the expense of university professors. But what does it mean? It is nothing but Mr. Shaw's personal opinion—and a rather poor opinion, even for Mr. Shaw. If I were to say, "He who is great writes *Tents of the Arabs*; he who would like to be great writes *Man and Superman*," it would be no more ridiculous as a maxim. And, incidentally, it would be a great deal nearer the truth.

Then We'll Rally Round the Flag, Boys: I should like to be told the outstanding merit of Mr. Eugene O'Neill's work. Frankly, I can find none. His only definite asset, so far as I can see, lies in creation of atmosphere. Mr. O'Neill is, I think, a sentimentalist far more sly and very much more pernicious than Mr. Barrie. When one reads *The Moon on the Carribbees* and the other short sea plays it is the usual thing to exclaim, "So that is how such sailors act and feel and think!" I don't think that it is. I think it is the way Mr. O'Neill wants them to act and feel and think, in order to create his atmosphere and get his stuff across to the audience. There is, of course, nothing wrong with that—if no claims of "realism" are made. But I always distrust Mr. O'Neill's so avowedly true-to-life characters.

It is true, of course, that O'Neill has lived intimately upon the sea. Miss Elinor Glyn probably once had a love affair, too.

Despite his management of atmosphere, O'Neill is, I believe, no artist. For one thing, he depends entirely too much upon over-emphasis. The mark of the true artist, as has been said many times before, is a proper self-restraint. And upon this score O'Neill is totally lacking. He gets his effects by caricaturing them. (See FROM OUT FRONT on page 24)

"Daughter" Seems Hit

LONDON, June 7.—The English version, adapted by Rodney Ackland, of Mark Reed's New York success, *Yes My Darling Daughter*, had a successful opening at the St. James Theater. Locale has been changed from Greenwich Village to Bloomsbury, the nearest London equivalent. Despite its Anglicization, the humor of *Yes, My Darling Daughter* remains, and audiences find it witty and fast moving. Creditable performances are turned in by Sybil Thorndike and Margaret Bannerman, both box-ogge names here, while Leon

Quartermaine, Jessica Tandy and Evelyn Roberts are all commendable.

"Service" To Open Detroit

DETROIT, June 19.—*Room Service* is booked as the opening production at the Cass Theater, August 3, for a three weeks' engagement. This is the starting of the legitimate theatrical season at the Cass. Other attractions announced for this house include *Tovarich*, with the original company headed by Marta Abba and John Halliday, October 10, and Helen Hayes in *Victoria Regina* December 13.

Summer Theater News

Robert Henderson's Dramatic Festival season closed with its fifth week at Ann Arbor, Mich., last week, with Elena Miramova starred in Jacques Deval's *Tovarich*. The practically capacity houses which have characterized every production of the season persisted right thru the last week, despite the jump in prices from \$1.50 to \$2.50 top for this finale.

Miss Miramova's appearance brought a star new to this territory, whose work in a difficult part was well appreciated. Critical comment pointed to the careful balance between the general comedy of the play and the neat tragedy which pervades much of the third act, in which her rather tenuously irresolute style of acting, a sort of passionate indecision, appeared to best advantage.

Maury Tuckerman, originally a Detroit product, who has risen steadily from minor parts during the past four or five years, got an unexpected chance when he was substituted at the last minute for Charles Romano in the leading role of Prince Ouratieff, carrying the role with distinction opposite the star.

Others in the production included: Judith Alden, John W. Austin, George Graham, Richard Glycer, Evelyn Varden, John Westley, Jessie Graham, Peggy French, Phillip Dakin, Beatrice DeNeergaard, Susie Pradelle, Nicholas Sossanin and Robert Regent.

A program of eight current plays has been chosen for the ninth annual season of the Michigan Repertory Players of Ann Arbor, summer group of the University of Michigan play production department, according to Valentine B. Windt, director. Among the plays to be offered during the eight-week season, beginning June 27, will be *Path of Flowers*, by Valentine Katayex, followed in order by *Ethan Frome, First Lady, Yellow Jack, Pride and Prejudice, Dangerous Corner, H. M. S. Pinafore* and the closing offering, *Daughters of Atreus*.

The repertory group will present Smetana's *The Bartered Bride* during the centennial celebration of the University of Michigan, from June 14 to 19. All plays will be offered at the Lydia Mendelssohn Theater here.

Eva Le Gallienne will open the eighth season of the Westchester Playhouse June 21 with the Goldoni comedy, *The Mistress of the Inn*. Supporting cast will include Beatrice de Neergaard, Marian Evenson, Fred Tozere, St. Clair Bayfield, Donald Cameron and Leslie Gorall. Miss Le Gallienne will direct the production and John Koenig will design the settings.

In the week following Miss Le Gallienne and the production will appear at the Country Playhouse in Westport, where Day Tuttle and Richard Skinner will inaugurate their first season at the former Langner Playhouse.

Connecticut Players will open their second season of summer plays at the Plymouth Playhouse in Milford Monday night, June 28. Prices will be 55 (See SUMMER THEATER on page 25)

Play Folds in 10 Days

LONDON, June 7.—Emlyn Williams' new play, *He Was Born Gay*, in which John Gielgud returned to the London stage after his American season, was withdrawn from the Queen's Theater after a brief run of 12 performances. Bith Williams and Gielgud had money in the play, which lost \$12,000 in its short career. Toured the "sticks" for five weeks before coming to London.

Detroit "Faustus" Cast

DETROIT, June 19.—Arthur Courtney White has been added to the cast of *The Tragical History of Doctor Faustus*, to be presented by the Detroit Federal Theater group at the Peoples Theater. He will appear as Mephistopheles. The play will be given June 28 to July 8. Other members of the cast are Robert Lowes, in the title role; Edward Masson, as Lucifer; Chester Adams, as Wagner; Oxley Taylor, as the Pope, and Peggy Fenn, in the role of Helen of Troy.

New Play on Broadway

Reviewed by EUGENE BURR

MAJESTIC

Beginning Monday Evening, June 14, 1937

THE CAT AND THE CANARY

(Stock Revival)

A play by John Willard. Directed by B. F. Kamsler. Scenery built by Barney Turner. Presented by Ben Lundy.

Mammy Pleasant Ethel Purnello
 Roger Crosby Robert Ober
 Harry Blythe Eric Kalkhurst
 Cicily Young Jeannette Chinley
 Susan Sillsby Jeanne Temple
 Charles Wilder Matthew Smith
 Paul Jones Howard Miller
 Annabelle West Helen Claire
 Hendricks Hermann Lieb
 Dr. Patterson Richard Barrows

ACT I—The Library. 11:30. Night, September 27, 1936. ACT II—The Next Room. A Few Minutes Later. ACT III—The Library. A Few Minutes Later. The Entire Action Takes Place at Glencliff Manor on the Hudson.

Moving on from the confused terrors of *The Bat*, the Dollar Top Repertory Theater, which is presenting a series of mystery-meller revivals at the Majestic, presented *The Cat and the Canary* Monday night. The John Willard piece, younger by a few years than its predecessor, seems infinitely older; unabashed claptrap, it makes one wonder what in the name of heaven theatrical audiences were like in the days of its original production. The answer, of course, is easy; they were like all those people who sit—thanks be to Thespis!—in picture palaces instead of legitimate theaters. The theater, relieved of the necessity of catering to them, has gone on and up. Mr. Willard's meller, despite the fact that it is still good fun, seems like an anachronism.

But, tho the second play presented by Ben Lundy and his group dips under the first, the production is a great deal better. And it would be worth seeing in any case, if only because Helen Claire, one of my favorite actresses, is given a break in it. Miss Claire, whose praises this corner has been shouting for years, plays the lead to a fare-thee-well. With charm, good looks, personality and a great deal of talent, she almost makes you believe in Mr. Willard's heroine—and that's an acting accomplishment of tremendous magnitude.

The rest of the cast, too, is well above the average to be expected in this sort of thing, with Howard Miller doing a pleasantly amusing job as the jittery hero, and nice work being turned in by Robert Ober, Jeanne Temple, Ethel Purnello and Matthew Smith. The direction of B. Franklin Kamsler, which was rather slow in *The Bat*, has gained both pace and effect.

As for the plot, it is, as you probably don't remember, all about the heiress to a huge fortune left by an eccentric old gentleman who had the forethought to provide that, if she were mentally unbalanced, the legacy should pass on to the next heir, whose name was placed in a sealed envelope. She very nearly became mentally unbalanced, what with

BROADWAY RUNS

Performances to June 10, inclusive.

Dramatic	Opened	Perf.
Abie's Irish Rose (revival) (Little)	May 12	46
Boy Meets Girl (Ambassador)	Nov. 27	661
Brother Rat (Biltmore)	Dec. 16	218
Cat and the Canary, The (revival) (Majestic)	June 14	9
Excursion (Vanderbilt)	Apr. 9	83
Having Wonderful Time (Lyceum)	Feb. 19	139
Room Service (Court)	May 19	38
Tobacco Road (Forrest)	Dec. 14	1516
Tovarich (Flymouth)	Oct. 15	279
You Can't Take It With You (Broth)	Dec. 14	219
Women, The (Barrimore)	Dec. 26	204
Yes, My Darling Daughter (Playhouse)	Feb. 0	149
Musical Comedy		
Fables In Arms (Shubert)	Apr. 14	77
Show Is On, The (Winter Garden)	Dec. 25	204

the sliding panels, clutching hands and strange goings-on.

It's a nice little show at the Majestic, certainly worth a dollar of anybody's money. The only one who fell down was Mr. Willard—and since he fell down almost 20 years ago (and managed to make quite a success of it at that) you can hardly hold it against Mr. Lundy's production.

More mysteries are announced after *The Cat and the Canary* has completed its two-week run. It's to be hoped that they'll be produced. Messrs. Lundy and Kamsler, if they don't watch out, will find themselves the big shudder-and-ague men of Broadway.

Summer Theater Reviews

"Across the Blue"

Starlight Theater
Pawling, N. Y.

The Starlight Theater began its fourth season with *Across the Blue*, a new play by Maryverne Jones, director of the theater. Pauline Frederick was starred.

The play, in a prolog and three acts, is the story of a woman who possesses the power of communication with her departed husband, Peter, and learns from him the past events in the lives of people who come to her for "readings." From obscurity the woman, Mary Wilson, becomes wealthy and renowned—but withal she is unable to prevent tragedy in her own home. In a series of tragic events her youngest son dies, her daughter marries unhappily, and her remaining son, while intoxicated, kills a girl with whom he had had an affair. This is revealed by Peter. The mother demands an explanation from the son and, while they are planning an escape, they are overheard by an impudent secretary, who informs the police. Following the electrocution of the son, Mary is told by Peter that he can no longer come to her—so she takes the next best thing, which is the old family lawyer, faithful for all these years!

Miss Frederick, receiving adequate support, from the rest of the cast, played Mary with feeling and enthusiasm that produced several moments of power and beauty from a script that offered few opportunities. The settings and the presentation were handled in a creditable manner.

The choice of the play as a curtain-raiser for the season was an unfortunate one. Mrs. Jones is a better impresario than she is a playwright, and, on the basis of past performances, something more palatable can be expected from the outfit in the future.

G. Walton Little.

"The Wizard of the Wave"

(Washington)

Roadside Theater, which carries on for Thespis during the sultry season in a barn on adjacent Maryland's Rockville pike, joined the bucolic circuit last

week with a passable ancient meller which, unhappily, was not transformed into a hilarious provocation of audience hisses and cheers. Chief fame of the Roadside has lain in their carefree treatment of gas-light era sages of virtue triumphant, but they missed fire on this try. With almost entire cast playing virtually straight, pew-holders were stirred only rarely.

Plot has twin brothers, one a British naval officer, other a brigand, about their separate businesses in a Chilean port. Appearance of the two in rapid succession at taverns, on board ships, etc., causes consternation, convinces many that a devil is among them. Ralph Fowler was intrusted with both roles and handled the confusing business quite capably, while Denis Connell pressed for top honors in the Spanish governor characterization, in reality that of an expatriated Englishman, now

dissatisfied with Spain and about to dispose of treasure under his care to the British. Best of the feminine contingent was Virginia True, definite legit possibility, as governor's daughter, girl in the case. Neatly done among the lesser chores were Frederick Kerby's cox-wain, Sidney Rogers' pursers' clerk. Wooden and uninteresting was Frank Gaunt's hero.

Director Anton Hardt merits modicum of approbation for shipboard fight scene, his principal contribution. Play is an overpopulated piece which well might have been left among the cobwebs while Roadside occupied themselves with a meller of conventional pattern, which ilk they are so adept at cajoling into life. Production would have been less short of impressive if company's particular talent did not run to such drama—a disappointing season starter.

Chris Mathisen.

From Out Front

(Continued from page 23)

He has what seems to be an insuperable tendency to lay things on so very thickly that we are unduly impressed by the mere amount of paint used up.

Probably the first characteristic of O'Neill that appealed unreservedly to his American audiences was his bold vulgarity. Understand, I am by no means condemning this vulgarity; I am merely pointing out that it was thru it that O'Neill was first brought prominently before the public. It is the kind of thing that our American audiences seem to want.

I should like seriously to question Mr. O'Neill's popularity abroad. Is he as universally acclaimed over there as we like to think him? I frankly doubt it. The fact remains that Mr. O'Neill is the single modern American dramatist who is popular and, at the same time, has some jot or tittle of merit to excuse this popularity. With this in mind we must all rally to his support and say all the nice things about him that we can possibly think up. American honor is at stake. It is, I believe, mighty lucky for Mr. O'Neill that he happened to be born an American.

A Criticism: If we had to take up one American this semester, why did it have to be Mr. O'Neill? The mere fact that he is the only popular dramatist with any merit at all by no means indicates there are no others with far more merit than he. As a matter of fact his popularity in itself indicates that there are.

Also, there are many who are far more fundamentally American than Mr. O'Neill, tho perhaps not so representatively American. Representation cannot be taken as a criterion. The most representative American dramatist we have is George M. Cohan.

Laura: Laura, in Strindberg's *The Father*, is the eternal embodiment of woman—motherly, occasionally lovable, crafty, suspicious, willful, religious and—when balked of her will—utterly unscrupulous.

A Sock for the Classics: The classical approach to a consideration of tragedy attacks the whole thing from the wrong angle; and people have been approaching it from that wrong angle ever since. The classical theorists defined tragedy—or comedy, or any type of play, for that matter—from the standpoint of the play itself; whereas, self-evidently, the way to get at a definition of tragedy is from a consideration of the emotion aroused in the spectator. Obviously, whether a play is or is not a tragedy depends entirely upon the individual spectator concerned—even if that individual spectator happens to be the author. In the latter case, his opinion has no more weight than that of any other spectator.

A Mystery: I wonder what idea of drama those persons have who are forever objecting to a play because it is not "true to life." I wonder why they go to see a play anyway. I for one have enough of life—too much of life, in fact—in life itself. When I see or read a play I don't want more life; I want to get away from it.

Just why is it that some people want plays to be true to life? The drama is an art—at least I hope it is—and no one in his right senses has ever maintained that the purpose of art is to be true to life. Suppose we judged poetry—or painting or music—by that standard. Art needs life merely as a basis from which to spring into the upper ether; but life needs art, and needs it badly, if it wants to keep on going.

Quotation: Lord Dunsany says, "Something must be wrong with an age whose drama deserts romance. I am not trying to teach anybody anything. I merely set out to make a work of art out of a simple theme, and God knows we want works of art in this age of corrugated iron."

So much for the term paper. The poor instructor who received it must have gone nuts. I think it was Prof. Dorothy Brewster, a charming and very able lady who still receives my heartfelt gratitude and sympathy. So, for that matter, does the above-mentioned Miss Decker (her first name was Janet), who attended classes, cared for a squawling horde of professors' brats on sunny afternoons on Riverside drive, and who listened endlessly to the manderings of a cloud-wrapt young fool. She, I imagine, had to put up with a lot.

The almost psychopathic predilection that centered about Shaw's beard bore bitter fruit many years later. The funny-looking guy with the whiskers who attended second nights for three years around this town was *The Billboard* correspondent.

The old paper, besides evoking memories, does show that certain critical attitudes have been constant over a long period of time. Just as I then objected to Shaw not because he attacked the government, but because he attacked it insincerely, so years later (unperceived by Mr. Lockridge) I objected to him not because he praised Soviet Russia, but because he praised it badly and, I suspected, insincerely.

As for O'Neill, his tendency toward ridiculous over-emphasis still remains my chief criticism of his work. It is to be remarked, of course, that in those days the intelligentsia in classrooms and behind typewriters were touting him as a great realist—which, of course, wasn't O'Neill's fault. At the time, too, he was our only popular playwright with any sort of standing—at least in the sequestered nooks on Morningside Heights.

Dunsany I then regarded as the greatest living writer (I hadn't as yet discovered Cabell), an opinion which has been modified since—but not so much as to surprise the regular objectors to this column. The conception of the drama—or any art—as fundamentally, primarily and in fact entirely an escape I still hold and shall continue to hold so long as I can see art with honest eyes. For without such a conception no art—and no evaluation of art—is possible. Without it we can have merely science, sociology and soap-box oratory.

How I managed to square my objections to Shaw's dissection of women with my own comments on Laura I can't quite make out. It's to be presumed that I knew what was what, but resolutely pretended that it wasn't. I have discovered since, however, that there are times when pretense is impossible.

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"Another Dawn"

(WARNERS)

Time, 73 minutes. Release date, June 26. Story and screen play by Laird Doyle. Directed by William Dieterle. Cast: Kay Francis, Errol Flynn, Ian Hunter, Frieda Inescourt, Herbert Mundin, G. P. Huntley Jr., Billy Bevan, Clyde Cook, Richard Powell, Kenneth Hunter, Mary Forbes and others. Reviewed at the Radio City Music Hall, New York.

Dawn is a childish glorification of the English colonists, noble buzzards who would rather die on the sands of Arabia than eat breakfast. Sex angle is the usual three-cornered hash, with Kay Francis in love with a ghost, nevertheless married to a dignified commander of an English desert post. Commander's assistant, however, looks and laughs like Kay's old boy friend, a situation which paves the way for some unfortunate cuckoldry. Before this comes to pass, however, there is much peering thru shuttered windows and avowals of noble sentiments. Husband finally gets wise to what's what and goes off to die fighting the Warner bedouins.

Photography is good, Kay Francis looks good, Errol Flynn flies an airplane and the Sirocco blows. It's mostly bull. Paul Ackerman.

"A Day at the Races"

(MGM)

Time, 111 minutes. Release date, June 11. Screen play by Robert Pirosh, George Seaton and George Oppenheimer, from a story by Pirosh and Seaton. Music by Bronislaw Kaper and Walter Jurmann. Lyrics by Gus Kahn. Directed by Sam Wood. Cast: Groucho, Chico and Harpo Marx; Allan Jones, Maureen O'Sullivan, Margaret Dumont, Leonard Ceeley, Douglas Dumbrille, Esther Muir, Sig Rumann, Robert Middlemass, Vivien Fay, Ivie Anderson, the Crinoline Choir. Reviewed at the Capitol Theater, New York.

If you like the Marx Brothers you fall shrieking into the aisles at Groucho's delivery, you jabber incoherently at Harpo's demonic grin, you laugh yourself into apoplexy at their slightest antics, no matter what they happen to be in: if you don't like the Marx Brothers you simply don't like the Marx Brothers and there's nothing that you, MGM or I can do about it. I can feel awfully sorry for you, tho.

A Day at the Races, their new one, is barely up to par; but at least it provides the zany trio with a chance to usurp the screen, and that's all that any faithful Marxian could ask. Groucho, Chico and Harpo Marxians, incidentally, look with fine contempt at those pretenders, the Karl Marxians, whose idol had nothing funny about him except his beard.

A Day at the Races, as remarked, isn't much. It's all about—if a Marx Brothers' picture can be said to be about anything in particular—a horse doctor who is appointed head of a decrepit sanitarium owned by a pretty girl. Her boy friend owns a horse which if it wins the steeplechase will pay off the mortgage on the dear old sanitarium; the horse doctor (who is Groucho) will pay off the mortgage if he wins the rich lady who is the hospital's star patient. Chico is a faithful follower of the little girl who owns the joint, and Harpo is the jockey of her boy friend's

horse. That's about all you have to know.

The plot isn't particularly amusing and the situations aren't particularly funny—but the Marx Brothers are in them, so everything's all right. No picture that includes Groucho and Chico's racing tout scene, Harpo's explanatory pantomime that ends by being framed, Groucho's telephone conversation with the villain of the piece or any one of a dozen other incidents could be anything but a comedy wow. Also helping immensely are the musical numbers, which include a honey called All God's Chillun Got Swing.

The supporting cast doesn't matter much when the Marxes are around, tho there are a couple of nice performances, notably the song delivery of a colored lass called Ivie Anderson, the familiar but still breath-taking toe whirls of Vivien Fay and the comedy playing of Margaret Dumont and Sig Rumann. Allan Jones (Zeppo Jr.) is a pleasant enough juvenile and sings the love songs in what might once have been a beautiful voice.

A Day at the Races may be only Marxian second best—but for this reporter's money the second best of the Marx Brothers is twice as good as the best of any other 12 comedians you can name. Eugene Burr.

"There Goes My Girl"

(RKO-RADIO)

Time, 72 minutes. Release date, May 21. Directed by Ben Holmes. Screen play by Harry Segall from story by George Beck. Cast: Gene Raymond, Ann Sothern, Gordon Jones, Richard Lane, Frank Jenks, Bradley Page, Joan Woodbury, Maria Shelton, Alec Craig and others.

Of all the lightweight pictures, There Goes My Girl takes the prize—and to make matters worse this is another one of those exaggerated hand-me-downs about newspaper reporters. Taking everything into consideration, the pix could have been cut down from its 72-minute feature length to a 13-minute short subject, and at that it probably would have been hokey-pokey.

Action is one of those things that border on the ridiculous, playing up situations that are occasionally amusing and gag lines that are more unfunny than funny. Deals with a pair of crack news hounds who are very much in love with each other but who are kept from marrying by the girl's city editor. He frames them a couple of times when they are all set to get hitched, but love and fate finally win out after they get involved in a murder affair and land a sock scoop.

Cast does the best it can with this weak vehicle, but Director Holmes could have done better. He tried to be breezy, but as it turned out he wasn't breezy enough, for the pix still ran over an hour. As for the fashioners of the story, the less said the better. Raymond and Sothern make the most of their parts, while Craig is a standout with comedy in his role of a bum. Woodbury makes a pretty picture, and Richard Lane is a good movie city editor.

The exhibits should avoid this one. Sidney Harris.

"When Thief Meets Thief"

(UNITED ARTISTS)

Time, 80 minutes. Release date, June 4, 1937. Screen play by John Meehan from the novel "Jump for Glory," by Gordon McConnell. Directed by Raoul Walsh. Produced by Marcel Hellman for Criterion Films. Cast: Douglas Fairbanks Jr., Valerie Hobson, Alan Hale, Jack Melford, Anthony Ireland, Barbara Everest, Edward Rigby, Esme Percy and others. Reviewed at the Rialto, New York.

There is specific description in the title When Thief Meets Thief to forewarn exhibitors that this picture is well suited for second-rate show places only. It's a biographical account of a college lad, Ricky Morgan, turned bootlegger, jewelry thief, parachute jumper, acrobat, murderer and lover. Coincidental with that life are scores piled up by the likable Glory Howard and the heroic villain, Jim Dial. For the first five years of the story Dial holds over Ricky's head the threat to squeal about the kid's murdering a fellow bootlegger. Thereafter the two work their rackets independently until Ricky falls in love with Glory after she had promised to marry Dial, now operating under a guise. The girl deserts Dial's riches for the affections of Ricky, thereby lending the story added impetus. It's the

one and only time anyone had dared back up on Dial. To protect the boy friend from Dial's ultimatum Glory keeps her original marriage date. Losing the gal worked wonders with Ricky, took him out of his lethargy and set him into spirited maneuvers, among which are the murder of Dial (that's when thief met thief), his balcony jump, and conclusive victory over the young lady in question.

Because the law makes no strenuous effort to interfere with the bad men's activities, appeal should not be aimed at children. Crime isn't glorified, but it isn't punished.

Almost all the bromidic gestures of the old stage but stand-by melodramas are herein incorporated with reverence and pretty good effect. Fairbanks scales walls with the supple deftness of a cat. The supporting cast tries hard to please with a fair amount of success. Sylvia Weiss.

VAUDEVILLE REVIEWS—

(Continued from page 21)

mount) got light biz on second show opening today, with Swingin' in the Breeze the stage fare. No names. Former Score and Four Lovelies line has been cut to 16 Swing-o-Pators. Met's summer economic move in this respect isn't favorable with the customers, who went big for the talented work of the 24 fems, who, incidentally, can get a show out of the doldrums.

Lester Cole Ensemble has been split up to fit the routine of acts billed. Best singing effort is the midshipmen finale, introed by a flicker showing a U. S. battleship plowing thru the waters. Line does a novel signal routine. Other Cole work is set back by lack of proper p. a. distribution and first-day acclamation.

Opening is virtually a day at the races with the scene on The Bridle Path. Line has a difficult hurdle bit that they get over in good John Lonergan fashion. Sunny Rice, in her form of a pajama outfit, utilizes it for effect in her click pirouette tapping that brought her a nice hand. Measures up as a neat little tapster, her closing business the best.

McKay and Lavalée make two appearances. Entire business is mediocre and more or less hurts, but somersault-tap work and their drunk knockabout makes up for that in a big way. The lads work quite hard and take the bruises. Their drunk could be developed more effectively. Nice applause.

It takes old-time vaudeville performers like Violet Carlson to milk the patrons for applause. She uses the pedestal opening, coming off with galoshes. She's fast on her exit changes, and keeps the audience in stitches. Pulls gag after gag for effect, warbles Hottest Tamale in Spain, and her version of a prima donna gasping for air. Obligato with pit clarinetist is real good. Clicked heavily. She's clever.

One of the truly grandest adagio teams seen this past season is the Karre LeBarron Dancers, presenting their glorified dances, in the production number of Colonades de Triste, also featuring the Metropolitan Ballet. Diminutive fem is coy and vivacious and uses a fan in each hand, while her two male partners are perfect co-ordinators in their refreshing work. Split work is aces.

Dr. Ostermaler's beautiful white plush-like stallion, Doheos, was well liked by the audience and did the usual training in good stead and in rhythm with the music.

Cole Ensemble also sang a collegiate medley and a 50-year-old arrangement of the Sextet From Lucia for male voices. Sidney J. Paine.

SUMMER THEATER—

(Continued from page 23)

cents to \$1.65. The list of plays is as follows: Week of June 28, Tonight at 8:30, with Lois Wilson and Sherling Oliver; week of July 5, Cradle Snatchers, with Lulu McConnell; July 12, The 13th Chair, with Mrs. Patrick Campbell and Hal Conklin; July 19, Twentieth Century, with Olga Baclanova; July 26, Accent on Youth, with Rosemary Ames; August 2, Libel, with Walter Greaza and Walter Beck; August 9, Broadway, with Hal LeRoy and June and Cherry Preisser; August 16, The Vinegar Tree, with Leona Powers and Hal Conklin; August 23, Heroes Don't Care, with Claudia Morgan; August 30, to be announced. Charles Munro is business manager for the second season.

Roadshow Players, with Ruth Amos and a splendid supporting company, directed by Hall Shelton, will open their summer season at the Washington Club Hall, Washington Green, Conn., Saturday evening, June 26, with a presentation of Another Weekend. The performance will be the first of a series of presentations in Connecticut week-ends only.

Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Liela Gans, Gladys Harris, Eña Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Forty-four new members joined the Chorus Equity Association in the past week.

Mail sent in care of this office is forwarded only on the request of the members. On July 6, 1937, all mail held in this office prior to January 1, 1937, will be sent to the last address we have on file for the member or, failing to have such an address, returned to the post office.

A portion of the mail held will be listed in this column alphabetically each week. If you do not see the list until your name has been passed in the alphabet write and ask if we have mail for you.

We are holding mail for Chet Bree, Fred Bush, Wesley Bender, Jeanette Bradley, Herman Belmonte, Frank Clark, Louise Clement, Marie Clyde, Maxine Darrell, Peggy de la Plante, Elouise J. Drake, Mary Dolan, Helene Ecklund, Marie Ferguson, Lillian Griffith, Eleanore Gilmore, Vivian Gonchar and William Garner.

The Chorus Equity is continuing its efforts on behalf of its members who have had to accept employment on the WPA Federal Theater Project. At a meeting attended by representatives of all the American Federation of Labor unions in the theatrical field, held June 11, delegates went on record as insisting that members of the theatrical profession belonging to recognized American Federation of Labor theatrical unions be retained on the project.

Be sure that we have your correct address on file and if you are looking for work call at Chorus Equity headquarters three or four times weekly.

If you are out of work and unable to pay your dues apply for an extension of time. This extension not only allows you the use of the employment bureau but saves you the delinquency fine of 25 cents a month.

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Burlesque's Label Changed

N. Y. Ops To Be Permitted To Resume Under "Cleanup Rules"

Ralph Whitehead, of AFA, is given jurisdiction over ex-burlesque stands — BAA threatens to fight mayor's dictum—"Follies" to replace burlesque title

(Continued from page 3)

had such a board lined up, selecting Marcus Helman, Saul J. Barron and Walter Vincent, and suggesting that the mayor name two others. Instead, the mayor will name them all. However, the AFA practically holds the title of Czar of these ex-burlesque houses. Meeting with representatives of the managers yesterday the committee comprising I. H. Herk, Sam Scribner and Joe Weinstock, effected a closed-shop agreement between the AFA and the theaters, governing working conditions, minimum wage scale and the like. The agreements are being drawn up and will be submitted for the signatures of the theaters.

The fact that the AFA has been named by the mayor as a contact for these houses brings promise of a battle from the Burlesque Artists' Association, with Tom Phillips, head of the organization, revealing that his group will fight. Whitehead wrote Phillips Wednesday night for the purpose of arranging a meeting to talk the situation over, but as late as yesterday Phillips disclaimed seeing the letter. Whitehead said yesterday: "My main concern is employment for the vast number of bona fide performers who profit by this new setup." He also stated that any suitable burlesque performers can come into those theaters and his organization. If they hold paid-up BAA cards, the AFA will waive initiation fees and only demand dues.

Officers of the managers' group have not been chosen as yet, but Herk will probably become president, considering that he has been the main spokesman in the relations that have brought this situation about. The Oriental, operated by H. K. and Morton Minsky, joined the group Thursday night and dropped their

court action against Moss. Unlike the other theaters, the Oriental will run a policy of colored shows. Other members of the organization are the Republic, Eltinge, Apollo, Gayety and Fulton in Manhattan and the Star, Century and Minsky's in Brooklyn.

Membership in the managers' organization involves a \$500 initiation fee, while the weekly dues will be derived at on the basis of 10 cents a seat for each house. This money will go towards the salary of an attorney, Milton Weisman, and other expenses, including Scribner's salary.

In accepting the post of technical adviser, Scribner had to resign from his participation in the Apollo Theater. One of the rulings laid down by the managers involves penalties for any violations by the theaters. First penalty involves a \$500 fine and the second entails the voluntary surrender of the license. However, appeals can be made to the administrative board.

Burlesque Reviews

Rialto, Chicago

(Reviewed Tuesday Afternoon, June 15)

House for the last several weeks has been operating against great box-office odds, fighting with one fist the warm weather and many outdoor attractions and with the other fist the rumbling remnants of the recent anti-stripping drive. Looks like the worst is over, however, business showing a pickup and

improved shows likely to attract steadily increasing crowds.

Production numbers are a vast improvement over recent concoctions, the costumes looking fresh and colorful, the scenery more elaborate and the staging being tasteful and eye-filling. The line of 16 girls is used in four numbers, each featuring a stripping artist. The garden scene in the finale was the most lavish one, topped off with the strippers' take-offs of various rose colors. Jack Richards continues as tenor and among tunes he delivered in good voice were *Love in Your Eyes*, *There's Something in the Air*, *Flowers for Madame* and *Beautiful Lady in Blue*.

June St. Clair was lovely in her fast tease number and smart in doing away with talk. She netted a nice hand. Marlon Morgan sings *Isn't It a Lovely Day?* in fair voice before going into her *April Showers* dance that is neatly done. Her flowery outfit and lighted umbrella lend embellishment to her routine. Valerie Parks, good-looking platinum blonde, does a modernistic number peppered with shakes and bumps, preceded by a sweet-voiced recitation of *Did Anyone Tell You You're Lovely?* Works hard and was rewarded with a good hand. Peaches comes on for a shake strut to *It Don't Mean a Thing* and had the customers clapping for more.

The comedy is handled by Charles Country and Kenny Brenna and their straight man, Jack Buckley. A popular tric here and, despite the handicap of old material, manage to pump laughs. The pair of funsters are likable chaps and with some new and sock gags should have no trouble stopping shows. Buckley lends excellent support with his straight work.

Attractive Deon Page continues to participate in the comedy skits and in some of the production numbers. Her standout this week was her *Beautiful Lady in Blue* waltz in the finale.

Sock specialty is a tap dancer an-

ing a removal of the stage-to-the-auditorium stairs, a new glass partition for an ork inclosure, a new mike system and a cooling apparatus.

MIMI LYNNE closed in Toronto June 5 and opened at the National, Detroit, June 17. On the way visited Buffalo, where Sunny Lovett opened recently.

THOMAS PELUSO, ork leader, and Lilyon Law, dancer, were tendered an engagement party by friends in the Berkshires last week. En route to Brooklyn a cop pinched Peluso for speeding in Buchanan, N. Y. The judge, after a fortnight's debate, finally let him go, wishing the couple luck on their marriage set for July 19.

JUNE PAIGE and Murray Sisters, Claire and Grace, opened June 11 to do specialties for Hon Nickels at the Gayety Inn, adjoining the Gayety Theater, Baltimore.

VILMA JOSZY, June Rhodes, Tamara, Cookie Castle and Charles McNally recent additions from burlesque at the Red Ram Inn, Mountain Top, Pa., all booked by Harry Brown, who also placed Jack Rosen, Beth White and Virginia Jones in the Nut Club, Mountain Top; Eddie Dale at Gould's, Wilkes-Barre, and Mark Lee at the Paradise, Wilkes-Barre.

EUNICE HALLO in receipt of a wire from daughter, Nazarre, advising of latter's marriage to Sid Robbins, St. Louis shoe merchant, recently.

CHARLES (KID) KOSTER, agent ahead of *Brother Rat*, posts from Frisco: "Only one burlesque house operating here June 7, the Capitol."

PEARL SHUTTA and Betty Dracula left New York recently to open at the National, Detroit.

JOE QUITNER'S cast for the June 25 opening of the Globe, Atlantic City, has Sam Raynor, Murray Briscoe, Lew Denny, Boob McManus, Al Golden, Leon Ledubino, Barbara Doane, Eilene Dale, Erma Voogee, June Marshall, Three Thompson Sisters, Carlton and Miller and Viola Lang as principals and specialists. Tommy Peluso back as ork leader.

EVELYN MYERS is at the Howard, Boston, for one week, beginning June 21. Also Danny Morton, June 17, and Rose Gordon, producer, July 2, at the Palace, Buffalo, for indefinite stays. Dave Cohn is the booker.

HOWARD MONTGOMERY, emcee and dancer, booked by James F. Victor at Luna Park's (Coney Island, New York) *Paris by Night*, managed by Charles Benson. Another burlesquer, Bonita Germaine, is also there.

ELINORE JOHNSON has joined Boots Burns, Nora Ford and Ione O'Donnell at the 606 Club, Chicago.

TOMMY RAFT, Art Gardner, Tiny Fuller, Joe Lyons and Teddy Blair booked by Dave Cohn for Popkin & Ringer's houses in Frisco and Los Angeles, all on a 16-week contract with a 20-week option.

JERYL DEAN, Jean Caton, Jeanne Parade, Connie Dale and Evelyn Gunderson placed by Tommy Levene at the Clover, Baltimore.

SUNNY LOVETT to open at the Follies, Los Angeles, for the Daltons, beginning July 11.

announced as Dancing Duke. He had no trouble earning a heavy hand with his talented work. Opened with a gentle soft-shoe routine, followed with his amusing impression of a modern tap dancer, and closed with a trick tap turn to *Chinatown*, in which he employs two kitchen chairs.

Four shows are still presented daily, with more added on week-ends. Major pictures sandwiched in.

Sam Honigberg.

Burly Briefs

NAT MORTAN is booking a night spot in Red Bank, N. J., Sappatino's Rockies, which opens June 25 with a floor show. Alvina and Jack Morrison will go into the spot, as will Barbara Doane and Margie France when their Globe, Atlantic City, engagement permits. Ruth Coburn has been set by Mortan for the Atlantic City opening June 25, and Billy Fields is scheduled to go there also. . . . Kay Dolan, now at the Hollywood Restaurant, New York, is planning to study voice to achieve her singing aspirations. . . . Diane Raye back in New York from London, making the rounds with her five-year-old sister, who is visiting from Virginia. Diane is scheduled to open in a Chicago night club soon. . . . Globe, Atlantic City, is dickering for Harry Lang, ex-burlesquer, now in vaude and radio.

MILTON FROME left New York for

the Coast after making a short at the Warner studio in Brooklyn with Hal LeRoy. . . . Dave Cohn, between sessions of sunning himself at the Peerless solarium, New York, is active in placing people out of town. Among those he booked are Mimi Lynne, National, Detroit; Olga Brace, Casiro, Toronto, now, and Betty Rowland, opening there July 4; Evelyn Myers, Howard, Boston, and Danny Morton, Palace, Buffalo. . . . Lloyd Astrid, after 11 weeks at the National, Detroit, and Casino, Toronto, returned to New York last week and immediately flew to her home in Virginia. She is scheduled to open soon at the Palace, Buffalo. . . . Dot Lane and Nat Mercy, after a long run in stock at the Joy Theater, Dallas, are now with Lillian Murray's *Casa Madrid* on the Hennies Bros.' Shows.

CHICAGO BRIEFS: George Pronath, producer, engaged by Ernie Young to stage several of his fair units. . . . Arthur Clamage, Detroit and Cincinnati operator, was a visitor. . . . George Young, of Roxy, Cleveland, in town to take in the Louis-Braddock fight. . . . George Popkin and Dewey Ringer, operators of the Burbank, Los Angeles, and Capitol, San Francisco, are in town lining up talent with Milt Schuster for the coming season. . . . Valerie Parks doubling between Harry's New York Bar and Rialto. . . . Recent Schuster bookings include Jack Greeman, Jade Rhodora and LeRoy and Rappe, Avenue, Detroit, and Patricia Morgan, Casino, Toronto. . . . Mary Sunde opened an indefinite stay at the Rialto Friday.

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Tab Tattles

JACK TAYLOR, who has been located in Tulsa, Okla., the last seven years, is now engaged in the insurance business there, representing a Denver company. He is working with the company at the Roxy there at night. . . . **Billy Franz** and **Jimmie Moss**, other veteran tabsters, are also reported to be doing well in the insurance line in Tulsa. . . . **Lee Day** (Daenitz) and wife, **Holly**, of the old **L. Desmond New York Roof Garden Revue**, have just had their option taken up for three more months at the **Burp Hollow** night club in Hollywood. They are now in their ninth month there. **Holly's** mother, **Ethel Desmond**, has been enjoying success in the flickers. Her last picture was **Polygamy**, in which she had a honey of a part. . . . **John W. (Jack) White**, guitarist, formerly with **Lew Beckridge** and other tabs, is recuperating from pneumonia in Ward 224, **Jameson Memorial Hospital**, **New Castle, Pa.** He would appreciate a line from friends. . . . Only one stage-show house holds forth in Tulsa, Okla., at present. It's the **Roxy**, formerly the **Gayety**, housing a nine-people tab, comprising **Merle Finley**, **Jack Taylor**, **Gladys Franz**, **Peggy Taylor** and five chorines—**Opal Nesbitt**, **Florence Pain**, **Ruby Hutchins**, **Rosalee Mathewson** and **Iva Phillips**. . . . **Tom (Toby) Lewis**, ex-tabster, is still current at **Station WHO**, **Des Moines**. He has been there the last four years in one capacity or another. . . . Other former tabloiders now making Tulsa their home are **George Kennedy** (Mrs. **Tommy Byrnes**) and **Lucille Eremita** (**Lucille Seymour**), for many years with **Bert Smith** and other major tabs.

LINTON DeWOLFE'S Girls in Platinum closed temporarily after leaving **Baraboo, Wis.**, June 13 when sickness forced the unit's manager to a hospital. . . . **George B. Flint**, manager of the **Chicago Sun** office, wound up a 1,500-mile trip last week-end looking over conditions in **Beloit, Wis.**, and **Darlington, Dubuque, Waterloo** and **Mason City**, all in **Iowa**. . . . **Eddie Kelly** and **Miss Fay**, ice skaters, have joined **Owen Bennett's Parisien Nights**. . . . A cablegram to the desk from **Invercargill, New Zealand**, reads: "Marcus Show playing at end of world. All happy." . . . **Blondes and Brunettes**, all-girl musical tabloid, featuring **Chic Kennedy**, mistress of ceremonies, made its Canadian debut recently with a week's engagement at the **Princess Theater**, **St. John, N. B.**

GEORGE D. BARTLETT has returned to his headquarters at the **Roxy Theater**, **Knoxville**, after a trip to **Indianapolis**, **Louisville** and **Cincinnati** in search of chorines. **Otto Holland** is managing and producing **Bartlett's No. 1** show in **Knoxville**, with **Jack Moore** looking after the same duties for his **No. 2** show at the **Bonita**, **Chattanooga**. Business at both stands is up to standard, **Bartlett** avows. **Ed Reno's Funmakers** were in **Knoxville** recently and the **Funmakers** and the **Bartlett** actors combined for a grand gabfest. . . . **Bob Shaw**, Sun office general manager, while serving as official greeter at **Gus Sun's** party to **Indiana**, **Ohio**, **Michigan**, **Pennsylvania** and **West Virginia** theaters at the **Van Dyke Club**, **Mechanicsburg, O.** last week, was heard to remark: "It isn't so tough to talk to these guys over the phone, but a booker has to have a helluva lot of nerve to meet them all face to face at the same time."

JACK LORD, ex-tab manager and performer, is now assisting his mother, **Mrs. E. L. Libby**, who is in charge of design and management of **Libby Costumers**, **Detroit**. **Mrs. Libby** lays claim to being the oldest active costumer in the business. . . . **Billy (Boob) Reed**, the "man with the shovel" and a funny man in tabs and burlesque for many years, pencils from **Buffalo** that he's opening at the **Palace Theater** there June 24 after a long stretch at the **Avenue**, **Detroit**. **Billy** infos that he's off the horses and cards that his motto

WANTED TEAM

Man General Business, Lady Ingenues. Must be youthful. Chorus Girls, experience not necessary. People doing specialties and with house cars preferred. Salary must be low. Must join on wire. **CHIEF DEERFOOT**, **Stockwell, Ind.**

from now on will be, "Don't borrow and never hurt a friend that has been square with you." It must be that **Buffalo** climate. . . . **Hap Moore**, on the **Federal Theater Project** in **Cincinnati** since February, is now in the project's box office at **Emery Auditorium**, **Cincy**. "After all these years in the wrong end of show business I finally get in where the money is," **Hap** opines. . . . **Cliff Cochran**, tab and burly comic, on the **FTP** in **Cincy** since its inception, has just been made assistant photographer with that project. Can you imagine **Cliff** asking somebody to "watch the birdie"? . . . During a visit to **Springfield, O.** last week we had the pleasure of an hour's visit with **Kewpie Chandler**, ex-tabster, who now is engaged in the saloon business at **745 N. Belmont**, that city. **Kewpie** reports that he's doing okeh by himself and that the missus and three kiddies are doing well.

ORCHESTRA NOTES

(Continued from page 19)

Md.: **Johnson City, N. Y.**; **Erie, Pa.**; **Princeton, N. J.**; **Asbury Park, Lancaster, Pa.**; and **Trenton, N. J.**, and a subsequent two-week July engagement in **Trenton** is thru **ROC**.

ARCHIE BLEYER is conducting a band for **Billy Rose's Aquacade**, **Great Lakes Exposition**, **Cleveland**.

CHARLES BOULANGER has been placed in the **Half Moon**, **Steubenville, O.**, by **ROC**.

JOE HAYMES is still busy with one-night stands, his latest dates including **Baltimore**, **New York**, **Boston** and **Asbury Park**.

BLANCHE CALLOWAY follows her **Texas** tour with dates in **Chicago**, **Nash-**

ville, **Memphis** and **Detroit**, arranged by **ROC**.

SKEETER PALMER will be at the **Park Plaza Hotel**, **St. Louis**, for four weeks. Booked by **Meyer Davils**.

PRINCE WALN'S new assignment is the **Ambassador Hotel**, **New York**, beginning June 26.

WILL HOLLANDER'S music from the **Congress Hotel**, **Chicago**, will be broadcast over the **NBC** network.

WOODY HERMAN and his co-operative band have been booked by **Rockwell-O'Keefe** for the **Willows**, **Pittsburgh**. Opens June 25.

BENNY MEROFF'S engagement for two weeks at the **Nautical Plaza**, **Revere Beach, Mass.**, as made by **Rockwell-O'Keefe**. Opened June 16.

NANO RODRIGO is doing a series of sustaining programs via **WJZ**, **Mondays**.

CHARLES DORNBERGER, previously with **MCA**, has been signed by **CRA**.

TEDDY HILL will be at the **Cafe Des Ambassadeurs**, **Paris**, for six weeks.

LEE GRANT, featured on the **General Mills'** show over **WMCA**, is considering the offer of a swank night spot.

AGNES ROBERTS' **Sweethearts** of **Swing**, composed of six boys and six girls, have been the recent attraction at **Riverside Gardens**, **Island Amusement Park**, **Green River, Wyo.**

Anger Managing Montreal

MONTREAL, June 19.—**Harry Anger** is manager of **Loew's Theater** here, succeeding **Gene Curtis**, who was transferred to the **Capitol**, **Ottawa**. **Anger** has been looking after the stage shows for **Loew's** and the **Hippodrome**, **Toronto**, but both houses have dropped flesh for the summer.

Endurance Shows

Dunlap Still Has 12 Teams, 2 Solos

HALEDON, N. J., June 19.—Rounding out its fifth week here Thursday, the **European Battle of the Champions Walkathon** under the **Dunlap** banner has successfully played to good houses since the opening. At this writing there are still 12 teams and two solos on the floor. They are **Jock Rock** and **Jennie Bush**, **Clyde Hamby** and **Alice Holmes**, **Pee-Wee Collins** and **Pauline Boyd**, **Bennie Rothman** and **Nellie Roberts**, **Elmer DuPree** and **Lucille Rock**, **Hughie Hendrixson** and **Babs Fath**, **Joe Van Raam** and **Margie Van Raam**, **Billy** and **Doris Donovan**, **Whitey** and **Margaret Helm**, **George Bernstein** and **Leona Barton**, **Itsy Bacharach** and **Helen Tyne**, **Mario Alessandro** and **Rella Finney**, and the solos, **Vina Walker** and **Jean Moon**. Setup is different from anything that has ever been attempted on a tent-show endurance contest. Front bally bulletin board is over 75 feet long and 28 feet high in places. It is of modernistic design with a neon center piece and done in pastel colors, which are profusely illuminated at night. Band stand on the interior follows out the same design. Arena is 110 feet long. Concession stand occupies the rear end of the tent, flanked by the kitchen on one side and the executive offices on the other. Contestants' quarters are spacious and located in a separate tent to the rear of the big top.

Personnel of the show is practically the same as last season, with "Pop" **Dunlap** at the helm; **Dick Edwards**, general manager; **Harry Dunlap**, in charge of concession; "Mom" **Dunlap**, welfare director; **Don King's Californians**, music; **Dick Layer**, supervising judge, assisted by **Pat Allsman**, **Jimmie Passo** and **Jack Sells**, head trainers. Nurses are **Margie King** and **Millie Bramer**. **Archie Gayer** and **Danny Brammer** are emsees, with **Bill Stein** handling the radio broadcasts over **WNEW**, and **Dick Edwards** looking after the entertaining features. **Johnny Lue** is night concession manager and **Lowell Masop** is night manager of the show in general. Tickets are handled by **Mrs. Jack Murray**, **Eleanor Solomon** and **Mary Rock**, with **Mrs. Dick Edwards** on reserves. **Thelma Walters** is the featured entertainer. Tent maintenance is in charge of **Jack Murray**. Auditor is **Margie Lingo**.

First **European** sprint eliminated **Marvin (Hobo) Hobaugh**, one of the three popular comedians.

Next location played by the **Dunlap** organization will be the last walkathon in **New Jersey**, as **Governor Hoffman** recently signed a bill which prohibits further endurance contests lasting over seven days. Bill, however, provided for the consummation of all contracts signed prior to **March 1, 1937**.

ELMER DUPREE and **Lucille Rock**, at present contesting in the "Pop" **Dunlap** show at **Haledon, N. J.**, are slated to make the trip up the aisle in the near future. **Jock Rock** and **Jennie Bush**, with the same show, were recently bound in matrimony.

PORKY DEVLIN, trainer, is with the **L. E. Braden Show** at **Green's Terrace**, **Lake Waco, Waco, Tex.**

EVERETT LANE is at present sojourning in **Mine Run, Va.**, ready to join up with a new contest.

WE HAVE HAD inquiries recently on the following: **George C. Cobb**, **Jay Dee** and **Betty Winker**, **Jimmy Gable**, **Harvey Cleveland**, **Helen Bond**, "Ready Money" **Phillips**, **Curly Cohen**, **Blackie Latessa**, **Pugie Englehart**, **Maxie Capp**, **Wesley Bryan**, **Betty Lee Doria**, **Eddie Begley**, **Squirrelly Bradley**, **Sam Gore**, **Joe Palooka**, **Ted Brown**, **Eddie O'Hara**, **Lewis Brock**, **Johnny Russo**, **Wesley Bryan**, **Chick Franklin**, **Hank Lewis**, **Pop Barney**, **Ray Wray**, **Roy Richards** and **Mary Landiso**.

FRENCHY POULIOT reports that **Bill Ross**, well-known floor judge and contestant, is laid up at **St. Thomas' Hospital**, **Akron, O.**, with a broken right leg. **Ross** was the victim of a hit-and-run driver, who struck him while en route to join **Zeke Youngblood's** show at **Danville, Ill.** It is requested that his many friends write to him in care of the hospital. He will be confined there for at least six weeks.

WALKATHON CONTESTANTS PLEASE NOTE

Come To The **Brooklyn Ice Palace**. You will be taken care of on arrival until show starts.

Earl Fagan, **Pete Wilson**, **Red Oleski**, **Joe Purcell**, **Ernie Steele** and **Roy Meyers** are now associated with us. CAN USE ANOTHER M. C.

Zorine Show Pinched, But Continues as Revised by Cop

NASHVILLE, June 19.—Arrest of officials connected with the floor show, **Zorine** and **Her Nudists**, followed a first night performance at the **Wagon Wheel**. **Warning club** executives in advance that no indecent exposure would be tolerated, **Attorney-General J. Carlton Loser** sent **Assistant Attorney-General Ben West** to view, along with some 800 other patrons, the opening show June 4.

West swore out warrants the following day, charging three executives with operating a show "injurious to public morals" and open and notorious lewdness. In **General Sessions Court**, **Frederic S. Merrill**, master of ceremonies, and **Marshall Daugherty**, manager of the club, were fined \$25 and \$10, respectively, while charges against **Horace Sistare**, publicity representative for the show, were dismissed.

Sistare claimed that he showed costumes worn by the girls to **Attorney-General West** prior to the performance and that he okehed them.

The show, revised, continued the next night.

Rickard Leaves Sherman

NEW YORK, June 19.—**Al Rickard** left the **Edward Sherman** office last Saturday. He had been working out of the **Philadelphia** booker's local office. His plans for the future are undecided.

Paterson Paper Covers Cafes

NEW YORK, June 19.—A dine and dance directory supplemented by **Dick Granville's** chatty review column of acts and bands in local and neighboring night clubs is a new Saturday feature of **The Paterson (N. J.) Morning Call**.

"POP" DUNLAP'S WALKATHON

Second and Jersey's Last
Opens Latter Part of July
Metropolitan Area
FLASH TEAMS CONTACT
Wire or Write
RAY "POP" DUNLAP WALKATHON
Haledon, N. J.
Now. Act Immediately.

WALKATHON

OPENS JULY 2ND — KEANSBURG, N. J.
Top Notch Auspices. Emsees and Comics communicate. **Austy Dowdell**, **Ronnie Cassidy**, **Frank Rizzo** come on. Want few more entertaining teams. Short, snappy show.
Address **JAY H. MANS**, **Laurel Hotel**, **Keansburg, N. J.**, or phone 118.
No collect wires.

LAST CALL CONTESTANTS

OPENING **HUTCHINSON, KAN.**, THURSDAY, JUNE 24.
Complete Teams report at once.
MICKEY BRENNAN

WALKATHON CONTESTANTS

and Help. Open Second Week in July. Look for next issue. Sponsored by **Veterans of Foreign Wars**. Dance located next to **Belleville, N. J.** Can use large tent. Will buy or rent.
Veterans of Foreign Wars
General Delivery, **Clifton, N. J.**

OPENING Staten Island, N.Y. JULY 1st

FRANK RAVESE
BROOKLYN ICE PALACE
Bedford and Atlantic Aves., BROOKLYN, N. Y.

Thru Sugar's Domino



WITHOUT the style factor it is doubtful whether most branches of the apparel industry would have grown to their present size. Style is as essential to apparel merchandising today as gunpowder is to a battleship. But we wonder whether style, as applied to popular dance bands, is as essential to their existence as it is to apparel, automobiles, radio sets and other devices that are part and parcel of the streamlined era. Style bands are the rage of the season. Make a check of the leading bands of the country and you will find that very few are not geared up to a style mechanism. The result should be easily evident. The various bands striving for popular favor employ every possible device in the categories of ideas, screwy gadgets and harmonic acrobatics to achieve what they class as distinction, but which is really a duplication of the style element in the more tangible commodities of our national life.

Bands achieving their objective in the creation of style factors enjoy a quick rise and then drop almost as quickly from public favor. The public is impulsive and fickle. Once an element catering to its desires is thrown into the fad category, it has to pay the price of fad reaction. The average person can name offhand at least half a dozen fads of recent years that dazzled by their brilliance at the outset, but when their time came to join the ranks of oblivion they faded as quickly as a fireworks display.

Until the style craze hit the popular dance field genuine progress was being achieved. Bands were gaining greater recognition as dispensers of music with a definite place in the recreational pursuits of the masses. From the thrown-together jazz combos of not many years ago grew organizations employing excellent talent and with libraries that could be compared favorably with the finest musical organizations of the world. The popular bands were beginning to appeal on the basis of their musical standing. Music of a high character began to supplant the noise element. Quiet, pleasing bands started to attract attention. It became evident that the standard of excellence in popular band music was not the volume of blatant noise and freak harmonics, but musical quality in at least the semi-classical sense.

But several bands began to stand out from the rest because of their distinctive styles. Then sheep followed the successful leaders. And the result was that instead of striving for distinction, the second, third and fourth-raters resorted to freaky gadgets as a means of counterfeiting distinction with style in the merchandising sense that hardly belongs in the category of music.

It is regrettable that most leaders fail to recognize the mistakes they are making by neglecting to stress in their appeal to a fickle but music-loving public that good music is their goal. If music is really good and if the organization producing it is basically sound the appeal cannot wane. The mass of humanity loves and craves good music; for music is indeed nourishment for the soul. The public will constantly seek new style fads in apparel as well as music, but it will always have room in its heart for good music. It will be better for the band industry when style becomes subordinated to good music. It will mean an economy of effort along lines that lead musicians nowhere; effort that can well be used to establish the bands more solidly with the public that decides by its spending habits which bands will rise, fall or remain on top of the heap.

The Broadway Beat

By GEORGE SPELVIN

MR. SPELVIN is rejoicing at the critical raves given to Helen Claire for her work in the lead of *The Cat and the Canary*, second revival of the Dollar Top Theater: *The Billboard's* drama department has been raving the girl for years, and as long as four years ago she was in the Possibilities Department—but the boys on the dailies are just waking up to her, most of them failing to remember that they'd ever seen her before. . . . RKO, with double features, Sreeno and what else have you, is now going in for June brides, no less; a marriage took place on the stage of the Madison, Ridgewood, last Wednesday, and another will come off at Keith's, Flushing, June 24. . . . Is it a sign of the return of vaudeville—or at least of flesh? . . . Jack Kalchelm came into New York last week, but left his tonsils behind him in Chicago; they were removed recently. . . . The sit-down strike pulled by the musicians' union in the Palace caused Major L. E. Thompson of RKO to miss the circuit's convention train to the Coast, so he hopped a plane, planning to catch the train en route. . . . Visitors at Samuel Untermyer's place look twice at the pay telephone booths. . . . They're just for domestics, tho. . . . The happy faces over at *The Times* plant mean that the five-day week is a reality for all employees; insiders have it as a concession from Publisher Sulzberger since the Newspaper Guild went CIO and assumed jurisdiction over business office employees. . . . Art Argyries tells the story of the herring-tearing owner of a small cafe who said to his new girl troupe: "Don't forget to bring your nicest nightgowns." The amazed girls (not too amazed, because, dear readers, they knew the so-called night spot field) finally discovered that he meant evening gowns. . . . The beauty industry, no stickler for the niceties of convention, tried immediately to cash in on Jean Harlow's death, the Hair and Scalp Foundation seeking the support of hair and beauty specialists for a monument to her because "she made everyone hair and beauty conscious."

Turn About: A local restaurant owner recently called up a few agents, saying that he intended to add entertainment and asking them to send down some acts. Each of the agents complied; the owner kept putting on the whole raft of acts, then telling them that he couldn't use them. Finally—after cracks about the spot getting a constant flow of free talent—one of the agents went to the restaurant with a party, rolled up a pretty bill, and then refused to pay it. When the owner protested the agent said, "I'm just trying out your food," and when the owner continued to press his claims the agent cracked: "This balances my commissions on the free acts you got. If you don't like it I'll tell the police department you're running a cabaret without a cabaret license." P. S.: The agent didn't have to pay the check. P. P. S.: None of the performers got even a free meal out of it.

The Hilton Sisters are going to be sued over the old argument that started when the "Siamese" twins bought one railroad ticket for both; the railroad company, claiming it was gyped out of one fare, has carried thru. . . . Bryan J. Byrne is putting the finishing touches on a new comedy, *Let's Be Honest*. . . . The One-Act Play Theater plotted by William Kozlenko really seems to be in the works—for which, cheers. . . . Eddie Blatt gets up at 7 to play golf—which means that he must like golf.

Chicago Chat

By NAT GREEN

BORN and trained in Texas, making their debut in Los Angeles, rising to the top in San Francisco, sailing from Seattle and making the hit of hits for three months at the Park Hotel in Shanghai, China, is the life story in a few words of Cedric and Arliada, American dance team who recently opened at the Raffles Hotel in Singapore, Straits Settlements. . . . At the Singapore opening, which was strictly formal, they made a tremendous hit. . . . The team is under the management of Hamilton-Mills, of Shanghai, and has been booked into the Hellendoorn at Soerabaya, Java, and the Taj Mahal at Bombay, following their Singapore engagement.

The "cow barn" theater idea, so popular in the East, appears to be beginning to perk out here on the prairies. . . . So far there has been very little actual production activity. . . . During the last few years summer theaters have sprung up here and there with varying success. . . . One such has been operating over in the sand dunes of Indiana, and another on the north shore. . . . Wisconsin has a number of summer drama enthusiasts. . . . At present a movement seems to be crystallizing to establish a cow barn theater in Southern Wisconsin, which is within easy driving distance of Chicago. . . . Perhaps by the time another summer comes round Wisconsin will have definitely added cow barn drama to its other vacation attractions.

Wonder if we're in for a table tennis era in the theaters! . . . At the vaude preview Wednesday night at the Stratford Rodrian and Willard, table tennis experts, put on a game on the stage and really worked up some enthusiasm among the customers. . . . Ada Leonard, local gal who has gained a widespread rep as a strip-tease artist, beat Gypsy Rose Lee to the silver screen and at the Palace this week she is seen doing her stuff in the picture *Meet the Missus*. . . . The people of Chi are about as optimistic over the proposed construction of a subway as they are over the possibility of the return of vaudeville. . . . Dorothy Haas, of F. & M. Stageshows, Inc., in from New York in connection with the tour of Al Pearce and his Gang. . . . A certain local radio ed is plenty burned at the verbal panning given him by a radio star who has been much in the limelight recently, said panning being the result of the radio ed's efforts to get certain info regarding the star. . . . The ed now has the info, and should the star get too "nawsty" things are liable to start poppin'. . . . What has become of Little Samson, who used to edify the public by holding his own against the pulling of two huge draft horses? . . . *Tobacco Road* is hardly the sort of fare for summer vacationists' consumption, as Messrs. Kirkland et al. are likely to find out too sweet now that the opus has had its first showing on the Dixiana Showboat. . . . There are not enough interested sand-duners to furnish a profitable clientele for the show, and it is unlikely that many Chicagoans will be sufficiently *Tobacco Road*-minded to make the 40-mile trip to Michigan City, even tho a special ticket that includes transportation and admission to the show has been provided. . . . We would like to see the boys make a go of it, and here's hoping that they prove us a bum prophet!

Mack-Ogle Troupe Finds Going Okeh

KINGSTON, Tenn., June 19.—Mack-Ogle Comedy Company, which inaugurated its present season March 29, has enjoyed better-than-average business to date in its established Tennessee and Kentucky territory, according to the owners and operators, J. W. and V. L. McIntosh and J. A. Ogle. It is planned to invade the Deep South for the fall and early winter.

Company is playing its 22d annual tour in this territory, having showed it for 21 seasons as the Paramount Players, changing the title this season. Show moves on two trucks and trailers and four passenger cars.

In the cast are J. A. and Mary Ogle, V. L. and Edna McIntosh, Ray Lamb and wife, Robert Anderson, J. W. McIntosh and Lloyd Norwood. Jimmie Baxter has charge of the top, with two assistants. H. W. Tucker is mechanic. A five-piece orchestra is under the direction of Eddie McIntosh.

J. A. Ogle has just purchased a Hayes de luxe home on wheels as a present for Mrs. Ogle.

Kansas City Jottings

KANSAS CITY, Mo., June 19.—Kent Montroy, who just closed a long run with a Broadway show, sojourned briefly in the village en route to Denver.

Darr-Gray Show, after playing several dates in Missouri, has invaded Illinois.

Jack and Myrtle Albright recently joined Allen Bros.' Comedians in Southern Missouri.

Jack and Grace Bell were recent arrivals here after closing with the Augler Bros.' Show.

Kenneth Wayne, local dramatic booking agent, is making preparations to take his annual vacation. His tentative plans are to visit a number of tent shows thru the Midwest.

Mrs. Frieda McOwen, manager of the Original McOwen Stock Company, spent a few days in the city recently leasing plays and signing people.

Wayne Mitchell and Joe Smith have joined the orchestra on the M. & M. Show, now trouping under canvas in South Dakota.

Billy and Bud Todd are recent arrivals after closing with Allen Bros.' Comedians.

Hazel Hurd Players have opened under canvas and are playing Southern Kansas.

Charles Manville, former manager of Manville's Comedians, is now operating a med show in Wisconsin.

Edgar Jones, former manager of Jones' Popular Players and now manager of the Orpheum Theater, Marion, Ill., entertained the Frank Smith Players when they played there under canvas recently.

Biehl Sisters' Stock Company has invaded Missouri after playing a string of towns thru Kansas.

Tex Rose Show Shots

JERSEY SHORE, Pa., June 19.—Just chalked off our fourth week and still percolating very nicely. Have already played as many towns as we did all last season.

Lone Star Ranchers, featured in concert with their old-time and Western music and singing, have the following: Marion Howard, piano-accordion; Jakle McKnight, guitar; Ben Gansell, harmonica and banjo; Vicling Bill Shirk, mandolin; Bert Leslie, banjo; Red Herman, fiddle, and Sally, Loy and Tex Rose with their roping and Western novelties.

Visited with the Bishop Show in Bedford, Pa., last Sunday. A nicely painted outfit, and Manager Bishop reports favorable business.

Recent visitors on here include members of the Silver Circus, Doc Ething, Bob Russell, Charlie Ague and wife and family.

Prize boner of the week: Tex allowed Loy to attend commencement exercises in Williamsport High School with Bert English, who was graduating and is a member of this company. When giving permission Tex forgot that Loy does a trapeze act in front on midway as a free attraction each night and so Tex was forced to substitute. And so the 184 pounds flew thru the air with the greatest of wheeze! WAYNE HOWARD.

Rep Ripples

W. D. MCKENZIE is holding down the black-face comedy role with George Bishop's Tent Show in Pennsylvania. "If all the rep show managers were like Bishop," Mack writes, "I could be riding around in a big car and have it paid for."

DEA COOK, "SeaBee" Hayworth and Joe Hayworth, all of the Dea Cook Show, had birthdays this month, so they celebrated them all together at the seashore at Ocean City, Md., last week, the whole show participating in the festivities.

RICHARD L. ABBOTT, who formerly had out the Richard L. Abbott Players, headquartering in Salina, Kan., is now residing in Los Angeles. He is now in rehearsal for a comedy role in *White Gloves*, mystery comedy, slated for an early staging in that city. His ex-wife, Clayton Elizabeth Abbott, is now in New York preparing for a stage appearance. She plans to return to the Coast in the fall.

JOE F. PITTS SR., of Sharon, Tenn., writes under date of June 13: "Have just returned from a visit with my daughter, Jerry Pitts, who is doing piano on Choate's Comedians. They finished a week's engagement at Golconda, Ill., yesterday. Got down to the lot there at 6:30, but to our surprise we were not able to get within a city block of the tent for parking space. A steady line leading to the ticket box satisfied us of what was about to take place. It looked like 'them thar days,' and 'them thar days' it was, for at 7:10 they hung out the S. R. O., and the same thing happened at the concert. I believe a show's success lies with the manager, and it seems to me that Mr. Choate has all the requisites. The business I speak of was done in opposition to graduation exercises at the Golconda High School."

L. VERNE SLOUT, well-known rep manager and performer, now making a swing around the Middle West, visiting the various tent opries en route, was a visitor at the home office of *The Billboard* in Cincinnati Monday of last week. Slout advises that he may again frame his own show a little later in the season.

JACK KELLY is reported to be playing to fair returns with his two shows in Michigan. Kelly was one of the few tent managers who stuck it out in that territory thru the depression and the natives thru Michigan haven't forgotten him.

JOHNNY AND VERNIE BISHOP are this season with the Dick Lewis Players on one-nighters thru the East. Johnny is playing drums, producing and handling the feature comedy; Vernie is ingenuing.

CHRIS CHRISTENSEN, formerly with George Roberson, now has his own five-piece musical combination in the Lounge Cafe of the Hotel Gibson, Cincinnati. He is on a return engagement there and has just had his run extended from four weeks to eight.

LUCIUS AND MARIE JENKINS, formerly of repertoire and who in recent years have been operating a trailer camp in Tifton, Ga., left last week on their annual summer vacation jaunt. They will visit Charleston, S. C.; Augusta, Ga.; Richmond, Va.; Washington, Baltimore, Philadelphia and New York and expect to take in a number of tent shows en route. If time permits they plan to return via Cincinnati and also visit Marie's home in Ironton, O.

Higher Prices Predicted For Georgia Tobacco Crop

TIFTON, Ga., June 19.—Conditions in this section point to a good money tobacco crop. While the crop may be smaller than last year, tobacco buyers and warehouse men predict that it will bring higher prices, which will make for an ideal situation for the tent shows making South Georgia a little later in the season.

There is a new warehouse here, and a number of others are being erected in the vicinity. Opening date for tobacco sales has not yet been set.

McOwens Company Begins Tent Trek

TOPEKA, Kan., June 19.—Original McOwen Stock Company opened the tent season at the fairgrounds here this week to good business. Management plans to stay here for four weeks, after which the show will play Salina, Kan., for three weeks, then the regular route of fair dates in Nebraska.

A new lineup of plays is being offered, including *Front-Page Stuff*, the feature. Edna Louise and Mina Jane McOwen are featured in the cast.

Roster includes Mrs. Frieda McOwen, manager; Edna Louise McOwen, Mina Jane McOwen, Dick Wolever, Bill DeShon, Jack Schaaf, Joseph Toniutti, Blanche Cook and Ray Carlson. Pied Pipers Orchestra, seven pieces, furnishes the music. There is a crew of five workmen.

Billroy Briefs

BELLOWS FALLS, Vt., June 19.—Mr. Billroy and his Pious Comedians are now playing the States of Vermont and New Hampshire, and as we're not working on Sundays you'll find various members of our company attending the local churches, delivering testimonials that only a member of Billroy's Comedians could. Daisy Mae Murphy, our charming secretary, can be found holding special services in the leading hotel.

Mr. and Mrs. Russell Duncan enjoyed a lovely meal in the banner restaurant in Brockton, Mass., Sunday. This week he is worrying about his car payments.

Contrary to belief, according to John Finch's recent paragraph, this writer accepts no bribes, and Edith Farley doesn't appreciate the attitude he takes towards her artistic strip. Johnny probably doesn't appreciate "art."

Sid Lovett, handling the billing crew, has finally caught up with the show and there has been plenty of paper up lately.

Well, it had to happen sooner or later. Everyone knows Cal West and his fish stories and up to now didn't believe any of them. But in Gloucester, after Mr. Wehle and Shorty Duncan had fished all over the country, catching nothing but a few shiners, West takes a throw line, walks 200 yards from the tent and catches 80 pounds of fish in 20 minutes. Was somebody's face red?

Not much to do on here now. As soon as I teach Bessie how to play trumpet on the parade I'm going to take life easy. See you next week.

WAYNE BARTLETT.

Storm Strikes Bishop Show

BEDFORD, Pa., June 19.—George Bishop Tent Show, playing its established territory thru Pennsylvania, experienced the worst wind and rain storm within the memory of the oldest member here Sunday. Top remained up, but the center pole went, taking a slice out of one of the middles. Big top was saved by the performers riding the ropes and side poles until the storm subsided.

Boyes Begins Lincoln Run

LINCOLN, Neb., June 21.—Chick Boyes Players opened here tonight under canvas on the old West Lincoln stand which they occupied in 1934 and 1935. Only member of the old cast repeating in the stand is Mason Wilkes, heavy and piano. Show is carrying a mentalist, Evelyn. Chick is set for the summer, according to the present plan.

Tolbert Tattles

HOPKINSVILLE, Ky., June 19.—Since I have been asked by Manager Buddy Hale to be correspondent for his Milt Tolbert Show, here goes: Have enjoyed a fine season so far, with no blow-downs and not a single night lost because of bad weather. Had phenomenal business in Mississippi. Have since played a few towns in Tennessee and Kentucky to unusually good results.

Lasses White and Honey Wild have a swell reputation and sure pack them in. We have a fast-moving revue show that pleases, and it is clean.

Day and dated Heffner-Vinson in Mayfield, Ky. Quite a mixture of show people. A few members of the Frank Smith Show came over, too. Ray and Jessie Slicker were among those present; also Eleanor and Rod Brassfield and some of the gang from Bisbee's Show. We ate at the same cafe, and with four shows represented it looked like Old Home Week. A lot of fun and gossip was enjoyed by all.

Mrs. Honey Wild's home is in Louisville and while playing near there her friends and relatives visited and took in the show. Some of our gang visited in Louisville, too. Saw the Whites' car parked in front of a trailer lot in Louisville. Some beauties there, too. (When are you going to invest, Lasses?)

Saw Dorothy and Toby Eastman and the Jenks family at the chop suey place in Louisville; then the burlesque show.

Last Sunday at Lexington, Ky., saw Mr. and Mrs. Jim Heffner and little Jim, and later Annette and Buddy Hale, Dorothy Cannon and Bea and Red Jenks, at Joyland Park. Also ran into Marigold and Billy Armond, Otto Divanti and Jim Heffner at Joyland.

"SALLY THE SLEUTH."

Touring Theater Burns

PARIS, June 14.—Theater Gilbert, well-known repertoire company touring France with a large portable theater, suffered a total loss of theater and equipment recently by fire at Guerigny. Loss estimated at 50,000 francs (\$2,500), uncovered by insurance.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

A GROUP OF Washington's amateur magicians excursioned down the Potomac June 8 aboard the Steamer City of Washington as guests of Harry Baker, manager of the Wilson Line and newly elected president of the SAM, Assembly No. 23. On the trip tricks were performed by Baker, Elmer Cross and Arch MacDonald.

THE MAGIC SHOW which was to have been presented at the National Theater, Washington, all last week as a means of raising money for the Parent-Teacher Association's Student Aid Committee was postponed due to the unprecedented heat. T. Townsley, C. C. Clayton and R. C. Mainfort had charge of all the arrangements.

HENRY HAVILAND, paper-tearing magician, has been playing party dates fairly heavily in Washington, due largely to the fact that Congress has remained in session. He had a lawn-party engagement last week and did he have fun! A windstorm came up—so he had to make a quick change from paper tearing to coin tricks. The coins didn't blow away.

OTIS MANNING is in his ninth week at the Mayfair Restaurant in Washington.

ZUDELLA AND COMPANY, mentalists, until recently at Harry's New York Cabaret, Chicago, are now working theaters thru Wisconsin and Iowa. George L. J. Cole postals that business is good.

PRINCESS YVONNE and Baby Yvonne, piloted by Doc M. Irving, invaded the Middle West last week after a long stay around their home in Philly, occasioned by the Princess' having to undergo three operations recently in three months. Princess Yvonne, now the picture of health and some 15 pounds heavier, is all primed for a big season with their mental work. The two Yvonnas and Doc Irving were the guests for a few days last week at the home of Mr. and Mrs. Bob Shaw in Springfield, O., en route to Moberly, Mo., where the act is playing a theater date this week. They will work theaters in the Middle West for the next several weeks, after which they will make a string of the major fairs as a special grand-stand attraction. Baby Yvonne, who will work with her mother in the act, has been doing considerable radio work recently and has been getting some splendid notices in the newspapers and radio trade magazines.

WALTER H. DOMZALSKI, secretary of the Society of Detroit Magicians, has as a guest this week Paul Noffke, well-known magician of Springfield, Mass. Another guest of the Society this week is Paul Rosini. Society officers have arranged a series of entertainments for

them thruout the week at the Temple of Karnak, little theater in the Domzalski home. Last meeting of the Society for the season is to be held June 23 at the Temple of Karnak. Meetings will be resumed in September.

CHARLES A. LEEDY, Youngstown (O.) *Vindicator* columnist and well-known magician there, attended the convention of the International Brotherhood of Magicians in High Point, N. C., last week. Leedy was master of ceremonies at one of the three evening shows. Leedy accompanied Charles R. (Baffles) Brush, Canton, O., magician, on the trip.

CARL ROSINI is currently in the Parisian Room of the Neil House, Columbus, O. Also on the bill there is Dorothy Barclay, numerologist and reader of cards. Rosini performs both on the floor and at the tables and is featured nightly during the dinner and supper hours. Rosini is the first magician ever to appear at the Neil House in an entertaining capacity.

CALVERT THE MAGICIAN writes from Hilo, Hawaii, that he will return to California November 1 to play the Fox-West Coast Time for Doc Howe and then sail for the Orient in March, 1938. In addition to showing every day in the Islands, Calvert says he is constantly improving his show. He has recently added the Drum Mystery and Noah's Ark, both by Thayer. Calvert reports that he has recently made a deal for an electric pipeless pipe organ, a \$1,245 instrument, and that he has contracted for Raymond Andrews to play it.

A. P. SMITH (Mysterious Smith) and wife have returned to their home in Warrenville, Ill., from Beckley, W. Va., where they recently concluded a 15-month tour, the longest they have ever played. They will rest up for the next two months. The Smiths will celebrate their 25th wedding anniversary June 24.

MARQUIS THE MAGICIAN shoots us a snapshot of the last 24-sheet stand ever posted for Howard Thurston in Charleston, W. Va., shortly before he suffered the stroke which finally caused his death. A billposter with some sentiment has left it standing, but Old Father Time is tearing it to pieces, Marquis reports. "When these fellows who are brimming over with ego and self-importance go to Charleston and ask the natives which restaurant Thurston had his stroke in they will realize their own importance when the natives answer: 'Who was Thurston?' Such is fame. Omar Khayyam wasn't so wrong when he said: 'Eat, drink and be merry—'" Marquis reports that he recently played the State Theater, Huntington, W. Va., to good business despite the opposition of \$1,000 giveaways at two local theaters. Marquis plans to make clubs in the Far North thru the summer.

PABLO, South American magician, closed a week's engagement at Fay's Theater, Providence, June 10 and on the following day sailed from Boston for England to open a 17-week Continental booking, beginning at Southampton. He was accompanied by his wife, assistant in his act. Following him into Fay's, Providence, was Huber, magician, who headlined the bill.

THE GREAT LEON, of Broadway "death-ray" fame, is confined at the Hollywood Hospital, Hollywood, recovering from the results of a recent heart attack. Crisis is past and removal to his ranch home is expected soon.

L. O. GUNN, well-known Pacific Coast magician, and Maryanne Cox, who were married June 8 at Paragould, Ark., were tendered a champagne supper at the home of Mrs. Harry Houdini upon their return to Hollywood June 13.

PERCY ABBOTT, of Colon, Mich., has purchased the complete Leon show, which was put up for sale a few weeks ago.

RHODE ISLAND ASSEMBLY 26, SAM, will hold its fourth annual ladies' night banquet and entertainment at Maple Grove Inn, Fawtuxet, R. I., June 24. Har-



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 NIGHTSPOTS For FILMS

EUGENE — brilliant xylophonist with both classical and pop repertoire, caught recently at the Roxy, New York. Despite surplus of similar acts, he easily held the attention of the audience thruout. Tunes included *Light Cavalry* and a sock version of *Tiger Rag*. Arrangements are melodic, all the brilliance embellishing rather than hindering development of central themes. Has looks, too.

HOWARD MILLER — legit actor now playing the male lead in the revival of *The Cat and the Canary* at the Majestic Theater, New York. Part was played in the original production by Henry Hull. Miller does amusing work, playing it for all that's in the script—and then some. Despite manifold temptations to go overboard he keeps for the most part within bounds. Nice personality and appearance.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

CHARLES COLLIER'S *Silas Green* Show is billed for Reidsville, N. C., June 25.

SHAMOKIN KIWANIS MINSTRELS, Shamokin, Pa., is becoming a recognized attraction thruout the anthracite coal region. Organization has been in existence the last eight years. Company has just finished a week's engagement at the Sunbury City Band's Festival and Car-

old Hanson is expected down from Boston to appear on the evening's program, in which practically all members of the Rhode Island organization will take part. More than 150 persons are expected to attend the affair.

EDWARD BROWNE and Company closed the season with a full-evening show at St. Andrew Hall, Philadelphia, June 17. Browne will do a 12-minute act in night spots for the summer. John Van Houten is Browne's representative, and Harry Dennis and Bill Ellis are the assistants.

BRANDINO, the "Dixie lad who bears watching," is currently touring with *Hollywood Holiday Revue*. During a recent engagement in Danville, Ill., Brandino spent an evening with L. L. Ireland and Paul Studham.

PALMER AND DOREEN are this week presenting their magical tea kettle at Joy Gardens, New Castle, Pa.

FOR THE FIRST time in the history of the Society of American Magicians and the International Brotherhood of Magicians, both bodies will hold their conventions in the same city in 1938. Cincinnati will be host to the SAM delegates late next May, with the same city welcoming the IBM members two weeks later.

CARDINI has been held over at the ABC in Paris.

THE MANY FRIENDS of Lawrence Hoffman (Hoffman the Magician) will be grieved to learn of his sudden passing recently at St. Margaret's Hospital in his home city, Hammond, Ind., of pneumonia and a ruptured appendix. Hoffman was well known in magicdom. He toured for many years in lyceum and chautauqua and also played the Keith and Orpheum vaude circuits. In recent years he had been giving much of his time to club work. He originated a number of popular magic tricks and was the author of a book on sleight-of-hand. Hoffman also toured for a time with Thurston. Further details in Final Curtain, this issue.

Turn to page 37, this issue, for story on IBM convention held at High Point, N. C.

nival, Sunbury, Pa., where the minstrels played under a large tent theater. The Kiwanis Minstrels are slated to return to Sunbury in the fall for an indoor date under the same auspices.

A WINDSTORM and heavy rain which blew up at 7 p.m. June 14 ruined a promising evening's business for J. C. Lincoln's Minstrels at Montgomery, W. Va. The town was minstrel-minded and as Lincoln's was the first tented minstrel to stop there this year the outlook was excellent for big attendance. The canvas was so badly damaged by the elements that it was impossible to repair it in time to give the night show.

EDDIE BOGERT, comedian and musical mope of the team of Bogert and O'Brien (Neil). Born in Philadelphia, 1867. First minstrel engagement with Jack Mavery; then Al C. Field two seasons; Thatcher, Primrose & West, one season; Primrose & Dockstader, five seasons, and many seasons in vaudeville. Retired 26 years ago. Present residence, Binghamton, N. Y. Activities: Engraver and stationer.

JOHN FINLEY, of Detroit, formerly known in minstrelsy as Major Finley, was a visitor at the minstrel desk last Thursday (17). He has been in Cincinnati the last several weeks. Finley formerly did his gun and baton juggling with the Al G. Field, Beach & Bowers and George P. Woods Down East minstrels. Finley, who has been in ill health for some time, is now making an effort to get into the NVA Lodge at Saranac Lake, N. Y., for treatment.

WALTER J. NELSON, general agent with Oban's Musical Revue, playing under canvas, reports that James H. Whitney, 83, veteran minstrel star, died recently at his home in Bennington, Vt. In speaking of Whitney, Nelson says: "The Great Hand has reached out once more and taken away one of the finest of mankind. God never brought into type a truer friend, nobler or higher type man than James H. Whitney, or one who had more trusting faith in God."

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Providence.
For 40 years I have tramped in this country and all thru Europe. At present I am doing advance work because of my gray hairs, but thank God I can step along with the best of them yet, book time and keep our show moving. I never miss one issue of *The Billboard*; in fact, I don't know what we of show business would do without it. I have noticed several letters from one good old trouper, Dan Valadon, who has been in Providence since 1932, as his partner and wife, Lora, has been in Rhode Island Hospital since that time. Since Lora has been here there has not been one week that another headliner, Sophie Tucker, has missed a week writing to her. Even when Miss Tucker was in England she never forgot Lora. Those who know Lora and Dan, who for years worked under the name of Les Valadons, Parisian wire cyclists, will be pleased to learn that Miss Tucker notified Lora that she had instructed the manager of Loew's State Theater in Providence that Lora was to be her special invited guest at opening of her first big picture, *Broadway Melody*. The outside public thinks that when headliners like Miss Tucker get the breaks they go Hollywood and pass up those who have worked on vaudeville bills with them, but not Sophie Tucker. She wears the same size hat now as she did when she first started in vaudeville, and because she has shown the interest that she has in this little tight-rope walker who has been in a hospital all these years I think something should be said about it. It is things like this that help us of the theatrical profession to show the public that we are still human and don't forget our sister and brother performers when they are in need of encouragement.

WILLIAM (BILL) RICE.

Detroit.

Referring to Charles Thomas' letter in The Forum of June 12, the foreword to George L. Aiken's version of *Uncle Tom's Cabin* in *Representative American Plays* states the first production of the play was given at the Troy (N. Y.) Museum on September 27, 1852. That was the first production favorably received by the public, tho many other productions of the play were made due to the fact that Mrs. Stowe failed to reserve the dramatic rights to her book, so she never received a cent of royalty from any of them. The play ran for 100 nights in Troy and then was taken to the New York Chatham Street Theater, where on July 18, 1853, it began a run that lasted 325 nights. Cordella Howard, daughter of George C. Howard, manager of the museum, and an infant prodigy, first played Little Eva. After she grew up she supported many stars as Mrs. W. G. Jones and answered the final call about a decade ago, if memory does not err. The character of Gumption Cute was retained in Aiken's version of the play.

HARRY W. COLE.

Lowell, Mass.

I have been interested in recent articles on the WPA Theater Project. If ever there was a disgrace to the country and to show business this is one. Propaganda plays and so-called minstrel men (and the funny part of this is that the government is paying "minstrel men" and there have been no minstrels on the road for 15 years or more) and amateur actors and thrown-together plays and bits! What a fine thing for our great government to be encouraging! Another thought along a different line: it's time some of the small traveling shows paid a few cents for new material. Recently I saw a small repertoire company a. d. instead of paying a few dollars for decent plays, they were using old hackneyed ones

that they had patched together themselves. They expect to do business and neglect the very thing that makes business. Remarks that I have overheard and stories in the press and particularly this excerpt from an editorial . . . "A large number of these WPA projects are far from relief propositions. They are actually used to create careers for people, professional jobs for those who want, without much qualification, to be actors, musicians and writers" . . . have convinced me that even the public is getting "onto" the Federal Theater Project.

Garret H. Fondere.
Along about 1892 some extraordinarily clever entertainer with a "medical opera" sang for my instruction and entertainment *A Day at the Circus*. It started off with this:
'Twas way last spring,
I believe in May,
When old Si Hubbard
To me did say:
I hear a circus
Is comin' to town.
Suppose we go and
See the clown.
My memory leads me on line after line of the eventful story until that part which recites:
And there before
Our very eyes
Was a great big balloon
Of enormous size
And a man in the basket,
In skin-tight clothes,
Cried, "Cut the rope and
Let her go."
It is the adventure from this incident on that I have entirely forgotten. I have tried several of the old music publishing houses unsuccessfully. I implore Forumites to dig into their scrapbooks or memories and supply the rhymed conclusion of this historic piece.

CHARLES S. WELLER.

Ironwood, Mich.

A letter in The Forum of June 5 anent an extra fee for witnessing feeding of wild animals in circus menageries brings to mind a rather subtle method which the manager of Campbell Bros.' Circus had to induce patrons to remain for the afternoon or matinee after-show or concert. The announcer would state that "by special request all who remain for the concert will be invited and privileged to witness the rare spectacle of the feeding of

the ferocious wild animals of the jungles and forests in the menagerie at the hands of their fearless attendants, a sight seldom witnessed before, 22 cages of wild beats, snarling and struggling for the raw meat which keepers toss into the cages at a safe distance. This rare spectacle will not be repeated tonight but can be seen this afternoon only." (For the simple reason that the cages, elephants, camels, led stock, menagerie top and all would be safely loaded on the train before the big show was over.) This recalls my experience as physician with Campbell Bros.' Circus some years ago, and the suggestion herein may be of use to some present-day showmen. Long live the great American circus!

T. S. CROSBY, M. D.

Canton, Mo.

Grand opening of the Miller Starr Opera House here, built in 1893 and being torn down to be replaced with the new Gem Theater, was on December 4, 1893, with Frank H. Gross as manager. Anderson's *Jolly Old Chums* or *Two Old Cronies* was the name of the opening show. There was a cast of 12 and the skit of the evening was the *Indian Opera*. Among some of the companies which played in the old opera house in the early '90s were Sharpley's Lyceum Theater Company, supporting the then popular actress, Aida Lawrence, and with Sharpley and Le Comte as managers; Morey Stock Company, starring Luella Morey, and Marshall Stock Company, supporting Clarence Bennett and Luella Morey, under the direction of Fred Le Comte. I attended the opening night performance in the old theater and have preserved a copy of the house program.

JOHN D. NICHOLS.

Jeffersonville, Ind.

Seeing the *Mighty Haag* title in *The Billboard* and observing the date of this writing makes me think of something that occurred 25 years ago with the *Mighty Haag Railroad Show* and which will be recalled by troupers who were with it then. The writer has no knowledge of such a thing ever happening on any show since and it is not likely that it ever happened before. The show entered Canada, season of 1912, at Port Colborne, Ont., on June 2. Following stand was St. Catharines, Ont. That night as the railroad crew was preparing to shift the flats and stock cars, all loaded, to couple onto the sleepers, an explosive, said to have been dynamite, was set off on top of the elephant car. The noise awakened everyone on the show train and brought a crowd of townspeople in haste to the railroad yards. Rudy Gonzallas, in charge of the elephants, immediately appeared and got them out of the car

When Explosion Ripped Bull Car On Mighty Haag

Lauds Tucker For Interest in Lora Valadon

Seeks Finale Of Historic Si Hubbard Poem

First Accepted Tom Show Seen In Troy 1852

Feeding Dens As a Bid for Concert Sales

How About Those 'Dead' Banners?

Saranac Lake

James Seeley is our latest guest-patient. He comes from Miami, where he was treasurer for Loew's, Inc.

Mollie Mantel celebrated another birthday last week and received some nice presents from her many friends. Her mother, Mrs. G. Mantel, of New York, is in Saranac Lake for a few weeks' vacation.

Joe Dabrowski spent several days here last week, visiting his friends at the lodge. Joe is an ex-NVAer and he underwent a general checkup while here. Willard C. Patterson left the lodge last week to take up residence in the village, where he will continue the cure.

Mrs. Henry Wunsch, of Richmond, Va., and her two sisters, Mrs. C. M. Stephenson and Mrs. Kenneth Smith, of Norfolk, Va., spent a pleasant two weeks here visiting Mrs. Wunsch's husband, Henry, at the lodge. Henry is making excellent progress.

Mr. and Mrs. William Lemlich and daughter, Sylvia, and cousin, Mrs. Manya Brandes, of New York, visited Edith Lemlich here over the week-end.

Murray Friedman is another who celebrated his birthday last week. He was well remembered by his friends and is doing nicely.

Write to those you know in Saranac Lake.

43d YEAR

The Billboard

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. XLIX. JUNE 26, 1937. No. 26

The Final Curtain

ADAMS—Warren H., 34, assistant projectionist at Modern Theater, Manchester, Vt., fatally burned in attempting to extinguish fire in projection booth. Survived by his widow and one daughter.

BROOKOVER—W. D., 67, well-known Ohio amusement park executive and musician, June 11 in Mercy Hospital, Canton, O., after a brief illness. A former resident of Zanesville, O., he had been identified with Moxahala Park in that city for many years and was at one time manager of the park. For the past seven years he has been manager of the Bluebeard's Castle, funhouse on the midway at Meyers Lake Park, Canton. While a resident of Zanesville he was for many years a member of the old Bauer Band there. Survived by a daughter. Funeral from the Mader-Peoples Funeral Home, Zanesville.

BURGER—Paul F., 47, writer for 20th Century-Fox, at a Hollywood hospital June 16 after a long illness. His last screen work was *Charlie Chan at the Olympics*, for which he wrote the story. Prior to his 20th Century-Fox connection he had been with MGM as sales promotion manager and with United Artists as assistant to the president. Survived by widow, Rose; a daughter, Hope; his parents, Timothy and Maude Burger; a sister, Sallie, and two brothers, Arthur and Sam. Interment in Forest Lawn Memorial Park, Glendale, Calif.

DEL BRUGGE—George W., 61, widely known dance instructor in Eastern Ohio and the Upper Ohio Valley, June 14 at Canton, O., from a heart attack. He was born in Wheeling, W. Va., where he gained wide reputation as dance instructor. Two brothers and four sisters survive. Funeral services and burial at Wheeling.

DELLA GUARDIA—Clara, Italian actress, who had toured South America 10 times, June 4 in Milan, Italy.

ELIAS—Charles Sr., 50, Racine, Wis., musician and composer, June 8 in a hospital there. Elias toured the country for 15 years with members of his family as the Elias Tamburizza Serenaders. Survivors include his widow; a son, Charles Jr.; two daughters, Martha and Anna Elias; his mother, four sisters and three brothers.

FEAGANS—Frank A., 57, friend of many in the circus field, at his home in Janesville, Wis., June 2. He served

in the World War as a musician in the 132d Division. He was a member of Feagans Family Band, popular a few years ago. His widow; a daughter, Josephine; five sisters and two brothers survive. Janesville Masonic Lodge and the Veterans of Foreign Wars had charge of the funeral. Burial in Milton Lawn Memorial Park Cemetery, Janesville.

FOURNIER—Armand J., 39, known professionally as Robert Stone, in Central Falls, R. I., recently. He was for several years a member of the Carleton Davis Players and a member of the Pawtucket Star Stock of several years ago. He also appeared in stock in New York and other cities. He leaves a wife, son, his parents, a brother and sister. Burial in Notre Dame Cemetery, Central Falls.

FREDMAN—Joseph, 77, retired theater man, in Kansas City, Mo., June 2 of a gun-shot wound. Three sons and four daughters, Mrs. H. N. Kohn, Chicago; Mrs. D. H. Epstein, Chicago; Mrs. L. Goldbert, Minneapolis, and Mrs. S. Fink, Hollywood, survive.

FRIEDMAN—John E., 57, theatrical manager, in New York recently after a two-year illness. Friedman, whose vaudeville activities took him to all parts of the world, was one of the first to bring Chinese actors to America. He also took a troupe of Negro actors to Europe. Surviving are his widow and a daughter, Fay.

PROST—John L., 28, manager of Detroit Builders' Show, June 10 in Grace Hospital, Detroit, of cerebral hemorrhage. He was a son of the late Charles J. Prost, who was originator of the annual winter shows in Detroit. Last winter's show was the first that John L. Prost had managed, altho he assisted his father several years. Survivors are his widow, Kathryn; son and daughter and his mother. Burial in Evergreen Cemetery, Detroit.

GARRITY—Rose A., 65, widely known as a musician and sculptress, at her home, Jamaica Plain, Mass., June 12 following a brief illness. For the last 10 years she was teacher of violin in the Boston public schools. Survived by two sisters, Margaret and Katherine. Funeral June 15 at St. Thomas' Church, Jamaica Plain. Interment in Old Calvary Cemetery, Roslindale, Mass.

GLEIZE—Lucien, well-known French playwright and former vice-president of the Society of Dramatic Authors, in Paris June 5.

GRIFFIN—Mrs. Elizabeth Veronica McTammney, 66, singer, of a heart attack June 15 in New York. She was the mother of Gerald Griffin, opera, concert and radio tenor, and John Griffin, church soloist. She leaves five sons and six daughters.

HETH—Sherman C., Jr., 6, grandson of Henry H. Heth, concessioner on L. J. Heth Shows, at his grandparents' home in Racine, Wis., May 30. Besides his parents and grandparents in Racine, Mr. and Mrs. H. Thilleman, his grandparents of Sturtevant, Wis., survive.

HILL—Billy, of Hill and Edmunds, at Tampa, Fla., May 27. Survived by widow, Anna, and a daughter, Florence.

HOFFMAN—Lawrence, 49, magician, at St. Margaret's Hospital, Hammond, Ind., of pneumonia and a ruptured appendix June 15. Hoffman played chautauqua circuits and on the Keith and Orpheum time in vaudeville. He once worked with Thurston and was intimately acquainted with Houdini and Peter the Great. He wrote a book on sleight-of-hand and was a member of the Society of American Magicians and the Actors' Benefit Association. Survived by his widow, Anna; a daughter, and a sister, Anna Winifred, of Cincinnati; two sons, Lawrence Jr. and Carroll; mother, Mrs. Ida Nordstrand; three sisters, Mrs. Clarence King, Mrs. Charles Shoemaker and Margaret Hoffman. Funeral at All Saints' Church, Hammond, followed by interment in Calvary Cemetery, Gary, Ind.

JOHNSON—William (Dad), 74, veteran outdoor showman, in Miami June 14 after a lingering illness. He had been in the cookhouse end of outdoor show business since 1906. Among the shows he had been with are W. T. Stone, Zeidman & Pollie, World at Home, Cetlin & Wilson, Krause, John Marks, Bernardi Greater Shows, Rubin & Cherry, William Glick and Frank West. Survived by widow, Eva Johnson; five daughters, Mrs. Anna Mae Allen, Mrs. Virginia Ruffu, Mrs. Ruth La Perry, Mrs. Carrie Tanner and Mrs. Thelma Calabrese, and

two sons, Claude and Harry W. Johnson, who are at present on Dodson's Shows. Funeral in Atlantic City, with burial in Pleasantville, N. J.

KALIEBE—Elmer W., 32, for the last eight years technical engineer in charge of RCA Photophone installations for the Central district, in Milwaukee June 8 of injuries received in an automobile accident. Survivors are his widow, a son, a daughter, his mother, a sister and three brothers.

KELLY—Mrs. Catherine Laughlin, 65, sister-in-law of George Kelly, playwright, and Walter C. Kelly, the "Virginia Judge" of vaudeville, June 11 at her home in Philadelphia from injuries sustained in a fall down the cellar stairs. Two sons and six daughters survive.

Al Boasberg

Al Boasberg, 45, "prince of Hollywood jesters," who won his title as a gag man and title writer in the days of the silent movies, died of a heart attack in Hollywood June 18.

A writer for more than 25 years, he had written comedy material for top-ranking comedians of the stage, screen and radio. In 1929 he wrote comedy talking subjects for recording by RCA Photophone.

Boasberg was formerly with Metro-Goldwyn-Mayer and previous to that was on the pay roll of Paramount at the West Coast studio.

On the day before his death he signed a contract for the Jack Benny radio program. His most recent picture was the Marx Brothers, *A Day at the Races*.

He is survived by his widow; a brother, Nate, of Los Angeles, and two sisters, Mrs. Dewey Michaels and Mrs. Sam Cohen, both of Buffalo.

LACALLE—Joseph M., 77, composer and music critic, at his home in Ozone Park, N. Y., June 11 of a heart ailment. Born in Spain, Lacalle once played with the Sousa Band and later joined the Columbia Phonograph Company, for which he wrote program notes for records for 25 years. He retired in 1933. Surviving are a son and daughter.

LA NYON—Edgar, former director of the Whalom Park Opera Company, Fitchburg, Mass., and for a short time manager of the Cummings Theater there, in Pacoima, Calif., May 31. Many stars of the operatic stage were turned out by La Nyon. Body was cremated and the ashes were strewn upon the waters of the Pacific Ocean.

LAMB—Mrs. Blanche H., 55, concert singer, at her home in White Plains, N. Y., June 11. Her husband, Henry Cleveland Lamb, and two children survive.

MACK—Jacob, father of Irving Mack, head of the Filmack Trailer Company, after a long illness at Billings Hospital, Chicago, June 14. Burial in Waldheim Cemetery, that city, June 15.

MALONE—Dolly, 48, former actress, June 13 at her home in the St. Regis Hotel, Chicago.

PHINNEY—Carl R., 13, son of Mr. and Mrs. George F. Phinney and grandson of Mr. and Mrs. Carl Lundell, of Fishers Camp, Tampa, Fla., in that city recently.

QUIGLEY—Jimmy, 29, musician, June 8 at his home in Philadelphia following an attack of spinal meningitis. He was pianist with many dance orchestras in that city. Surviving are his widow and daughter.

RATIGAN—William A., 54, at his home in Detroit June 12 of a heart attack. Ratigan was the author of several books on the theater. Survived by his widow and three daughters. Burial in Mt. Elliott Cemetery, Detroit.

REDICK—Albert, 56, widely known theater doorman, at his home in Cincinnati June 12 after a short illness. Redick had been overseer at the Grand Theater, Cincinnati, and prior to that was doorman at the old Columbia, Strand and Capitol theaters there. Survived by his mother, Mrs. Mollie Redick; three sisters, Mrs. Maud Meyer, Mrs. Esta Freppon and Mrs. Katherine Freppon. Burial in Evergreen Cemetery, Fort Thomas, Ky.

ROWAN—Bernard E., 45, concessioner, at Britton Home Sanitarium, Sandusky, O., June 13 after an operation for appendicitis. Last season he was associated with Austin & Kuntz's Palace of

Wonders. Survived by widow, Esther, and two sons, William and Chester. Burial in Oakland Cemetery, Sandusky.

SCHNEIDER—Fred, 35, musician, of Fort Wayne, Ind., at St. Joseph's Hospital, that city, recently of spinal meningitis and complications. He played at the Embold and Palace theaters and radio stations in Fort Wayne. He was a member of the musicians' union. Funeral services at the Immaculate Conception Cathedral and burial in the Catholic Cemetery, Fort Wayne. A sister, Mrs. S. H. Newman, Fort Wayne, survives.

SMITH—Marcellus D., founder of the Birmingham Broadcasting Company and president of WBRC, June 9 in Birmingham. He leaves a wife, son, daughter and several brothers and sisters.

TRACY—James J., 75, brother of Kate V. Tracy, well-known organist, June 12 at his home in Philadelphia following a long illness. His sister survives.

WALTER—"Little Walter," 58, well-known European clown and father of Joe Walter, at Castelo Branco, Portugal, recently.

WATSON—Roy, 61, veteran film player, recently at Hollywood Hospital, Hollywood, after a long illness. Born in Richmond, Va., he began his legit career in the late 90s. He was a contract player with the original Selig studio and was later starred in serials for Horsley. His former wife was Jane Keckley, character actress.

WHITNEY—James H., 82, old-time minstrel man and motion picture theater operator, at a Bennington, Vt., hospital June 6.

WILLIAMS—Josephine, 82, actress, in New York June 14. Miss Williams was born in Liverpool, England, and did not begin her stage career until she came to the United States 50 years ago. Two of her earliest roles were in *The Things That Count* and John Golden's *The Wheel*. One of the earliest cinema actresses in this country, she appeared in the productions of William A. Brady's Peerless Motion Picture Studios. Among the many recent hits in which Miss Williams played character roles were *Craig's Wife*, *The Royal Family* and *Her Master's Voice*.

ZANDER—Harry Richard, 46, radio writer, recently at Long Island, N. Y., after a week's illness. Zander entered radio work after 25 years as a newspaper man and for the last two years prepared radio scripts and shows for an advertising agency. His widow and two children, Richard and Ruth Mary, survive.

Marriages

BERGMANN-MARTIN—Ernest Bergmann, nonprofessional, and Heloise Martin, Drake University co-ed known as the "Shower Bath Girl," at Wheaton, Ill., June 10.

CONNELLY-HOFFMAN—Bob Connelly, radio engineer at Station WHAT, Philadelphia, and Elizabeth Hoffman, nonpro, in that city June 5.

EHLENBECK-SCHMITZ—Russell Ehenbeck, nonpro, to Sally Schmitz, musician with Major Bowes' All-Girl Revue, June 15 at Mt. Calvary, Wis.

FOX-DERNBACH—Robert Fox, manager of the Fox Theater, Marion, Wis., to Getrude Dernbach, nonpro, June 10 in New London, Wis.

GUNN-COX—Len O. Gunn, Pacific Coast magician, and Maryanne Cox at Paragould, Ark., June 8.

HORAN-HANCOCK—Joseph Horan and Leola Hancock, both members of (See MARRIAGES on page 124)

Sir James Matthew Barrie

Sir James Matthew Barrie, 77, famous author and dramatist, died of bronchial pneumonia in a London hospital June 19.

Sir Barrie's most famous character was Peter Pan, "the little boy who never grew up." Among his plays, which had moved hearts all over the world, were *The Little Minister*, *What Every Woman Knows*, *The Admirable Crichton* and *Dear Brutus*.

In 1926 it was revealed that Sir Barrie had lost the use of his right hand from overuse when Major J. J. Astor auctioned off the manuscript of Barrie's play, *The Old Lady Shows Her Medals*, for charity. The manuscript brought \$1,025. Sir Barrie lived almost as a recluse in his declining years.

Members of his family and Peter and Nicholas Davies, brothers, whom Barrie adopted after Peter, as a child, inspired him to write Peter Pan, were at his bedside when death came.

Hon. Wm. P. Connery Jr.

Representative William P. Connery Jr. (Democrat of Massachusetts), chairman of the House Labor Committee, died at the Homeopathic Hospital, Washington, June 15 from food poisoning. At the time of his death he had been working on the Black-Connery Minimum Wage-Maximum Hour Bill and was also pushing the Connery Resolution to investigate the radio industry.

Connery was born in Lynn, Mass., August 24, 1888. He attended St. Mary's School, Lynn, Mass.; Montreal College, Montreal, and Holy Cross College, Worcester, Mass. He appeared in vaudeville for years in a song and dance act billed as Connery and LeGault and in specialties in some of George M. Cohan's companies. With Cohan he acted in *Get-Rich-Quick Wallingford* and also supported Margaret Anglin, Irene Franklin, Trixie Friganza and other stars in such plays as *The Aviator*, *The Melting Pot* and *The Lioness*. Later he successively became a theater manager and candy manufacturer. He served in France with the Yankee division during the World War, advancing from the rank of private to regimental color sergeant for meritorious service, taking part in all the major operations, engagements and battles of his regiment, the 101st Infantry.

Serving in Washington continuously since the opening of the 68th Congress, he one time served as the candidate from both Democratic and Republican parties. His popularity among members of Congress was responsible for his successful fights to pass many outstanding pieces of legislation.

Funeral service of a solemn high mass was held at St. Mary's Church, Lynn, July 19. Senator David I. Walsh, Democrat, and Senator Henry Lodge Jr., Republican, both of Massachusetts, were appointed to represent the United States Senate at the funeral.

Survivors include his widow, who was Marie Marceau, his dancing partner; a 9-year-old daughter, Marie Teresa, and a brother, Lawrence C. Connery, of Lynn.

500 Take In IBM's 12th Meet; Davison Is Prez; Cincy in '38

HIGH POINT, N. C., June 19.—International Brotherhood of Magicians brought to a close its 12th annual convention here last night with an eight-act magic show at the Paramount Theater. Four-day session was successful in every way. Actual registration totaled 300. There were, however, about 100 visitors and at least that many who were not registered, bringing the total to well over 500.

John H. Davison, acting president of the organization since the death of W. W. Durbin, was elected to continue in that office. Other officials chosen were Harry E. Cecil, first vice-president; T. J. Crawford, second vice-president; Caryl S. Fleming, third vice-president; Ted H. Heuber, secretary. Executive committee has William A. Russell, Max Holden, Percy Abbott, A. A. Almon and Floyd Thayer. Next convention will be held in Cincinnati in 1938.

One of the most interesting events of the conclave was the amateur contest held each morning of the four-day session in the ballroom of the Sheraton Hotel under the direction of Billy Russell. Caryl S. Fleming trophy, a perpetual award for the best original trick performed, was won by Philip Foxwell. Many prizes were also donated by members and dealers. A number of European members made the trip here for the conclave. Caryl S. Fleming and Mr. and Mrs. Floyd Thayer came on from the Coast and Mr. and Mrs. Chambers from Topeka, Kan.

Much credit for the success of the event was given to A. Coke Cecil and his assistants. Mrs. A. Coke Cecil was in charge of the night-before party Monday night. Mayor Dr. C. S. Grayson made the welcoming address.

First meeting Wednesday morning was given over to memorial services for deceased members, appointment of various committees and the reading of the financial report. Short talks were delivered by T. J. Crawford, Dr. F. E. Van Der Veer, John S. Van Gilder and E. L. Bunker.

Entertainment for Wednesday night's show at the Paramount Theater was furnished by John H. Davison, emcee; Grady Nicholson, Max Holden, Mystic Craig, Al Baker, Al Saal, Frank Ducrot and E. L. Bunker.

Thursday night's program featured Charles Leedy, emcee; Les Gilbert, Goodlette Dodson, Billy Russell, Larry Ireland, Dr. K. H. Sheelor, Dell Odell, Jean Fole and Percy Abbott. Featured on Friday night's program were Harry Cecil, emcee; Ed Miller, J. Lloyd Handy, Tom Osborne, Charles F. Finding, Chucky Koontz, Wallace Lee, Frank Caton and Herman Weber.

Exhibitors at the convention included Floyd Thayer, Mike Kanter, Art Felsman, L. L. Ireland, Max Holden, Martinka & Company, National Magic Company, Donald Holmes, Jack Channon, Al Baker, U. F. Grant, Harold Rice, Horace Marshall, Percy Abbott, Joe Berg, Jimmy Sanders, William Wilson and Homer Hulse.

Registrations

John H. Davison, Hazel Miller, Kenneth H. Sheelor, Frank L. Bunker, Mrs. Ted Heuber, Mrs. Mary Ingram, E. E. Ingram, Zola Pavey, Harry Pavey, Franklin M. Peters, Caryl S. Fleming, J. P. Lawrence, Sam Mayer, Al McGuirk, Billy Russell, Charles C. Greenwood, Mr. and Mrs. Ken Punnett, Jack Handy, Mrs. G. W. Knowles, Louise Wager, Ed Little, Robert E. Graham, Harry E. Cecil, Frances A. Almon, William J. Satchell, Mr. and Mrs. Frank Caton, Mr. and Mrs. Grady Nicholson, Reta Hoefert, Nevin Hoefert, A. A. Almon, William E. Baker, Mrs. L. M. Baker, Harold C. Ramm, George Pearce, Jim Grigsby, Charles H. Lawrence, William Wilson, Julius Andrews, Mr. and Mrs. Reynolds, Clarence L. Rohrer, Anna M. Rohrer, E. M. Smith, Ruth Nagle, Mystic Craig, Jewel K. Watson, S. Y. McCarroll, T. J. Crawford, Charles Koontz, Chucky Koontz, Lola Koontz, Mr. and Mrs. G. V. Furman, Mr. and Mrs. E. Z. Jones, Dr. R. E. Betts, Helen Betts, Mr. and Mrs. Walter Labermaier, Mr. and Mrs. Walter Landis, Goodlette Dodson, Paul L. Bolin, Carl B. Smith, R. C. Buff, Dr. Cecil Stockard, Albert Cohn, Frank Ducrot, Ed L. Shanks, Syl Reilly, Marvin Jones, Dan O'Day, William Erickson, James Sherman.

John C. Calhoun, Victor Torperg, Mr. and Mrs. Floyd Thayer, Mr. and Mrs. Lloyd Chambers, Clifford T. Okey, Charles E. Angers, Louis Cimino, L. L. Jenkins, Mr. and Mrs. John Snyder Jr.,

Oscar Gutheid, Joe Roberts, Percy Abbott, Mr. and Mrs. Howard Strickler, Mr. and Mrs. Coke Cecil, Mary Lou Cecil, Jack Handy, John M. Crowson, Ted Heuber, Billy Felsman, Arthur P. Felsman, Helen Felsman, Mr. and Mrs. Wallace Lee, Mike Kanter, Tom Osborne, R. C. Anderson, J. H. Kirkbride, W. E. Cox, Jean Fole, William M. Garrison, M. F. Zens, G. W. Shea, Mr. and Mrs. Larry Ireland, Dave Goosman, Elsie Lichtman, LuBrent, Roy T. Moore, Mr. and Mrs. Harold Hahn, Mr. and Mrs. A. J. Bush, Mr. and Mrs. John Lippy, Samuel Haimwowitz, Dr. and Mrs. F. C. Boardman, Dallas E. Shore, Thomas Hicks, Mr. and Mrs. E. K. Mathews, Reeder C. Hutchison, Herbert Troxell, Albert Stoner, Lydia Stoner, Bob Ungewitter, Ted Van Antwerp, Philip Foxwell, L. L. Henry, Al Saal.

George D. Kitzinger, G. L. Lanier, E. J. Farmer, Mr. and Mrs. Donald D. Ausman, Paul J. Smith, Jack E. Smith, Ed Baxter, M. H. Ortwein, Dr. Harlan H. Taylor, Orville I. Wilson, Charles F. Findling, William I. Joy, Thelma J. Martin, A. B. Himes, C. M. Thorn, Dell O'Dell, J. B. Smith, Charles Carrer, Ted Annemann, George Brandt, M. L. Gilbert, Ernest A. Carter, Virgil Ward, Bernard G. Blake, Mr. and Mrs. Richard Brown, William Robinson, Willard Wiesehan, Mr. and Mrs. H. R. Hulse, Shirley Hulse, Howard J. Britt, Edward Litzan, William T. Cash, W. P. Slusher, Jimmy Sanders, Willard Sporleder, Oscar Hyler, D. A. O'Dell, Bill Bowers, Al Snyder, Ben H. Frisby, Fred C. Lackman, U. F. Frant, Max Holden, J. Franklin McDermitt, Dr. Ed L. Crump, Baffles Brush, Charles Leedy, W. M. Harrison, R. K. Dillingham, Mr. and Mrs. Albert Reusch, Mr. and Mrs. Donald Lea, Reese C. Stowe, Anderson Ashburn, Eugene Baumgartner, Mrs. W. T. Cash, Everett L. Duncan, Charlton Chute, Ellsworth Lyman, John S. Van Gilder, Hershey G. Basham Jr., James H. Lewis, Mr. and Mrs. F. W. Gorman, Fred Gorman Jr., Herman Weber, Lloyd C. Bramble, Dr. A. B. Himes, Verne C. Bloch, Dr. Viola Lockwood, Amzy Lockwood, Mr. and Mrs. Harold Rice, Mrs. Horace Marshall.

William Jones, James Stewart, John W. Frye, Charles Beckler, Bob Tharsher, Horace Marshall, Dr. Riley D. Moore, Robert Ishewood, Paul E. Gaghen, Paul B. Butten, Ollie Dougan, Walter B. Hambricht, Franklin J. McDermott, L. B. Seal, William B. Endlich, June Auman, Mr. and Mrs. Harry J. Messersmith, Dr. and Mrs. Van Der Veer, Mrs. F. L. Bunker, Evelyn Bunker, Marion Bunker, Doris Bunker, William Ellenger, Robert M. Cowan, W. A. MacWilliams, Roy L. Patience, H. L. Kirkland, Rev. J. C. Beirre, R. W. Hull, Audley V. Walsh, Francis Walsh, Abril Lamarque, R. L. Davis, R. A. Nelson, Burton Dowley, Junior Dowley, J. E. Dowley, F. W. Kmoedener, Mr. and Mrs. Harry Weitzel, Doro-

thy Weitzel, George Brown, Frank Marshall, J. M. Logan, Dr. Carl S. Frischkorn, Frank Pohanka, Frank Pohanka Jr., Winston D. Gravatts, Theo T. Golden and John Mulholland.

Columbia Holds Pix Ball League Lead

NEW YORK, June 19.—Results of games played by the Motion Picture Baseball League the past week are: Consolidated 8, MGM 5; NBC 8, Apeda Studios 5; Columbia 6, MGM 2, and Skouras 8, Apeda 5. Victory by NBC was its first win this season. Standing of the teams follows:

	Won	Lost	Pct.
Columbia	5	1	.833
Consolidated	4	1	.800
Skouras	5	2	.714
RKO	4	2	.667
MGM	3	4	.428
NBC	1	3	.250
Paramount	1	5	.167
Apeda Studios	1	6	.145

Boston Agents Postpone AFA Tieup Until Fall

BOSTON, June 19.—Good seasonal biz has kept the Massachusetts Theatrical Agents' Protective Association from holding meetings the past several weeks. Mrs. Buddy Shepard has been deavored to call meetings but has been unable to round up a sufficient number to make them worth while.

The most important issue pending before the MTAPA is the closed-shop working agreement with the AFA. It is understood, however, that the subject will not be tackled or discussed till September, the date set last winter.

"Cradle Rocks" Despite Ban

NEW YORK, June 19.—History was made last night as Federal Theater's opera, *The Cradle Will Rock*, was produced despite ban by WPA against opening two weeks ago. Members of the cast received leaves of absence from project, with many joining Equity in a day to enable them to appear. Composer Blitzstein joined Equity, AFM and Dramatists' Guild. Actors will receive Equity scale of \$40 per week instead of WPA's \$23.

CBS Engineers Vote To Join CIO Group

NEW YORK, June 19.—Columbia Broadcasting System engineers voted yesterday to affiliate with American Radio Telegraphers' Association, CIO union. Association of Columbia Broadcasting Technicians will be disbanded and some 300 station technicians in seven

Columbia-operated outlets out of town will be organized.

Vote was made over opposition of International Alliance Theatrical Stage Employees, AFL union. Mervyn Rathbone, president of Radio Telegraphists, said vote had been taken in face of a threat by IATSE that radio men "would be walking the streets out of jobs for joining CIO."

CBS engineers, according to Rathbone, in Washington, Boston; Charlotte, N. C., and Los Angeles were ready to be signed up by the industrial union.

Contracts were signed several weeks ago by CBS and American Guild of Radio Announcers and Producers, indie union.

FTP TENSION

(Continued from page 3)

July 1 in order that the FTP might complete its reorganization necessitated by the cut was received from Washington. Some 600, however, were outside the Venice Theater waiting for the curtain. General opinion was that the government intended putting screws on the play owing owing to its radical theme, which deals with a steel strike.

Audience, however, went to the Venice Theater, where Blitzstein played the score of *Cradle* while Orson Welles, director, made explanatory comments.

Cast, apprised by Frank Gillmore, Equity president, that they might not participate in a play postponed by the government, nevertheless sang their parts from their seats.

Earlier in the week the *Federal Theater Supervisor* was distributed, the top line on the sheet reading "Fight Cuts." Supervisors, explaining the orders received on the personnel cut, ask everybody to "Gird your loins, the fight is about to begin."



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Milt Tolbert Show No. 2
H. D. Hale, owner; Ollie Hamilton, manager; Red Fletcher, producer. Featuring Lew Childre (the Boy From Alabama) with Wiley (Flash) Walker.
WANTS
People in all lines. Vaudeville and Radio Acts, Musicians with wifes doing chorus, M. C., Hillbilly Acts, Workingmen, Truck Drivers, Boss Canvasman that can build and cover middle. Mechanic that knows Chevrolet trucks and Kohler light plant. B. B. Burrell, W. H. Byrd wire. All others write. Boss Canvasman report at once, others August 1. Show opens August 9. Address H. D. HALE, Box 552, Dothan, Ala.

WANTED WANTED
COLORED PERFORMERS and MUSICIANS for
JIMMIE SIMPSON'S MIGHTY MINSTRELS
Enlarging Show. Can use 30 people. Preference given to those who double. Will place tickets, but no advance money until after joining. Feed on lot. Salaries paid weekly. State lowest salary in first letter if expect an answer. Year round work. Wire or write **JIMMIE SIMPSON**, Oheyrton, Va., two weeks, starting week 21. You pay your wires. I pay mine.

MAJESTIC SHOWBOAT WANTS
Dramatic People with specialties, also Piano Player doubling stage. No booze. Salary sure. Board and room furnished on boat. State all in first. Write or wire **T. J. REYNOLDS**, Denbo, June 27-'38; Maxwell, 29; Rices Landing, 30; Isabella, July 1; Adah, 2; Nemaclin, 3; Greensboro, 4-5; Point Marion, 6-7. All Pennsylvania.

WANTED
Two Single Men as cast, young team; Musicians all instruments, A-1 Agent. State all salary and if you do specialties. **S. M. GOFF, GOFF'S OCEAN MEDIANB**, Seymour, Tex. Banners open.

WANTED
For Med Show: Young, fast, Straight Team doubling instruments. Must join at once. Other performers write. Pay yours, I pay mine. No advance unless know you. Boozers, chasers caused this ad. Don't answer unless can cut it. Salary must be low. We pay. No panic here. Glenny and Ford contact us. **TA OO MEDICINE OO**, Lockhart, Tex.

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Magic	30		

Opening July 2nd—ANOTHER WALKSHOW

IN EGYPTIAN BAL ROOM, OCEAN PARK, CALIF. BILL OWENS, Director.
Sprint Teams only. prize money, \$1,750.00. Nightly prize, \$10.00. Contestants knowing Lennie Paige, Rajah Bergman, Ducky Naccarato, Forrest Bailey or Tiny Schillinger contact **LOU STUTZ** at Merritt Jones Hotel, Ocean Park, Calif. Contestants cared for on arrival.

Toronto's 1st In 10 Years

Cole to show on new lot over corporation line—advance crew does fine job

TORONTO, June 19.—Cole Bros.' Circus will show here June 28 and it will be the first circus in this city in more than 10 years with the exception of the Hamid-Morton indoor circus that plays the Shrine date.

The show will break in a new lot on Don Mills road and Pape avenue, over the corporation line. The license in Toronto follows: One to 10 cars, \$25; 11 to 20 cars, \$50; 21 to 30 cars, \$100; 31 to 50 cars, \$200; more than 50 cars, \$500; each side show, \$25.

Advance crew did a noble job, picking off a number of choice downtown spots.

Roberts Back To Somerville

NEW YORK, June 19.—Roberts Circus, organized this spring in Somerville, N. J. by Robert J. Vanderbeek, local member of the CFA, returned to that city last week. Show opened April 29 in Clinton, N. J., and toured thru New Jersey for several weeks before folding. Canvas and equipment have been left intact; in fact, the top is in the air, and there is a possibility that the show will be revived later in the season.

Roberts Circus was owned and managed by Vanderbeek, who surrounded himself with a staff consisting of Clarence Auskins, general agent; William Lum, in charge of billing; E. Snoden Holland, assistant manager; G. M. Praster, secretary-treasurer, and others. Acts included Emma Raymond, Chavonele Brothers, Robert Black, William Uteridge, Guinevere Stoker and Vivian Kay.

Barnes Business Increases; Spokane, Other Cities Big

SPOKANE, Wash., June 19.—Having played to crowds described by Press Agent Harry Chipman as "30 per cent bigger than attended the show a year ago," the Barnes show moved on to Missoula, Mont., Sunday night.

Three week-end performances here drew more than 25,000. Saturday night's

H-W Scenes for Circus Picture

ST. LOUIS, June 19.—A circus production is being filmed inside the tent of Hagenbeck-Wallace Circus during the performances of Metro-Goldwyn-Mayer release. The script calls for scenes of every department of the show. It is expected that this filming will require about seven weeks.

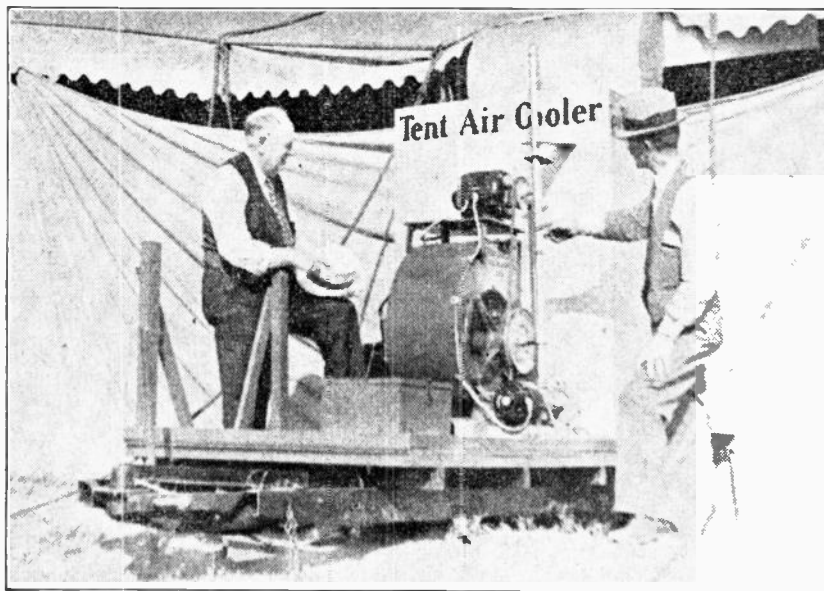
The producer's unit and the star, who will soon join the show and be announced later, will travel and live in a beautiful white-enameled private car, consisting of four bedrooms with built-in bath in each.

H-W opened a four-day engagement here Thursday afternoon. Matinee business was light, but there was a fair crowd on hand at night. Big top was up on time and first performance started promptly. Show has been receiving a lot of local publicity.

Poodles Hanneford has been promoted from assistant equestrian director to equestrian director, succeeding Orrin Davenport. The Davenport and Joe Hodgini riding acts are also out of the performance.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.



CHARLES T. HUNT, demonstrating new tent cooler on Eddy Bros.' Circus. Machine was created and developed in plant of Edwin Burhorn Company by Charles J. Meyer. It is now on the Eddy show as regular equipment.

AFM Plans New Wage Scale For Musicians With Circuses

LOUISVILLE, June 19.—The American Federation of Musicians' convention today authorized its president to appoint investigators to probe "deplorable conditions" in the circus field for musicians. President Joseph Weber said conditions for circus musicians are the most abominable in show business and admitted that after 30 years the AFM has been unable to really effect union conditions for circus musicians.

Weber will attempt to put into effect the following weekly minimum wages for AFM members in circuses: \$42.50 for regular musicians, with \$62.50 for leaders, in first-class circuses; \$40.50, with

\$60.50 for leaders, in second-class circuses; \$34.50, with \$57.50 for leaders, in third-class circuses, and \$27.50, with \$42.50 for leaders, in fourth-class circuses.

AFM will also attempt to induce first-class circuses to use a minimum of 30 musicians; second-class circuses a minimum of 30; third-class circuses a minimum of 16, and fourth-class circuses a minimum of 12.

Scale listed is for six-day week excluding Sunday and with the seventh day prorated. Single berth, three meals a day, no wage deductions for performances omitted and no doubling on light work are among other demands.

Death of Wallace Bull Attributed to Eating Shoes

DETROIT, June 19.—The death of Little Eva, elephant of Wallace Bros.' Circus, which died after a performance here last week, was attributed to the bull's having eaten a pair of shoes belonging to her keeper. The keeper was taking a nap on the grass and had removed his shoes.

When he awakened his shoes had disappeared and he immediately suspected Little Eva, who had on former occasions shown a preference for bits of cloth, pop-corn boxes and like delicacies.

Russell Bros.' Show Clicking On Its First Tour of the West

BURLEY, Ida., June 26.—Russell Bros.' Circus, on its first tour of the West, is making many friends, is clicking 100 per cent and receiving gratifying business in spite of long-sustained adverse weather conditions. Idaho is the ninth State the show has entered so far this season, and it has traveled approximately 4,000 miles to date.

First two-day stand of season was at Salt Lake City June 14-15. Downtown lot on Ninth South street was used and business at the four performances far exceeded expectations. Show moved in on Sunday from Ogden and everyone welcomed the three-day pause after a rather strenuous spring. The preceding Sunday at Cheyenne, Wyo., was the first layoff since opening. Capacity crowds next day.

Newspapers have been exceedingly generous and afternoons invariably praise it in the highest terms. The clearliness of the show both in appearance of equipment and personnel and policies toward the public has come in for much favorable comment, especially in towns that have been disappointed in recent years by shows with skimpy programs and rackets. Day before the date in Rapid City, S. D., the chief of police issued a public notice warning people

Repeaters Are Better for Mix

Portland, Me., biggest day of the season—new lighting system on Midway

WATERVILLE, Me., June 19.—The Tom Mix Circus is proving its popularity thru New England by the fact that business in repeat towns is much better than last season. At Bridgeport straws them at night, and over half of the audience remained for the Wild West concert. Greenfield, Nashua, Concord and Portsmouth came thru with big houses every night and fair in the afternoons. At Portland, in spite of the fact that another circus seemed to have practically covered all of the Mix paper and had its billing on everything available, show packed top to capacity at both performances. Portland was the biggest day of the season.

Red Parker, superintendent of lights, has installed a new lighting system on the midway and at night it's as bright as midday.

At Nashua, N. H., Tom Mix entertained Governor Murphy. At Concord he delighted the inmates of the State prison by sending some of the circus acts to the institution.

William Conway, of Ringling-Barnum, was an interested spectator at afternoon performance in Bridgeport, Conn. Other recent visitors were Charles Underwood, former circus press agent; Charles Hunt, owner of Eddy Bros.' Circus; Fred D'Ivey, Carlos Carreon and Reb Russell, of Downie Bros.; Mabel Stark and Bessie Costello, now employed at Benson's Wild Animal Farm, Nashua, N. H.

Ted Metz's Side Show is proving a great drawing card. He confides that this has been his best season in years. He recently added two more chimpanzees.

R-B Jams 'Em At Bridgeport

BRIDGEPORT, Conn., June 19.—An overflow crowd of 16,000 persons jammed the top of Ringling-Barnum Circus here night of June 14. Spectators were seated on canvas along the front of the regular seating space, and the hippodrome track was narrowed in order to accommodate those who came after the seats were filled. It was the largest crowd that any circus ever drew in Bridgeport.

Saow came in early Sunday morning from Paterson, N. J., enabling the circus folk to enjoy the week-end renewing acquaintances in the old home town.

to lock their doors. After inspecting the show he apologized and gave *The Daily Journal* a statement describing the show as "exceptionally fine and the best here in recent years." In numerous stands business men, public officials and newspapers have voluntarily sent messages ahead commending the show. Open hostility greeted arrival in Chadron, Neb., but next day *The Journal*, after speaking of the show as "one of the very best that has ever appeared here," said: "Chadron was indeed fortunate to have been scheduled on the itinerary of such a high-class organization."

Salt Lake City was the scene of much visiting. Guy Toombes, CFA, and manager of the Hotel Utah, with his family, spent much time on the lot and in turn entertained various showfolks at Starlite Gardens on roof of his hotel. He renewed his friendship of long standing with Fred and Irene Ledgett. F. Whitney Toombes, head of the Utah State Highway Patrol, also was a visitor.

Radio has been used to excellent advantage in stands having stations, and Bill Antes has arranged many excellent show-day broadcasts. Features presented include Capt. Walter Jenner and his sea lion, Buddy; Maxine Frederick (See RUSSELL BROS. on page 45)

ORGANIZE



ORGANIZE

OUTDOOR AMUSEMENT PERFORMERS AND WORKERS IN ALL DEPARTMENTS NOW IS THE TIME TO ORGANIZE

THE AMERICAN FEDERATION OF ACTORS affiliated with the American Federation of Labor, a national organization operating in all cities from coast to coast, and embracing circuses, carnivals, fairs, night clubs, vaudeville, etc., is ready to extend the facilities of its gigantic organization to promote your economic and social welfare.

THE WAGNER NATIONAL LABOR RELATIONS ACT guarantees you the right to choose your representatives for the purpose of collective bargaining. Never before in the history of the labor movement has the government ever guaranteed the workers the right to affiliate with a labor organization, free from coercion by their employers.

RINGLING-BROS. BARNUM AND BAILEY COMBINED SHOWS and the American Federation of Actors, affiliated with the American Federation of Labor, have entered into a signed closed shop agreement embracing improved working conditions and a higher wage scale for all employees.

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All workers in other departments pay no initiation fee, but must pay \$3.00 a week for four weeks. Their membership books will not be issued until the full year's dues is paid in advance, amounting to \$12.00.

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American Federation of Actors
Affiliated with the American Federation of Labor

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Date _____

Name (print) _____

Home Address _____

Department _____

Name of Circus _____

Age _____

Signature of Applicant _____

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JUNE 23 — BANGOR, ME.
JUNE 24 — PORTLAND, ME.
JUNE 25 — WORCESTER, MASS.
JUNE 26 — SPRINGFIELD, MASS.
JUNE 28 — ALBANY, N. Y.

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(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

ROCHELLE, Ill., June 19.—Secretary W. M. Buckingham writes that Connecticut Circus Fans had a busy week with Kay Bros., Eddy Bros., Walter L. Main and Cole Bros. The smaller ones were not doing so well around there, as many were waiting for the Cole show in several spots. All the shows have put on fine performances.

Betty Stevens, menage rider on Cole Bros., had a bad accident while in parade in New London. Will be in Lawrence and Memorial hospitals there for several weeks, and local Fans will visit her.

Mr. and Mrs. Burtis L. Wilson, of Chicago, stopped over a few hours in San Antonio June 11 and talked with Col. C. G. Sturtevant on CFA matters. Burt said his long trip ended July 15.

The San Antonio Zoological Society, of which four of the San Antonio CFA are members, has received seven of the rare long-horned Texas steers as a gift from Louis Schreiner, of Kerrville, Tex.

Harry Hertzberg recently received the daddy of all route books, a leather cover booklet of the Zoological Institute for season of 1835.

Irving K. Pond, charter member of the CFA and author of *Big Top Rhythms*, had his picture in a recent issue of *Life*. Picture showed Pond turning a somersault on his 80th birthday anniversary.

Bill Montague, of West Hartford, Conn., makes the shows when they play his neck of the woods and reports two more since last week. He writes: "Evening of the 8th I journeyed to Plainville, Conn., and caught Eddy Bros.' Circus. This is a small three-ring circus, but the performance has all the earmarks of a big show, a grand entry with two bands, followed by an interesting show which moves fast; music furnished by an excellent seven-piece band. Aftershow is very good, and this circus is carrying some comfortable reserved seat chairs. Had visits with Mrs. Charles Hunt and Harry Hunt. On the lot met CFA Charlie Davitt of Springfield, Mass., and CFA Jim Hoye and guest, of Hartford. Evening of the 10th made the Cole show at Springfield, Mass. During the matinee there was a downpour and back yard was flooded for a while. Had a visit with the Barnes family. Enjoyed the performance. Met CFA Jim Hoye and guest, of Hartford.

Regret to learn of the death of W. H. Shepard, older brother of John Shepard, former editor of *White Tops*. He died at Nashua, Ia., June 4; burial at Sandwich, Ill., on the 7th.

The Shrine Club of Bradford, Pa., will sponsor the Tom Mix Circus June 28 for benefit of Zem Zem Hospital for crippled children, with the following Circus Fans as members of committee: Thomas P. Thompson, Harry E. Schonblom, Donald W. Bovaird, Benj. W. Dean, Frank H. Urban and Arthur J. Haggerty.

Mr. and Mrs. LeRoy D. Butler, Mr. and Mrs. Sverre O. Braathen, of Madison, saw night performance of Seal Bros. at Maquoketa, Ia., June 12 and matinee at Savannah, Ill. following afternoon. Braathen states that Seal show has a very nice performance and one of the best menageries he has ever seen on a motorized organization. Equipment is in wonderful condition and show carries a large amount of stock. A recent visitor at Braathen's office in Madison was Oscar Wiley, who routes Wallace Bros.' Circus.

Dr. and Mrs. L. E. Kress, of Wauwatosa, Wis., on a recent visit to Baraboo visited with Mrs. Al Ringling at her home. She has recovered from a fall suffered last winter.

Downie, Cole Near Each Other

FITCHBURG, Mass., June 19.—Downie Bros. and Cole Bros. were very close to each other June 16. Downie was at Lawrence and Cole at Lowell, 11 miles apart. Many of the Downie folks went to Lowell to see the parade and visit with friends.

Cole Bros. had a lot of "wait" paper up against Downie show. At a number of stands Downie show has had opposition from carnivals. Business continues good on Downie show at Lowell; two capacity houses also at Waltham, Mass.

Robbins Encounters Snow at Philipsburg

PHILIPSBURG, Mont., June 19.—Due to snowstorm here, the afternoon performance of the Robbins show was missed. At night an excellent house despite extraordinary cold weather.

Fred Pitkins, equestrian director, is presenting a fast and snappy performance. Opens with tournament, followed by Clark swinging ladder number; Frank Sapiro family, Japanese jugglers and tumblers; Rostillo Sisters, wire; clown numbers; Smith troupe of Russian wolfhounds and collies, featuring Teddy, swinging wire dog; Pitkins and his Arabian trained horses; Elsie Sapiro, tight wire; clowns; bucking mule; Riddle family, trapeze; Smith's dogs and ponies; clowns; Wiggins' bar and ring act; first Wild West announcement (Buck Steele and his cowgirls and cowboys), elephants, leaping greyhounds, clowns; pony drill, by Pitkins; Wiggins family, teeterboard; Tex A. Shubach, featuring wonder dog, Rex; walk-around number, second concert announcement, Capt. Sells and his African lions. Show lasts an hour and 40 minutes.

Side Show is managed by Bill Heath. Lineup includes Shuffling Sam Georgia Minstrels, Miss Heath and her big snakes, Heath and his magic, Mabel Johnson and her sword mystery box, Marie Vanne and dancing girls; Mar-malita, woman with mystery feet.

H-W Car No. 1 Notes

TERRE HAUTE, Ind., June 19.—Earl Blachford, boss billposter of Hagenbeck-Wallace Circus, had fun in Terre Haute. The driver of the town wagon was deaf as a post and admitted as much. Earl made 27 daubs, and for each daub had to write a note to Mr. Towner. "How about that wall over there?" wrote Earl in one instance, and the ensuing conversation with Mr. Towner used up three pages of scratch pad.

Newcastle, a Sunday jump, picked up Howard Y. Barry's new, all-steel, streamlined advance car there.

Car Manager Jake Tyree goading the railroads and getting results on unhandy jumps. Freight movements have ceased to be a novelty, there being a scarcity of scheduled passenger trains in the ball-wick. Many a trainman bawled out for using the bill car as a switching implement because of its convenient steps, reports Ralph Williams, contracting press agent.

Good Biz for WPA At Stapleton, S. I.

NEW YORK, June 19.—WPA Federal Theater Project's circus closed its week's run in the Stapleton section of Staten Island June 12. Biz has been the best to date. *The Staten Island Advance* was most generous with space and ran an editorial urging the show to return before the end of the tenting season. Some local children are believed to have stolen a muzzle and pair of skates belonging to Stanley Georges' troupe of bears. *The Advance* ran a feature story on the bears and urged whoever might be the culprit to return them to the lot.

The *Savage Africa* spectacle continues to be the hit of the show. . . . Visitors last week included Gertrude Robbins, Valerie Leavin and S. B. Leavin. Nick Kenny, who works swivel bar in show, had a bad fall Thursday night. Was out of program for a couple of days, reports Wendell J. Goodwin.

Neville Announces Increase In Wage Scale of Billposters

DETROIT, June 19.—Gordon Neville, business agent of the International Alliance of Bill Posters and Billers, announced an increase in the wage scale for billposters from \$8 to \$9 a day. "This arrangement was made thru amicable arbitration," said Neville. "This trade has experienced no strikes or labor troubles of any kind," he adds.

Walker & Company and MacDonald Advertising Company, Detroit firms, have signed agreements with the unions. The Alliance is contemplating taking into its organization billposters thruout the State that are working in small plants.

Neville reports the serious illness of member J. Ralph Perkins, old-time billposter. Neville says Perkins would be very glad to have a line from old friends of the profession. His address is 45 West Congress street, Corry, Pa.

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Famous Landmark Passes

PHILADELPHIA, June 19.—Demolition of the Lyric and Adelphia theaters marks the going of a famous landmark in circusdom. When the present sight was acquired by the Thomas B. Wanamaker estate in 1894, it was improved by a large building, mostly of frame construction, which was occupied for several seasons by the Winter Circus. The main attraction was the Hagerman Wild Animal Show, a German company then appearing for the first time in America. Following its sawdust career, the building was converted into the twin Lyric and Adelphia theaters to house legitimate attractions.

Hamilton Signs With Wirth

NEW YORK, June 19.—Al Hamilton, until a few weeks ago connected with the George Hamid-Bob Morton indoor circus enterprises, announced last week that he has been signed by Frank Wirth to handle general publicity, promotion and special events features for that firm. Hamilton, member of a traditional circus family, worked in a similar capacity for Hamid and Morton.

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Rice Leaves West Virginia

Labor situation in coal mines the reason—Marietta, O., excellent

MARIETTA, O., June 19.—As the labor situation suddenly became serious in West Virginia with strikes being called in privately owned coal mines, the Dan Rice Circus quickly turned around, coming into Southern Ohio. The opening stand here resulted in excellent patronage at both performances.

As the band played *We're in the Money* a new 30x30 marquee went into the air, adding materially to the already inviting midway. Crowds gathering for the afternoon performance witnessed this unique ceremony.

Mamie West, a resident of Marietta, visited with the circus folks here. Formerly of the team of West and Zanta, billed as the Regal Gymnasts, Mrs. West stated that she was with the Dan Rice show in 1897. She retired in 1904. Joe Ward, brother of Teeney Ward, of Parkersburg, W. Va., a former outdoor showman, also visited here. Harry MacDonald, of Huntington, W. Va., was a visitor at Nitro. Now 74, he told of the MacDonald Brothers' Circus that included 52 wagons and 165 head of horses and a top 80 with three 30s. His show was destroyed 26 years ago at Charlestown, Tenn., during a clem and the loss suffered was in excess of \$35,000, according to the old showman. At Hurricane, W. Va., Dan Rice, age 64, and his grandchildren visited. No relation to the famous old clown, Mr. Rice was born the day the Rice Circus showed Hurricane and was named in honor of "Old Dan." He is a foreman on the C. & O. Railroad and a real circus fan.

Hurricane has not had a circus since the visit of the M. L. Clark Shows 24 years ago, with capacity houses resulting.

Other visitors during the week were Shirley Ross, of Charleston; Murray Butterfield, formerly boss ticket seller on Hagenbeck-Wallace, and Buzz Barton, picture star.

AFA Negotiations With H-W and Cole

NEW YORK, June 19.—Ralph Whitehead, executive secretary of the American Federation of Actors, announced this week that organization negotiations are now in effect with the Hagenbeck-Wallace and Cole Bros. circuses. George W. Smith and John McClusky, organizers in the outdoor fields for the AFA, conferred for several days with Howard Y. Bary, operator of H-W, and canvassed members before leaving to join Cole, now on tour thru Canada.

Whitehead, who remained with Ringling-Barnum show until all details of the closed-shop agreement were worked out, has been in this city since then. He is planning to leave shortly for the Cole show to confer with Messrs. Adkins and Terrell, the operators.

In line with the AFA policy to organize all outdoor show business, including circuses, carnivals and fairs, the personnel of the Circus Division of the union will be augmented by Whitehead in the near future.

Hoxie Booked For Ohio Stands

MASSILLON, O., June 19.—R. M. Harvey, of the Jack Hoxie Circus, has been here several days arranging a route in this section. The show, within a few days, winds up its Western Pennsylvania tour, picks up Wheeling, W. Va., then crosses the Ohio River, with Cambridge as the first of several stands in Buckeye State. This city is the July 1 stand.

From here show swings back into central part of the State, after which the route is indefinite, contracting being held up temporarily because of the Republic Steel strike. If this is cleared up, show will play many of the now affected steel strike towns, accord-

Elephants Were Dry

WOODSFIELD, O., June 19.—When the Dan Rice Circus played here years ago State Tax Collector Baker's grandfather owned the circus lot. There was a well on the lot and when permission was granted to use some of the water in the well, according to Baker, the elephants drank it dry.

Cole's First Visit To Old Bay State

BURLINGTON, Vt., June 19.—The first of 10 towns to be played by Cole Bros.' Circus in New England was North Adams, Mass., and the first visit of this show to the old Bay State. Everything moved on schedule to good trade with best business being at night. Springfield followed with an early arrival.

The run from Springfield to Worcester is only 45 miles on the Boston & Albany, but owing to circumstances, the Boston & Maine had to be used into Worcester, which made it double as to distance, it being just 90 miles. First section arrived in Worcester at 7 a.m. and it is over two miles to the fairgrounds lot from the crossing. The parade here is just a little over seven miles. Seldom has there been a bigger turnout of people than lined the streets in Worcester to see the parade. Afternoon trade was only fair, but there was a packed tent at night.

Billy Cronin observed his birthday anniversary at Worcester and he celebrated it by having a visit from his cousin, Tom Kane of Portsmouth, N. H.

New London, on Saturday, was the only stop made in Connecticut. Bang-up business was chalked up for both performances. Streets here are narrow and crooked, which made the parade a cautious march. Betty Stevens was thrown from her spirited horse when he shied in parade and was taken to the Lawrence and Memorial Hospital, where she will be confined for a while with a fractured pelvis.

Elks Take Children

The New London lodge of Elks No. 360 has had for years the charitable custom of seeing to it that when a large circus comes to town the children confined to the Seaside Sanitarium, State hospital for children with tuberculosis of the bone, are not forgotten. Two hundred and twenty-five were brought to afternoon performance in large busses and with the co-operation of the circus sat in the reserved seats and stayed for the Ken Maynard Wild West. There were 75 youngsters whose cases were so severe to be brought to the circus, so in a small way the circus was brought to them when nine of the clowns gladly volunteered to go to the sanitarium between shows. They were Chester (Bobo) Barnett, Art Lind, Philip Sweet, Van Wells, Mal Bates, Al Bernard, George Moran, Joe Short and Bobby Bumps. The committee of Elks, consisting of Tom Dorsey, Jack Coughlin, Frank Joseph, Sam Prentis and Exalted Ruler Paul Curtin, invited the clown contingent to the club, where a real shore dinner was served them. Barnett and Short entertained.

Mr. and Mrs. Walter Buckingham, of Norwich, Conn., were on hand at New London with their movie cameras. Sam Prentis, CFA and real circus friend, was on the lot most of the day. Maurice Lowe, of the Erie Printing Company, paid the show a visit at New London. Mrs. Roland Butler took in the afternoon show to visit with her daughter, Estelle, and her husband, Ralph Clark. Harry Stow, who has been working in the lunch stand on the midway, was burned about the arms when making ready for the day's business at New London and, no doubt, will be laid up for quite a spell.

An old troupier who recently visited at Worcester, Mass., was W. H. Hancock, who is at the Masonic Home in Charlton, Mass. He was biller and programmer for L. C. Gillette on the Cole & Rice show in 1911, and last trouped with Cole Bros. in 1928. Hancock is 87 years young.

ing to Harvey. On the advance with Harvey is Harry Winslow, contracting press and assisting Harvey with routing details. Here Harvey renewed acquaintances with K. C. De Long, Jack Nedrow, Glen Z. Wagner and John Hare.



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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Under the Marquee

By CIRCUS SOLLY

L. VERNE SLOUT recently left Kay Bros.' Circus as press agent.

CLARENCE AUSKINGS, general agent, has closed with Roberts Circus.

B. H. NYE, manager, and Jockey E. Day, agent, have left Rink Bros.' Circus.

CLAUDE BURNS recently left Wallace Bros.' Circus.

DARD McKOWN pens that Lewis Bros.' Circus had two good houses at Mt. Vernon, O.

KEEP YOUR EQUIPMENT in shape by repairs and a little paint. Don't let it run down.

WALTER B. LEONARD infos that Tom Mix Circus will be the first in at Glens Falls, N. Y., June 22.

RALPH ARSENAULT, clown of Saginaw, Mich., is resting until middle of July.

WELLSVILLE, N. Y., will have two circuses in one week—Dan Rice June 23 and Tom Mix the 26th.

G. W. SWAN recently saw Eddy Bros.' Circus, reporting a good performance and dandy time.

DON McADOO joined Cole Bros.' band at Fall River, Mass., as first trumpet, replacing O. S. French.

FOUR KRESSELLS are presenting their free acts with Art B. Thomas' Bombshell 1937 unit thru the Dakotas.

TED MURPHY, after several years in theater business in Cleveland, O., is back with Reno on Mighty Haag Circus.

SILVER BROS.' Circus had the heaviest rain of season at South Dayton, N. Y., June 14. Business has been good.

OTIS HALL, of Howe Bros.' Circus, reports that show gave five performances at Newcastle, Wyo. It is the home of William Hough.

BILLY F. NELSON will clown with Flash Williams' auto and motorcycle dare-devil riders at celebrations and fairs.

MINERT DeORLO, clown cop, and Circus Fan Doc Staples saw Eddy Bros.' Circus in Plainville, Conn., as guest of W. Cook.

EDDIE THOMAS cards that Seils-Sterling will be in Duluth, Minn., for one day latter part of July on the lot at 32nd and Grand avenue.

THE CHASE show is contracted to play the iron range spots in Minnesota, conditions reported to be very good. J. C. Admire made Duluth his headquarters for 10 days.

TOO BAD about the folding of the Graham midget show. It had great possibilities.

HAGENECK-WALLACE had a large evening crowd at La Fayette, Ind., says K. E. Simmons, who met Mel Smith and Henry Kyes.

MIKE DOLAN, agent for Modern Noah's Ark, caught Haag Bros.' Circus at Kankakee and spent the afternoon with Bill Kellogg.

GEORGE HARTZELL, veteran clown, formerly with Ringling Bros.' Circus, and a friend visited Ringling-Barnum when it was in Philly.

RECENT ADDITIONS to Silver Bros.' band include Fahl Brothers, trumpet and tuba; Bill Troxel, trombone, and Scott, baritone.

CRAWFORD DROEGE visited Silver

rain at night house was nearly filled. Reports a nice organization.

SIX AVALONS, wire and teeterboard act, left Main show June 16 to play 10 weeks of fairs in Minnesota and Wisconsin. Will return to show following fair dates.

HAROLD D. ATWOOD saw the Mix show at Greenfield, Mass., June 7, first in there this season, reporting a fair matinee and filled tent at night. Concert biz was very good.

DOWNIE BROS.' Circus has been granted a permit to show on the city playground in Little Falls, N. Y., June 23. Show will make jump from Bennington, Vt.

HERBERT A. TAYLOR, who trouped with Cole Bros. and Hagenbeck-Wallace, visited the Barnes show at Spokane. States that performance and band are clicking.

D. C. HAMMOND informs that Walter L. Main had near capacity at matinee and full house at night at Danbury, Conn., June 8. Side Show also had good biz.

RALPH KIRK has his trained goats, trick mule and January act with Atterbury Bros.' Circus. In a recent issue Kirk's name was given as Burk.

MAURICE A. ESSON, trombonist for five years with the big ones, is handling advertising program again for annual American Legion July 4th celebration at Quincy, Mass. He and his wife, Bea-

and that it has an excellent band of 12 men, under direction of S. W. Floyd.

FRANK LITTLEFIELD and wife attended Downie Bros.' Circus at Gloucester, Mass. Two packed houses there. Kid show and concert also did good biz. George B. Beal and Tommy Mack and wife were noticed on lot.

JOE WHITE, many years with circuses and carnivals, who now has an executive position with an optical manufacturing company in Attleboro, Mass., saw the Main show at East Providence, R. I., and visited with Harry LaPearl and wife.

AERIAL LAZELLAS, after playing indoor circuses at Kansas City, St. Louis and Springfield, Mo., and vaude dates on West Coast, opened outdoor season at Chippewa Falls, Wis., to be followed by 15 fairs on B circuit in Canada.

RAY L. VAUGHN and wife visited both the Mix and Cole shows when they were in Springfield, O., and renewed acquaintances. Also saw Mix show at Columbus. Vaughn was formerly with Miller Bros.' 101 Ranch Show.

CRAWFORD DROEGE visited Lewis Bros.' Circus at Dunkirk, N. Y., June 7, and spent the day with Jimmy DeCobb. Droege and Jack Harris drove from Dunkirk to Olean and saw Hagenbeck-Wallace June 10.

FOR THE FIRST TIME in circus annals at Akron, O., 25 of the free passes given city officials when the Cole Bros. Circus appeared there recently were given to kiddies at the Children's Home. The Exchange Club provided transportation and paid the tax on the ducats.

WHEN JACK HOXIE Circus was at Chambersburg, Pa., June 10, Hoxie and a few performers went to the Franklin County jail and gave a performance for the prisoners. Warden Percy B. Karper is a former circus bandsman.

BOVEE BROS.' Troupe of ground tumblers, formerly known as the Arabian Flashes, will play the Townsend Pension group meeting July 4-5 at Geotz Grove in Saginaw, Mich. Will appear at fairs and celebrations, as usual.

DOC AND MA KELLEY, who formerly owned the Doc and Ma Shows, attended Cole Bros.' Circus at New London, Conn., and renewed many friendships. Show had two good crowds. Also on the lot were Walter and Mabel Buckingham, Bugs Raymond and Sam Prentice.

GRANT GARDNER and daughter saw Wallace Bros.' Circus at Flint, Mich., June 9 and visited with Harry and Violetta Rooks. Dinner was served for the four in the "Rooks Hotel" (trailer). Good show and business despite heavy rain.

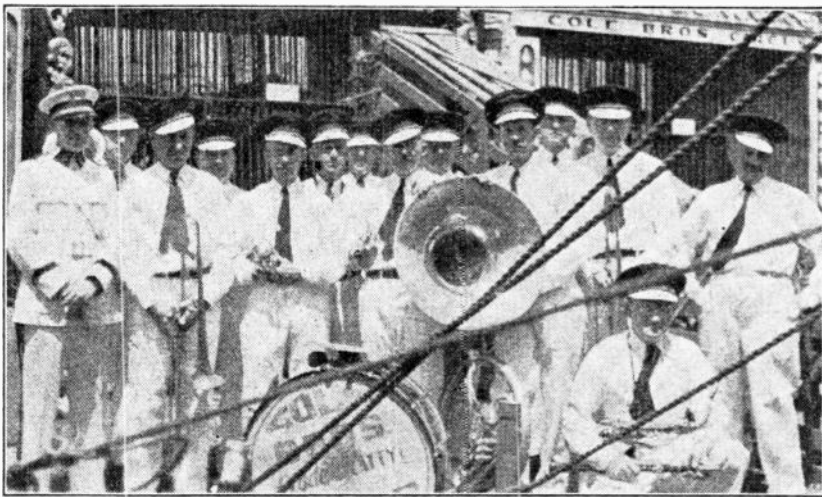
ROBERT D. GOOD visited Ringling-Barnum at Reading, Pa. Altho a very hot day, full house at matinee and practically same at night. Good states that equipment, stock and performance are the best the Big One ever had. Practically half of the wagons are equipped with balloon tires.

ERNEST L. KENT saw Wallace Bros.' Circus at Royal Oak, Mich., June 12, reporting a good matinee but very light biz at night. Walter Goodenough, former joey, also attended show and met old friends. Kent adds that Bert Lampson, clown, who worked at Hagenbeck-Wallace opening in Chicago, has name pennants on Happyland Shows.

AN OUTSTANDING EXAMPLE of a successful circus woman—Mrs. Alice Haag, widow of Ernest Haag. Despite the advance of years and rapidly changing circus conditions, she has kept abreast of the times and as the head of the Mighty Haag Circus has continued the ideals of her husband and has continued to make the circus a "mighty" factor of entertainment in its large territory.

RAYMOND L. BICKFORD states that Mix show at Greenfield, Mass., had a good matinee and all but one section of reserves filled at night; Cole Bros. at Springfield, nearly filled tent at night in spite of opposition billing and newspaper ads of Ringling-Barnum. Lot for Cole was very muddy, caused by rains in late afternoon.

WALTER D. NEALAND, with Rubin & Cherry Exposition, was entertained night of June 8 by his old friend, Sverre O. Braathen, of Madison, Wis., a CFA. He spent several hours viewing his extension (See Under the Marquee on page 45)



LINEUP of musicians with Cole Bros.' Circus. Left to right: Vic Robbins, leader; John Horak, baritone; Fred Mascoe, trombone; Guy Warren, trumpet; Orrville French, trumpet; George Bishop, clarinet; Albert Yoder, bass drum; Ellis Goe, trumpet; Andy Martin, trumpet; Mark Hazelrigg, bass; Ed Egermayer, baritone; Rudolph Anderson, trombone; Wilfred Korp, clarinet, and William Turner, snare drum. Forrest Fought, on calliope, is not shown.

Bros.' Circus at South Dayton, N. Y., June 15 and says it has a nice performance.

ROBERT C. HUNT is not "circusing" this year, but is with Art Converse's Side Show with Gooding Greater Shows No. 2. He is on tickets.

THIRD CIRCUS for Terre Haute, Ind., this year will be Hagenbeck-Wallace June 25. The Elks' Fair is being held this week at Ft. Harrison Country Club.

EDW. BAILEY, former circus musician, visited the Van Arnam show at Owego, N. Y., where it had a packed house. Says that it is a good show.

VERN WOOD and wife, Elsie, visited Wallace Bros.' Circus in the Detroit area and met many friends with whom they trouped. Paper is up in Detroit for Ringling-Barnum July 18-20.

BOBBY BURNS, with the Main show, pens that it had turnaways at both performances at Woonsocket, R. I. Side Show has added an athletic feature, billed as Battling Beasley.

IN LAST WEEK'S issue it was mentioned that Midge Dever is with Wallace Bros.' Circus working in Ted Lewis' Wild West. It should have read in Hoot Gibson's Wild West.

MADALINE E. RAGAN caught Jack Hoxie Circus at Lebanon, Pa., June 9 and met many friends. Despite heavy

trance Kendrick, have been seeing circuses in that section.

GEORGE DEGNON returned to New York last week from Hagenbeck-Wallace Circus. He will probably be with the George A. Hamid office during the summer and early fall season.

NCRMAN AND MYRON ORTON, of the Four Ortons, and Mike Cahill are organizing a one-night dramatic show under canvas to open on Long Island latter part of July and go south for a long season.

ROY BARRETT left Hagenbeck-Wallace at Decatur, Ill., and will take a brief rest and doctor his legs, which have been giving him a great deal of trouble. States that show was unable to exhibit there due to wet grounds.

WILLIAM J. CONWAY, contracting agent for Ringling-Barnum, was in South Bend, Ind., arranging for date, July 22. Conway's brother, Frank, and wife, of Saginaw, Mich., visited him there.

W. D. McKENZIE, who is with George Bishop's show, pens that he and several others saw the matinee of Mighty Haag Circus at Everett, Pa., and that there was a blowdown after the performance was over.

ARTHUR A. GRIFFITHS recently saw Haag Bros.' Circus, which is being transported on a fleet of new Reo trucks. States that show is very entertaining

Bert Nelson
with
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The Corral

By ROWDY WADDY

THE SONOMA (Calif.) Rodeo will be held at the Millerick Ranch, south of Sonoma.

ARENA has been enlarged and new chutes built for the rodeo to be held at Willits, Calif. A number of contestants for the RAA championships have signed up to participate.

O. A. RISTOU, owner of the Fort Peck Rodeo Company, has been contracted to furnish the stock for the Macomb, Ill., rodeo to be held this summer under local athletic association auspices.

A LARGE ATTENDANCE of outside performers and the regular riders from Modoc County ranges are expected to participate in the 17th annual rodeo to be held at Alturas, Calif.

ALL PROFITS accrued from the annual Gilroy Roundup and Gymkhana at Gilroy, Calif., will be given to charity. Features will include Sam Garrett, trick rider and roper.

MORE THAN \$8,000 in prizes and points for R. A. A. championships are expected to attract one of the finest groups of competitors ever gathered for the Reno (Nev.) Rodeo. Sixteen events, including several novelties, are listed.

LALAH FARRIS, J. Brady and Jess Kale are included among the talent array contracted for the rodeo to be held in Sedro-Woolley, Wash., this summer, according to C. S. Bingham, committee chairman. Plans are under way to make it one of the best shows on the West Coast. Rose Wall stock will be used.

BRAHMA steers and bucking horses, totaling 75, will supplement the regular stock at the two-day rodeo to be staged in Corpus Christi, Tex., soon by Tommy Compton and Jack Sutton, according to Melton Royce, advance agent. More than 40 performers have entered the events. Sutton is general manager of the event and Compton is arena director.

NEARLY \$10,000 in prizes has been hung up for contestants to shoot at at the Golden Jubilee of Frontier Days to be held in Prescott, Ariz., this summer. Electricians are putting on the final touches to what is said to be one of the finest lighting systems in the country and new bleacher seats are being constructed thru the co-operation of Governor Stanford's relief fund in an effort to add to the pleasure and comfort of the anticipated crowds at the event.

RESULTS of the rodeo held May 30 at Cambria, Calif., under American Legion auspices: Bronk Riding—Slim Flagg, Rusty Cecil, Clay Carr. Bull Riding—Lee Faris, Jimmie McGee, Walter Padia. Steer Roping—Charles Parlet, Leland Strohn, Charles Araujo. Team Roping—Walt Stuart and Roy Stuart, Clay Carr and Hugh Strickland, Archie Soto and Charley Parlet. Bareback Riding—Johnnie Schneider, Wesley Walls; Bob Cunningham and Walter Padia split third. Calf Roping—Charles Jones, Al Allen, Hugh Strickland.

CIRCLE BAR F Rodeo Company's engagement at Wytheville, Va., June 9 to 12, inclusive, under local high-school athletic auspices, was marred by rain the first night, but the organization played to capacity business the remaining nights, according to Happy Carlson. Show is motorized and carries 75 head of stock. Lineup includes Harry Huff, general manager; Bill Parks, chief of cowboys; Mark Parks, Leonard Murray, Bob Murray, Buck Wyatt, Thornie Guest, Joe Adkins, Joe Kova, Lola Hunt, Peggy Murray, Lew Stratton, S. Lee, Francis Lee and Tom Hunt.

RESULTS of the rodeo held June 6 at Madrone, Calif., follow: Wild Steer Race—Bony Benedictes, Dan Bigelow, Curly Lacey. Stake Race—Tyre Martin, Gerald Garner, Joe Al Grave. Bull Riding—Art Deck, John Bartram, Marvin Roberts. Single Roping—Ray Walls, D. Wilder, Bill McGrath, Tex Rayburn, T. Englemen. Calf Roping—Pete Passeri, Jack Daykin, Dick Neibaur. Calf Roping—Russell Hodges, Ray Bartram, Al Skelton, Phil Winegar. Bronk Riding—Cecil Henley, Ray Bartram, Red Hemp-hill. Team Roping—Ki Silacci and

Shorty Williamson, Frank Galli and Jess Strophn, Fred Villa and Keeno Arano, Orvy Talbert and Lester Kellkher, Don Whitman and E. Poage. Cowboy Quarter-Mile Race—John Salimento, John Miller, Sweeney Faryano. Cowgirls' Quarter-Mile Race—Eleanor Harrison, Janis Ayas, Mrs. Ray Walters. Best Working Cowhorse—Lola Galli, Joe Mat-tos, Fred Villa. Best Working Hacka-more—Lester Garner, Fred Villa, John Salimento. Musical Chairs—D. M. Origlia, Frank Dean. Novice Cowhorse—Hazel Arano, L. G. Carpenter, Phil Gonzales. Pony Express—Martin Miller, Marco Borello. Free-for-All Half-Mile—Irene Ayars, Rex Hanft, Sweeney Foryano.

A NEW payoff record for paying cow-boys and participants in a rodeo was be-lieved to have been set June 6 at the conclusion of the ninth annual Visalia (Calif.) Rodeo and Fiesta when the par-ticipants received their checks before 5:30 p.m. The rapid payoff resulted from the system used by Frank Keeffe and others affiliated with him and in-stead of keeping open house until 10 or 11 o'clock at night to write out checks, everything was attended to in rapid-fire order. According to officials, the pay-off would have been stepped up nearly an hour if there had been no rerides at the close of the show.

PREPARATIONS for the 15th annual three-day Anvil Park Rodeo which will be held in Canadian, Tex., this summer are rapidly nearing completion. Marion McLain will direct the arena. Judges selected are Lon L. Blanscett, Orin Thompson and Glen Hopkins. Virgil Stapp will clown the show, while Billy Splyv, juvenile calf roper and steer rider, will appear each day as will Sydna Yokley. Contest events will include bronk rid-ing, bulldogging, calf roping, Brahma steer riding and wild cow milking. All contract events will be exhibition. J. C. Studer, C. A. Studer and O. B. Studer are producing the event.

THE DEWEY (OKLA.) ROUNDUP, fa-mous 20 years ago as one of the largest and most successful of the "plains" con-ests, is being revived this year by H. D. Binns and Tom Kelley. Joe Bartels, who formerly produced the event and, altho not financially interested in the venture, is co-operating in every way. Washing-ton County officials, who control the fairgrounds where the contest is to be held, and the Chamber of Commerce of both Dewey and Bartlesville are said to be backing the enterprise 100 per cent. Glenn Condon is handling the publicity, a capacity in which he served for the original roundup. It was at the Dewey Roundup that Fog Horn Clancy made his first appearance as a rodeo an-nouncer.

PREPARATIONS to handle one of the largest crowds in the history of the event are being made for the Stampede and Old-Timers Reunion to be held at Minot, N. D., in connection with the celebration of the 50th anniversary of the founding of the city in 1887. The mayor has issued a proclamation re-questing all citizens to dress in cowboy attire for almost a month previous to the event. Stampede, which is Rodeo Association of America sponsored, is being produced by Guy Weadick. Cash purses have already been deposited in a local bank. C. A. Tyler has been named announcer. Bennie Bender will clown the show. Paul and Marie St. Croy are the featured trick and fancy riders. The famed cowboy band from Hardin-Sim-mons University will also be a feature.

MONTE MONTANA, rodeo and film performer, with his troupe of trick rid-ers and ropers, has been contracted to appear at the second series of rodeos at the six-day Pioneer Days celebration to be held this summer in Ogden, Utah, under the auspices of Pioneer Days, Inc., according to Mayor Harman W. Perry, president. Perry also announced that the string of animals being furnished by Colburn and Sorenson for the first three nights of the event will include a group of Brahma cows and calves, said to be the first ever to appear in a Western show. Harry Rowell will furnish the stock and produce the roundup for the second part of the event. Perry is at present negotiating for the appearance of a group of Shoshone Indians from Fort Hall, Ida. In former years In-dians from the Washakie tribe have been featured at the Ogden celebration.

WINNERS at the recent three-day Buffalo Rodeo at Doby Springs, Okla., follow: Calf Roping—First day, Jim Snivley (15.2 seconds), Floyd Gale (15.4),

Ike Rude (17); second day, Buck Good-speed (16.4), Floyd Gale (17.4), I. W. Young and Jim Snivley split third (18.1); third day, Jess Goodspeed (15.4), I. W. Young (16), Dick Truitt and Ace Soward split third (16.4). Finals, Jim Snivley (55.3), Irby Monday (62), Dick Truitt (64). Bronk Riding—First day, Eddie Curtis, Whitey Stewart; Morris Cooper and Junior Caldwell split third; second day, Whitey Stewart, Hub Whit-man, Andy Curtis; third day, Hub Whit-man, Andy Curtis, Charley Brodnax. Finals, Eddie Curtis, Whitey Stewart, Hub Whitman. Bulldogging—First day, Herschel Ross (5.4), Shorty Ricker (7.4), Hub Whitman (10.2); second day, Hub Whitman (5.1), Andy Curtis (7.3), Tom Hogan (10.4); third day, Dick Truitt (8.3), Tom Hogan (11), Jim Whitman (12.2). Finals, Tom Hogan (36), Dick Truitt (38.3), Hub Whitman (43). Wild Cow Milking—First day, Everett Shaw (24), Irby Monday (27.2), Jim Snivley (27.3); second day, Jim Snivley (19.3), Everett Shaw (25.1), Irby Monday (27.2); third day, Dick Truitt (21.1), Everett Shaw (25); Glen Soward (28.1). Of-ficials included Ace Soward, arena di-rector; Bud Hampton, announcer; Irby Monday, Jan Snivley, Hugh Ridley, judges, and Charley Shultz, clown. Malee Harding, Norma Shultz and Charles Shultz did the trick riding.

Col. Johnson Sells Stock for \$150,000

SAN ANTONIO, June 19.—Colonel W. T. Johnson announced here today that he had sold all his rodeo stock to Ever-ett E. Colborn and Clemans Brothers for \$150,000. About 600 head of stock and a few cattle were involved in the deal. New owners will open the show at Mad-ison Square Garden, New York, October 5, after which they will take it to Bos-ton.

Colborn, arena director with the show five years, and Clemans will have the privilege of advertising as successor to the Johnson show for two years. John-son declared that he will retire from the rodeo field and devote his time to his four ranches.

Mass. Federal Show Playing Under Auspices

BOSTON, June 19.—The Federal Cir-cus, under supervision of Thomas D. Senna, is playing cities under auspices in this State. Show opened at Chelsea June 3. Ray Gilbert is manager; J. B. Swafford and Harry Wendelbourne, agents; Dave Whalen, press agent; Frank Ward, electrician; Mark Monahan, prop-erty man; Charles Craig, assistant prop man; Roger Kavanagh, carpenter; Joseph Gieringer, ground superintendent (rigger); Herb Taylor, producing clown, Ed Chapman, assistant; John Daley, equestrian director; Charles Senna, su-pervisor of clowns; Jack Walsh, super-visor of canvas men; Al Gallis, acts; Charles Frank, musical supervisor; Mar-tin Begley, cookhouse; John Jordan, timekeeper; Catherine Pearson, on ward-robe; Roy Wentworth, bandmaster.

Big top is a 90 with a 40 and two 30-foot middles; Side Show, 40 by 70; menagerie, 40 by 50. Show moves on 10 trucks.

The program in order: Spectacle; Birchley and Marston and Wilson and Ward, contortionists; Hammond and Ferranti, clubs and hoops; Turner Brothers, Potas and Folsom, comedy ac-robats; Marion and Fickett, LeDoux and Louise, high wire and table rocks; Can-non, Lee and Galvins, and Jackson, Yelle and Campbell, on bicycle and unicycle; Cole and Lopell and Mallin and Thomas, equilibrists; John Daly, Joseph Evans, Frank Nelson and Dixon Brothers, com-edy acrobats; Hart, Dunn and Dynes, and Clancy, Hanly and Newman, jug-glers; the Gieringers, revolving ladder; pony, mule, goats, canines and chim-panzee, presented by Daniel Moriarty; Fedtheamas Troupe, acrobats.

Cole To Be First In Detroit This Year

DETROIT, June 19.—First circus per-mit of the year was granted Tuesday by the city council to Cole Bros.' Circus, which will play here July 4 and 5. Loca-tion will be the lot at Grand River and Oakman boulevard.

Wallace Bros.' Circus was here last week-end, playing to good crowds just outside city limits. The Don Zeiter Speedway was one lot played, drawing good crowds to a new location.



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ANVIL PARK RODEO
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August 18, 19 & 20
RODEO AND RACE MEET
Prizes in excess of \$2,000
All contestants write R. P. McCLUNG, Sec.

WANTED
Cowboys, Cowgirls, Wild West Acts to join at Ba-tavia, N. Y., July 2. Long season. Write—wira.
MILT HINKLE
BATAVIA, N. Y.

RUSSELL BROS.
(Continued from page 38)
with her English organ chimes, and the band, with Eldon O'Orrio, xylophonist, as soloist. A choice period was given the circus broadcast by powerful KSL at Salt Lake City the Sunday afternoon before the two-day engagement.
The Russell show has never had a better, smoother working organization, and in spite of long moves and moun-tainous roads it has never once been late. And oldtimers declare they have experienced few seasons with such pro-longed bad weather.

Program Augmented
The program has been augmented since opening. The Orton Troupe joined two weeks ago, contributing their wire and perch acts, with Titu Moroto doing her muscle grind, and rolling-globe numbers. Topsy the chimp is presented in the center ring by Jack Crippen, with pony, dog and monkey numbers in the ends. In the aerial ballet number 17 persons now work at one time.
Bob Stevens is serving as 24-hour man, and Grady Hardin is superintend-ent of front door. Mr. and Mrs. Frank Dungan have returned to take charge of dining department, Frank Krump remaining as chef. General Agent Ray Blankenship, Justus Edwards, Mr. and Mrs. J. E. Mead, J. C. Webb and others of the advance visited show in Ogden and Salt Lake City. The Fisher family, the Connor family and Fred and Doodles DeMarr have new house trailers.
The show has been having its first opposition of season during last two weeks, appearing behind Howe Bros. in several Wyoming towns and about a week ahead of Barnes in Utah. As a result many daubs have three or four thicknesses of paper, and newspapers' advertising lineage has been increased accordingly.

The Show Goes On!

WITH  **LIGHTS PLANTS**

Universal Light Plants are more dependable. Rain or shine, they're ready to deliver electric light for a single attraction or a whole show. Models handle from 10 to 5,000 bulbs. For 30 years they have been first choice for outdoor shows. Ask for catalog B-6.

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AIR CALLIOPE

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WANT for Cole Bros. Circus

To strengthen Ken Maynard Wild West and Congress of Rough Riders: Trick Riders, Trick Ropers, Australian Whip Act and any Novelty suitable for Wild West Concert. Address **COLE BROS.' CIRCUS**, per route.

WANTED FOR HOWE BROS. CIRCUS

Cornet, Baritone, Concert People, Man and Wife; Ride Manager, work elephants, ponies, dogs, Langdon, 24; Rollette, 25; Bottineau, 26; all North Dakota.

WANTED

Boss Canvasman, Mechanics, Big Show Acts to feature, Wire and Acrobatic Acts, Clowns. Route: Brunswick, June 23; Gardiner, Belfast, Oldtown, Millinocket, Island Falls; all Maine, **WALTER L. MAIN CIRCUS**.

WANTED for SEAL BROS. CIRCUS

At once Trap Drummer, Decorah, 23; West Union, 24; Hampton, 25; Iowa Falls, 26; all Iowa. Others write, **J. G. KOFRON**.

WANTED

Cowboys, Bulldoggers, Bronk Riders, Steer Riders, Calf Ropers. First show starts July 3. Wire **HARRY GREER**, Lancaster, Wisconsin.

CHASE & SON CIRCUS WANT

Boss Canvasman, Electrician, Acts for Big Show. Address care **CENTRAL SHOW PRINT CO.**, Mason City, Iowa.

CIRCUS PICTURES

Ringling Spec in Garden—Cole Spec in Hippodrome—Ringling Side Show—Ringling Indians—Downie Spec Group—Walter L. Main Spec Group. All pictures 12x20 inches, \$1.25 each—8 for \$6.00, 12 for \$10.00. **E. J. KELTY**, "Century," 110 West 46th St., New York City.

BILL POSTERS

Wanted for the Only and Original **MIGHTY HAAG SHOW**: Experienced Circus Billposters that can drive car. Write **ALLIE T. CLARK**, Bellefonte, Pa.

OREGON FIR POLES

Stringer and Seat Lumber, white oak Stakes. Can furnish any amount or size.

CECIL R. MONTGOMERY
Albany, Oregon.

PRESS AGENT---CONTACT MAN AT LIBERTY

Eighteen years actual experience in editorial department of metropolitan dailies. Only reliable connections wanted. Aged 45 and own new car. Inquire **BOX D-84**, care **Billboard**, Cincinnati, O.

Value of Animal Exhibits

By B. H. PATRICK

AS FAR BACK as history records wild animals of all descriptions have been a source of study and amusement to people of all ages and classes. The Bible records that Noah took into the Ark one species at least of all the animals on earth. Many books for children have been published recording the work of Noah and these books have been very instructive in showing children the various species of animals.

Daniel was probably the first lion tamer, because if the lions when he entered their den were of the same species that they are today we know they had to be tamed in some way to cause them to be as docile as recorded. Trained wild animal exhibitions and shows originated in Europe many years ago. No doubt Carl Hagenbeck, of Hamburg, Germany, was and is today the largest dealer and exhibitor of such shows. At present he has a large permanent zoo and exhibition in Hamburg (Stelling) and a traveling circus featuring trained wild animal acts.

His first exhibition in this country was made at the World's Columbian Exposition, Chicago, in 1893. This show created a sensation and recorded immense business. Later he exhibited at the St. Louis World's Fair to big success. From the latter exhibition originated the Hagenbeck Trained Wild Animal Circus in this country and this was the nucleus of the present Hagenbeck-Wallace Circus.

Shortly after the Chicago exposition in 1893 Frank C. Bostock came to this country and with Francis Ferari placed some English wagon fronts and animal acts at Coney Island, where they scored a hit. Bostock was the originator of traveling trained wild animal shows in this country. At the conclusion of the season at Coney Island he showed at various places under canvas and during the winter established zoos in cities where suitable buildings could be obtained. At all times trained wild animal acts were the big feature of his shows and invariably big business was done at these places. In 1898, having acquired the right to use the name of Hagenbeck, Bostock placed his show at the Trans-Mississippi Exposition in Omaha, where it was a feature. In the winter of 1899 he opened a zoo in Baltimore and showed to very big business. During that winter he built the first big carnival, with wagon fronts, to take to the road in this country, under the name of the Frank C. Bostock Mighty Midway Carnival, of which his Trained Wild Animal Show was the outstanding attraction and which did exceptional business.

This carnival organization had two trained wild animal shows as features, one arena show operated by Bostock and a second or smaller one operated by Francis Ferari. After using the Hagenbeck title for a couple of years Bostock established his shows under his own name. His first big exposition show was given in 1901 at the Pan-American Exposition, Buffalo, where he presented Jack Bonavita for the first time. From the nucleus that Bonavita presented at that time grew his great act of 27 lions, which was acknowledged as the greatest trained wild animal act of its time. His big feature was "The Old Arm Chair," in which he was seated in the center of the arena with all the lions grouped around him. Mme. Morelli at that time presented a large group of leopards, which was regarded as an exceptional feature.

After the exposition Bostock went back to Europe, where he presented Bonavita, who created a sensation both in London and Paris. Bostock later returned and appeared at Coney Island, New York, where both in Sea Beach Palace and at Dreamland Park he did a big business on account of the appeal of animals to the public. For several years his show was a great attraction at the island.

At the same time Francis and Joseph Ferari were presenting trained wild animal shows as feature attractions with the carnival companies operating under their own names. Francis' show was a very beautiful one with a mammoth red and gold carved wagon front in the center of which was a large organ capable of playing the most intricate pieces. In this show the cages were arranged

on the plan of a menagerie with an arena for the big acts in the back of the tent. Acts were also given in the small cages. This show always did outstanding business at all carnival stands.

Circuses of late years have presented some very large trained wild animal acts, notably that of Clyde Beatty with his big group. Beatty has become an international figure and has probably received more magazine articles, publicity notices and picture presentation than any animal feature ever produced in this or any other country. He is a big drawing card with any circus and at present his name is part of one of the big circuses of this country. Other circuses feature trained wild animal acts as prominent numbers.

In the days that vaudeville flourished many trained wild animal acts were headliners, notably that of Valecita and her leopards.

Quite a few carnivals from time to time carried exhibits of animals of various species, having lecturers explain the characteristics, and they were more or less profitable.

Most carnivals have a snake show of some kind. In days past snake shows of a disgusting character were carried, but due to national and local criticism these have almost entirely disappeared. An exhibit of large snakes with a competent lecturer is always interesting and instructive to the public.

Of late years monkey circuses have become very popular as a carnival attraction. Practically every large show and many of the smaller ones now have an attraction of this kind. Monkeys are very readily trained to do many feats that imitate the human and their antics always keep the audience interested.

Trained wild animal shows have almost entirely disappeared from carnivals. This can probably be attributed to the expense of operating such a show and the cost of building it so that it would attract attention. But notwithstanding the expense such a show built or the lines of the ones of Frank C. Bostock and Francis and Joseph Ferari should get plenty of money today because of the universal appeal that trained wild animals have. Expense of operation would not be as great as some shows now operated on the large carnivals, and the receipts, I believe, would be larger.

Johnny J. Jones Exposition Shows at one time had a fine trained wild animal show at its feature. John M. Sheesley carried a show of this kind with success. The Al G. Barnes Circus developed from a carnival show operated by Barnes, the principal feature of which was a lion riding a horse.

Of course, only the big carnivals could afford to carry a show of this kind. Many spend thousands of dollars each year looking for new attractions to frame up properly, making big electrical displays and beautiful fronts to attract the public, but I am strongly of the opinion that they could do no better than spend some of those thousands in constructing a real trained wild animal show to feature. At the head of the midway, with a front of beauty such as can be built today, with all modern and pictorial effects, it would be a big asset to any modern carnival.

As an advertising feature it cannot be equaled by any other show placed on a carnival. Animal paper of all kinds can be used to hang and post. No kind of a bill appeals to both old and young like animal paper, and the flash of such paper makes the show stand out as being high class. More publicity can be obtained for trained wild animal fea-

tures than probably any other kind of an attraction.

In England and on the Continent trained wild animal shows have always been the outstanding feature at the various fairs and carnivals and today they are just as popular as they ever were.

As to the cost of animals, they are much cheaper than they were years ago, because more dealers import them and more are raised on the various animal farms thruout the country.

The large carnival companies would do well to investigate this class of show when looking for outstanding features for their midways.

Side-Show Lineup With Seils-Sterling

ROCKFORD, Ill., June 19.—King Baile, with Seils-Sterling Circus, has one of the largest and best side shows with a motorized organization. Business has been very good.

The lineup: G. Burkhart, inside lecturer and does Punch and magic; Prof. Samson, tattooed man; Miss Verona, electric chair; Capt. Claude, midget; the Farrows, Hawaiian act; Fay Curtis, sword larder and blade box; Miss Gertrude, snakes; Neasha, mentalist; Jolly Tiny, fat boy; Texas Pat Williams, fire eater; Miss Redden, knife thrower; Don Maynard, ventriloquist; Georgia Minstrels—Willie Mayo, director and trumpet; Charles Kane and Nathan Williams, trumpets; Derrick Johnson, trombone; Eppe Jackson, tuba; Joe Gans, sax; Charles Brown, clarinet; Floyd Young, drums; Charlene Kane, Billie Mason, Louise Mayo, dancers; Phyllis Darling, Loretta Farrow, Alice Marshall, dancers; Howard Farrow and Floyd Young, musicians in Oriental department; Date Curtis, Bill Maynard, Duke Kirk, ticket sellers; Tom Ryan and Mrs. E. G. Foker, on doors; Red Foker, boss canvas man, assisted by Charles Eastwood, Tom Ryan, Sirm Reed, Earl Stewart, Whitey Murry, George Brown and Curly Smith.

Biz Good in Conn. For Eddy Bros.' Show

ROCKVILLE, Conn., June 19.—Business with Eddy Bros.' Circus has been very good in this State. Diamond Ted Lewis joined at Tarrytown, N. Y. with a Wild West show, and is a big drawing card. Three new trucks were added at Tarrytown, also 450 grand-stand seats, now making a total of 750 of those chairs.

Charles Hunt Jr. has a new trailer. Mike Guy has the band in big show, with Prof. Smith at callope. Side Show has an eight-piece colored band.

Tent Shows in France

PARIS, June 14.—The Cirque Poutier is presenting its second bill at Nancy, with the Algevol, flying trapeze; Auroras, cyclists; Eight Frillis, teterboard tumblers; Miss Maeckers, contortionist; Eight Liazeeds, Arab tumblers; Boy-Terr Trio, comedy acrobats; Nancy's horses and the clown groups of the Diaz Bros. and Baby and Lole.

The Cirque Bureau, Gallon's sea lions and Oliver's crocodiles are at the street fair in Brives. Lambert's Menagerie, Mazzetti's dog show and Marechau's monkey circus are at Orleans. Cirque Poutier and Gallon's animal show are playing street fair in Nancy.

The Cirque Semay, Belgian tent circus, is playing at Keekelberg, suburb of Brussels.

JACK HOXIE CIRCUS WANTS

Aerial Acts to feature, Wild and Domestic Animal Acts, Chef, Head Waiter for Cook House, Griddle Man for Lunch Stand, experienced Circus Musicians, Cornet, Clarinet Doubling on Alto Sax. Also reliable Boss Canvasman and Assistant. Others write, Waynesburg, Pa., Wednesday, June 23; Charleroi, Carnonsburg, Moundsville, Wheeling, W. Va.

Dressing Room Gossip

DAN RICE—Romantic Ruby has lost nine pounds because of the wild driving of her chauffeur. She threatens to get out and walk if the speed is not cut down to 70 miles an hour. A. D. Murray and wife, Alma Lee, had a great time with us at Marmet. Murray is general agent of Bullock Attractions. Frank Buck Pierce, formerly with Mighty Haag and Dorsey Bros.' shows, is now assisting Kokomo Morrison. Claims he never saw a street car until he joined Uncle Dan. Famous jackpots—"Come on in—don't stand there and signify." Is Front Door Manager Sam Maretta proud of the new marquee. He gazes at it in rapture—even when the boys are fighting the winds putting it up. He gave a dinner in honor of the acquisition, spaghetti and everything. Cactus Nell's birthday anniversary was a real event. She would not admit her age, but accepted all presents graciously.

Old boss of Mickey Kelley showed on the lot at St. Albans. She told him she would rather put up rigging for high divers than work for him and his queer cabaret. Deep Sea Red left to join a carnival. Captain Conrade expected back on the job next week. Will Ray Craemer be sore? Trailer May on a vacation from cooking until Johnny stops beefing. Jimmy Thomas says: "No comparison between West Virginia corn and Ohio corn." Buck Sells spent Sunday with his folks; fell from his bronk Monday. Little Lord Leo is official entertainer of State cops. Sweeney gets the ex on California orange, but Acey Ducey came right back with California snowballs. Ira Watts' tattooed Mexican hairless dog is a special added attraction in Side Show. **MIKE ORADELL.**

COLE BROS. — Everything sailing smoothly. See Georgia Sweet galloping in on the 16-horse hitch to a big hand. Jack Joyce watching them on the curves. Mrs. Ralph Clarke is now working elephants. Martha Joyce and Esma Maley scoring with their muscle grinds. Possibly the best hand goes to Madam de LaPlata in her breakaway.

Jack Ryan is doing a splendid job with the big-show mike. New dog in the bull fight is vying with finish dog for laughs. Otto Griebing, sitting by the band stand watching show, will be working by time this is in print. Vic Robbins is playing some real circusy music. Radio Charlie is unwinding a string of cable, probably going to broadcast again.

Phillips Sweet galloping the mule and cart, carrying the hose in for the fire house. Harold Nicholson specializing in pork chop sandwiches and praying for hot days for Coca-Cola sales. The Indian Kid is fresher than a spoiled parrot. Joe Short picking meat apart for the dogs. Viola Barnett and Gene Allen trotting off in parade in a gig. Albert Fleet peddling baseball pool tickets.

Those joining lately are Mrs. Christiansen and Albert Powell, who drives a cart in parade in rube makeup. Recent visitors were Agnes Higgins, of New York Hippodrome, and Art Lind's parents, of Fall River, Mass. Mal Bates is back from a visit to his home at New Haven, Conn. Everybody is filling out manifest cards, Canada bound. Most of the personnel of Downie Bros.' Circus visited at Lowell, Mass. Bertram Mills and wife, accompanied by Mickey King, on for a visit. Nice clear day and lots of wash is hanging around the women's dressing room, but I suppose we will soon have rain, as I see H. J. McFarlan with a new straw hat. **EMMETT KELLY.**

Salih Has One-Ringer

ROCKAWAY BEACH, L. I., N. Y., June 19.—N. Salih's Circus, a one-ringer, is tented here off the Boardwalk at Beach 104th street. Show is featuring from 10 to 12 acts and has a six-piece band.

The show has quite a nut, it will play thru the summer here, according to Salih, well known for years in Coney Island and other Eastern points.

R-B Having Fine Season

SCRANTON, Pa., June 19.—Sam Stratton, on press staff of Ringling-Barnum, reports that show is having its best season in years. Good weather has favored the show. The show attracted particularly large attendances at Wilkes-Barre and Scranton, Stratton said.

Around the Lot With Ringling-Barnum

BRIDGEPORT, Conn., June 19.—Ringling-Barnum had big attendance week of June 7. Rain at Newark caused no alarm as big crowds were present. The Side Show has beautiful panel displays, something new in Side Show banners. Manager Clyde Ingalls has a good line of attractions.

At Wilkes-Barre late arrival, but everyone speeded up for matinee performance. After evening performance a party was given to all performers by Ted Stegmaier, of Stegmaier Brewing Company.

At Scranton on time and a beautiful day. Lot alongside baseball field and coal mines. Crowded lot.

Poldore, clown, was on the sick list. He reports he gave his dog away as a mascot to the ring stock department. Antoinette Concello was out of program. Sprained wrist and is improving nicely. Dick Talley, comedy bar performer, fractured a rib during the act at Scranton. Betty Stewart, aerialist, who injured an ankle in the early spring, has not missed a performance. Gordon Orton, horse trainer, who has been on sick list since April 3 (has been in a New York hospital), returned to show Paterson looking fine.

Merle Evans, bandmaster, has had a boil on his neck. Earl Wright Phares is assistant chief of police of the backyard. He is the son of Captain Phares, of the Texas Rangers. Red Finn, boss hostler, reports two beautiful dapple grays have been added to baggage stock. Frank Haley, veteran hostler, gets the backyard wagons in readiness for the night moves. Rudy Rudynoff is featuring 64 horses in one ring. Naito, the Oriental wizard of the wire, is scoring big. The Yocopi troupe of acrobats, with girl in regular routine, are doing a four high. Jack Crumley is the understander.

Jack Foley is in fine health. Paul Wenzel, producing clown, sees, hears and says nothing. Myron Orton, of the Four Ortons, visited recently. Percy Smith, formerly of Sells-Floto and Sparks circuses, is at Scranton Rocky Glen Park, lecturing on a band of Hopi Indians. Roland Butler "shot" pictures of clowns with his staff photographer.

Arriving on the lot at Paterson, the first to greet the gang was a party of circus fans. Joseph E. Minchin arranged a program for the evening. Many cars were at hand, and a party was given at their club. It was an elaborate affair. The last section departed about dawn for Bridgeport, Conn., arriving in the Barnum City at noon. Greeting the writer on arrival was Harold Voise, of the Flying Harolds, with the Cole show. He drove from New London, Conn., met many friends and was the guest of Art Concello over Sunday. Ilene Sullivan, also of the Cole show, was the guest of Antoinette Concello.

A zebra was born at Bridgeport. Ella and Fred Bradna, Roland Butler and Humphrey Douless, of The Bridgeport Post, were house guests over Sunday at Lily Pons' new summer home at Norwalk and enjoyed a swim in her pool. The clown midget department is headed by Howard Morco.

At Bridgeport Jack Earle, giant, laid a wreath, received from General Manager S. W. Gumpertz, at the P. T. Barnum monument. Mr. Gumpertz, Carl T. Hathaway, Tom Lynch and others were at the memorial services. **JOE LEWIS.**

Lewis Back in Ohio; Fair Biz at Warren

MASSILLON, O., June 19.—After a highly successful swing thru Western Pennsylvania, Lewis Bros.' Circus returned to Ohio at Warren, where an all-day rain and the presence of the Republic Steel Company strike resulted in show playing to only fair business. This city, also hard hit by the Republic strike, responded more liberally and night business was much better than the previous evening. Show moved out of the strike zone here. A colt and goat were born on show the past week. The show has had only two losing days this season.

Much favorable comment has been heard about the band, under direction of John F. Dusch, who has a personnel of 14. J. H. DelVeche is making a hit with his callopo numbers.

Paul Lewis entertained the following in this district: K. C. DeLong, Jack Nedrow, Doc Jones, Jack Minehart, J. J. Evans, Glen Z. Wagner, John Hare, R. M. Harvey, Harry Winslow, Maynard (Doc) Mast, Mr. and Mrs. Rex McConnell, L. G. Harman, Linniger and Roy Wild.

15 Years Ago

(From The Billboard Dated June 24, 1922)

The Dakotas were proving to be good territory for Patterson's Trained Animal Circus. . . . Jocko, giant ape with the Sparks Circus, escaped from an overturned cage June 11 when the organization played Willimantic, Conn., and caused a bit of excitement before being captured by a cowboy with a lariat. . . . Walter L. Main Circus was enjoying highly successful business in its tour of Maine and New Hampshire. . . . George Moyer, assistant manager of John Robinson Circus, was receiving hospitalization in Chicago. . . . Gollmar Bros.' stand at Columbus, Neb., was the banner one of the season.

William F. Polkingborn, 12 years with Sells-Floto Circus, had just been named manager of Advertising Car No. 3 by Ed C. Warner, general manager. . . . A heavy downpour of rain caused a light matinee attendance, but night performance proved satisfactory when the H. R. J. Miller Circus opened its season at Tomah, Wis., June 8. . . . Emmett Kelly was doing single traps, clowning and playing in clown band with the John Robinson Circus. . . . A radical departure from the traditional routine of big-top business and a great step forward in the conduct of the circus was successfully launched June 11 at Portland, Me., by Zack Terrell, general manager of Sells-Floto Circus, when he opened a Department of Courtesy with his show.

Hagenbeck-Wallace Circus was making triumphal progress thru the Dominion of Canada. Packed tents greeted the show at every stand. . . . An estimated 18,000 persons had just witnessed the Ringling-Barnum Circus performance at Utica, N. Y. . . . Rhoda Royal Circus was enjoying good business thru Kentucky and West Virginia. . . . Higgins and Higgins, aerialists, closed with the LaRoy Motorized Circus in Toledo to begin their fair dates. . . . William J. and Mlle. Irwin, head balancers and wire jugglers, were in their second season with the Lucky Bill Circus.

Lions of Spokane Sponsor Benefit Show

SPOKANE, Wash., June 19.—Nearly 300 orphans put famous lion trainer, Bert Nelson, to shame by drinking soda pop with 70 lions and eating peanuts with 'em all afternoon.

But here's the catch. The 70 lions were members of the local Lions' Club, which sponsored a Sunday (June 13) matinee benefit performance of the Al G. Barnes-Sells-Floto Circus. Practically a sellout crowd attended, altho the circus gave two shows Saturday.

Lion President Francis Riley, Harper Joy and David H. Knapp were in charge of this seventh annual circus day pilgrimage in company with all the orphans from Washington Children's Home, Spokane Children's Home, the Hutton Settlement and St. Joseph's Orphanage.

Evans Unit for Parks, Fairs

MASSILLON, O., June 19.—J. J. Evans, former circus owner, who recently disposed of much of his circus property and some stock, has contracted his circus unit for parks and fairs in this district. Unit will open June 20 at Forest Park near Toledo for two weeks, to be followed by a similar engagement at Lake Park, Coshocton. Other park bookings will keep show busy until fairs start in the fall. He will move stock and props by semi-trailer.

UNDER THE MARQUEE—

(Continued from page 42)

sive collection of circus posters and data at his home at Lake Waubesa and says it's well worth seeing. Walt was formerly with the big tops as press agent.

HAROLD KITE, circus fan of Yakima, Wash., who is in the apple business, spent week's vacation with the Barnes show, driving his car from town to town. Every night he had a party at a restaurant. Milt Taylor and Abe Goldstein were with him every night. When show was at Yakima, he bought 20 tickets for

the show, and also brought a box of apples for every department.

AN EVENT of more than passing interest took place on the Tom Mix Circus. A sea lion was born at Portsmouth, N. H., June 10 and the mother died in Portland, Me., the following day. Practically the entire personnel of show suggested ways and means to save the little fellow, but all attempts seemed doomed to failure because it could not be persuaded to eat anything. Finally Manager Dail Turney solved problem by purchasing a female goat and after about 20 minutes of coaxing and maneuvering, it started nursing and present indications are that it will pull thru okeh.

KENTON C. DeLONG, advertising manager of The Evening Independent, Massillon, O., advises that Lewis Bros.' Circus played there June 11 under Legion auspices. Business only fair because of the steel strike. He adds: "The band, John Dusch, director, that Paul Lewis is carrying would be a credit to a 30-car railroad show. It is larger than the bands ordinarily carried by motorized circuses and Dusch certainly has it clicking."

J. B. SWAFFORD, who is an agent with Federal Circus in Massachusetts, is in his 53d year in show business. He started with the Van Amburg Wagon Show in 1884 from Connersville, Ind. The Swaffords celebrated their 44th wedding anniversary April 24. They visited the Mix show in Quincy, Mass., May 24 and were nicely treated by Manager Dail Turney. Saw a fast snappy performance. They visited Downie Bros. (with which Swafford was connected for three seasons) at Quincy, Mass., June 14. A rainy day; light matinee owing to the storm. Is a fast-moving show. Were well treated by Charles Sparks, Harry Mack and Charles Katz.

STANLEY F. DAWSON submits following items from Cole Bros.: At Cortland, N. Y., we saw Mutt Thompson and Carl Milvo. Carl was for many years a clown and is now a cafe proprietor. Jack Fitzgerald visited at Binghamton. At Syracuse Billy Cronin and family were entertained by Captain Lynch. Mrs. Paul Nelson was on for the Buffalo engagement. Ilene Sullivan took advantage of proximity of Springfield to Holyoke and spent a couple of days with her people. Also Cuckoo and Gibbs Sisters enjoyed family reunions when show played Springfield. Many of Joe Kuta's friends were on hand. Albany was a big day for Joe Short, it being the home town. Townsend Walsh renewed old friendships with the personnel at Albany. At Albany news of death of Clarence Dawson was received and writer left immediately for Columbus, where burial was on June 8. Rejoined at North Adams. Eddie Dowling and family visited at North Adams, coming from Pittsfield, where Eddie manages Palace Theater. Willard Coxe, sick and unable to come from North Egremont to Springfield, sent word to his many friends on show thru neighbors who visited at Springfield. Ding Dong, old-time concession man, was on hand at Binghamton. Radio broadcasts of people and incidents with show are becoming more popular daily. Along with Ken Maynard and Clyde Beatty have had Chester Barnett, Harold Barnes, J. M. Christensen, the Gretonas, Harold Voise and D. C. Hahn. Bobby Farrell joined show at Springfield. Radio Charley has received records giving intimate reproductions of the snarls and roars that occur during the Beatty act. Floyd King visited show at Buffalo and Springfield. Mr. and Mrs. Terrell, after a visit at the Kentucky homestead, re-joined. During New England tour Vic Robbins has been visited by many friends he has in that region.

Fellowship

SALT LAKE CITY, June 19.—An example of the fellowship among troupers was shown here Sunday. Performers of Russell Bros.' Circus took up a subscription fund and bought flowers and an especially manufactured cast, which were sent to Dorothy Hilbert, who is in the Salt Lake City General Hospital. She broke her back last season when she fell while appearing with Seal Bros.' Circus in Jerome, Ida.

Miss Hilbert attended the Monday matinee in a wheel chair and greatly enjoyed the performance.

OHIOANS ASK 4 BITS

Purpose Served

By H. E. HART

President and Concession Manager,
De Kalb County Free Street Fair,
Auburn, Ind.

My bread and butter comes from operation of theaters and my only interest in fair work is due to a personal feeling of civic interest and responsibility. Our town is the county seat of De Kalb County; we have six other towns in our county, each jealous of one another, as is often the case.

If the county fair movement does nothing more than create a feeling of friendship and brotherly love among the various cities, towns and townships in our county, it shall have served its purpose. In fact, it is doing exactly that in this instance.

In our literature advertising the fair we point out strongly that "positively no grifters, gaff or strong joints will be permitted on the midway and that all grab stands must adhere to a minimum charge of 10 cents for pie, soup or sandwiches, the same policy to govern local eat stands.

"As the last reflections of the evening sun are lost in the approach of night our honorable mayor, L. E. Potter, will throw a switch, turning night into day; don't miss the curtain call when the fair secretary says, 'Three minutes!'; when the overture plays, the houselights dim and the foots go up. Don't miss your cue. Be here.

"The show must go on!" That slogan has been typical of show business from the beginning, from tent show to carnival, from the boards to the ring, from Coast to Coast. It is the battle cry of every real trouper. It is an integral part of his life. And the show has gone on. Thru flood, fire, depression, death, the show has carried on to the uncountable benefit of thousands of Americans who have had a richer life, a happier moment, thru the efforts of some part of the greatest of industries, show business."

County Managers Would Boost State Fair Gate From a Quarter

Director Hanefeld tells midsummer conference fee for 1937 has not been fixed—increase in night shows evident—legality of giveaways up for discussion

COLUMBUS, O., June 19.—A resolution asking Ohio State agriculture department and Earl H. Hanefeld, director, to raise the admission price of the 1937 State Fair to 50 cents was high point in the midsummer conference of Ohio Fair Managers' Association on June 11 in the Deshler-Wallick Hotel here. The resolution pointed out that while the State Fair is subsidized, county fairs, of which there are more than 100, must rely on gate revenues. "County fair managers want an admission price of 50 cents for the State Fair in Columbus," the resolution read. When asked if they objected to an advance sale of tickets at 25 cents, the 48 county fair managers represented agreed to that proposal. Director Hanefeld said admission price had not been settled but that he believed the 50-cent price would prevail. Most county fairs in the State charge 25 cents, several 35 cents and Canfield Fair, Mahoning County, 40 cents.

Development of educational features at county and independent fairs was stressed. Unprecedented activities scheduled in fairs this year were included in (See OHIOANS ASK on page 53)

N. C. Resident Managers Named by N. Y. Chambliss

GREENSBORO, N. C., June 19.—Norman Y. Chambliss, manager of North Carolina Fair Operating Company, announced that Perry G. Crumpler, Clinton, N. C., has been named resident manager of Sampson County Fair, Clinton; Mrs. G. F. Conrad, Salisbury, N. C., resident manager for Rowan County Fair, Salisbury; Harvey Walker, Raleigh, resident manager of Williamston (N. C.) Fair, and M. S. Younts, Greensboro, N. C., assistant manager of Greensboro Fair.

Announcement as to resident manager of Rocky Mount (N. C.) Fair will be made later.

Johnny J. Jones Exposition will furnish the midway for Rowan County Fair, Cetlin & Wilson Shows will play Clinton and Greensboro and West's World's Wonder Shows will furnish midway attractions for Rocky Mount and Williamston Fairs.

Tulsa State Reorganized After Old Law Is Amended

TULSA, Okla., June 19.—After discovery that the law under which it had been operating was inadequate and rushing of a new bill thru the Legislature, Tulsa State Fair has been reorganized for 1937.

All contracts of the old Four-State Fair have been ratified, including Ernie Young's for the grand-stand show and State Fair Shows' for the midway.

Paul Estill, superintendent of Sand Springs Home Farms, was elected president and H. E. Bridges, secretary under the old regime, was retained.

Press Bucks Bally for Neb.

LINCOLN, Neb., June 19.—Despite newspaper opposition generally thruout the State, W. A. Herington, promoter of a State-wide beauty pageant as a bally for Nebraska State Fair, is having good luck, about 15 towns having booked to start soon on local shows. Opposition is an outgrowth of the Miss Nebraska candidate last year who went to the Atlantic City pageant and scrambled for home without participating. Press claims she should have been suitably chaperoned. Assisting Herington in the drive are Scotty Scott and George Price.

KINGSTREE, S. C. — Williamsburg County Fair Association, with office in Kingstree, received a charter from the secretary of state. Officers are W. Gordon Rodgers, president; W. J. Britton, vice-president; H. C. Crawford, secretary; Mrs. H. C. Crawford, treasurer.

It's the View

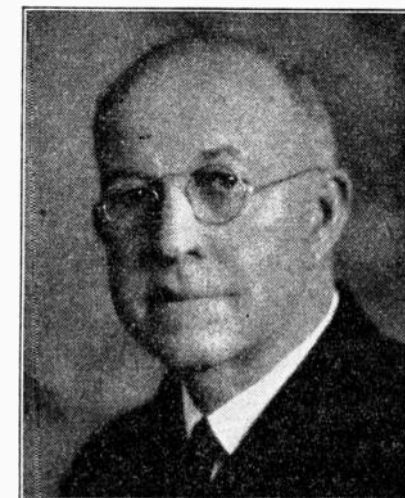
SAN FRANCISCO, June 19.—Cells with a southeasterly exposure are reported in demand on Alcatraz Island. Tho they won't get out in time to attend the World's Fair here in 1939, gangster "guests" in the federal prison have discovered that Alcatraz offers a fine view of Treasure Island, bay site of the exposition. With five World's Fair buildings under construction, prisoners are among the most interested spectators of progress of the expo and already reportedly are making "reservations" for "front seats" at Alcatraz for the opening of the fair in 1939.

Much Work for Auglaize

WAPAKONETA, O., June 19.—Secretary Harry Kahn is recuperating in Michigan from an illness contracted during strenuous work for the 1937 Auglaize County Fair, which he believes will surpass the 1936 banner annual. Work includes construction of a race-horse barn, grounds system of toilets, new judges' stand and painting and lettering all buildings. Daily changes in grand-stand attractions will be in effect again, and harness race purses total \$3,000. Advertising campaign takes in a radius of 50 miles.

Timonium To Be Improved

BALTIMORE, June 19.—Timonium Fair committee voted \$50,000 for improvements and Secretary M. L. Daiger announced 12 days of horse racing with special events on two Sundays at the 1937 fair. John T. McCaslin, Baltimore, in charge of the midway, will present shows, rides and concessions, and he has appointed J. J. Burns to censor the midway of undesirable games.



CHARLES B. RALSTON, secretary-treasurer of Virginia Association of Fairs 21 years, recently appointed by President Grover Whalen, New York World's Fair of 1939, as a member of the fair's national advisory committee. Mr. Ralston has been secretary-treasurer of Staunton (Va.) Fair 25 years. In 1929 he served on a committee of eight of the International Association of Fairs and Expositions to advise and work with the department of agriculture for presentation of agricultural information in exhibit form.

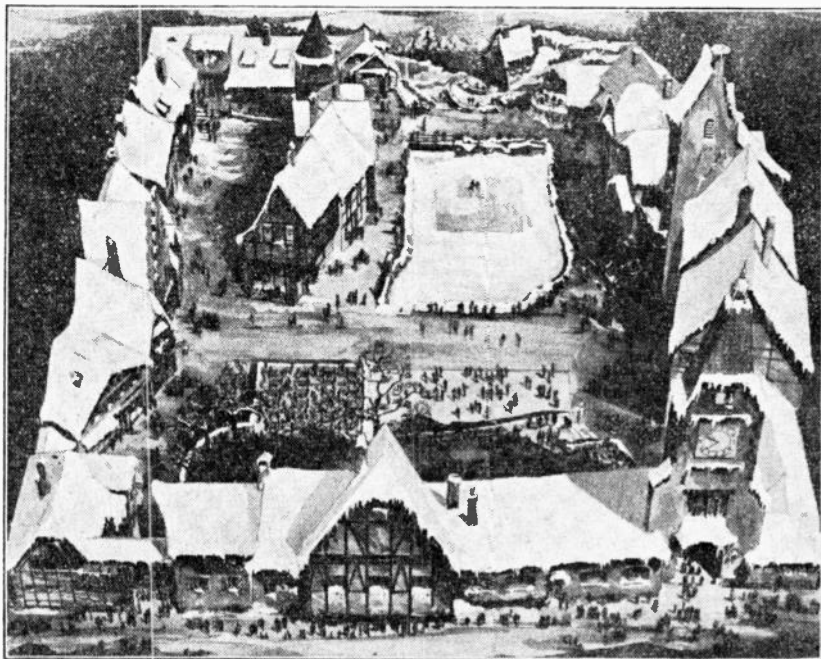
Interest in Auto Racing Has Increased, Says Sloan

CHICAGO, June 19.—Largely increased interest in auto racing is evident this season, according to John A. Sloan, head of American Booking Agency, Inc. At the Des Moines meet last week he had 44 entries and played to 13,300 people, which, he said, is far ahead of last year.

Sloan is sponsoring four race meets, Des Moines, Milwaukee, Atlanta and Birmingham, in which international gold trophies will be awarded drivers showing the best qualities.

He declares that his fair bookings for the season are far more numerous than last year.

DES MOINES, Ia.—Fern Myers, 20-year-old parachute jumper, is recovering in Mercy Hospital from injuries sustained on May 30 when her parachute failed to open. She was performing for Capt. Wilbur Johnson, owner of the balloon, at opening of Riverview Park's season.



VIEW OF BLACK FOREST VILLAGE which opened its second season at Greater Texas and Pan-American Exposition, Dallas, Midwinter decorating and the ice-skating show proved a great draw in the Village last summer.

3 Big Exhibits Sign for N. Y.

Latest display space taken costs \$85,772—concession applications sent out

NEW YORK, June 19.—Three more exhibit contracts were signed this week at offices of New York World's Fair of 1939. Total expenditure involved will be \$85,772, representing show places for three big home-comforts firms. Contracts were signed by American Gas Company, representing manufactured and natural gas industry of the country, which will pay \$42,951 for 122,000 square feet of space; Consolidated Edison Company, which will spend \$25,383 for 75,183 square feet, and Johns-Manville Corporation, which paid \$17,438 for 29,317 feet.

First company to sign for a lot was American Telephone and Telegraph Company, which several weeks ago took 139,400 square feet for \$48,790. Fair officials reported that negotiations covering other contracts are nearing completion and it is expected that within a short time a large portion of available space for exhibit buildings will be exhausted.

Between 5,000 and 6,000 applications for concessions have been received at the Empire State Building offices, and Wednesday's mail carried to these prospective concessioners formal printed application blanks which they have been asked to fill out and return. Concessions are to be granted later, largely upon a basis of competitive bidding.

Jerry Martin Back on Road

DAISYTOWN, Pa., June 19.—Jerry D. Martin, of Jaydee the Ape and His Mate, aerial contortionist, is back on the road after severe injuries in a 75-foot fall from a trapeze at Trenton (N. J.) Fair last October 3. He is assisted by Juanita Whitney and they opened in Masontown, Pa., on May 24, being with Clint's Exposition Shows as free attraction.

Putting the Spotlight on Outdoor Amusements

It is with pardonable pride that we announce important feature articles, Photographic layouts and commentary in preparation by several nationally circulated magazines and supplements concerning George A. Hamid and his attractions in the following publications, among others (ABSOLUTELY UNSOLICITED):

AMERICAN WEEKLY

Hearst Sunday Magazine Supplement. Largest Circulation in the World. More Than 6,000,000 Copies Entering the Homes of American and Canadian Families Every Sunday Simultaneously in 17 Coast-to-Coast Newspapers. Due July 18.

Subject: George Hamid and Thrill Acts and "How They Do It."

LIFE

Published by Time, Inc. (Publishers of Time, Fortune, and Producers of "March of Time," etc.). Phenomenal Photo Weekly. More than 1,500,000 Copies Circulated in the United States and Canada.

Due First July Issue.

Subject: Showmen—George Hamid, His Career, Family Life, etc.

TRUE

Leading Fawcett Publication Signed Article (with photos) by "Lucky" Teter summarizing the Exploits of "Lucky" Teter and His Hell Drivers. (A Hamid Attraction)

More Than 250,000 Copies Circulated Nationally.

Due in July.

*Combined Circulation—Nearly 8,000,000
With a Reading Circulation of Approximately 16,000,000.*

Aside from the personal tribute paid to George Hamid and his array of "Wonder Attractions," these articles and pictures cannot but have a favorable effect on Millions of People, thus bringing Fairs, Amusement Parks, Circuses and Carnivals definitely to the forefront and deep in their consciousness.

George A. Hamid, Inc., is, as ever, devoted to the cause of better entertainment, based on the principle that people cannot live by bread alone.

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722 Empire Building



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Gate Is Held Down by Rain

But steady buildup in attendance is evident—Shaffer speaks at meetings

CLEVELAND, June 19.—With 19 days under its belt and 82 slated to go, Great Lakes Exposition registers total attendance of 485,558. Weather has hit hard since opening the afternoon before Decoration Day. Scarcely a day has passed without rain. On Monday, when a Flag Day celebration was planned with civic parade there was a cloud-burst of an hour's duration at 5 o'clock. While grounds were cleared of water, storm knocked night attendance. Weather since opening has been cloudy with extreme humidity and threatening showers with exception of one or two days.

Still there has been steady building in attendance. From June 10 to June 16, 142,099 clicked the turnstiles as against 132,445 for the seven days preceding. Saturday and Sunday, June 12 and 13, totaled 66,286 against 56,687 for June 5 and 6. Business at the Aquacade, Winterland, Alpine Village and Pioneer Palace is showing a distinct increase, while attractions along the midway are on the upbuild.

First Children's Day will be launched

Attendances

Previously reported	333,459
Thursday, June 10	12,013
Friday, June 11	18,024
Saturday, June 12	30,008
Sunday, June 13	36,278
Monday, June 14	17,896
Tuesday, June 15	18,904
Wednesday, June 16	18,976
Total for 19 days	485,558
Days to go	82

on Monday with indications that an increased attendance will result. Special 5-cent admission charge for boys and girls up to 12 years of age, with similar reductions in concessions, have been planned by Elwood T. Bailey, in charge of special days. Fred Heltfeld, who Lord Mayored last season for the Old Globe Theater, will be in charge of special events for youngsters with cash and other prizes. Feature event is a gum-chewing contest for kiddies with prizes.

Eagle Ready Midgets

Nate Eagle is hurrying preparations for the coming of the Midget Vaudeville show, which takes the place of Amorita of last year. Hargrave & Reicher have set two new stands for cocoanut champagne. One of these is on the midway and the other on Streets of the World. Former has Willia Kiamiami and his sister under a green setup. Charlie Poole, of Grapefruit Winery on Streets of the World, has enlarged his spot and covered it with Southern foliage.

Dufour & Rogers have been building this week with their four attractions. Crime Show is doing big, Guy (Doc) Waters managing the location with Tony O'Dell and Jim Jukes as lecturers. It shows scientific crime detection. St. Valentine's Day massacre in Chicago and Dillinger's automobile. Big feature is the Last Mile, which occupies the spot, with Floyd Woolsey making march to death chair in charge of Brother Lou, as warden.

Working the cell block are Gene Walsh, as the tough guy; Frank Big-nell, as the kid, and Jack Clifford, as the priest who assists in the march. Doc Lamar and his dope show finish the lineup.

Curse of a Nation, under same management, has Ed La Barre as manager with Jack Hudson and Bernard Gross on the front. Show is divided between outlaws of the old West, modern lead-

ers of nations and crowned heads and enforcers of the law.

Showfolks Are Visitors

Johnny Branson with his Hippodrome and diving spot is another of the main attractions on the grounds. He has evolved a new setup for an underwater attraction with an open front, a ship buildup and the entire show being presented in the open. It clicks.

Almon R. Shaffer, associate director of the expo, was a speaker before two representative bodies this week. He was chosen to make an address at a Chamber of Commerce meeting and, following that, was listed to speak from the pulpit of the First Baptist Church. His topic: *What Does the Show World Owe the Public*. He is perhaps one of the best extemporaneous platform speakers in the business.

The last week saw numerous visitors. E. Walter Evans, secretary-treasurer of *The Billboard*, spent Saturday and Sunday as guest of Mr. Shaffer and Frank D. Shean. Frank P. Spellman came in for a day to view the Aquacade. J. C. (Tommy) Thomas, special agent of the Johnny J. Jones Exposition, spent a day here.

Glass Woman Unveiled

Expo went highbrow this week with the coming of the Camp Woman. This is the cellhorn woman, result of the work of S. H. Camp, Jackson, Mich. Transparent, it shows all of the inner working of the divine female. Brought from the East, where it was shown before the American Medical Association, it was unveiled with due ceremony in the underpass hall. Local docs and national representatives of medical associations took part in the presentation.

Next comes the "solar boiler," especially constructed for the expo by Dr. Charles Greeley Abbott, of the Smithsonian Institute. For 20 years he has worked on this scheme to produce power from rays of the sun. Electric lights will replace sun rays in the model shown.

Cleveland society is playing the Recess Club strong. This is situated on top of Horticultural Building and parties are daily occurrences, with attendant business. Billy Rose's Aquacade also brings them over from adjoining spot and the younger social set are making a big play for Jarrett, Weismuller and Riggan, to say nothing of the collegiates who participated in the Olympic events.

Columbus Planning Coliseum

COLUMBUS, Ga., June 19.—Columbus Free Fair is planning to erect a coliseum, work to begin soon, said Secretary Walter J. Sturgis. Agriculture department officials have suggested need of a coliseum for live-stock and horse shows. First building to be added to the \$190,000 plant probably will be one for 4-H clubs and young farmers, and one of the first improvements will be an extension over the grand stand to cover front seats near the track.

NEWPORT, Pa.—Perry County Fair elected: President, William C. Lebo; vice-president, George G. Beaver; secretary, A. K. Ludwig; treasurer, John E. Snyder.

Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

Farmers in most sections began to catch up on spring work after the first week in May. Hardy crops, such as grain and grass, made good growth during the month. But nights have been so cool in many areas as to delay development of truck crops. The Western Great Plains still need rain. But too much rain has delayed corn planting in large parts of the corn belt. Thru a large part of the Middle West spring has been so delayed that other crops, mostly corn, will be planted on ground intended for oats.

BUILDING STILL LAGS

A glance at the major business statistics reveals little net change during the past month in the factors affecting current consumer demand for farm products in the United States. Little change is expected in the near future. The sharp upswing in business since last summer has apparently leveled off. Unfilled orders in many industries and current strong consumer demand for most types of goods, however, indicate

that business is likely to hold up fairly well during the immediate future.

In general, production of most kinds of industrial goods is now equal to or above the 1929 level. Production of goods bought largely by consumers is relatively higher than production of goods bought largely by business men. Building construction is the laggard in the whole array of business statistics. Building has advanced above the corresponding months of 1936, but has not advanced as sharply as have most other types of production. Residential construction is picking up, but prospects for this year are less promising than they were a few months ago because of recent large increases in construction costs.

No changes of importance have occurred in the foreign demand situation since last month, altho there are some indications of a gradual easing of world trade restrictions that may in the long run help farmers. As prices rise there is a tendency for importing countries to lower trade barriers to stem the advance (See *AGRICULTURAL* on page 107)

Fed Offices Aid In Dallas Games

WASHINGTON, June 19.—Federal funds to be spent on Greater Texas and Pan-American Exposition, Dallas, this year amount to \$257,540 which President Roosevelt is reported to have OK'ed. Government exhibits will be same as last year excepting Federal Housing, which was sent to Dallas from Madison Square Garden, New York, where a special showing was made. U. S. Marine Band trip to Dallas from the Confederate veterans' reunion in Jackson, Miss., is being financed with \$3,000 from navy department funds. Orders were sent to the marines while they were en route to Jackson.

Pan-American Union will present a special plaque commemorating friendship between the Americas, to be hung in the esplanade of Pan-American Palace. The Union is also sending models of busts of 18 Central and South American heroes which were made from the original marble statues in the Union headquarters in Washington. They will grace entrance of the Pan-American Palace.

Ambassador Oswaldo Aranha, of Brazil, will attend opening of the Pan-American Games on July 15. Postmaster-General Farley will be at opening of the games as honorary referee. Dr. L. S. Rowe, director-general of the Pan-American Union, expects to get to Dallas in time for opening of the games.

Jose Rios, Peruvian marathon runner, who holds the South American championship, flew to Washington via Pan-Am Clipper to run in the AAU marathon and then to the games. State department officials, in co-operation with the immigration service, have granted concessions for Central and South American athletes to enter the country for the games so that entry is made at a fraction of regular cost. Athletes will sail in two groups from Rio de Janeiro and Buenos Aires on June 12 and 19. United States office of education and NBC are co-operating to broadcast *Cavalcade of the Americas* on the Blue network, probably on June 26.

Peace Theme Paramount At Minot, N. D., Opening

MINOT, N. D., June 19.—International Peace Celebration, officially opening North Dakota State Fair here, will commemorate 120 years of peace between the States and Canada. Delegations of governors from States along the international boundary line and provinces of Canada are to attend, said Fair Manager H. L. Finke.

Afternoon speaking program will be held in Pioneer Bowl, outdoor auditorium on the grounds seating about 20,000. Miss Jeanette Rankin, first woman elected to Congress who voted against America's entrance into the World War and who has since been actively engaged in advancing the cause of peace, will be principal speaker from the States.

At night a historical pageant, showing settlement of the great plains area of the United States and Canada and several episodes emphasizing the peace theme, as well as the coronation, will be given.

Russell Has a Pretentious Program in Lewistown, Pa.

LEWISTOWN, Pa., June 19.—Sanuel B. Russell, president of Mifflin County Fair here, is outlining the biggest entertainment program ever attempted for that annual.

One hundred thousand school children have been issued school tickets, thru courtesy of a Lewistown department store, thruout a seven-county area, and kiddies get two school days, Tuesday and Thursday.

Lucky Teter and His Hell Drivers will appear on Wednesday and Friday and Hankinson Speedways will sponsor auto races on Saturday. Horse racing has four days, beginning on Tuesday. Grand stand has afternoon free acts and *Winter Garden Revue* for night performances, furnished by George A. Hamid, Inc.

OSHKOSH, Wis.—Lucky Teter and his Hell Drivers performed before 10,000 on the fairgrounds here on June 13. Troupe was slated for June 20 in Escanaba, Mich., and from there to go to New York for appearances.

STRATOSPHERE MAN
WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT
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AERIAL HORIZONTAL BARS
Comedy and laugh producing tricks on the aerial bars. Available for FAIRS, PARKS, CELEBRATIONS. Booking Independent.
Johnnie Schmidt Troupe
318 North 26th St., WACO, TEXAS.

Randolph County Fair
SPARTA, ILL.
JULY 27, 28, 29 and 30, 1937.
E. H. BEEVER, Secy.

Fiesta Result Seen as Test

Fort Worth show without conventional outdoor attractions—talent on air

FORT WORTH, Tex., June 19.—Frontier Fiesta, which will open on June 26, has gone high hat, according to Billy Rose, producer of the show. Fiesta is to be the first outdoor show of its kind to offer only high-class entertainment and no carnival or other attractions or concessions. Rose is said to have turned down numerous requests from concessioners for space because the setup this year is a series of gardens sandwiched in between the five major buildings on the grounds. Shooting gallery is the only one of 30 concessions of last summer that is to operate this year. It was kept over to help preserve the Western atmosphere.

Just as the Frontier Centennial of last summer blazed new trails for this small (See FIESTA RESULT on page 53)

Diversification Is Theme At North Dakota Annuals

CHICAGO, June 19.—Diversification is theme of grand-stand programs for three major fairs in North Dakota. Minot, date of which includes a peace celebration, is to feature the *Revue Continental* on the night show, while Grand Forks will feature Captain F. F. Frakes in his airplane house crash, coupled with Frakes' Death Fighters. Al Sweet and his Hus-sar Band will furnish music for grand-stand show and dance pavilion.

Fargo Fair, being held later than usual this year, will have Lottie Mayer's Disappearing Water Ballet, with a number of high-class acts and Al Sweet's Band.

Placements for these fairs were made thru Barnes-Carruthers.

Use of Grounds Is Seen As Boost for Ashland, O.

ASHLAND, O., June 19.—Increased use of fairgrounds will boost interest in and attendance at the annual county fair, members of the Ashland County Agricultural Society believe. Several events are planned on the grounds before the fair. Boy Scouts will hold a conclave and on June 27 Ashland Kennel Club will hold a dog show, licensed by the American Kennel Club, with between 500 and 600 dogs expected to be entered. Ashland Riding and Driving Club will sponsor a horse show during summer.

Fair association is lending its co-operation and granting use of the grounds, members holding that the public will become increasingly interested in looking forward to entertainments on the fairgrounds and thus will stimulate attendance at the annual fair. Repairs to roadways, grounds and buildings are being carried on.

"Agricultural interests, stock breeders, merchants and industrialists of the county are taking a greater interest in the success of the fair, with the thought in mind that it will soon become one of the leading fairs of the State," A. H. Sutton, secretary, said.

Fair Grounds

INDIANAPOLIS.—Fielding W. Scholer, veteran harness race starter, of this city, who recently recontracted numerous Southern fairs at which he has presided for years, will also be at Montgomery County Fair, Dayton, O., at which he has not officiated since 1922, and also will go to Corydon, Ind., after an absence of about a dozen years.

BRUSSELS.—A committee has been formed to promote an international exposition in Liege during 1939 to celebrate inauguration of the Albert Canal and to stress waterways, transportation and allied industries.

LUCEDALE, Miss.—First fair here in several years is planned by reorganized George County Fair Association, Vivian Jelpe, home demonstration agent and leader in the move, said. It may be sponsored by women civic bodies.

DOVER, O.—Earl C. Bose's monkeys on greyhounds at Tuscarawas County Fair and others in Ohio and Western Pennsylvania last fall will supplant horse racing at Elyria (O.) Fair and a long list of bookings is reported.

BLANDFORD, Mass.—Officers of Union Agricultural Society here have selected judges and department heads. This is the society which burned its mortgage last fall as result of the most successful fair in its long history.

MILLERSBURG, O.—For 1937 Holmes County Fair here a committee of two members of the Chamber of Commerce and two from the fair board will direct sale of tickets to merchants of the county.

CLAY CENTER, Neb.—Crops having been an almost complete failure for three years, Clay County Fair here has been hard hit, reports Secretary H. H. Harvey. But cool weather and abundant rains this spring have brightened prospects, and active preparations for the 1937 event are under way by President H. H. Johnson and the board.

AUBURN, Ind.—Policy of free acts, gift awards and contests will again feature (See FAIR GROUNDS on page 53)

Gordon, Neb., Will Build

GORDON, Neb., June 19.—Sheridan County Fair here having outgrown its facilities, a planned building program has been adopted by directors with one or more units to be built each year. This summer another grand-stand and a floral hall will be erected. Despite crop failures, the 1935 and 1936 fairs were big successes and a better annual is expected this year. "We use some outstanding attraction as a headliner and try to have a good program and run it off fast. We advertise liberally and then deliver the goods. It seems to pay," said Secretary F. B. Fitch.

Tilt CNE Marathon Limit

TORONTO, June 19.—After cutting the distance from 21 miles to 5 miles since the start in 1928, officials of Canadian National Exhibition marathon swims announced this year's men's event has been raised to a 10-mile limit. Race will be for two miles inside the breakwater and the third lap will take swimmers into the open lake, 400 yards from the sea wall, giving spectators a clear view. Women's event will be over a three-mile route.

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BOOKING RIDES, CONCESSIONS, HIGH TYPE SHOWS

Want Merry-Go-Round, Ferris Wheel, Kiddie Rides and any new Rides.

Legitimate Concessions of all kinds. Merchandise Wheels, Corn Games,

Grind Stores, Ball Games, Grab Joints, Juice, Etc.

Will book clean, meritorious shows. Give full particulars in first letter.

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Pioneers in the Fireworks Field.

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WANTED

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Oakland County Free Fair

MILFORD, MICH., AUGUST 11 TO 14, INCLUSIVE.

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Week Aug. 30-Sept. 4. Write or wire GEO. H. DETJEN, Girard, Kan.

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20 PLANES---80 PILOTS and PERFORMERS

Will Book Split Show, arranged three head-line units.
 20 Acts—10 in front of Grand Stand.

- COL. AL KEY, Holder World's Endurance Record.
- SEABORNE BROTHERS, Australian Precision Parachute Jumpers.
- BILL LINDSAY—France, World's Champion Wing Walker.
- WILLIE SAMONIE—Ethiopia, Parachute Trapeze Artist.
- COL. McCONNELL—Ireland, Acrobatic Flyer.
- And Many Other World-Renowned Pilots and Performers.

Day or Night Shows or Two Shows Daily.

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 AND EXHIBIT AT THE

ILLINOIS STATE FAIR

AUGUST 14-22, Inc., 1937

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 Director Agriculture

E. E. IRWIN
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STATE FAIR

12 Days—2 Sundays, September 5 to 16.
 Want clean Shows, Legitimate Wheels and Concessions. Merchandise only. Lucky boys save stamps. (Sorry.) Will consider selling Shows and Rides flat. Concessions \$5.00 per foot. Novelties sold. Free Acts write. Sure protection for Merchandise Wheels against controlled Wheels. **JOHN T. McCASLIN, 125 E. Baltimore St., Baltimore, Md.**

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THE LADOGA FAIR
 (Ladoga, Ind.)
 Montgomery County's Greatest Outdoor Event
 August 11-12-13-14
 Draw 50,000—On Main Streets
 No Girl Shows—No Grift
 Now contracting—If you worked here last year write **GENE HIMES, Secy., Box 183, Ladoga, Ind.**

Greater Texas
 and
Pan-American Exposition
 Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

**Fox Assumes
 Publicity Post**

Vexatious problem settled
 by his appointment—Pan-
 American Palace opened

DALLAS, June 19.—Pan-American Exposition began to straighten out into even routine this week. Publicity problem was solved when Phil E. Fox, who directed the 1936 Texas Centennial publicity program, accepted the post again and went to work on Thursday. He resigned as press agent for Black Forest and Gulf Radio Studios to assume the position. The new setup received general approval over the grounds.

The publicity department had become a vexatious problem to the management last week, when the New York publicity firm under subcontract to the advertising contract holder announced it would withdraw. Under the agreement with Fox, the publicity campaign of the fair will be a division of Frank N. Watson's promotion department and activities of publicity and special events departments will be closely synchronized. Gene Cooper, Garfield Crawford, Miss (See FOX ASSUMES on page 175)

Attendances

Saturday, June 12	51,202
Sunday, June 13	34,907
Monday, June 14	13,583
Tuesday, June 15	18,482
Wednesday, June 16	12,426
Total	130,600

**Highest Gate
 To Cavalcade**

Tops so far held by spec
 of Vollmann—diplomacy
 takes toll of accuracy

DALLAS, June 19.—Cavalcade of the Americas, which was opened last Saturday night as main outdoor spectacle of Greater Texas and Pan-American Exposition under supervision of Producer A. L. Vollmann, has drawn top gate of the grounds every day since. Performances after the premiere proved that the 1937 Cavalcade is in almost every way superior to Cavalcade of Texas, its (See HIGHEST GATE on page 175)

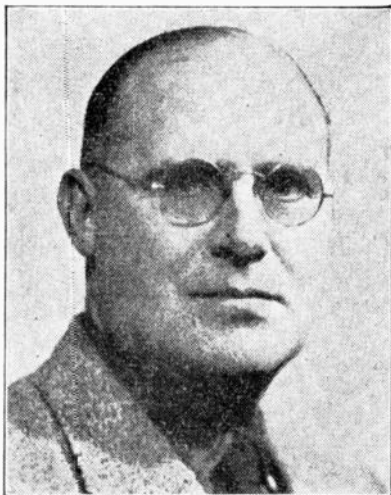
**Frisco Expo Factor in Cascade
 Of Billion, Say Survey Officials**

SAN FRANCISCO, June 19.—An avalanche of money, more than \$1,000,000,000, will engulf the entire West in 1939 and Golden Gate International Exposition will be one of the principal factors in unloosing this cascade of currency, authorities declared this week after figures compiled by the survey department of the exposition were analyzed.

Lure of the West paid enormous dividends in 1936, when tourists spent about

\$750,000,000 in eleven Western States. With the expo and two great bridges over San Francisco Bay as added attractions, expenditures of visitors in 1939 are expected to swell this to more than \$1,000,000,000.

Included in this figure are moneys to be paid for admissions to Frisco's World's Fair and money that will be spent on Treasure Island, site of the exposition, at concessions. Conservative estimates presage the passing of 20,000,000 (See FRISCO EXPO on page 175)



H. E. HART, president and concession manager of De Kalb County Fair Association, Auburn, Ind., which sponsors a widely known day and night free street fair. He is an operator of theaters and took up fair work, he avers, in a spirit of civic interest and responsibility. Mr. Hart was born in Cincinnati in 1902 and is a nephew of the late W. F. Hart, vet big-league baseball player.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

Wanted

For the Best Fair in Bradford County,
TROY, PA.
 August 24, 25, 26, 27, 28
 Rides and Shows (no Girl). Legitimate Concessions. No others will be tolerated, so save your stamps. Address
W. F. PALMER, Box 135, Troy, Pa.

**ATTENTION!! Secretaries
 ACTS AND REVUES**
 FOR
**FAIRS — CELEBRATIONS
 INDOOR SHOWS**
SIDNEY BELMONT
 Fullerton Bldg., St. Louis, Mo.

**WANTED CARNIVAL OR
 INDEPENDENT RIDES**
JOHNSON CO. FAIR — TECUMSEH, NEB.
 AUGUST 17, 18, 19, 20, 1937.
 One of the Best Fairs in Nebraska.
 Grandstand Features — Pari-Mutuel Races.
J. C. MICHAELS BIG CITY CIRCUS, 14 ACTS.
 Write T. J. CURRENT, Secy., Tecumseh, Neb.

Advantages of Early Booking



WHEN the capable manager of one of the present-day great State fairs remarked that "Fairs are made in February," he showed himself abreast of the times. He doubtless will make some fair executives feel that they are far behind if that month is to be considered the deadline at which all preparations for their ensuing annuals should be well in hand. It is only recently that many boards have come to realize how comparatively easy it is to get a start in late winter or early spring and that nothing can be gained (rather the opposite) by the time-honored stalling which has been a bane to bookers and a detriment to the whole field of fairs.

Booking of attractions is something that has to be done, the same as preparing premium lists, getting departments in order and lining up exhibits. And years of disastrous experience have shown that it is something that cannot be deferred as well as can be much of the other activity that goes with preparing for a State, district or county fair. The application of the old truths, "taking time by the forelock," and "a stitch in time" is more to be desired these days in readying grand-stand shows and free acts than ever before, because the fact of the matter is that there is real danger of not enough good acts to go around, particularly for boards which wait until the last minute in the expectation that booking agencies will take care of them.

Stalling Policy Now Passe

Park operators and managers, too, are learning of that grand and glorious feeling that comes with the knowledge that their early attention to booking has assured them of a good season's entertainment bill long before the grass has begun to turn green in their preserves. It is nothing less than a logical fact that acquiring attractions early in the year is highly advantageous to the fair, park and carnival, booking office and performer.

Leaders in these fields, after going thru the transition from the former stalling policy to the do-it-now system, can and do give any number of reasons why early booking is a good thing. But the most outstanding reason, regardless of all others, is the unfortunate fact that there are not enough first-class outdoor acts to supply the demand. Ask any booker of big-time thrillers and every one will declare that he is now sold out of his expensive acts and that he was sold out weeks ago.

Bookers were naturally first to sense this condition and before it actually came about they did their best to lay their hands on more acts. They tried to develop new turns, they encouraged oldtimers to return to the business and they went to other parts of the world for importations. They were successful in obtaining more talent, but not successful enough. Long winter layoffs discourage the development of new domestic acts; political and economic upheavals in Europe make it difficult for artists from that part of the world to leave their shores. George A. Hamid, President Frank P. Gravatt of Atlantic City Steel Pier; Pat Valdo, of the Ringling-Barnum Circus, and others have scoured England and the Continent for fresh talent, but their success has been negligible. Europe is no solution, they say, because even if the acts were there (which they are not in any great numbers) the cost of importing large groups is not profitable.

Acts Mart Heavily Drained

According to George A. Hamid, the volume of standard outdoor box-office attractions (Hamid classification of big drawing cards) is just about half of that which was available in the United States six years ago. On the other hand, working weeks today are just about 85 per

cent of the number of working weeks six years ago, creating about a 35 per cent shortage in real box-office attractions. There are any number of edicre turns around, a vaudeville booker will assert, but today many parks and fairs have increased budgets besides the desire to please to the utmost a much more critical public, and in many instances the average run of acts will not fill the bill. In other words, the talent buyer who wants a good show today must get the acts he likes BEFORE THE OTHER FELLOW DOES.

There is more summer work for acts of 1937, but very little if any additional winter work—a bad situation indeed. As Jack V. Lyles, a general agent, points out, several years ago it was rare that a carnival carried a free act. It was thought unnecessary then. But now between 75 and 100 outdoor midways present some sort of thrill attraction as an added incentive to gate-payers.

The recent epidemic of world's fairs, centennials and other celebrations has produced another drain on the attraction market, and with all that the average park and fair has rearranged its budget to include more money for larger and more elaborate grand-stand shows. But when fall rolls around and those long winter days are ahead there are very few weeks of work for big acts, as well as the little ones.

More Time for Exploitation

But the advantages of booking early by no means stop with the effect on the buyer. To be booked well in advance, to know their itinerary, length of jumps and guarantee of work in the future certainly tends to relieve acts of no end of worry. It gives them more time to plan their season and affords the opportunity of devoting time and energy to engagements they would otherwise possibly miss. A performer is generally sensitive, and the easier things are made for him the better he likes it and the better he works.

From the standpoint of booking offices, it is obvious that the more quickly fair, park and circus bills are filled the more time an agent will have to devote to other interests. As Mr. Hamid points out, routing acts during a park and fair season is by no means an easy and simple job. It takes lots of time and careful planning to map out a season's engagement for several hundred acts. A booker cannot afford to have one of his acts play two engagements in the same neighborhood during the same season. He must always remember that there is a limit to the number of miles an act can travel over a week-end, that it takes planning and foresight to take acts into Canada, and a thousand other interlocking details. There is a lot of importance attached to routing a show in the Hamid office and the later the dates are set the more difficult it is to complete that route in the right way.

And last but by no means least, Mr. Hamid is convinced that the average park and fair must have better and more complete exploitation prior to the time of an engagement. The groundwork for exploitation should be laid in mid-winter. Winter and early spring advertising is vitally important, he says, to the success of fair and park and, after all, what other phase but grand-stand shows and free acts is of a character that can be talked about and discussed by the public months in advance?

Barnes Sees Mutual Benefits

M. H. Barnes, of Barnes-Carruthers, in offering an opinion on the advantages to be gained by early booking, said his analysis is intended to fit both sides of the topic—buying and selling.

"Wisdom of preparedness being accepted, the benefit of being in the theatrical buying market early is hardly a mooted question," he declared. "To me it seems this is true in any business,

whether it concerns merchandise or talent. Hence thru more than 30 years of experience I cannot be too emphatic in stressing the advantages of the reasonable-buying idea. To be prepared, to be ready is to enjoy peace of mind and the comfort of security. The mind released for other problems, the buyer has more time to devote to the multiplicity of things that annually confront him.

"In our business, as in nearly all others, the very late buyer will suffer the pain of disappointment. The pick of meritorious attractions is no longer his. Variety has been depleted and it is a recognized fact that the 'supply does not equal the demand.' The 'cream of attractions' do not remain intact indefinitely.

Aid to Balanced Programs

"Economy is a factor of early buying and it concerns both buyer and seller. It enables the booker to plan his short-ship routings intelligently; to avoid retracing his steps, in other words. Accordingly, transportation costs are minimized and the savings become a matter of concern to both parties. The man who buys early is not only favoring those whom he expects as customers, but he is gaining time in which to advertise his attraction program. He also reaps the benefit of many advertising mediums instead of a few. There is more time to build up general interest and to formulate a complete campaign of advertising. This is particularly true where the show-going public must necessarily be reached thru weekly and semi-weekly newspapers.

"It is true that the booker brings his attractions to the mart in the best possible display of variety and merit. He then is in position to offer a balanced program and, in my opinion, a balanced program is as vital to the outdoor stage as it is to motion pictures, the theater and radio."

Young Fears Acute Shortage

For August and September fairs especially early booking has distinct advantages, said Ernie Young, president and general manager of the Young Production and Management Company. "It is comparatively easy to get good acts for fairs held in July and October," he said, "but unless fairs held in August and September book their attractions early they will have difficulty lining up a good grand-stand show, as all of the better acts are already contracted."

Even in "off" years good acts are at a premium during August and September, he added. This year, with fairs spending much larger sums than usual for their shows, the act shortage is apt to be acute. Not only are there few new acts of merit in the field, but the old standard acts that used to make a tremendous hit have repeated at most of the fairs for so many years that they have to a degree lost their appeal and no longer thrill the crowds. Because of this fact it has become necessary to try to import more acts from Europe, he pointed out.

"When we go to the expense of importing acts," he continued, "early booking becomes still more important, for we must know considerably in advance that we will have sufficient bookings for an act to justify bringing it over. Early booking is imperative for Canadian fairs. No 'blanket' contracts will be accepted by them. In the old days they accepted blanket contracts, but because of the many substitutions made they now require that the name of every act to be presented shall appear on the contract, with the value of the act opposite. If it becomes necessary for a substitution to be made the fair board is the judge as to whether the substitute is worth as much as the original act."

Blanket Contracts in States

Blanket contracts have been common in the United States and in most instances they work out satisfactorily if the fair is dealing with a reputable and reliable agency. An agency will contract to furnish, say, six acts of certain types. Sometimes names of acts are specified, sometimes not. In any event the contract contains a substitution clause stating: "In the event that any of the attractions above named, on account of sickness, disability, act of God or public authority, or thru any other cause not due to the fault of the party of the first part, shall fail or refuse to appear as hereinbefore agreed, said party of the first part shall not be liable for any damages sustained by reason thereof; and in such cases, wherever practicable, said party of the first part shall have the right to substitute other acts or attractions of equal merit."

Early booking, Mr. Young emphasized, has distinct advantages both for the fair and the booking agency. By booking early the fair gets a much better choice of acts, thus avoiding disappointment. The booking agency, by obtaining early contracts, knows just where it stands and can schedule its acts to much better advantage both to itself, the acts and the fairs.

**NORTH DAKOTA
STATE FAIR**
Minot, North Dakota
July 4th to 10th

Seven Thrilling Days
INTERNATIONAL PEACE CELEBRATION
Pioneer Bowl — Sunday, July 4th
Noted Canadian and American Speakers.
Commemorating 120 Years of Peace Between Canada and the United States.
Historical Pageant and Coronation.

"THE STAMPEDE"
5 Days Beginning July 5th
Direction of Guy Weadick, originator of the Calgary Stampede.
World Famed Chuck Wagon Races
The Cowboy Band from Texas.
BARNES-CARRUTHERS "CONTINENTAL REVUE"
Featuring Lottie Mayer's
DISAPPEARING "WATER BALLET"
Spectacular Night Show — Six Nights

AUTO RACES
Saturday
Direction of American Booking Agency
and John A. Sloan Jr.
FIREWORKS
Thearle-Duffield Co.
MIDWAY—GOODMAN WONDER SHOWS
Education and Recreation for all at
MINOT, NORTH DAKOTA

Wanted

High-class, Clean and Complete
Carnival to play

Warren County Fair
BOWLING GREEN, KY.,
September 1, 2, 3 and 4
One of the largest County Fairs in
the State of Kentucky.
Write, Wire or Telephone
W. H. RICHESON, Secy.

TOOTS
The Wonder Dog
HIGHEST DIVING ANIMAL IN THE WORLD.
72 FEET.

A Sensational Act of Superb Quality recently
featured in motion pictures.
HOWARD ANKENY — Trainer.
FLORENCE E. REINMUTH — Agent.
64 So. 11th St., Minneapolis, Minn.



PROSPERITY has returned to American fairs after a depression period that wiped out the weak, left many of the strong tottering and brought wholesale predictions of disastrous futures from the pessimistic. "Fairs are dying out fast," said the skeptics a few years ago, and their claims were backed by statistics that showed a new low in attendance records, huge deficits that seemed insurmountable and abandonment of scores of exhibition plants everywhere.

But fairs were not dying out, as statistical records of the last two years will conclusively prove. The same ailments that afflicted every business in the nation attacked agricultural exhibitions with even more savagery than that suffered by industry. Just as well-organized, well-managed commercial enterprises survived the depression, so did stable American fairs emerge unscathed and in a better position to represent their constituents.

To the men and women who are devoting their lives to the conduct and development of American agricultural and industrial fairs is presented now a rare opportunity to apply their analytical powers to the records of the past and map out a future for their expositions that will place them in a position to meet any future crisis. With few exceptions there was but little grief over the passing of fairs that folded up during the depression, for in most instances they meant only little to the communities in which they were operated.

In fact, it is the contention of many that the fair world in general will be far better off if the majority of these defunct little fairs are never revived. Certainly it is an indisputable fact that some so-called "promotional" fairs where the title is revived to sponsor a midway are detrimental to every type of exposition and are mighty discouraging to the fair manager whose aim is to educate the public to look forward to an educational exhibition that truly reflects the resources of the community.

Selling Fair Not Difficult

Not only does the poorly conducted fair leave a wrong impression in the minds of the public and exhibitors but often results in adverse legislation, aimed to curb questionable practices countenanced at some promoted fairs that seriously affect the operation of legitimate institutions. Of course, there is no way to prevent the in-and-out promoter from grabbing up spots that might be exploited for a quick cleanup, but methods can be devised by such powerful organizations as the International Association of Fairs and Expositions to discourage such events. Bona fide fairs in each State, thru their State associations, can bring considerable pressure to bear to eliminate promotions that will not reflect credit on agricultural expositions as a whole.

To sell a real bona fide fair to the public is not difficult. Check up on the successful American expositions and wherever you go you will find the public enthused over its fair and planning months ahead to attend. Then go into a territory that has been exploited and

Prosperity and Fairs

By P. T. STRIEDER

note the difference. Once a community or even a whole State has been burned up it will take the ingenuity of an experienced fair man and years of time to bring it back into favor.

There are no secrets involved in the successful conduct of a great American fair. The same business tactics that a

P. T. STRIEDER is general manager of two of the most notable annuals in the nation, Florida Fair, Tampa, and Alabama State Fair, Birmingham. In 1919 he became identified with the then South Florida Fair, Tampa, and under his guidance it has progressed to the point of drawing annual attendance well over 400,000.

In 1934 "Pa" Strieder was drafted by several showmen to pilot the revived Alabama State Fair, which had lapsed for a number of years. He rebuilt it from ruins to a modern plant in less than four months and each year since it has had increased attendance and receipts. He became interested in fairs in 1904 in Fort Wayne, Ind., his boyhood home, when he was made superintendent of speed of Fort Wayne Fair, then a link in the Grand Circuit. Two years later he was elected fair secretary, holding that post until he went to Florida.



P. T. STRIEDER

merchant must use in building up his business, plus a certain flair for showmanship, must be the backbone of every exposition.

First, a fair should be well balanced thruout, with no department overshadowing another. Using the merchant again as an analogy, wouldn't you be surprised to find a general store crowded with shirts or ties but lacking in every other line? So, too, would be the fair patron visiting an exposition to inspect the products in which he is particularly interested to find that there was nothing worth seeing unless he could switch his interest to some other department. The fair manager who does not keep his exposition balanced is jeopardizing the future of his association.

Aid From Youngsters' Clubs

To the layman not familiar with fair management the assembly of thousands of exhibits undoubtedly looms as a Herculean task, but the experienced executive does not find it so. It is the ability of the fair manager to organize the great multitude of agencies within his State or community that makes the exposition, and it is his problem to iron out the ever-developing wrinkles that interfere with the general co-operation of every civic body.

Progressive fairs long ago grasped the significant importance of 4-H and Future Farmers of America clubs and have incorporated judging contests, health programs and many other events in their programs for the active youngsters who are participating in these live-wire organizations. Leaders of these clubs in every State are mighty important factors in developing friends for your expositions and obtaining exhibits and worth-while publicity. Not only that but the youths who are exhibiting their products as club members will

most certainly be the backbone of fairs in future years, whether they be farmers, legislators, educators or merchants. Interests acquired in youth do not die quickly, and an investment by a fair now in youth activities is certainly an insurance against future troubles.

Of equal importance to the fair manager are his contacts with the United States Department of Agriculture, farm-bureau agents and home demonstrators both in county and State departments. Fairs and exhibitions are right in line with the educational programs mapped out by progressive county agents and demonstrators and managers will find them more than willing to co-operate in every possible way. Not only is the fair given the whole-hearted support of these agents and invaluable advice on subjects for which they are especially trained but thruout the entire year they carry information about the exposition into the back country and farming areas that often are mighty difficult to reach. Without the co-operation of these talented educators who daily solve the problems of the farmer and housewife the lot of the fair manager would indeed be difficult. It is thru them that many of the finest exhibits can be secured, and by the same token it is thru the fair that the agents can effectively demonstrate the comparative quality of products from each community.

Right in line with the work of these educators follows the co-operation of the public schools. Here again the fair reaches out among youth, building for the future and arousing interests that in years to come will pay dividends. School superintendents and educators are always glad to take an active interest in the fair. It is the one effective way that they can demonstrate the progressiveness of their schools, display the remarkable work done by their charges and show the tax-paying public just what it has been getting for its money. An educational exhibit is just as essential in a well-balanced fair as is the agricultural display.

Civic Bodies Should Participate

Of course, practically every fair features a children's day, but unless an educational exhibit has been prepared in which they are vitally interested much of the value to the youngsters has been lost. Premiums they win will remain a pleasant memory to them, long after the thrill of the Ferris Wheel or Motorrome has been forgotten. In every progressive community there are organizations that can and should be called upon to participate in the fair. Live stock, poultry, pigeon, rabbit, apiary, goat and similar associations are active the year round and each can be depended upon to help stage an important exhibition. In most instances each is identified with a national organization that will also gladly lend support.

Mighty important to every fair manager is the co-operation that he can secure from garden clubs and similar organizations active in every city, for it is thru these that he may beautify his grounds with a minimum of cost. Too much stress cannot be placed upon the appearance of fairgrounds, as it is the general effect that the visitor gains on entering the gates that either sells the fair to him or discourages his interest. Grounds with unpainted buildings and lacking shrubbery and flowers seldom send away boosters regardless of quality of exhibits. In line with this is also the impression left with the public by comfort stations and restrooms on grounds. Unsanitary conditions, inconveniences and a shortage of accommodations are detrimental factors that are very discouraging, particularly after a visitor

has paid an admission price at the gate and has a right to anticipate conveniences.

Among organizations that can be called upon to help boost fairs are the many civic clubs in every city, town and hamlet. They are the live wires in every community and each can be called upon to participate in an exposition in some manner. Nearly every club holds annual events of some kind and it is not difficult to induce them to incorporate these events in programs of a fair. When the interest of all these organizations has been aroused the problem of securing co-operation from municipal officials, police departments, firemen, etc., is greatly minimized, for often the directing heads are the same men who have been contacted thru other channels.

Press and Attractions Program

Then, too, activities of every one of these organizations simplifies the task of the fair's publicity department. Newspapers gladly carry stories covering the plans of each organization, for it is generally news and of civic interest. Probably no other factor is as important as the friendship of the press, but it is seldom that an exposition manager encounters difficulty in securing this co-operation when the field of activities covered by his fair embraces the interests of the entire community or State. Newspaper editors are natural boosters, and when the element of "humbug" is eliminated from press material furnished and the wealth of news material available from an exposition is intelligently placed before them they can always be counted upon to respond generously. Pleasant relationship with the press is highly important and should be carefully cultivated by every exhibition manager. The slightest breach in friendship should be met quickly and ironed out without delay.

Just as important as the agricultural exhibition to the well-balanced fair is the amusement program provided for visitors. For years *The Billboard* has been advocating clean midways, and every fair manager with the interests of his association at heart has been in hearty accord. It only stands to reason that a man, woman or child who has been insulted by a smutty show or cheated in a crooked game will not leave the grounds a booster. The stigma developed from an unclean midway cannot be overcome with advertising and the few dollars that might have been gleaned from the operation of questionable shows or concessions are certain to be lost sooner or later thru loss of patronage.

In the selection of grand-stand attractions the fair manager faces one of his most difficult problems. Keen competition among attraction interests has made available some strong programs, and it is a great temptation for the manager to overbuy in his enthusiasm to present an outstanding drawing card. Too much conservatism is even more dangerous, for once the appeal of the grand-stand show is lost for the public it is difficult to bring back. Bands are very essential and fairs that have conducted band contests, whether among town bands or school organizations, have found them very successful. In Birmingham and Tampa school-band contests are becoming one of the outstanding features of the fairs.

The old adage "In time of peace prepare for war" might be distorted to read, "In time of prosperity prepare for a depression," and it would apply to every fair. It is not the general intention of many fairs to build up great financial surpluses, so when profits accrue during prosperous years they should go back into plant improvements as rapidly as possible, and the greatest care should be exercised in avoiding burdensome obligations. A fair with substantial buildings, improved grounds, a good grand stand and no financial obligations need worry little about rainy seasons or depressions, for their tangible assets will carry them thru until better times are experienced.

Montgomery County Free Fair

AUG. 16-17-18-19-20, 1937

No Admission Charged to Grounds or Midway.

INDEPENDENT MIDWAY.

Exclusive only on Rides and Bingo. All other Concessions and Shows open. Will consider good Grand Stand Attraction on percentage. Write

A. R. REITER, Secretary, Coffeyville, Kan.

WANTED

Four or five Rides, with or without concessions, for fair date week beginning September 27, 1937.

LEXINGTON FAIR ASSOCIATION
LEXINGTON, ALA.

GREAT CARTHAGE FAIR

CINCINNATI, O., SEPT. 15, 16, 17, 18.
DAY AND NIGHT FAIR.

"FREE Acts and Excellent Racing Program."
Can place a few more "better-type" Shows and Concessions. D. R. VAN ATTA, Secy, 410 Court-house, Cincinnati, O.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FOUR SKATING MACKS. American roller skaters, are at the Kommunale Kino in Bergen, Norway.

BILL HOLLAND, known in athletic circles as a roller skater, ice skater, bicycle rider, auto-race driver and midget-car racer, opened a rollerdrome in Chester, Pa.

GEORGE BARTON, who opened under canvas in City Park, Kingfisher, Okla., has an excellent floor and good music, being sponsored by the American Legion Post.

ROLLER RINK at Lake Hellums, Enid, Okla., meeting with marked success, operates three nights a week and runs a free bus every skate night from the city. Park, about five miles north of Enid, is under capable management of Ray Steck.

THIRD ANNUAL chorus girls' roller derby of *The Chicago Daily Times* will be rolled off on June 27 in Lincoln Park in that city. Chorus girls working in any part of the city are eligible. Myra Fontaine is champ roller chorine, having held the title two years.

TRIANON Roller Rink, Alliance, O., operated by Art Mallory, for several years managing director of Craig Beach Park, Diamond, O., has been closed for summer. Rink had its most successful season last winter and spring, with sessions four nights weekly. Mallory introduced Colored Night, which developed into one of the best patronized sessions. He plans improvements and new equipment before reopening in the fall.

NORWOOD Roller Rink, Cincinnati, will remain open during summer, according to present plans of Manager Edward J. Von Hagen. Sefferino's Roller Rink closed on June 13, with reopening planned early in September.

FRED MARTIN and son, Robert, closed Arena Gardens Rink, Detroit, for the season on June 13. The rink will be vastly improved and a large sum will be spent for remodeling before the re-

opening on September 4. A large electric flasher sign along the front of the building has been installed, running the entire length and making what is probably the largest roller-skating-rink sign ever built.

MR. AND MRS. J. PRUSA, who have taken over management of Lake Arbutus Pavilion, Hatfield, Wis., are featuring roller skating Sunday afternoons and nights and Wednesday nights.

JACK THOMPSON, winter manager of the rink in Lakeside Park, Flint, Mich., will again open the Highlands, summer rink in Lapeer, Mich., for the season.

PLANS FOR TWO new rinks have been under consideration for opening by Michigan skate men, but details have not been released, according to Walter E. Sutphen, Detroit, Michigan governor of the National Skating Association, considered one of the best informed men in the business.

OHIOANS ASK

(Continued from page 46)

Mr. Hanefeld's talk. Asked regarding use of pari-mutuel machines and sale of beer in connection with fairs, in a conference before the meeting, Mr. Hanefeld said these were local problems. A resolution was adopted commending the Department of Agriculture for issuing a book of reports on county fairs.

Night Shows Increase

Myers Y. Cooper, former governor and honorary president of the association, advocated liberalizing conduct of Ohio fairs, but said he believed that selling chances on prizes, giving away automobiles and other devices formulated to increase attendance might not be within the law. Consensus is that harness racing, boys and girls' club work and night fairs are among the three most important phases of fairs in Ohio, Mrs. Don A. Detrick, executive secretary, Bellefontaine, said. "Night fairs are becoming increasingly popular when conducted before the middle of September," she asserted.

Judge I. L. Holderman, Dayton, president, announced that the Ohio Fair Managers' Association is the largest group of its kind in the world, there being 94 fairs and agricultural societies represented, he said. Mr. Cooper reported that Hamilton County Fair, Carthage, had paid all its bills, suffered no loss on its rented grounds and had a surplus of about \$2,000 on hand. He predicted one of the best fair years in history, as people have more money to spend and consequently fairs can spend more on improvements and in attracting attendance.

Walter Buss, Wayne County Fair, Wooster, favored auto giveaways, claiming that ticket holders receive their money's worth with admission tickets and that merchants get the advertising. B. M. Critchfield, Mt. Vernon, reported that Chamber of Commerce there called the plan a lottery and would not allow it to be advertised. He reported that he prepared a subscription paper, published the list of donors and thus raised more than \$4,000 for his speed program. President advised the managers to consult prosecuting attorneys of their counties.

Only Two Horse Shows

Mr. Stein, speaking for C. W. Vale, manager of Mercer County Fair, Celina, announced his board favored the auto giveaway plan, as did A. C. Hause, Williams County Fair, Montpelier, the latter reporting that three or four cars were given away in a week at that fair.

Mr. Hanefeld reported that "fairs to be successful must meet the approval of communities where held. Better attendance is up to directors, and since the fair is an institution, it behooves them to develop their opportunities in the State." He advised managers to await word from Washington on any specific rulings in reference to Social Security.

D. R. Van Atta, secretary of Hamilton County Fair, reported that charity horse shows drew well, made money for the fair and tended to raise its standard in the community. Frank Kirkpatrick, Columbus, manager of Ohio State Fair Horse Show, also reported favorably on this subject. These are the only Ohio fairs sponsoring horse shows.

For good will and as a money-making plan, Ira T. Matteson, secretary of Wyandot County Fair, Upper Sandusky, told how his organization has issued a historical booklet with a page of activities on each township, showing a farm map, owner of each farm, churches, schools

and other historical data. J. A. Raub, Marion County Fair, Marion, told how he had induced his organization to sell advertising in an annual catalog, proceeds defraying expenses of printing.

FIESTA RESULT

(Continued from page 49)

city when it went into the amusement business for advertising purposes, so this new type of high-class outdoor show may or may not change the form of such future shows.

Results at the box office of the first "exposition" without the conventional outdoor amusements probably will decide whether or not it will be copied.

Whiteman in Rehearsals

Paul Whiteman arrived on June 17 to begin rehearsals for Casa Manana music. Mrs. Whiteman now is Whiteman's manager, succeeding Jack Lavin, who recently resigned. Calgary Brothers, comedy team, have been added to the cast of Casa Manana Revue for the *Wake Up and Live* episode. John Boyle, MGM dance director, has been borrowed to stage dance routines for Pioneer Palace Revue. Cliff Whitcomb, assistant to John Murray Anderson at Casa Manana, is to be stage manager at Pioneer Palace. Arthur Barkow, stage manager for Pioneer Palace here last year, has returned from Cleveland, where he managed Pioneer Palace also, to become stage manager for Casa Manana. David Raksin, Hollywood composer and arranger, is here preparing orchestrations for all fiesta music written by Dana Suesse. Fred Van Eps, New York, is working with Raksin.

Fannie Brice and Beatrice Lillie are to be guests of Billy Rose at the opening. Miss Brice attended the opening last year. Ernie Burnett, who composed *Melancholy Baby*, has been added to the list of composers to be presented in Melody Lane in Jumbo building. Bess Coughlin, featured vocalist with the Last Frontier last summer, is to be vocalist for Melody Lane show.

400,000 Tickets Out

The show already is contributing talent and material for radio programs. Station WBAP is offering twice-weekly programs devoted to interviews with fiesta personalities. Carlton Winckler, technical director, and Harriet Hoctor, ballerina, were first two to appear, scripts being written by Merle Tucker, radio director for the fiesta. Billy Rose and Boyce House, publicity director for the show, appeared on an oil company program on June 9, and Everett Marshall and the California Varsity Eight were on this program the following week. Station KTAT is airing rehearsal programs three nights weekly from the stage of Casa Manana. Stage on which the Salici Puppets are to perform has been completed in Firefly Garden. A huge umbrella covering entrance to the garden also is completed.

Possibilities of a permanent show here will be revealed from results of the current ticket sales campaign. Raymond Harrington told members of the Advertising Club last week. He believes this city would not want a show that would have to be refinanced each year by business men, consequently he thinks the present campaign will disclose whether a show each year would be successful. Nearly 400,000 tickets have been disposed of to date.

Spot known as Rowdy Joe's on Sunset Trail is to be remodeled and divided into two sections. Half will resemble an old-fashioned fire hall. Other half will be redecorated to resemble a real old art museum and where "Nana," nude painting by Marcel Suchorowsky, said to be valued at \$125,000, is to be exhibited by H. W. Sutton. The painting was exhibited locally for several months by Sutton and has been in storage here awaiting the show opening. Stockade built for the Second Dragoons last year on the midway is to be a reproduction

of an old cow camp with windmill, church, chuck wagon and barbecue pit.

Women To Co-Operate

Huge electric sign across the street from the main entrance to the Dallas exposition again is being used to advertise the local show. Red and blue lights used last year to decorate West Seventh street and Camp Bowie boulevard, leading to the showgrounds, have been put up again. Representatives of women's groups here have finally agreed to co-operate in operation of the exhibition buildings on Sunset trail and to furnish hostesses for the showgrounds thruout the show's run.

One of the features of the Casa Manana show will be an illusion of a smoking and burning house for the *Gone With the Wind* episode. Effect will be achieved by chemicals and lighting. The Colonial house used in this scene will be "burned" at every performance.

Partial proof that Casa Manana last summer was supported largely by repeat visits from locals is shown in an impromptu contest being conducted among showgoers to find the one who saw the revue the greatest number of times. Many saw the show 20 times, while others saw it as many as 40 times. Contest will continue until the most constant customer is found.

FAIR GROUNDS

(Continued from page 49)

ture the 1937 De Kalb County Free Day and Night Street Fair here, said President H. E. Hart, who is also concession manager. Exhibits will comprise live stock, 4-H Club work, agriculture and horticulture, conservation, needlecraft, domestic science, farm machinery, merchants' displays, auto show and industrial exhibits. F. E. Gooding Amusement Company will furnish shows and rides.

SPRINGFIELD, Mass. — More than \$61,000 for live stock, horse show, contests and speed programs has been offered by Eastern States Exposition for the 21st annual fall show. Of this \$17,654 has been allotted to dairy and beef cattle; \$13,560 to draft and show horses, of which \$12,810 has been allotted to Springfield Horse Show classes; \$15,000 for speed programs, with \$10,000 going to light harness races and \$5,000 for auto races. Remaining \$25,000 has been set aside for poultry show, dog show, cat show, dynamometer and ox-pulling contests.

CRAWFORDVILLE, Ga. — Fire last week destroyed part of a 20-year-old building which had been remodeled for women's exhibits at the 1937 county fair. Damage is estimated at \$2,000, with small insurance. Efforts will be made to replace the building by September, said Secretary W. H. Hudson.

HARRISBURG, Pa. — Governor Earle appointed Marvin J. Grimes, Catawissa, a director of Pennsylvania Farm Show. He succeeds Howard G. Eisaman, who resigned to become a member of the State milk control commission.

MADISON, Wis. — Three bills appropriating \$7,500 for expenses of committees to represent Wisconsin at 1939 Golden Gate International Exposition, San Francisco; 1939 New York World's Fair and Northwest Territory Celebration were signed by Governor LaFollette. Assembly on June 2 killed the Bichler Bill appropriating \$10,000 to the State conservation commission for financing exhibits at county fairs, school shows and festivals.

CHATHAM, N. B. — Miramichi Exhibition Association, sponsoring a yearly fall fair here, will start construction of a new building to replace one destroyed by fire last September, on a bid of \$8,000. The wooden building will be 200 by 60 feet and most of it will be used as an amusement hall.



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PIERS READYING FOR INFLUX

Gravatt Offers Array of Names Extending From Circus to Opera

Additional deck out over ocean is latest in building program to relieve congestion from summer jams—best season in years predicted for resorts along coast

ATLANTIC CITY, June 19.—Steel Pier will go into summer for the July 4th week-end with one of the greatest all-name layouts in its history, including a dozen or more orchestras, three pictures, two vaudeville shows, circus, entire decks of exhibits and mechanical walkthrus, zoo and scores of other attractions. President Frank P. Gravatt, Steel Pier Company, declared that if the strike situation is settled in the East the resort will have a banner season. He announced signing of a score or more names thruout the season and enlargements of pier space. With three decks and a submarine chamber at front of the pier, Mr. Gravatt announced plans for adding a deck further out over the ocean in addition to the ocean boardwalk recently completed. With space within its half-mile confines limited during summer jams, the pier is building higher and expanding sideways, as it has been found that oceanward there can be but few more additions.

To Feature High Pole

Heading the array of name bands for the Fourth week-end will be Abe Lyman, Red Norvo and Ina Ray Hutton. In addition there will be Kay Kyser, with national hookup; Jimmy Jones and his minstrel orchestra, Alex Bartha and his Steel Pier Orchestra, Joe Lombardi and his orchestra, Aldrich's Hawaiian Orchestra, two other Hawaiian and one Philippine band, as well as Henri Elkin's concert ensemble.

In the vaude name lineup will be Kate Smith, Mildred Bailey, Ina Ray Hutton (See GRAVATT OFFERS on page 56)

Rubber Unions to Chippewa

MEDINA, O., June 19.—Chippewa Lake Park, near here, has contracted three of the biggest industrial outings this season in Northeastern Ohio. Park Manager Parker Beach said the Big Three rubber unions will hold outings on successive Saturdays, starting on June 19. Special trains will carry the picnickers from Akron. Free movies, used as a night plug by several Eastern Ohio parks a few years ago and discontinued during the depression, are being revived in Chippewa Lake Park.

Des Moines Weather Hurts

DES MOINES, Ia., June 19.—Season so far in Riverview Park, which opened on May 29, has been marred by cool weather. Dancing is featured nightly in the ballroom, again under management of Jack Hall. Jerry Gates' swing band, with Dick Teela, of NBC and Iowa network, as emcee, is drawing well. A musical revue, designed for Riverview by Ernie Young, titled *The Passing Parade*, had a week's run, and, altho a free attraction, cool damp weather caused small attendance. Loren Graaff will manage the pool. All rides are in operation.

Holt Graham, N. C., Pilot

GRAHAM, N. C., June 19.—S. R. Holt, former trouper, is new manager of V. F. W. Amusement Park here, said to be the only one owned and operated by members of the Veterans of Foreign Wars. Park features now are bathing, free acts, dining, dancing, boating and fishing.

Ida Cohen Leaves Lauerman

CHICAGO, June 19.—Ida Cohen, for a number of years identified with the Lauerman Bros.' insurance office, has resigned. Fred Lauerman has joined forces with the firm.

DETROIT—Bob-Lo Island Park opened its 38th season on June 12. Steamers Columbia and Ste. Claire will make five trips daily between Detroit and the park. Music at the island is by Rick Robert's Radio Orchestra and on steamers by Frank Gagen's Commodores and Jack Okie's Showboat Orchestra. There is free night dancing on the island.

Ancient Annie Oakley

PHILADELPHIA, June 19.—"Free days" at Philadelphia Zoo may give little concern to some, but they're no problem at all to Colonel F. W. Wamsley, Charleston, S. C. The Colonel and his lady went to the gardens last week on a pass 39 years old. Back in 1898 the Colonel received a life-time pass from the late Arthur Erwin Brown, then zoo director, in return for a gift of some snakes. Mr. Brown died 28 years ago. On a vacation trip here the Southern gentleman decided there was no use letting the pass go to waste any longer. They presented it and a pop-eyed gateman honored it instantly, saving the vacationers two bits each.

Flashing M.-D. For Season Bow

Attractions total 21 for July 2 opening—animals and magic are to go in

ATLANTIC CITY, June 19.—Young's Million-Dollar Pier, with another array of name attractions, will open on July 2 for summer, making complete change of bill weekly until after Labor Day. Crews are busy flashing up the front and installing spots for exhibits and attractions. Pier will again be under general direction of Harry I. Waxman, owner and operator of the Hollywood Theater here. Harry Biben will again do all booking. C. A. Hill will be manager, representing the pier company, with Capt. John L. Young again scheduled to preside over net hauls.

There will be 21 different attractions on the opening program. Big ballroom for the week will house two name bands, Ozzie Nelson and his Ripley Believe It or Not Ork and Jan Savitt and his Top Hatters. Among other bands booked are those of Jack Denny, Harold Stern, Johnny Hamp, Don Bestor and Clyde McCoy. Eddie Morgan and ork come (See FLASHING M.-D. on page 56)

Capitol Out Ahead Minus Fee on Gate

LINCOLN, Neb., June 19.—Biggest season since 1929 is in prospect here for Capitol Beach, which is currently 60 per cent better in gross receipts than in 1936. Optimism is voiced by Park Manager Hoyt Hawke and his assistant, Ralph Beechner.

Having most marked effect is the first letdown of the front gate, which is free this year. At no other time in the park's 34 years' operation has there been lack of a main gate tariff.

Season, unusually cool so far, has driven the pool gate down in comparison to the last three years, but the rest of the park is away out ahead. New dance hall, operated by Harry King, is getting a grand play and operating only on Wednesdays, Saturdays, Sundays and holidays. Old dance spot, converted into a skating rink and managed by Arthur Rogers, is doing well. Rides, games, funhouses and beer gardens are okeh, too.

New birth of park interest is especially noticeable in that downtown movie house patronage has fallen off about 20 per cent. Rise of interest in free kittenball league games, held three nights a week in five different city parks under floodlights with radio broadcasts building attendance nightly, has not shown on the park, but has on theaters. There are excellent crop prospects.

Steck's Bow Good in Enid

ENID, Okla., June 19.—Season's opening of Lake Hellums, under management of Ray Steck, was reported successful, with several stunts to draw patronage. Park's rides and concessions, skating and swimming draw business from many miles around.

Briton Notes Better Spirit In U. S. Field

CINCINNATI, June 19.—Leonard Thompson, managing director of Blackpool, Eng., one of the largest of British amusement parks, situated just outside of London, was here, accompanied by Mrs. Thompson, for an inspection of Coney Island on Wednesday and Thursday. They were dinner guests of Edward L. Schott, president and general manager of Coney Island, Inc., and discussed with him the layout at Coney.

Mr and Mrs. Thompson came to Cincinnati from Dallas, where they attended the opening of Greater Texas and (See BRITON NOTES on page 56)

Glen Echo Is Keeping Pace With Record Gross of 1936

WASHINGTON, June 19.—Glen Echo Park in its ninth week is keeping pace with last year's record gross, General Manager Leonard B. Schloss said. All rides and concessions are smart with bright new paint and business is good despite low temperatures. Not more than a dozen days or evenings has hot weather driven crowds to this suburban spot.

No new rides were added this season because the Schloss formula is to change or bring in new rides every two years. Radio airing of dance music from Spanish Ballroom had to be discontinued because of poor time spots available.

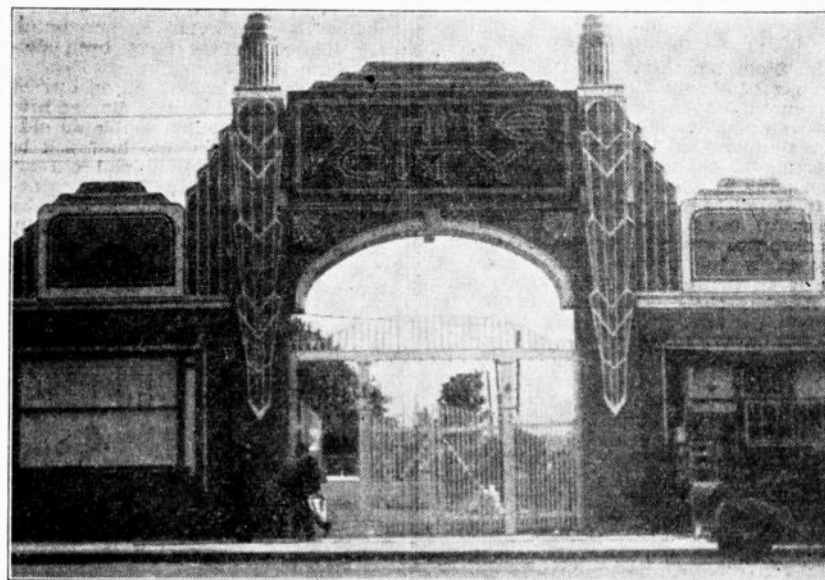
Swimming pool has not been doing so well because of cool weather, but under normal conditions this pool is the most popular for Washingtonians.

TRENTON, N. J.—Governor Hoffman signed Assembly Bill 490 to allow private interests to lease public park grounds in municipalities bordering on the Atlantic Ocean. Measure empowers local governments to lease areas for not to exceed five years.

FLYING ALLENS, balloon parachute jumpers, current in Craig Beach Park, Diamond, O., are attracting large crowds, said Park Manager Art Mallory.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.



BEFORE AND AFTER. At the upper left is shown the entrance to George A. Hamid's White City Park, Worcester, Mass., before it was done over. Larger picture shows the redecorated main entrance as it now appears. New gateway features the new DuPont lighting effects as well as a vastly changed decorative setup.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Singing 'Bout the Showers

As a lead-off suggestion this week I'd like to mention a particular part of bathing establishment management about which I have never before written. That is the proper care that should be taken by every pool man in operation of his shower rooms. In visits around outdoor and indoor tanks thruout the country and especially in the East I have discovered that too little attention is being paid this all-important phase of the business. What with slippery floors and general chaos on the part of patrons that usually prevail in pool shower rooms, it's small wonder that more accidents haven't occurred in these places, considering the utter lack of proper control that has existed.

Every pool, regardless of size, should have an attendant in its shower rooms. In most tanks there is always a femme helper near the showers, but men seem to be neglected and it is that section where most of the turmoil and most of risks present themselves. For a few dollars per week many unnecessary claims could be eliminated.

Majority of pool operators take great pains to see that proper cement floors or wooden planks or whatever the construction may be—so long as it's stable—is used in shower rooms. But there are still a few who spend money to redecorate pools, check on all walks carefully, make certain of the finest water sanitation and then, either because of lack of time or inclination, showers and shower rooms are completely forgotten.

I know of one swim pool in the vicinity of New York City where a great deal of money was spent this year in alterations. Entire plunge was painted, new diving equipment installed and all around an A-1 job done—except with the showers. Ironically enough, the cement floors under the showers are badly cracked and liable to cause serious splinters for bathers, and the shower curtains appear many years old. And I wager that if you mentioned it to the pool man in question he'd either say that it doesn't make any difference or that he just plumb forgot about it.

I do hope, however, that this little message will see that you don't forget about it and that if you are one of the pool owners who happen to be neglecting showers and shower room you will do something immediately about it so that the entire appearance of your swim establishment isn't spoiled and so that for the sake of a few dollars or a few minutes' time you wouldn't subject yourself to a costly accident suit.

Music Goes Round

While most tanks haven't started band concerts or dancing facilities, waiting for school terms to close and for the regular open-air season to begin around the first of July, Ferde Grofe and his noted orchestra gave a band recital recently at Brighton Beach, Coney Island, N. Y. The Grofe band went over very big and those with the managerial reins at Joe Day's enterprise say that it drew many additional bathers who ordinarily do not come out so early in the season.

Understand that Miramar outdoor tank, New York City, will again attempt free dancing as one of its attractions. Last summer this plungerie played fairly big name bands and even went to the extent of getting a national radio chain wire to broadcast the music and sing praises of the pool. No decision has been made as yet by the Potter crowd as to whether the radio broadcasting will again be done this year.

Water-Wing Emporiums

With advent of warmer weather swim schools around New York have opened up on advertising appropriations. Dalton's, Topel's and Mary Beaton's are just a few of the aquatic institutions that are using big display copy in met dailies, offering rapid courses for those ipsterested in learning how to swim before the Fourth of July. According to early figures, all schools are doing big biz this season and more persons than ever are being taught to swim. All of which should be good news for operators of tanks in that vicinity because it means all the more swimmers for these pools. The thing that puzzles is how the many schools, or water-wing emporiums as I like to call 'em, con-

tinue to do business year after year, with many of them doing very good biz when the swimming pools can't for the life of themselves draw any kind of instruction trade to speak of. And I understand there is the same situation country wide. I don't know why, but people just don't seem to want to learn how to swim at a pool, except in cases where there is a big-name coach. The public seems to have more confidence in private swim schools, tho in many cases the instructors at many schools are the same swimmers who give private lessons at tanks. Perhaps someone has a logical reason for this condition. If so I'd like to hear opinions on the subject.

Dots and Dashes

Arcola (N. J.) commercial pool uses dashboards on front of local trolleys to carry its swim message. . . . Don Short is editing special Swim-for-Health section of *The New York Evening Journal* this week—Harold Katz, handling publicity for Rockaway Playland pool, Long Island, announces it has a water polo team willing to play other met tanks. . . . Joe Church ran a swim meet at Farragut Pool, Brooklyn, N. Y., last week, his first in many a moon—Ambassador indoor tank, Atlantic City, is making ready for the big dental convention at the resort in July. . . . And Happy Swim-for-Health Week to you all!

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, June 19.—That more money than ever will be spent on amusements this year is seen by amusement people in combined conventions of the American Association of Railroads and Railroad Supply Manufacturers' Association, now here with thousands of delegates all howling for entertainment at any price. With but few set programs to interfere, delegates are giving amusements plenty of action.

Members of the Press Club heard Harry Hackney, noted restaurant man of here and Miami, declare the resort is "cold" to visitors and as result city fathers are going in for some warming-up exercises, including a whole lot of new keys to the city. While the band will not play for incoming visitors at the railroad plaza, it will play in front of convention hall. Landscaping of parking lots is latest order. If they did some landscaping of prices it would suit visitors much better.

Wax exhibit is playing hide and seek with that 5-cent admission sign, which is off and on so much that Operator Williams had to get a new set made up. The church exhibit, really worth while and unique for the Boardwalk, is struggling because no one knows it's open and the operators don't seem to do anything about it. There's one guy on the Walk you always know is open and that's Frank Hubin, who has his place plastered with advertisements of *The Billboard*. Joe Lombardi is back in town getting ready to Steel Pier it again this summer. Lou Cunningham, city publicity head, is passing out cigars on the advent of a baby girl.

Capt. John L. Young, of M.-D. Pier, missed his first net haul in 40 years when he was put to bed with the grippe. The 84-year-old youngster was mad as a hornet, declared he had been a showman all his life and that no doctor was going to keep him in bed long. "Capt." Al Steinberg replaced him at the haul for a few days.

Jack Pearl will shortly be brought into French Casino. Nuck Johnson, who once claimed the title of "Atlantic City's Night Mayor," admitted this week he couldn't keep up with Mayor White when it came to doing the amusement places after dark. Al Gale, after making a smash opening at a night spot here, is recuperating from grippe, which hit him at the same time.

Asbury Park, N. J.

By RICHARD T. HOPPER

Followers of the legitimate stage are in for a break with the presentation in Convention Hall of 10 weeks of stage productions from New York by Walter Reade, manager of the beachfront structure under a contract with the city.

Opening on June 28 with either Jane Cowl in *First Lady* or *Dead End*, Reade has contracted for presentation in successive weeks of *Boy Meets Girl*, *Tobacco Road*, *Brother Rat*, *You Can't Take It*

With You and other successes of Broadway. Prices will range from two bits to a \$1.10 top. Matinees are scheduled Wednesday and Saturday afternoons. "Chief" Newberry is back on the beach as captain of life guards for Edward T. Mitchell, lessee of the city's bathing concession for the past 25 years. Ed Bennett working hard with his 'Walk scale. Red Ross and Bob Fountain doing exceptionally well with their Water Scooters in Wesley Lake. Long lines nightly wait turns to ride. This pair, operators of many of the best concessions along the 'Walk, have installed gasoline Scooters at their Third avenue track to replace electric models used last year. Track is all fixed up with road signs, directions, warnings and the like. Name bands continue to pack Reade's Casino. Sammy Kaye opens at Jenkinson's, Point Pleasant Beach, next week with a WOR line for the season.

Connie Atkinson, ork leader at the Berkley-Carteret Hotel for the past three years, announced he was out, effective on June 19. Hotel announced no replacing unit. Trocadero, West End night spot which opened and folded in three months last summer, again due to be lit up for the season. Believed spot will be again operated by Spiros Michals. Arrangements not completed as yet. City officials returned three scales to Ken Lee which were removed from the 'Walk last month. Seizure was made because Lee held no city lease but had one from the beach commission, which is still not recognized by authorities here.

NEWPORT, R. I.—Practically all concessions at Newport Beach are now in operation. Ballroom is being used for roller skating. Arthur McGowan, manager at the beach, is lining up several attractions. Roman Pools will not open until later, with an AAU competition set for midsummer. Dancing has been moved to the Surf Club. Arrangements have been made for picnic parties in the restaurant casino.



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A few good rides for the summer season. M. S. LEWIS Rainbow Gardens, Crystal, Mich.

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American Recreational Equipment Association

By R. S. UZZELL

New York World's Fair is planning a trailer city or parking space adequate for its needs. In the greater city of New York it will come under city sanitary requirements. A study of all developments in handling trailers can be made and the accumulated experiences will be used to show the best system for handling the house on wheels.

Many people will come to the fair who would remain at home if no provision were made to care for them while living in their new covered wagons during their stay at the exposition. The expenditure of a considerable sum will justify itself in the added attendance such a service to patrons will bring. Many cities and towns will watch this feature of the fair to learn what to do with and for the trailer. Needless to say that the very best and latest trailers will be on exhibit with the latest automobile models.

Gains May Be Held

Better operating results continue to show up in most of the country. If strikes are prolonged in some quarters there is sure to be a falling off of gross takings. Detroit got a good start. Let us hope strikes will subside so they may hold their gains.

The big downpour fortunately came on Monday instead of on Sunday to the Atlantic seaboard. It would have given much discomfort at the resorts had it come at the same hour on Sunday. So we do get some breaks even on the weather.

The West continues to get moisture, so the wheat crop is practically a certainty and corn is rapidly advancing. To get the Western part of the country in the market again as buyers is an accomplishment that some of this present-day generation were saying they would never again see.

Manufacturers Are Busy

We are expecting the Eli Bridge Company Fourth of July contest to show that wheels in the West will hit old-time marks. Farmers will have wheat in the shock by or soon after that date and their confidence will mount to some of those better day records.

Perey Turnstile Company is revising all lists, finding the successors of concerns that changed hands and combing the field again preparatory to establishing intimate connections over the country for its products, which have been improved to meet new-day requirements. Its man Curtis is becoming a veteran traveler.

George Cramer says his concern keeps the wheels turning at North Tonawanda and finds plenty to do.

Harry C. Baker has not been so busy since the big financial crash. We are not sure whether he lives on trains or in the air.

Cleanup and Credits

Stories coming to us from reliable sources show it pays to run a carnival on the basis of a department store which delivers the goods as advertised, price and all. Carnival men who see the light and clean up are going to come to the front in this new day of the keenest competition the world has ever known. The clean carnival is going to enjoy the best credit, which alone is

worth the cleanup. No man today knows the carnival business, inside and out, any better than our genial friend William Judkins Hewitt. He has always been on the side of "cleanup." He just does not understand why everybody in the industry does not get his viewpoint. Rome was not built in a day. We are making progress, Bill.

There are more clean carnivals today than ever before. This is evolution and in the right direction. The clean carnival men look clean. This is a distinct asset in getting the best locations. It would be as hard to book a crooked game with these better fellows as to get it into Coney Island, Cincinnati, or Elitch Gardens, Denver, and no one could ever expect either of those places to change from their present standards.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz is still on the up and it certainly looks fine to see huge crowds visit the park daily. Casino is crowding them in to hear and dance to the music of Bill Hudson and Eddie LeLange. Badalio and Sons will hold them over for at least another three weeks. Bill Hudson's new swing-rhythm, *The Pop Corn Man*, is being featured nightly and the boys are hoping it will prove as popular as Hudson's well-known *Organ Grinder's Swing*.

Mrs. Murphy's boy, Willie, is doing a grand job managing Fred Fansher's

mainder park-operated. All stands are neat and have eye-catching flashes. W. E. Allison and wife are back in the business for the first time in several years with a pan-pitch and say they are not regretting it.

One of the biggest on the walk is George R. McCarthy's Auto Races, usually lining 'em four deep along the 50-foot front at 2 and 3 cents a turn. Walter Knight, a veteran, is throwing out his share of plaster and canes with a basketball game. Mr. and Mrs. Henry Hickman have set up games with plenty of merchandise. Edward Lazarus and Harold and Jack Gelbort are operating penny-pitches and the Gelborts are farther down the line with a dart game also.

Esther Felke is back at the hoop-la, which she ably handles for Adolph Koss, who is next door with a country store. Bob Kemp is at his old spot, racing monkeys around the electric tracks and giving plaster plaques and boxes of candy. Tom Moran is at the west end with a bumper game.

Thomson Motordrome is far ahead of last year, he reports, and is much improved since installing a new public-address system. Cuddle-Up, new ride under construction, will open in another week. This brings the number of rides to about 30.

Ross Heath, glass-blower, went to a hospital to have a bone removed from his nose. His rep among schools has netted bookings for the next three years in nearly 1,200 of them in and around Chicago.

distinctive.

Stands are under personal direction of Charles Sampson, owner and operator of the Sampson House on Lake Minnetonka, who has specialized in meals and refreshments for 30 years in Excelsior.

Holiday plans are on for one of the biggest shows ever attempted in Excelsior for July 4 and 5. Two fireworks displays will feature. Fred W. Clapp is again manager of the park.

FLASHING M.-D.—

(Continued from page 54)

In the second week as second band in the ballroom, alternating with the name troupe.

Heading the opening stage show in the Hippodrome will be Stepin Fetchit. A magic theater being built will house the Great Huber and company. Twice-a-day net hauls will occupy the pier end, while another part will be given over to Dr. Bernard's trained elephants, Picard's educated seal, Carlo's Animal Circus and Madame Jewel's European Puppets.

A Filipino band will be used for front bally, while set exhibits and attractions will include world's largest miniature village, aquariums, free bathing lockers with exit to beach and a hall for old-time silent movies.

GRAVATT OFFERS—

(Continued from page 54)

and Belle Baker. Willie, West and McGinty will be installed for a long stay in the outdoor arena at the ocean end. Steel Pier high pole, which started some time ago at 150 feet, has gone up to 212 feet and, according to Mr. Gravatt, before the season is over it will reach 222 feet, with Olga Petroff, European importation, performing at the top. Another high act will be the Three Otanos with 100-foot rigging. Diving horses from a 40-foot platform will again be an outside feature.

Situation Is Promising

Frank Elliott is rounding up his minstrels for summer with opening set for June 26. Warren Buck is putting in the wild animal zoo, while Fanser and Larkin are completing new walkthrus, including a Laugh Show and Hillbilly Farm. Another outside act will be high wire chimps of Irene Clarton. Captain Thompson hopes to have his new marine exhibit in the submarine floor finished in a week. Pier has this year made accommodations for fishermen. Mr. Gravatt has secured a special permit for a big fireworks display at end of the pier on July 5. Other attractions include Captain Sterling's Water Circus, high-diving Hawaiians, Collegians, 10 exhibits, Haunted Castle and Jungleland. Jules Falk has arranged for the first performances of opera on the pier with days being changed to week instead of weekend for shows.

"The amusement situation looks better than it has for a long time and if strike troubles are over shortly resorts in this vicinity can prepare for record crowds and Atlantic City should have its best season. There is a swell lineup of amusements not only on Steel Pier but in the town in general and I believe we have covered everything in the amusement line on the pier from opera to circus," said Mr. Gravatt.

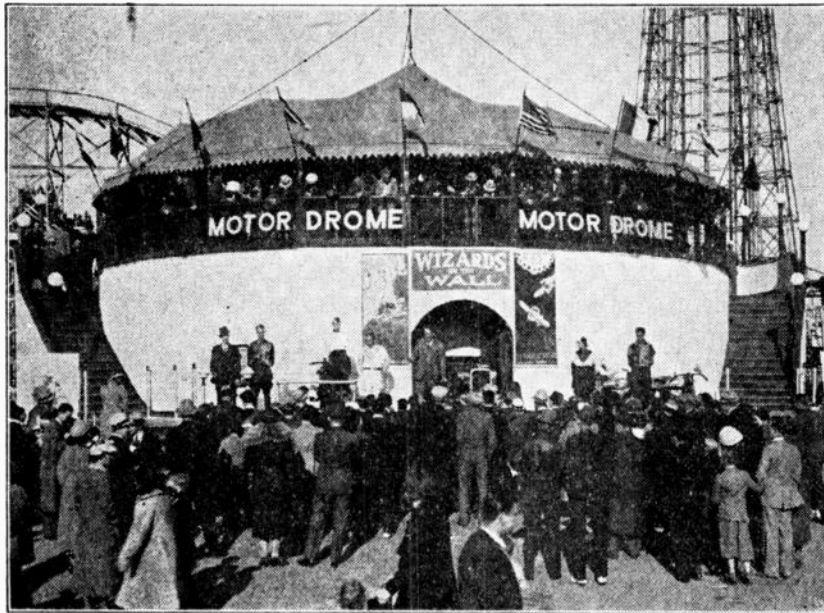
BRITON NOTES—

(Continued from page 54)

Pan-American Exposition. They are to visit Cleveland, Pittsburgh and Washington before returning to England. Mr. Thompson was impressed with Coney Island's quick comeback from the annihilating flood of last January. He was shown photographs of the flood scenes and marveled that the park could have been rebuilt in so short a time. The English visitors make it a point to tour the United States every few years to inspect American amusement parks.

"The most encouraging thing I have observed so far in my present tour," Mr. Thompson said, "is the different attitude of the men in the business. On my most recent previous tour I encountered everywhere sour faces and an attitude of discouragement. I find now, wherever I go, smiling faces, reflecting a definite upturn in the amusement park business."

Summer park business in London really doesn't get started until July, he said. But people keep on coming until about the middle of October, even if they have to wear fur coats to keep comfortable. A rainy day will spoil business in an American amusement park, but in England the patrons don't seem to mind it a bit; they ride the roller coasters and other devices in the rain, he declared.



THRILLING RIVERVIEW PARK CROWDS in Chicago this season are S. W. Thomson's Motordrome Wizards, Rudy Coombs, Ruth Harris and Ernest Slavin. Chicago's only amusement park has gotten off to a good start and management, staff and concessioners are anticipating an excellent season.

new Bam-Eoo walk-thru show. Last season he managed Hillbilly Farm in Luna Park, Coney Island, N. Y. Bill (Tiny) Sloat is handling the Derby Racer and George Slocum is back on the Circle Swing. Adolph Pacianna is one of Fred Merritt's right-hand men. Edith Stewart Skaggs is also with Merritt and Artie Collignon is directing the 1,001 Troubles. Mrs. Martin has the pitch game in Kiddyland while Harry is on the Worth boardwalk. Charley Walters has 10 Skee-Ball machines in operation. Jess Orr says he is thinking of putting on a Bank Night. Walter Nichols has the balloon game on the Worth B.B. Mrs. Neal dropped in for short visit. She's in White City Park, Worcester, Mass.

Current free attraction are Four Lorenzos, high-ladders, Fireworks and auto giveaway each week, as usual. Hasta Luego.

Chi Riverview

Nothing short of an earthquake will keep this park out of the black this season, judging from crowds last Tuesday, which is usually a so-so day. All rides were jammed and coppers had to bark to keep the queues from blocking main walks. Shows are selling good. Concessioners say all that is needed is a stretch of decent weather, which has been anything but kind so far.

Of the many concessions about 50 per cent are privately-owned and the re-

Excelsior Biz Hit By Backward Spring

EXCELSIOR, Minn., June 19.—A backward spring has kept crowds from Excelsior Amusement Park since season's opening on May 15. Rain has fallen almost daily, accompanied by cold and wind, with bad weather on Decoration Day. An annual radio kiddies' party sponsored by Uncle Tom, of KSTP, scheduled for June 12, was greeted by a downpour which did not, however, dampen spirits of 500 kiddies who turned out for this popular event. Games and program were staged in the large pavilion, after which refreshments and prizes were given the youngsters.

Joe Billo and his swing-type rhythm band concluded a six weeks' engagement in the ballroom, followed by Wit Thoma and his Princetonians, featuring Ruth Ray, vocalist.

An idea conceived by Joseph P. Colihan, superintendent of Excelsior Park, during a visit to Playland and worked out during the winter has created for the park one of the finest hot-dog stands. It is 40 feet long with a depth of eight feet; has two sandwich grills, bought from William Berry Company, Boston; one bun warmer, potato-chip machine, pop-corn machine, pop-corn blower, all new ice cases for drinks and two new electric refrigerators for meats. Modern electric fixtures and panel back into the ceiling make the stand most

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Auto Rest, Carmel, Me., Has Good Bow

CARMEL, Me., June 19.—Auto Rest Park here, owned by Harry S. Wise since its inception and managed by Leo M. Wise, opened its 15th season on May 22. Manager Wise calling opening attendance biggest in history.

Tent Ballroom is managed by Chappy Ralton, with Stanley R. Loring, boss canvasser, and Frank E. Perry, night canvasser. Chief of park police is Arthur R. Stevens; assistants, Walter Baker, Dahl Hewes, Bliss Hand, Frank Small, Ernie Brown and Walter Dore, supplemented by State Highway Officer Fletcher. Charlotte Wise has charge of box office.

Fred Kimball is superintendent of rides, assisted by Vaughn Stevens, and also has charge of the arcade, assisted by Larry McKenney and Winthrop Loring. Bliss Hand has charge of illuminated parking space, which accommodates 1,500 cars, assisted by Bob Worcester, Guy Hodgdon, Eddie Cormier and Elwin Preble.

Restaurant is in charge of Annie Worcester and Anra O'Neil, and bar is supervised by Earl Carleton. Camps are in charge of Elizabeth Wise; outside stands, Arline Friend, assisted by Raymond Small. Big free zoo is in charge of Fred Spencer, who hasn't missed raising a crop of bear cubs for the last six years.

Park is publishing a weekly Zoo-News, primarily to get out song sheets for the weekly community sing, which is proving an excellent publicity medium.

Moxahala Early Biz Good

ZANESVILLE, O., June 19.—With a revamped midway, some new features and best picnic prospects in more than a decade, Moxahala Park here, again under management of George Anagnost, is having excellent early season business. Dance pavilion, which opened in advance, is on a four-nights-a-week schedule, Tuesdays, Thursdays, Saturdays and Sundays, with change of band each day. A Monkey Island has been a center of attraction since the opening. Bookings insure an active July and August.

New A. C. Aud Speed Mark

ATLANTIC CITY, June 19.—Breaking records in history of the resort's \$15,000,000 Auditorium, a crew of workers "broke" the huge medical exhibit in 24 hours, a feat which usually requires from four days to a week. Faced with one of his most serious housing problems, Manager P. E. M. Thompson tore down the medical show, which closed last Friday afternoon at 4 o'clock, and rebuilt the main auditorium's exhibit structure for the Carbuilders, which opened on Wednesday. Assistant Manager Ed Dougherty was on the job 26 hours straight.

Palisades, N. J.

By MARION CAHN

Nice week-end business with good weather all thru. Adolph Schwarz and Daddy Simmons put back a wheel with lapel watches and modernistic clocks, quite a flash. Now that all rides and other attractions are working fine, Al McKee, who has been working so hard, can take a rest. Dave Levy, formerly of our staff, and now with a carnival, dropped in to say hello.

Mitzi Mannes, who has one of the most attractive stands, reports good sales of malteds on these warm days. Tieup has been made with The New York Daily Mirror to run a series of outings here. Midway restaurant changed position of its bar so that it now has a separate entrance from the midway. Edna Greco and Kitty Ross, of the Midway Eaterie, helped out the publicity department with some pictures the other p.m.

Gladys Shelley, Broadway legit actress, is entertaining her niece and nephew here. Director Herbert F. O'Malley, of Playland, Rye, N. Y., was a visitor. Leo Cohn, of WHN, was also up. Anna Halpin took her first day off in months to go into New York. Free attractions this week include Tiny Faber and his band and the Blondin-Rellins Troupe. Next week brings in the Kimris until the Fourth.



BOBBY BURNS, widely known in Ohio, Michigan and Illinois, has taken over management of Carlin's Park Ballroom, Baltimore, going there from three seasons as manager of Trianon Ballroom, Cleveland. He is a member of the Dancing Masters of America and past president of the Cleveland association. His policy of presenting name bands was started with engagements by Fats Waller, Tommy Dorsey and Kay Kyser.

Opening in Port Dalhousie Is Called Best Since 1929

PORT DALHOUSIE, Ont., June 19.—Everyone in Lakeside Park here had the best break since 1929 at the opening on May 24, reports H. M. McGeachie, concessioner, who has been "with it" since 1923.

Management has made a number of improvements, supervised by Resident Manager S. H. Brookson, especially on docking facilities for the two Canadian National steamers.

Dance hall, which has been breaking records of years, is in its nightly stride with Hal Davis and his music, and play on the midway is good. Many changes have been made in the roster since last season.

CINCINNATI—John Roberts, vet concessioner, is again at Coney Island here, operating a Bubble Ball game. A former trouper, he also was in Chester Park, now defunct, for 20 years.

CURRENTLY in Idora Park, Youngstown, O., are the Steiner Trio and Three Macks as free attractions.

Two Amusement Parks Soon Near Completion for Expo in Paris

PARIS, June 14.—The two amusement parks constructed on grounds of the Paris International Exposition are open, altho official inaugurations, set for last Wednesday, have been postponed because work on many important attractions is still under way.

Principal park in the Esplanade des Invalides was opened on June 5, altho practically no rides and only a few shows were ready. When complete it will be one of the most elaborate ever installed in Paris, with numerous novel rides, flashy shows, plenty of food and drink oases and scores of concession booths.

Thompson-Traver Ride

Big ride will be the Cyclone, giant Coaster encircling the entire park. This has been erected by Leonard Thompson, of Blackpool, Eng., and H. G. Traver, under supervision of Charley Page, American engineer. Shillan's Rocket Speedway was brought from the Dallas 1936 Exposition. Other big devices are the Parabellum, a new ride; huge steel tower for parachute leaps; Loop-o-Plane, Big Eli Wheel; Air Sport, circular aeroplane ride; Auto Skooter, and Water Skooter rides, giant cranes with observation cars and an Enchanted River.

Still difficult to identify the shows, only ones so far operating being Midget Village, African Village; Berbere Theater, dancing show; trained police dog show and motorcycle wall. Opening shortly are a big Funhouse, pony show, Holly-

Brooklyn Police Start Campaign To Safeguard Visitors to Coney

NEW YORK, June 19.—Brooklyn police began this week to "clean up" Coney Island and vicinity, claiming that a section such as this, altho not any worse off from a crime side than other densely populated centers, must be kept free of swindles, gang collections and violence

because of its cut-of-town visitors and many attractions for children.

Police department attacked the Island en masse on Sunday and immediately began arresting unlicensed peddlers, "amusement operators" and such. More than 65 arrests were made, according to police records.

Drive is not intended to create disturbance among legitimate amusement men at Coney Island, but rather toward pickpockets, bathhouse thieves, auto thieves, so-called clip joints and rowdy cellar clubs.

Police have been instructed to keep special lookout for thieves in town for the sole purpose of taking advantage of pleasure-seeking innocents whether they be in a bathhouse, night club, amusement park or independent show at the time.

Detroit Cops Picnic Kids

DETROIT, June 19.—On June 28, if that is a nice day, or on the 29th or the first sunny day thereafter, Eastwood Park and Edgewater Park will be scenes of picnics to be given by Detroit police department. More than 40,000 children under 14 will receive invitations, and Supt. Fred Frahm's opinion is that many more than that will show up. Invitations are to be given by patrolmen on beats, accompanied by strip tickets for rides and refreshments. Max Kerner and Henry Wagner, Eastwood Park, look for 30,000, and Paul Heinze, Edgewater Park, expects 10,000.

With the Zoos

DETROIT—Seventy new cash registers are required to take in increased revenue at Detroit Zoo, Director John T. Millen told the common council, which voted an appropriation of \$13,434 with which to purchase them. He was also granted \$1,500 with which to hire additional help in concessions until July 1, when the 1937-'38 budget will be available. John Ireland, director of Belle Isle Zoo, was sent to attend the 1937 opening of Milwaukee Zoo by special action of the council.

LOS ANGELES—Another shipment of wild animals to California Zoo, gift of William Randolph Hearst from his private zoo at San Simeon Ranch, included male and female South American jaguars, three giant African porcupines and a rare Java monkey. Recently from Mr. Hearst came a young Burma elephant, Siberian bear and African and Indian antelope. Plans are under way with recently acquired funds to greatly enlarge the zoo. William J. Richards, manager, said many additions to buildings and animal collection will be made.

MILWAUKEE—Nineteen Brazilian spider and woolly monkeys and 12 Central American Capuchin monkeys will be substituted for rhesus monkeys in Washington Park Zoo with release of animals on monkey island.

MADISON, Wis.—Hansi and Fritzl, lioness Princess' cubs, now are occupying their own cage in Vilas Park Zoo following 18 weeks of care under direction of Mrs. Fred Winkelmann, wife of the zoo director. They were taken from their mother following birth and reared at the home of Mr. and Mrs. Winkelmann because Princess has in the past had a tendency to kill her cubs. Zoo had its spring opening on May 29 with transfer of animals to summer quarters.

PARIS.—Considered an unusual event was the birth of a reindeer in Zoological Gardens of Bois de Vincennes.

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Scenic Railway Has Not Passed

By ALFRED W. NICHOLS

For the past 10 years there have been no scenic railways constructed. The reason for the demise of this type of ride was primarily the passing of the originator, Lamarcus A. Thompson, and the leaning of his successors toward thriller roller coasters and, of course, the period of prosperity when anything went with the public and it was not necessary to give them expensive scenery.

Now that we have come back to earth it is positively necessary to doll up a ride and doll it up to the limit, even to the extent of unlimited scenery. Ride men are usually mechanics and do not appreciate the artist's work as a rule.

This spring I was called in on a little two-minute dark ride that had operated quite a few years and had gone absolutely dead. I put a new plastic scenic front on it and placed new scenic features inside. The scenic work actually cost more than the ride, but the place is making more money now than it did when it was new. Many patrons ask if it is a scenic railway because it has all the outside appearance of one.

I have made a mechanically operated figure of Pop-Eye which stands 8 feet high in front of this ride, balancing a keg of rum on his head, and one would not believe me if I told of the number of prominent East Coast amusement builders and operators who have inquired about the cost of a Pop-Eye and where they can get one.

The violet-ray lights in use with luminous colors have just started a new era in ride scenery and the future is to bring out startling new scenic and magic displays for rides. Little models of the New York World's Fair grounds and buildings are now on display in dark rooms on the street floor of the New York Empire State building. These models are colored in luminous paints and shown under the U-V lights. The young woman lecturer has a pointer that has been dipped in luminous color with which to point out the many proposed features of the great fair.

wood girl show and several peep shows.

A feature of an old French town with picturesque buildings surrounding a large public square in which folk dances, concerts and spectacles will take place. Most of these buildings will house restaurants, cafes and cabarets, with much space devoted to shaded terraces where customers can see shows while eating and drinking. Amplifying system relays music from this square.

Rush U. S. Pavilion

Amusement zone annex on the opposite side of the river, opened last Thursday, houses devices of a scientific nature, such as a big Planetarium, glass man and de luxe dine-and-dance spots along the bank. Within another week construction in both parks should be terminated and all rides and shows operating. Admission to the main amusement park is 5 francs, a bit less than 25 cents.

Work on the five-story United States Pavilion at the exposition is being rushed so as to permit official inauguration on July 4. William H. Harris, United States director of exhibits; Martin Jenter, director of the United States commission to the International Exposition, and Carl Jenter, his assistant, arrived in Paris recently to supervise installing exhibits. Building will house exhibits of governmental departments, commercial exhibits and a display of the New York World's Fair of 1939.

Coney Comes Smiling Thru!

By EDWARD L. SCHOTT

PEOPLE tell us that Coney Island looks more beautiful and is more attractive this year than ever before. I say this not in a spirit of boastfulness, nor is it mere ballyhoo. Certainly there would be no need for anything like that in addressing those who are themselves in the amusement park business. I merely cite the reaction of the public, because even to us who were close to the scene, who sweat blood, so to speak, to bring order out of the chaos wrought by the January flood, what has been accomplished seems more or less a miracle.

Newspaper commentators were unanimous in speaking of the "new and greater" Coney Island as "a Phoenix arising anew out of its ashes." Not a day goes by but people stop us to ask how it was done. They did not think there would be a Coney Island this year! For certainly the flood—the biggest and most disastrous in history of the Ohio Valley—had laid us low. Our park was almost completely wiped out; yet today it is functioning with renewed vigor, showing a substantial increase in business over last year. And, most remarkable of all to the skeptics, we launched our season on time, the day on which we customarily open, Saturday, May 22.

"Blessing in Disguise?"

In view of what has been accomplished and in the light of the public response to our offerings I sometimes wonder now if our disaster was not, after all, a blessing in disguise. For some time we had been developing a building program for Coney Island. It was our idea to rehabilitate the park by replacements over a period of years. The flood catastrophe changed our program. We were compelled to concentrate our rebuilding program in one season—yes, in less than a season—in the brief period of three months.

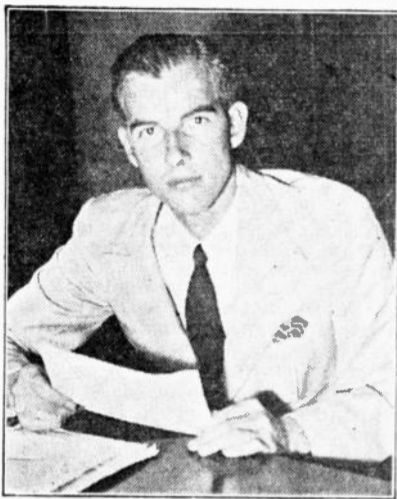
It is doubtful whether anyone can fully understand the problem that faced us who did not actually see the ruins that receding flood waters left of what had been Coney Island. It would challenge the finest ingenuity of the greatest of writers to describe it. And then I doubt whether he could get the picture across. I can safely say that the condition defied description. The amazed, shocked comment of everyone who had the temerity to make his way thru mud and mire to take a look, visiting park men, some of our local friends, members of picnic committees, was the same. "I expected it to look bad, but I couldn't imagine anything like this!"

The flood crept up on us in the latter part of January. It was three weeks before we could again see the tops of what had been our desks. Picture your desk under water for three weeks, then covered with a deposit of three to four inches of mud when you finally came upon it again. And if it was a wooden desk you would find it warped beyond further use or fallen apart. That was our experience, and contents of desks were either washed away or so badly waterlogged as to be useless. The same was true of other equipment. Any park man can imagine, in the light of the above, what happened to it.

Mess of Debris Revealed

It was a trying experience to watch the flood inundate acre after acre of the park. The dance floor in Moonlite Gardens, summer ballroom, is situated at the highest spot in the park. It was a floor we were quite proud of, and it was with a sinking sensation of the heart that we saw the waters spreading over it, spelling its doom.

Then, almost overnight, things happened. Just above Coney Island is River Downs race track. The Ohio, rising to a crest theretofore unknown, formed a swift current on a line with the River Downs stables and our natatorium build-



ing. The stables were uprooted and washed down against the bathhouse. The pressure was too much and the building gave way. The accumulated mass of wreckage was carried down by the current, leveling concrete light standards and great trees in its path.

The river reached a crest of about 80 feet, nine feet higher than ever known before. We patrolled the 150 acres of the park in row boats and motor boats. There was nothing of the park to be seen except the highest peaks of our roller coaster, the Wild Cat. We would not even guess at what conditions were below. We had equipment, such as generators, cash registers, electric fans, cooking utensils and chairs and tables, stored as high as we possibly could store it in the park, but this did not save it from the flood; it was all covered by water.

Finally the waters receded, leaving an apparently hopeless mess of debris, mud—and problems. Houses and barns, chicken coops, wrecked furniture from wrecked homes above us, covered the park and its approaches. We found our dining hall and cafeteria building leveled. Our two huge picnic and shelter houses were demolished. The ride building had been lifted off its foundations and moved several feet. The home of our superintendent of grounds in the park was tumbled over on its side. Moonlite Gardens, in general, was not badly damaged, except that the dance floor was warped into huge waves. Force of the water had plunged a chair thru the ceiling, giving the scene a touch of grim comedy. The natatorium building was gone.

Making Race Against Time

One interesting fact impressed itself upon us: Wherever buildings and devices had been anchored sufficiently deep in concrete they resisted the force of the flood waters. The two-story administration building, of brick construction, was not seriously affected, although water reached within two inches of the roof. The Wild Cat withstood the onslaughts of the flood, thanks to sound construction and the fact that the latticelike structure offered no resistance to force of the water. On the whole, however, things looked hopeless. But it was no time for despair. We had the alternative of abandoning an enterprise that represented a \$1,500,000 investment or of tightening our belts and tackling the problem of rehabilitation. We chose the latter.

The first job—and probably the meanest—was cleaning up. That meant three precious, expensive weeks. A path had to be cleared out on the highway, which was blocked by wrecked homes, so that trucks could get into the park to haul away the debris. More than 200 laborers

EDWARD L. SCHOTT, president and general manager of Coney Island, Inc., Cincinnati, is 31 years old and believed to be the youngest amusement park manager in the country. A graduate of the University of Iowa, he worked in the park during summer vacations, serving in virtually every department, even as a soda-jerker and ticket taker at the front gate. At 21 he became park manager, serving under his father, the late George F. Schott, who was president and general manager. Later he became vice-president, park manager and assistant general manager. When his father died suddenly in July, 1935, he became acting general manager. Directors then elected him president and general manager and he has been re-elected at annual meetings twice since.

were put on this job, along with steam shovels, "bulldozers" and trucks. The men worked in mud almost up to their hips. A cyclone or a fire would have been much easier on us. Either would have left the park much cleaner and saved us weeks in time and much of the big expense. We could have started building from scratch. As it was, it took nearly four weeks, working 12 to 14 hours a day, Sundays included, to clear the wreckage; much of it we had to burn anyway.

While work of cleaning up was in progress we were busily at work on rehabilitation plans. This was far from simple. First, we were faced with the time element. We were right upon March 1 and our opening date was May 22. We had announced to the public that we would be open on time and we meant to make good. The problem was complicated by the fact that we are in so many different kinds of business at the same time, swimming pool, restaurant, dance pavilion, refreshments, rides; each of these represented to us a different type of business, each requiring individual treatment.

Park Junkets Pay Dividends

On the other hand, we had several things in our favor. The greatest of these was the fine spirit, the fighting courage, of our department heads. I am at a loss for words to adequately express appreciation for the loyalty and devotion shown by these men. During the dark, desperate days of the flood they were on the job day and night, often risking their lives, trying to save what they could out of the wreck. And I may add here that during the trying anxious days of reconstruction they kept up that same spirit—the first men on the job in the morning, the last to leave at night—often working right thru the night, and this at a time when some of them were themselves homeless, victims of the flood. It was that spirit which made possible what I regard as a phenomenal achievement, for Coney Island opened its season on time!

Another factor that helped was that department heads not only knew their own jobs but were familiar with other amusement parks throughout the country. We have made it a policy to send our executives on visits to other parks. It has been my good fortune to have made such visits every year for a number of years. Last year we not only sent our department heads but our electrician, architect and others. If we had had no other benefit out of this policy than the results it brought us in our emergency I would say that the expense involved has been repaid many times. It gave us a "universe of discourse," so to speak, enabling us to plan intelligently and in the light of the best experience of our

colleagues in other parts of the country.

An important thought, quite naturally, since we had to rebuild, was to build with the idea of resisting future floods. We adopted the policy of constructing buildings of steel, concrete and brick, wherever possible, using metal ceilings, giving better anchorage to buildings and amusement devices and using metal desks and office furniture. The fact that so much rebuilding had to be done gave us opportunity to adapt the expositional style of architecture, following the modern trend, as begun at A Century of Progress in Chicago and carried forward in Cleveland, Dallas and at other recent expositions. For buildings such as the bathhouse and clubhouse the functional idea was adopted.

Policy of "Something New"

The public has already become familiar with this modern type of architecture, but nowhere in this vicinity had it been worked out with such uniformity as we planned to give it. Even refreshment stands, as a result, have been given this modern touch. This applies to colors and lighting effects as well as to architectural design. Until a very few years ago Coney Island had only one color scheme, green and white, used thruout the park. We feel that the times call for more colors. We have made use of the full effects of the rainbow, among them the modern shades developed out of the major colors. We have tried for the newest ideas in indirect lighting and these add much to the beauty of our park.

We have always been great believers in the policy of having something new to offer patrons each season. Our plight made it necessary for us to apply this policy in a highly exaggerated form. One of the new-structures had been planned the previous season. It would have been built anyway, flood or no flood. That was the new roller coaster that we had named the Clipper. We also had under construction a new warehouse and refrigeration plant, which was almost completed when the flood came. We found that the entire improvement program would entail an expenditure of some \$300,000.

In starting to develop the reconstruction program we organized department heads into a council of war, so to speak. Meetings were held every Monday night in our city office to discuss plans and to see that all efforts synchronized, with the idea of eliminating all waste motion. Other meetings of smaller groups were held frequently as needed to solve some particular problem. We took up for consideration first the problems of our program. What was to be started first? A planned budget, meeting the particular need of each of our varied types of business. And, always foremost in our minds, the permanency of our new construction, as well as the best possible location and layout of the structures from an amusement park viewpoint.

Studying Clubhouse Location

The long-time jobs were pushed first, our swimming pool improvements and shelter houses, as well as those spots that meant most in revenues and did best in the early part of the season, such as the dance hall. We sought and obtained close co-operation of our contractors. Time schedules were made for every job. Only in this way could carpenters, steelworkers, painters, electricians and others know when they could get started, and they could plan accordingly. This obviated lost motion. Schedule charts were posted in the park office and they were followed as faithfully as conditions permitted.

In certain instances we tried to make use of existing foundations which had resisted the flood. For example, while our dining hall was destroyed, the concrete floor was intact, and we made use of it in building the new clubhouse. I may add that this was not the deter-

mining factor in deciding the location of the clubhouse. We made a close study to decide where would be the most advantageous location. We had it tentatively placed, on paper, in almost every available spot in the park, but in the final analysis we found the site of the old dining hall most suitable.

Incidentally, the new clubhouse was the only major department not quite ready in time, due partly to delays in delivery of steel and partly to rainy weather. However, the kitchen and cafeteria portions of the building were sufficiently completed to enable the serving of meals in the cafeteria and in the Rose Garden, adjacent to the clubhouse, under the open sky. On May 21 our food manager told us he would serve regular dinners the next day for our opening, and we laughed at him. And the next day he served a perfect meal. It was another illustration of that fine spirit to which I have referred. He made good only by working thru the night and the next day. We also were able to use walks and other large areas of concrete, such as remained on sites of the shelter houses, in the rebuilding program.

Much Outlay Not Visible

Unfortunately, a very large percentage of the money we had to spend was put into improvements that will, of necessity, go unnoticed by patrons. There is one item, for example, of a \$2,500 sewer—the terrific expense of just cleaning up—the replacement of all the fundamental electrical layout, primary lights, as well as finishing touches given that department. Moving the ride building only three feet to its original location cost more than \$1,000. Since so much improvement money was to go for unseen things we felt that for comparatively little more we could develop more garden spots and plant more shrubbery than ever before. We put in formal flower gardens all along the Mall. We planted two attractive new forest areas. Even a tremendous rock garden in a central location in the park we considered good showmanship, altho an added burden of expense when the burden was plenty tough anyway.

As I think back upon these busy, yes, hectic, months, it seems to me that the hardest parts of the whole job were the start and the finish. Has it been worth while? We believe it has. From a business point of view, the opening days, Saturday and Sunday, May 22 and 23, represented the best opening in the history of the company. A week later we had the best week-end Decoration Day period experienced in many years. Business is booming. The people of this area are anxious, if not only out of curiosity, to see "the new and greater" Coney Island, as we have been advertising it. Many of them have been coming great distances to visit the park and inspect our attractions, and they have been spending their money generously. I feel that a good season is ahead and that Coney will continue to come "smiling thru."

I am glad of the opportunity to set down on paper our experience, for it

is my answer, in a sense, to the many letters we have received from park friends thruout the country expressing regret over our catastrophe and wishing us a "strong comeback." We greatly appreciate the expressions of good will they have extended to us, and I believe that their wishes for a "strong comeback" will actually materialize. Anyway, we have a good start!

Wildwood, N. J.

By ORO

Any doubts as to a banner summer were dispelled by Marshall Bainbridge Jr., publicity director for the resort, who revealed that the Pennsylvania-Reading Seashore Lines has already booked so much traffic over the last two week-ends in July and first in August that it is refusing to book more for those periods.

For the first time boardwalk and indoor midway concessioners are able to enforce a 10-cent price for all games, rides and refreshment stands. Banding together as Better Business Boardwalk Association, a delegation was present at a meeting of Wildwood commissioners and thanked them for their co-operation in aiding to better the walk. Mayor Doris W. Bradway thanked the concessioners for attending, saying, "This is a surprise. In past years Boardwalk merchants did not take any interest in their government. You are taxpayers, even tho you pay rent. We are glad to see that you are interested in Wildwood and let me assure you that everyone on the Boardwalk will be treated alike this year, with no favors to anyone."

Concessioners of refreshment stands asked that the 10-cent order be modified in favor of nickel ice cream cones, as a concession to the family trade, and also believed that nationally advertised drinks should sell at their advertised price, further suggesting that there be two sizes of drinks sold. While final action will be taken when the woodenway merchants get together at their regular weekly meeting, Mayor Bradway advised that while there may be some things which should sell for a nickel, all 5-cent signs should be removed from the Boardwalk. When questioned about a ban on "barking," Mayor Bradway answered that it would be strictly enforced.

Contract for a beach chair concession on the Boardwalk was let to Frank McAlarnen. Mickey Familant was awarded contract to provide music at municipally owned and operated Beach Club. Name-band policy in Hunt's Plaza Ballroom gets under way next week with Art Shaw and his orchestra. Short-range shooting gallery is being added to Casino Arcade by S. B. Ramagosa, owner of the indoor midway.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Biz warming up with weather and consensus is that this'll be the best season in seven or eight years. Rills Park opening is one of the big events carded, with amusement folks watching interestedly to see how successful Park Commissioner Moses is in trying to pattern it after Jones Beach. Annual Mineola Fair will be bigger in makeup than ever, with elaborate electric lighting plans already made.

Dog racing's out in Nassau County and it looks as tho the automobiles will replace the hounds. Topless bathing attire for males seems to be okeh at all big Long Island beaches with exception of Long Beach, which no doubt will lift the ban before long.

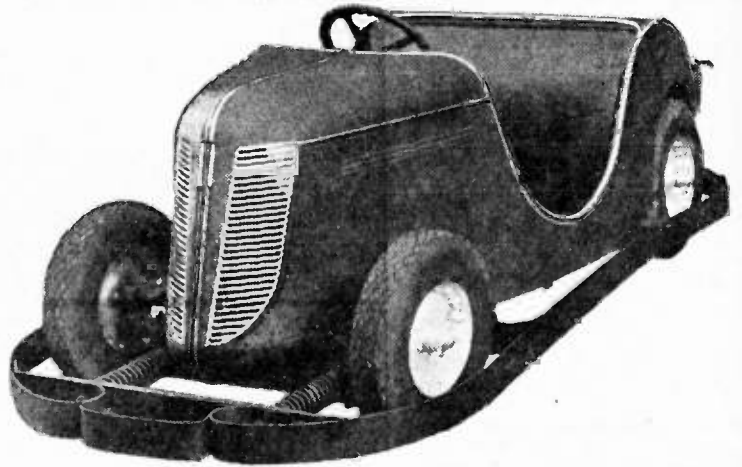
We know three realty owners who have reaped enough gold to assure comfort to them from now on as the result of lands taken from them thru condemnation for the New York World's Fair and which would have otherwise been ordinary swamp.

Operas all set for Jones Beach again, and they should be top night events of the season. Fess Williams Ork at Hofbrau, Broad Channel. Sam Howe, Columbia wheel burlesquer of two decades back, now prey of Howe's Baths, Edgemere, and often seeing many of his old colleagues.

ROCKAWAY BEACH: Bathing pavilions at Far Rockaway having hands full keeping non-paying guests off beaches. Tho there was talk about roller chairs a la Atlantic City on the 'Walk, thing seems to be entirely out of question now because solons' opposition can't be overcome. Al Margulies, formerly of the

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Merry-Go-Round, Ferris Wheel, Chairplane, Portable Roller Skating Rink and any suitable Ride or Attraction, a few Concessions that work for stock, also Custard, American Palmistry, Photo Gallery. This beautiful little Park now being booked solid for season with picnics and gatherings of all kinds. Open day and night. Free gate.

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Boiling Springs, Pennsylvania

WANTED---SENSATIONAL FREE ATTRACTIONS

DURING JULY - AUGUST

EXCELSIOR AMUSEMENT PARK
EXCELSIOR, MINN.

STRATOSPHERE MAN
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FOR FAIRS, PARKS AND ALL CELEBRATIONS.
See Illustration on Inside Front Cover.

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Equipped with 1 H. P. Gasoline Motors. Cars are the last word in Auto Speedway Equipment. Latest Improvements.
ALL TYPES OF KIDDIE RIDES
PINTO BROS. CONEY ISLAND NEW YORK

cast of the musical Whoopie, running a ping-pong spot on the 'Walk at Far Rockaway.

Dime hot dog has replaced the nickel frank all along the beach, action following an organized move by concessioners. Ocean Golf Links, Far Rockaway, mindful of the fact that it's become a popular fad, has installed a night-driving range and is luring them from the beaches. One of the most popular of recent visitors was Mary Small, radio singer, stopping with her manager, Ed Wolfe.

Ralph Wilshin, native, now a Hollywood film person, expected for a visit shortly. Playland Park's biggest money maker bids fair to be the swimming pool, which, it was erroneously rumored last year, was to be scrapped. "Banjo Ernie" Noto back from a road jaunt thru the South. Cops determined to stop roller skating and bike riding on the Boardwalk this year. Fairyland, Edgemere Park, toggged out to win youngsters' appeal.

LONG BEACH: Stadium, shut down for a long while, is back in operation. Benny Fields and wife, Blossom Seeley, regular visitors here, dipping into the surf. Most of the beach life guards are college lads. Doc Melkler and Ed Berling in from Miami.

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HYDE SHOWS WIN LOUISVILLE

Book City on Probation Plan

Following three-year ban on carnivals in city limits shows stand test

LOUISVILLE, June 19.—The Eric B. Hyde Shows opened a three-week stand here June 7 under conditions and obligations which few carnival managements are willing to attempt to surmount or willing to stand the acid test to prove their representations as valid.

This city had been closed to carnivals for three years and during that period none have exhibited within the city limits. However, Jannette Terrill, general agent for the shows, having confidence that the management would back her in any plan of action, hit upon the idea of putting the shows in on probation. She thereby succeeded in opening

(See HYDE SHOWS on page 64)

Tri-State Shows Still in Detroit

DETROIT, June 19.—Tri-State Shows, operated by Charles J. Ziegler for many years as almost a local carnival, have branched out with formation of a partnership with Louis Margolis, concession operator, by Ziegler this season. The shows went on lots here in middle of April and have enjoyed fair business, alternating with some bad weeks due to excessive rains ever since.

Ziegler is general manager and Margolis manager of concessions; Mrs. Ziegler is in charge of rides. The five rides are all owned by Ziegler and 11 concessions are owned by Ziegler and Margolis. Frank Harvey is superintendent of rides. William Bivans has been appointed sec-

(See TRI-STATE SHOWS on page 64)

E. J. C. Shows Open in Manitoba to Fair Returns

E. KILDONAN, Man., Can., June 19.—E. J. C. Shows opened in St. Boniface, Man., Can., May 12 in cold weather, but toward end of that week warm weather brought fair business. After playing city suburbs several days moved westward to the prairie provinces. Show plans to remain on the road until late in September. Roster: E. J. Casey, owner and manager; F. McKenzie and Ford Braden, in charge of lighting; Lamsy Wamsy Baillie, air guns; Joe Carter, hoopla; S. Cotton, cookhouse; Brownie Brown, grocery wheel; Fred Prescott and Bob Kerslake, crown and anchor; Mrs. Ford Braden, bingo; Ted Casey, ball game; Madeline Casey, novelty stand; A. Wells and Phillips, reptile show; Len James, G. Smith and E. Willis, Ten-in-One; Sailor Lawson, Merry-Go-Round; Art Curtis, Chairplane; Fred McKenzie, Art Curtis E. Vigouret, truck drivers; Professor Val Jean and wife, illusions; Mike Keyes, Eli Wheel foreman, and Jim Mager; Stan Rodway, secretary. Reported by C. W. Walker, advance agent.

Dodson Boots Prowler And Breaks Big Toe

WHEELING, W. Va., June 19.—Ruby Dodson, 14-year-old daughter of C. Guy Dodson, manager of Dodson's Shows, was awakened early Sunday morning, June 6, by a burly Negro prowler who was ransacking the dresser in her stateroom on the family private car. Her frantic screams brought her Uncle Melvin and her father to the scene. The intruder was quickly overpowered and received a parting boot that landed him in the railroad yards. C. Guy suffered a broken big toe on his right foot as a result of the kick and he is now limping about with the aid of a cane.



"THERE IS SOMETHING ABOUT A SOLDIER THAT IS FINE," as Little Jack Little's song goes. Here we have three prominent of the carnival world in uniform of the Haines City Military Institute, Haines City, Fla., where they have been students for several sessions. Left, Johnny J. Jones Jr., Jones Exposition; center, Joey (Peezee) Hoffman, Rubin & Cherry Exposition, and right, Carl J. Sedlmayr Jr., Royal American Shows. School for this summer is over and they are back in harness in the respective positions on the shows as designated by their inclinations. Photo was taken in St. Petersburg, Fla., some time back by Walter Davis, staff photographer for The St. Petersburg Times.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

10,000-In-One, Iowa.

Week ended June 12, 1937.

Dear Onion:

Here is one spot that Ripley never made. You may "Believe it or not," the city boasts of a population of 10,000 and a drawing power of 20,000 and each one an oddity. This gave the show the long and short of all deals as well as the thin and fat of the land. The last year's census gave the population of the city proper as follows: 1,400 giants, 2,500 midgets, 500 bearded ladies, 1,000 skeleton dudes, 300 alligator-skinned boys, 200 spotted people, 1,000 or more half-and-halves and 50 four-legged girls that counted as 100 when normal.

All servants in the homes of the different oddities were either Ubangis or giraffe-necked women. Several pygmies operated shoe-shining parlors, while those that were born with a veil took care of the city's future. The hauling contractor moved the show with two teams of five-legged horses, an eight-up of horned burros and a team of two-tailed mules. The train team was strange in itself, as one horse had its heart in its neck, while the other was a five-eared equine. The driver was a man with a horse's mane and drank horse's necks.

Due to the coming city election, our concessions didn't work themselves or anyone else.

A Republican giant was running against a Democratic midget for the mayor's office, but the fattest girl on

earth, the present city mayor, was re-elected on a Progressive ticket. This threw her in the middle by the long and short dough. Furthermore, the lady mayor objected to the boys laying the odds, saying "The 10-to-1 sounded too much like a pit-show proposition."

Our Monday night feature, "Ladies Free," brought out the 1,000 half-and-halves that claimed the female side of the body was the non-pay list. Also promising that the male side wouldn't look on. After passing in 250, the sign was changed to "A lady admitted free with each paid male attendant." Thus saving the night.

To the surprise of all, the Freak Museum was in the top-money class. Just a case of when "Greek meets Greek," the grease joints mopped up with their freak hamburger and what-is-it orangeade. The fat people beat the guess-your-weight scales, the midgets heeled in the front gate, taking advantage of the "Children Free" sign.

On the week the show as a whole blanked out. The fats were heavy on the beef, the midgets gave us the short cut, the giants overstepped all limits, the skeletons gave us the thin end of it, the spotted people didn't spot us a dime, the alligator boys scaled the fence, while the half-and-halves were doubling up on everything.

Saturday night the Ballyhoo Bros. entertained the committee in our cookhouse with a teardown stew. This tasty dish prepared with broken wheel indicators, bent nails and bum hinges. All cooked up in the week's collection of griddle grease. Winding up the festivities by paying off the committee with an illusion show opening.

MAJOR PRIVILEGE.

Conklin Shows In Western Can.

Open auspiciously in Winnipeg — business done to date ahead of last season

WINNIPEG, Can., June 19.—The Conklin Shows opened their Western Canadian tour here Monday, June 7, under auspices of St. James Horticultural Society in the St. James section of the city. The run of 954 miles from Rouyn, Quebec, was made over Canadian National in a little under 16 hours.

Gar. McKeag, local hauling man, had trucks in readiness, and mile haul to lot was over well-paved streets and equipment came off in quick time.

Intermittent showers Monday and during evening cut heavily into first

(See CONKLIN SHOWS on page 64)

C. L. Spencer Shows Have Better Weather

WINCHESTER, Ind., June 19.—The C. L. Spencer Shows are now in their 15th week of the season and business in general thru territory played has not been up to the standard of last season. The drop is accounted for by rains and inclement weather that prevailed in early spring, but with advent of more seasonable weather business has greatly improved.

Numerous changes have been made in personnel of show since opening. A. G. Blessinger has succeeded W. W. Thomas as general agent. Thomas returning to show as active manager of his six concessions and ride.

Charles Wagoner joined recently with Athletic Arena and has been doing ex-

(See C. L. SPENCER on page 64)

Storm Hits Tinsley Shows; To Be First in Kannapolis

MOORESVILLE, N. C., June 19.—The Tinsley Shows will open Monday in Kannapolis, N. C., under the auspices of Freeze Leazen Post No. 185, American Legion. Show was due to play date this week, but owing to cyclone which flattened four of its big-show outfits organization remained here second week under Kiwanis.

As far as is known this is the first carnival organization ever to be given a permit to play Kannapolis. The location is on Ridge avenue, two and a half blocks from the main mill of famous Cannon towels. Contract was made by General Agent C. A. Abbott.

Carnival Equipment Lost In Algerian Rail Crash

PARIS, June 14.—Fourteen cars of a 50-car special train loaded with carnival rides and show material, en route from Blida to Oran, Algeria, were destroyed when an express train crashed into the special on a siding at the Charon station. Three workmen were killed and a large quantity of carnival equipment destroyed.

What! No Beans? "No, No Rice!"

FORT WAYNE, Ind., June 19.—There was excitement on the showgrounds. James Zaharee, the rice writer with Goodman Wonder Show, was running around in a near frenzy. Joseph Schmidt, the cornetist with Singer's Midgets, inquired the cause. Zaharee had come to the lot with no rice to write on. Joseph suggested he borrow a handful from Mrs. Eddie Madigan at the cookhouse. He did and the show went on in Centlevre Park and concluded its engagement here Thursday.

Great Lakes Exposition Midway

CLEVELAND, June 19.—Johnnie Gower and his boys, with three changes of costumes, do much to liven up Streets of the World with a continuous series of parades and music at International Circle. Gower directs and his players are Ken Dombey, Frank Seidel, Ken Watson, Eddie Mone, Charles Hruby, Jess Kussma, Ernie Emma and Harry Avellone. . . . Leo Blondon, former wild animal trainer, is operating Octopus for Irons & Young. . . . Whitey Woods is fronting for Fountain of Youth. . . . Jack Greenbaum and associates have opened *The Girl in the Fishbowl* in Streets of World on site formerly occupied by their Nudist Colony.

Joe Glacey, who is working a mental act for Warren B. Irons near African Village, traveled to Lancaster, O., this week to visit Fred Hutton, manager of Marine Hippodrome. . . . Red Marcus is fronting for Tango. . . . John Hickey, of WGAR, is working for Sherwin-Williams Radioland. . . . Charlotte Dixon, formerly with promotion department of *The Press*, is secretary to Harry Hargrave of *The Drunkard*. . . . Titan Trio, hand-balancing act, are working at Radioland. Otto Thurm and his band are broadcast daily from Herman Pirchner's Alpine Village. . . . Joe Venuti and his band have replaced Wayne King at Aquacade.

Richard Taylor, well known to lyceum world, is managing Tony Sarg's Marionette Theater. "Rusty" Young is fronting

along with "Shorty" Fuller, last year's Town Crier for Old Globe. Shorty came on this week from Rollins College, where he is junior. Dick Pope, who handled stage for the Old Globe, is back on the job with puppets, and Dave Williams (Waxo) does stunts for ballyhoo. . . . Ruth Storey, Irish nightingale, is back again at Irish Village. . . . Bill Friedel, who had a roving commission in Streets of the World last season as entertainer and general emcee, is serving in that capacity at Irish Village. . . . William Gregg, who served with Roy Harvey last season in managing Old Globe Theater, is acting in a similar capacity at Winterland. . . . Clint W. Finney, general agent for the Hagenbeck-Wallace Circus, was a visitor Sunday. . . . Captain F. J. Christensen, of Submarine S-49, visited grounds this week. He came on a stretcher and it will be several weeks before he recovers from broken hip sustained in a fall on boat. . . . Lou Halliday, ventriloquist, has been added to Ripley's Odditorium.

Plenty of opportunity to have your future told along midway and Streets of the World. . . . Mrs. W. H. Davis is reading tea leaves in Shamrock Tea Room. . . . Bertha Klein tells you cards in Romany Tea Room. . . . Vishnu Ranadi gazes into a crystal in Streets of the World. . . . Madam Rose reads your palm in Streets of the World. . . . Sanfords and Lexels are calling names at two stands with astrological charts. . . . and Joe Glacey is working with Irons.

Harry (Horse) Mattos, guard of Cleveland Rams professional football team, is one of guards at main gate. . . . Eleanor Holm's maid is named Maybelle America. . . . Eleanor has purchased a new flivver. . . . Johnny Weismuller spends his odd time golfing at local country clubs. . . . Margaret Meck, Miss Great Lakes of exposition greeters and Aquacade, was formerly a lingerie and stocking model.

Bill Hayes, who handled newspaper credentials, has received many letters of commendation from visiting newspaper men for courtesy and efficiency of his department. . . . Flag day brought him his troubles when high winds necessitated lowering of big flag on main pole. . . . Patriotic individuals objected only to find that flag was lowered when pole threatened to break and other smaller flags were retained. . . . Newspaper headquarters this season are located at main gate, with Hayes fronting with credentials. . . . Sammy Brinn, in charge of admissions, is spotted at opposite entrance, where employees' credentials are handled. . . . Lincoln G. Dickey, general manager; Associate Director Peg Willin Humphrey; Elwood T. Bailey, in charge of special days, and their assistants are placed in quarters where newspaper men held forth last summer. . . . But Associate Director Almon R. Shaffer; Frank D. Shean, in charge of concessions; Murray Zaidins and staff remain in the administration building as before, and John Gourley, in charge of Streets of the World, is in his old stand.

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Two Hundred Attractions At Nancy, France, Street Fair

PARIS, June 14.—Biggest street fair of the month is the four-week event at Nancy, with a midway grouping 200 rides, shows and concessions. Rides include a Scenic Railway, Autodromes, Scooters, Caterpillar, Whip, Mono-Rail and other rides. Important shows are the Cirque Pourtier, big tent cirque; Gallon's animal show, Hollywood girl show, freaks, museum of anatomy and motorcycle wall.

June street fair at Orleans has 120 rides and attractions, including Figure 8 Coaster, Pretzel Ride, Ferris Wheel, Autodromes and Scooters, Caterpillar, Whip, Luna Park, Lambert's Menagerie, Mazetti's dogs, motorcycle globe, freak, girl and illusion shows.

Ben Williams Prospers; Making Ready for Fairs

NEW YORK, June 19.—Ben Williams, whose show is playing Manhasset this week as a part of his early-season Long Island tour, reports that preparations have been completed for another annual trek thru Maine and Eastern Canada. The route, Williams' 21st, will consist of a string of 10 fairs and exhibitions. Show has been enjoying excellent business this season and several additions have been instituted since the opening. Williams is expecting his Octopus ride to arrive at an early date.

Dearth of Carnivals for Small Towns in Oklahoma

TULSA, June 19.—Small towns in this section report carnivals scarce for celebrations this year. Collinsville, 1,000 population, committee hunted for two weeks to find what they wanted for the Fourth.

It's another story in Tulsa, with a committee of business men calling on city commission to ask restoration of fees on carnivals playing here.

Dokeys had brought in three straight and had license lifted. Negro Odd Fellows brought in one, too. All did fair business, committees reporting several hundred dollars netted by them. Commission has not acted on request but no shows here now.

Stanley Roberts Leaves Marks; Now Promoting

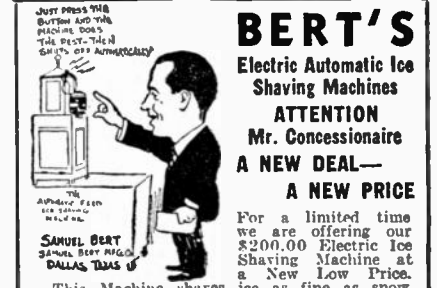
NEW YORK, June 19.—Stanley Roberts, until last week general agent for the Marks Shows, reported this week that he is assembling an independent midway at Hancock, N. Y., for an annual celebration there in July. Date is under combined auspices of local chamber of commerce and fire company. Roberts indicated that his work on the Marks Shows has virtually been completed for this season and that he will devote the remainder of the season to independent promotions.

Hurricane Hits Broadway Shows; Loss \$2,500

DUNBAR, W. Va., June 19.—The midway of the Broadway Shows of America was visited by a storm of hurricane proportions here last Monday night at about 7 o'clock. Its visit lasted about a minute and a half at its peak, a 40 mile per hour wind followed by rain. The new colored minstrel top, the tent of the big horse, marquee and several smaller canvas units were completely demolished, to a loss of approximately \$2,500. New equipment was ordered immediately for early delivery.



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Solo Trumpet, Bass and Drummer. Must read and fake, be sober on job. Wire **CHAS. A. CLARK** DODSON SHOW, Niagara Falls, N. Y.

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WANTED FOR CELEBRATION CHILLICOTHE, O., June 29 to July 5, Inclusive. Good Entertaining Shows and Legitimate Concessions. Location City Park, visible from business district. Amusements operate on Sunday, July 4; Parades and Fireworks July 5. Address inquiries **F. E. GOODING** Box 386, Columbus, O.

RAY FLANDERS - RAY THOMPSON RAY BROS. SHOWS Houlton, the 4th—Maine's Largest Celebration. WANTED one more Ride, Loop-o-Plane, Whip, Loop-the-Loop or any Ride that does not conflict. Two more Shows, 10-in-1 or two Grind or Pit Shows. Man to take over complete Athletic Show. Can use immediately a Sensational Free Act. Can place Frozen Custard. Season ends October 6. Wire, don't write, to RAY THOMPSON, Caribou, Maine.

TENTS CANVAS TARPULINS-AWNINGS TRUCK COVERS-DROP CLOTHS CONTRACTORS' COVERS-SPECIALTIES High Quality-Low Prices **HUDSON CANVAS PRODUCTS, INC.** 329 CANAL ST., NEW YORK CITY

Great Eastern Shows, a New Carnival, Open

ELMHURST, Ill., June 19.—The Great Eastern Shows, under the management of Terry Martin and Phil Rocco, opened their season here last Saturday night to good business. Several rides and shows and quite a lineup of concessions comprise the midway.

Martin is manager of concessions. Art Pittitt has corn game and percentage; Mac Clellan, cookhouse; Curley Parker, grab stand. Other concessioners are Al Cooley, Cotton Lynch and Red Sims. Rides are Merry-Go-Round, Chairplane, Loop-o-Plane and Kiddie Autos. Reported by Jill Sims.

Newell Gets Sunday Date For Sheesley in Lansing

LANSING, Mich., June 19.—The Mighty Sheesley Midway cracked the age-old blue law here last week and set a precedent when it was granted a permit by the township board of supervisors to extend its stay and show here Sunday. It wasn't luck on the part of the show, but keen diplomacy on the part of Floyd Newell, its press agent. Newell went before the board and explained that unless his request was granted the show stood to lose several thousand dollars because of its enforced closing by UAW strikers on the opening day during "their alleged labor holiday" here. The board forthwith and sympathetically granted the permit.



NEW POPCORN CONFECTION (IT'S TOPS)

WITH TOY OR NOVELTY IN EACH PACKAGE

A NEW AND AMAZINGLY LOW PRICE TO CONCESSIONAIRES

HONEY BEE SPECIALTIES CO.
1915 W. 19th ST. CHICAGO, ILL.

15 Years Ago
(From The Billboard Dated June 24, 1922)

John D. (Slim) Veal, owner and manager of Veal Bros.' Shows, was shot and killed June 15 at Joliet, Ill., as a result of an attempted holdup by two unidentified persons after shows had been closed for the night. . . . Tragedy stalked midway of World at Home Shows at Monongahela, Pa., night of June 7 when Leon Barker, manager of Athletic Show, grasped end of a live electric wire while preparing to leave for Pittsburgh and was instantly killed. . . . Johnny J. Jones Exposition had just been contracted to furnish midway for Central States Fair and Exposition, August 12-26, at Aurora, Ill.



MRS. JOHN T. HUTCHINS as she recently appeared on her 56th birthday, when she was given a surprise party by members of the McClellan Shows, on which her husband operates Hutchins' Museum.

Sponsored by Louise Cody, singer with band on Dodson & Cherry Shows, a delightful party and dance was given by members of that organization and their friends in the Armory at Frankfort, Ind., during the show's engagement there. . . . DeKreko Bros.' Shows arrived in Batesville, Ark., after a successful week's engagement at Little Rock under Eagles' auspices. . . . Old Jupiter Pluvius continued to dog the heels of McMahon Shows as the organization made its way thru Nebraska territory.

After an absence of 10 years, K. G. Barkoot Shows returned to Canton, O., and were enjoying good business. . . . Rubin & Cherry Shows were greeted by ideal weather and huge crowds at their Pittsburgh stand under Elks' auspices. . . . T. A. Wolfe's Superior Shows were meeting with excellent success in their tour of Central States. . . . A terrific storm, which resulted in railroad washouts, delayed arrival of Con T. Kennedy Shows at Oshkosh, Wis., by two days. . . . George (Billy) Koutniks and wife, formerly with Macy's Exposition Shows, launched their own independent show, comprising six people, at South Side Theater, Thurmand, W. Va.

Ike Rose radioed from Berlin, Germany, that he had just booked 24 midgets, including in number a band. . . . Wortham's World's Greatest Shows had just concluded a highly satisfactory week's engagement at Cheyenne, Wyo. . . . Huge crowds and favorable weather greeted Creson & Corbin Shows when they opened at Valley Falls, Kan., for a week's stand. . . . Billy Klein, of Up-High fame, returned to World at Home Shows after a serious illness which nearly took him off ladder for his final plunge. . . . Agents sighted in Detroit were Steve A. Woods, W. C. Fleming, Tom Terrill and Robert L. Lohmar.

their shows may be included upon the 1937 visitation list.

Some time ago a bulletin was sent the membership with reference to surety bond coverage. To date we still have some of the membership to hear from on the subject and we would urge that the information requested be sent in promptly so that the office may be in a position to be of service if and when the occasion arises.

FORT WORTH, Tex., June 19.—P. H. McAilister, Roy McCurdy, Eddie Booth and Babe Flowers, who were at Fort Worth Frontier Centennial last summer with Olin Thornton's concessions, are operating Thornton's concessions in Gay 90s Bowery Show at Dallas Pan-American Exposition.

SCUTH BEND, Ind., June 19.—J. B. Hencershot, of Mighty Sheesley Midway, has contracted track and fairgrounds of Playland Park for a Michiana States Fair to be held there in August.

J. W. (PATTY) CONKLIN
can place for

NEW PLAYLANDS
Canadian National
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TORONTO
August 27th - to - September 11th

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LONDON EXHIBITION
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ALSO TALKERS AND LECTURERS OF PROVEN ABILITY.

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Sherman Hotel, Chicago, Ill.—June 22 and 23.
Canadian National Exhibition Offices,
Lumsden Building—Toronto, Ont., Canada

STRATES SHOWS CORP.

CAN PLACE . . . for the following route of Fairs and for seven Still Date Money Spots in the East, including Niagara Falls, N. Y. Fair dates starting week August 9th. Caledonia, N. Y.; Batavia, Cortland, Elmira, Dunkirk, Bath, Hamburg, all New York; Clearfield, Pa.; Bloomsburg, York, Petersburg, Va.; Emporia, Va.; Washington, N. C. Can place any Platform or Grind Shows that can measure up to the standards of this show, particularly Wax, Unborn, Indian Village. Also Workingmen in all departments and can use Legitimate Concessions at all times. This is a Twenty-Car Railroad Show playing proven territory. All the above address

W. M. BREESE, Business Manager, or JAMES E. STRATES,
Cohoes, N. Y., week June 21st; Plattsburg, N. Y., week June 28th.

WANTED WANTED WANTED
BEN WILLIAMS SHOWS

Want to hear from all kinds of Circus Side Show Acts

Want man to manage Monkey Circus. Also Monkey Trainer. Would like to hear from man to manage Monkey Motordrome. Opening for all kinds of Legitimate Grind Concessions, especially 4-for-Dime Photo Machine. Can use Ride Help. Preference given to those who can drive a truck.

SHOW OPENS AT HALLOWELL, ME., JULY 29

And will play a String of the Best Fairs in Maine and Eastern Canada. This is my 22d annual tour over this territory. Address all correspondence to

BEN WILLIAMS, 50-25 71st St., WINFIELD, L. I., N. Y. (HAvemeyer 9-2929)

Corey Greater Shows

This week Emporium, Pa.; week June 28th, Big Celebration, Mt. Jewett, Pa. Mt. Jewett should be the Best Spot of the season. Plenty of money being spent in prizes and country billed for miles. Concessioners and independent showmen don't overlook this date. Will furnish outfits to showmen with attractions of merit, on liberal percentage.

American Carnivals
Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 19.—All A. C. A. members should be in receipt of the Association's Bulletin No. 4 next week. This bulletin contains an important matter to each member, and in the event for any reason the same is not received we urge you to communicate with the association's main office immediately.

SELL MORE POPCORN
NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASE SALES. Cost very small, for it goes so far. Send name of dealer and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

W. E. West Motorized SHOW

2 July 4th Celebration 2

Want capable people for Shows, Rides and Concessions. Agents that work for stock and coupons. Everything open except Cookhouse and Corn Game. Can place Half and Half for Side Show. Fair Secretaries and Celebration Committees see my show, it speaks for itself. Have seven shows and eight rides. Plattsburg, Mo., June 21; Unionville, Mo., June 28; Trenton, Mo., July 5.

CHALKIAS BROS.
WANT - WANT

Freaks and Novelty Acts to feature. Want man to break Olimp and Monkey. Want Grinders. W. W. N. CHALKIAS. For Sale—Two Drive-Yourself Cars, one big Merchandise Wheel. Week 21, Quincy, Ill.; week 28, Platteville, Wis.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

We have received information from an insurance carrier with reference to writing public liability insurance for members of the association. The plan being created we feel will prove of interest to each member when the same is submitted for consideration. The particular feature that impresses us is the fact that we have been able to obtain a substantial reduction in premium over previous plans proposed.

Within the next week or 10 days it is anticipated that a bulletin outlining the plan in detail will go forward to each member in the association.

A full report on this week's visitation to Cetlin & Wilson Shows at Bradford, Pa., will appear in an early issue of *The Billboard*.

Our tentative plans for visitations during the next two weeks are Gruberg's World's Exposition Shows and Heller's Acme Shows during the week of June 21 and Strates Shows during the week of June 28.

The membership of the association is urged to communicate with this office as soon as conveniently possible so that

What About the Carnival Employee?

IN WRITING this article it is far from my intention to reflect on the methods of any particular carnival owner, but rather to enlighten both employer and employee in the carnival world on the need for better working conditions on carnivals thru a better understanding between employer and employee.

In the proper functioning of a carnival, one of the main factors is the workingman—the ride help, canvas men, train crew, etc. Without these departments being properly manned the carnival cannot operate efficiently. Yet in a great many instances men in these departments are greatly neglected—overworked, underpaid and given hardly any consideration whatsoever, causing untold losses to employer thru carelessness, thievery and willful destruction of equipment by workmen who are disgruntled and dissatisfied. It is no wonder that on a Saturday night, after the show is over, lights dimmed and dismantling of attractions starts in preparation for loading and movement to the next town, carnival owners find themselves short of help, not only workmen but even foremen (the only ones experienced in the handling and dismantling of rides, etc.), these men taking French leave for the reason that they have either not been paid or have not been given sufficient money to tide them over; in fact, not enough to even satisfy the inner man on the nights and days that they have to labor most. The result is that carnival owners are forced to pay out additional sums for unskilled labor to get their attractions dismantled and loaded and hauled to the next stand. There are times, too, when a carnival

By JACK V. LYLES

owner is forced to lose a Monday night opening for the same reasons. In the long run these setbacks cost him a great deal more than if he took care of his employees so that they at least would not have to work hours and hours thru the night, perhaps in a downpour of rain, in mud or cold, unseasonable

by all shows, the ungodly sight of ragged, dirty-clothed help on the rides and in ticket boxes catering to the public will have disappeared, and a much better clientele will not only be patronizing the front gate but rides and shows as well.

JACK V. LYLES was born in Tarboro, N. C., October 21, 1893, and was named Zebulon Vance Lyles after Governor Vance of North Carolina. He went into show business after running away from home. This was in April, 1908, when he joined James Adams' Big 10-Cent Show at Cheraw, S. C. After a few weeks his father went on the show and sent him back to school. In the fall of the same year he joined Johnny J. Jones' Exposition at Greenville, N. C., and was brought up around the Jones shows. Johnny J. Jones was like a father to him and gave him the name of Jack. W. H. (Bill) Davis gave Jack his first experience in real work around a show. He worked under A. H. Barkley as second man, and this year he has been piloting the O. C. Buck Expositions. "What I know about advance work and railroads I learned from Mr. Barkley and the late Johnny J. Jones," says Jack.



weather, while the carnival owner is peacefully reposing in his private car or luxurious living trailer. No wonder workmen employed by carnivals are dubbed "roughnecks!" No one but the carnival owner is to blame for this. The workingman, the nucleus of his organization, should at least be given the consideration of a fair wage, paid weekly in cash, so that he can provide himself with the proper clothing and be able to buy other necessities of life to keep himself physically fit under the strain of the long working hours at hard labor and be able to do justice to his job.

There are some shows, from my past observations, which have endeavored to handle their workmen in an upright manner, installing systems that have worked out to the advantage of both employer and employee, but these are exceptions. Many carnival owners do not even know what the word system means. I believe the late Johnny J. Jones was one of the first carnival owners to install a system for his employees. If a workman was hired on his show he was immediately registered at the office and an index was kept of his name, age, place of birth, nearest relative, etc., so that should anything happen to the employee a complete record was on hand. James F. Murphy was another pioneer in systematizing employees. He would hold weekly meetings of all employees and executives, thus bringing employees and staff closer together and making for better co-operation.

The workmen, the basic foundation of any organization, must be kept contented and in fit condition to handle their respective departments properly. Only then will an organization function 100 per cent and prosper accordingly. Show me a carnival that pays its working help and other employees regularly in cash (not in brass) and I will show you a carnival that is never short of good, efficient help. When this is done

is very simple. The general agent of a show having the responsibility of booking his organization into cities and towns, under good auspices and fair associations, must be a man of experience in the carnival business, with plenty of foresight, thoroly versed in the intricate details of routing, railroading the show into territory where working conditions are at least normal. Yet this same agent, who is constantly on the alert to meet competition, etc., is left sitting in hotels for days at a time waiting on money from the show owner, instead of being out in the field protecting the interests of the show owner. At the end of the season the carnival owner finds himself faced with quite a sum due the agent and immediately starts to figure ways and means to chisel the agent out of money justly due him, which he needs to winter his family and enjoy the comforts of home during the holidays. And, in some cases, the carnival owner does succeed in chiseling the agent out of part of what is due him. Then, after the show has closed and is housed away in winter quarters, the agent will pick up *The Billboard* and read where his boss has purchased a brand-new high-powered automobile as a Christmas present for his wife. No wonder so many good carnival agents have chosen other fields of endeavor.

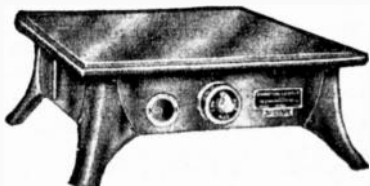
One of the first men I knew in carnival business to insist on his help being neat and clean while on duty on rides and in ticket boxes was Walter K. Sibley. Many times I have known of him to take some workman who had just joined (whether or not he worked for him or some individual ride owner or show manager) to town and dress him up.

In winter quarters, too, the workingman should be given some consideration. Some shows do feed their men properly and give them a few dollars weekly for laundry, picture shows, tobacco, etc., but I actually heard of one show last winter that had a daily menu of beans and rice, with no milk or sugar for coffee, and yet this owner expected a full day's work without compensation. How can a carnival owner like that expect loyalty from his employees?

There is another very essential department in the carnival business that has deteriorated to such extent in the last several years that it is practically a department of forgotten men. I refer to the advance of a carnival show. Why has this occurred? The answer

Now that the carnival field has overcome the lean years caused by the depression, it is high time that carnival owners, if they wish to reap the results of the return of prosperity in this country, awakened to the fact that they have to give some consideration to their employees.

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TYPE C-800 18"x24"—CAST ALUMINUM—\$62 BEAUTIFUL DISPLAYS FOR HEAVY DUTY SERVICE LOWEST PRICES—QUALITY EQUIPMENT SINGLE ELEMENTS MULTIPLE ELEMENTS CAST ALUMINUM STEEL PLATE CAST IRON

Plain Griddles or in combination with Hot Plates, Food Jars or Wiener Steamers, Etc. All standard sizes from 12"x12" to 21"x54." For Carnival use, may be equipped with special block to make immediate connections for either 110 volts or 220 volts.

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Adrian July 4th Celebration

July 2, 3, 4, 5. Fair Grounds (free admission); Free Attractions, Horse Races, Fireworks. Can place a few more legitimate concessions, also Attractive Shows and Independent Rides, except Merry-Go-Round, Ferris Wheel and Whip. Our General Agent, Mr. Louis J. Berger, will be at the Lenawee Hotel, Adrian, Mich., from June 27 to July 5. Contact him there or care NORTHWESTERN SHOWS, 36 East Woodbridge St., DETROIT, MICH.

EDDIE KLINE

(AARON KLEIN) Your mother, Minnie, wishes to get in touch with you at once. Very important. Write her IMMEDIATELY care of THE BILLBOARD, 1564 Broadway, N. Y. C.

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Biggest ever held. Everybody working—get your B. R. here. Can place Loop-o-Plane, Kiddie Rides, or any ride not conflicting. Shows with own outfits. Man for Athletic Show—will furnish outfits to people capable of getting money. Count Zaino, Carl Woodin come on. Can place Crime, Monkey Circus, Fun House or Musical Revue. Can place two agents for Roll-downs, Slum Skillos, one Wheel Agent, etc.; Sober Cook and Cookhouse Help, American Palmistry. Will book concessions for Vincennes engagement. Show out till late in November in Mississippi. ATTENTION, SHOWMEN! We have 14 fairs and celebrations contracted. Our contracts on file now. Those joining now will be given preference at our big Southern Fairs. Contact us at once for space at Vincennes, Ind. Reply ROY GOLDSTONE, Gen. Mgr., McCLELLAN'S SHOWS, FLORA, ILL., this week.

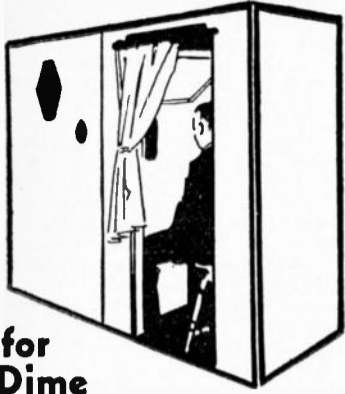
Wants--J. F. Sparks Shows--Wants

Join at Once—Non-Conflicting Rides. Have Tilt-a-Whirl, Ferris Wheel and Chairplane. Especially want Factory-Made Kiddie Auto Ride. Show, Geek, Illusion, Big Snake. Special proposition to 5 or 10-in-1. Slim Reynolds, come on. Sell exclusive American Palmistry. Cheesey Lovell, answer. Photo Gallery. Guess-Your-Weight Scales open. Best Fourth spot in Ohio. Port Clinton American Legion Celebration. Elyria week of June 28. Address MANAGER, Mt. Vernon, this week.

ART LEWIS SHOWS, Inc.

"Eastern States Best"

Playing the cream of Eastern territory with long route of fairs starting last of July. Can place Monkey Circus or any show of merit. Want Dancing Girls for Revue, top salary; Ride Help on all rides. Mickey Devine wants Wrestler and Boxer. A-1 Chef, Waiters and Griddle Man. Albert Sexton, Hank, Frank Shang, wire Jerry Swisher. Pete Thompson wants Man and Wife to handle Strip Photo Machine, also Tinter, Ticket Sellers. Address ART LEWIS, Gen. Mgr., week June 21, Webster, Mass.



4 for a Dime Direct Positive Camera

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BURKE & JAMES, Inc.
221 W. Madison St., CHICAGO, ILL.

C. L. SPENCER

(Continued from page 60)

ceptionally well. Joe Engesser's Mon-key Circus and Drome is proving a popular attraction. George Harris' Blossoms of Dixie Minstrels have a novel and flashy front with a real show inside and has been rewarded with satisfactory business. A new truck was purchased recently by Joe Sorenson to transport his *Feminesque Revue*.

Manager C. L. Spencer has recently completed a new office trailer that is very convenient and commodious. George Harris has enlarged his band and uptown concerts daily are proving popular. R. L. Harvelle left recently with his midway cafe, which has been replaced by Spencer, who purchased an entirely new outfit, which is under management of Drummond M. Mack. J. C. Scott is housing his bingo game under a new green top. Other new concession tops recently purchased were by W. W. Thomas, Jack Holstein and Earl Strain. All trucks on show have been repainted in red and aluminum. Ralph R. Miller, of shows bearing his name, was a recent visitor. Reported by Charles Raymond.

CONKLIN SHOWS

(Continued from page 60)

day's attendance, but weather following was ideal and front gate showed an increase nightly.

Two new riding devices arrived, Octopus, from Salem, Ore., and new Tilt-a-Whirl, from Faribault, Minn. Both were unloaded and erected on opening day as General Agent Merrick R. Nutting in ahead and attended to customs. As this is first Octopus to be delivered in Canada it created much favorable comment. The spring race meet current at Polo Park and many of sporting fraternity from both Canada and United States visited the midway with several friends of Patty and Frank Conklin, who were congratulated on growth and improvement in shows. Mayor Ronald Hooper and several officials attended opening day, visiting with O. D. Dath, president of Horticultural Society.

Tuesday evening Bill Marriott, business manager, was host to a group of newspaper men, with representatives from *The Free Press* and *The Tribune*, two daily papers, and also from 14 weekly English and foreign language papers published in Winnipeg. George Pappas served a steak dinner and editors and news men remained thruout evening.

Wednesday afternoon Keith Stewart, secretary of the Class B fairs, paid show a visit, accompanied by Joe Trimble and Charlie Grubb, directors of Portage La Prairie Fair, and W. Cowan, secretary of Yorkton, Sask., fair, and Bill Moore, chairman of grand-stand attractions.

This week shows exhibited on another location, circus lot, North Main street in West Kildonan. First seven weeks of season has given show heavier grosses than during same period last year. A break in weather, improved conditions thruout territory and bigger and more entertaining attractions are responsible. Side Show, managed by Harry Lewiston, has been packing them in in every spot played, and Resthall's Globe of Death is now hitting a stride that is highly pleasing to this showman from Englobe.

Week in Timmins, Ont., both Globe of Death and Jean De Krekos' *Flaming Youth Revue* did a near capacity business every night. *Daily Press* of Timmins, owned by Mayor Bartleman, and bi-weekly *Porcupine Advance* were lib-

eral with space and praise for shows. Business in Rouyn, Que., gold mining town, was somewhat handicapped by rain and several cool nights when both showfolk and citizens had to don top-coats. Mayor Gagne officially opened activities for fire department that sponsored show.

Montana Frank, with his Cheyenne Days, Western show, joined in Rouyn, with Montana Frank, openings, emcee, rifle shooting and whip-cracking; Calgary Pat, songs and guitar; Fresno Rose, fancy rifle shot; Cattle Annie, songs and ukulele; California Joe, fancy roping, guitar and songs, and Bill Burton in ticket box.

At Timmins four 15-minute programs were given over Station CKGB, "Voice of the North," with Harry Edwards as emcee and following members of *Flaming Youth Revue*: Glen Lee and Sally Sale, songs and tap dances; Squegee, accordionist, and Frank Perkins, trumpet. Cattle Annie and California Joe, of Cheyenne Days, appeared on same program. Jimmie Stone joined at Timmins as announcer on Globe of Death and Doc Spencer arrived to lecture on inside of Crime Show. Reported by Merrick R. Nutting.

HYDE SHOWS

(Continued from page 60)

the city to the shows she represented. Terrell, in her clever and persistent way, invited the authorities to revoke the tentative permit on the initial night if the shows did not come up to the standards she had set for them. The plan was finally accepted and following a rigid inspection the city was opened to the Hyde Shows on the date scheduled.

The shows were sponsored by the Business Men's Association of the Broadway and 28th street section and on opening night the turnstiles registered close to 5,000 paid admissions. This, however, was the best night's attendance in this location, as 50,000 merchants' tickets were used to boost attendance, which averaged 3,000 admissions during the engagement on the first location in the city. Aided by ideal weather conditions, business done was considered highly gratifying to the management.

The coming week will find the organization on a Hill street location, thus completing the three weeks originally asked by the general agent.

The present Hyde organization is the result of the development and expansion of the Lucky Strike Shows organized in Florida last winter with Eric B. Hyde, general manager; Tom Terrell, business manager; Jannette Terrell, general representative; Mrs. Eric B. Hyde, treasurer, and Tom Alton, special agent. The staff is still in power on the present organization.

In formulating the policy for the conduct of the shows it was unanimously agreed by all interested that amusement value should predominate and that there should positively be no questionable performances presented nor shady concessions operated at any time. The shows present what is termed a Midway Circus, consisting of free attractions of outstanding merit. It is generally agreed in carnival circles that the Hyde policies have been fruitful despite reports from some quarters that they give the public too much for its money. However, many showmen are doubtful if the virtues of this policy will ever be discounted by the present executive heads of these shows.

TRI-STATE SHOWS

(Continued from page 60)

retary, bookkeeper and publicity director.

Show had a good engagement for American Legion on Harper and Coplin avenues, on east side.

Shows have been playing in the Detroit territory under American Legion auspices for over two months solid. The present date was sponsored by Ferndale Post. Entire organization has been re-finished and the concession and office tents and equipment are new. In fact, rides are about only equipment on lot dating back to last year.

Beckmann & Gerety Shows

Battle Creek, Mich. June 7 to 12. Auspices, American Legion. Location, Emmett street showgrounds. Weather, first half bad. Business, fair.

Sunday run from Kankakee, Ill., made in remarkably short time, two-road move with transfer to Grand Trunk Railway at Harvey, Ill. Train arrived at Battle Creek 5 p.m., unloading started around



MRS. JOHN R. CASTLE, wife of the prominent carnival showman, is shown here after being presented with a bouquet of the famous Oregon roses while at the Portland Rose Festival recently. During her stay in the Far West Mrs. Castle is a guest of Hilderbrand's Shows, with which Lucile King is prominently identified. Photo by Bruno, Portland.

6, just about the time heavy evening automobile traffic was on. While the continuous stream of cars held up move to late, it was worth the delay in its value as advertising. First half of week weather very undesirable, Wednesday night being total loss account of heavy rains, but the last three days the picture changed, ideal weather and business very satisfactory. H. D. (Doc) Hartwick spent week in New York purchasing snakes and other equipment for show he is building. Doc's "New Gigantic" will probably be ready during Detroit engagement. Dolly and Bo Sherman, those two intrepid drome riders, have perfected several new hair-raising stunts this season that usually stop their show. These two dare-devils sure give the public the thrills they are looking for during each performance. Sam Gordon has become one of the shows most enthusiastic trailer fans. All the comforts of a first-class hotel combined with the comforts of a home; Sam says no more stuffy hotel rooms for him and the missus seconds that statement. Dick O'Brien, representing the Southern Exposition Company, spent Tuesday evening on the lot. Just looking over the territory, stated Dick. B. S. Gerety and Larry Hogan drove over to Lansing, Mich., Friday to visit the Sheesley Midway. Sonny Gerety is spending his summer vacation on the show. **KENT HOSMER.**

Great Superior Shows

Elgin, Ill. June 7 to 13. Auspices, none. Weather, rain three days. Business, fair.

For three days it rained just at opening time but all attractions did a little business. Show moves along as usual. If any show has had the breaks this year it is this one, but mostly bad, when weather was concerned. Boss O. J. Beaty has moved every week and has not followed another show into a town since opening season. Jack Duffy replaced Gregory Murphy as general agent and produced good results his first week ahead. W. Terry Martin and Phil Rocco left to organize Great Eastern Shows at Elmhurst, Ill. Geo. (Red) Heller left to play Iowa picnics that he plays every year with his Merry-Go-Round, Whip and Ell Wheel. Wimpy Baily joined with Ell Wheel and several concessions. Superior midway now covers five acres of ground and is still growing. **CLAYTON, Secretary.**

Texas Loughorn Shows

Port Arthur, Tex. Week ended June 12. Auspices, Junior Chamber of Commerce. Location, center town. Business, best of season.

Long jump from Tomato Festival, Jacksonville. Late arrival, which with a typical Gulf downpour, caused loss of Monday night. Parade out on time Tuesday and shows, rides and concessions got down to business as thousands of customers filled midway afterwards. State Fire Marshals and Fire Chiefs' convention opened at same time and city

was filled to overflowing with showfolk and visitors. A goody number were forced to take rooms in Beaumont. As Longhorn Shows moved off Gilham Circle lot, Big State was moving onto Negro lot across city. Many pleasant visits were exchanged. Leon Broughton spent a couple days as guest of management and enjoyed bathing and fishing along with show's outdoor fans. Jack and Mary Lou O'Neal came over from San Antonio, as did Madge Ayres Simmons, Federal Theater comedienne of Texas unit. Bill and Mrs. Dearmin (Madam Odus) are driving new Chevrolet. Ed Rife is heading his dining emporium, while Roy and Mrs. Johnson are holding down No. 2 eating place. Stork got busy last week and visited "Mrs. Murphy," of Hamiter Circus anthropoids, also "Madgalen," blue ribbon dancing horse of same troupe.

B. C. McDONALD.

Happyland Shows

Pontiac, Mich. June 7 to 12. Auspices, B. P. O. E. Weather, cool and rain first part of week.

Fourth year for show under local Elks. Lot used was Elks' parking space, four blocks from heart of town. Hard-working committee. Eight prizes each night and final night a car was given away. Opening night cool, the second much better, but third lost completely because of rain. Last three days very good with children's matinees Friday and Saturday. Ride-O was big money ride for week, being way ahead of others. John Rea's Side Show had very good week. Rea opened all-girl revue, *Streets of Cairo*, with complete new outfit. Arnold Ray-buck in charge of front, with Fred Bedford making openings and lectures. Enjoyed a very good week. Lee Sullivan, of Ell Bridge Company, was a visitor. Jack Watson placed his Cardio-meter this week. Ernie Clinton joined with novelties in charge of Jack Sisman. Mr. and Mrs. Parkin added a hoopla to their concessions. R. J. Quick opened with his knife rack. Frank Allen, concessioner, is a good man to work for, at least Tommy Murphy thinks so. Frank received a wire from Tommy in Los Angeles, Calif., saying that he was making 3,000-mile trip to join.

V. L. DICKEY.

Curl Greater Shows

Washington Court House, O. Week ended June 12. Location, E. Columbus street. Business, satisfactory. Weather, rain. Auspices, American Legion.

Crowds large first part of week, but spending was low. Saturday night's business was better than show's previous stand here. Splendid co-operation was had from American Legion. Several former members of show were visitors. Bill Lamb, agent, among them. Mrs. Curl made trip to London, O., home of show. Mrs. Ike Chapman, Bertha Mae Edwards and Tommy Edwards visited a short time with Donnie Chapman, son of Mr. and Mrs. Ike Chapman, who is attending a boys' academy at Fayetteville, O. Mr. and Mrs. Bob Crawford recently built a concession frame for their shooting gallery. General Agent Doc Edwards is on sick list because of infected teeth. Doc Cox is on front of Casa Loma Follies instead of Great Keystone. Mrs. Cedora Edwards is with Side Show as special attendant to Elsie Van Ritter, double-bodied attraction. Mr. and Mrs. Jack Denton, cookhouse operators, purchased a trailer. **L. E. (ROBA) COLLINS.**

World-of-Fun Shows

English, W. Va. Two weeks ended June 12. Location, Main street. Weather, fair. Business, good. Free gate.

Truck move and everything in readiness for opening Monday night. Had been 10 years since a show played this town. Best attendance and business so far. Show remained over for second week because of real good business. Altho it rained every day not a single night was lost. Officials and citizens were extremely courteous. Mrs. Mabel Bartlett joined and leader of show's Bridge Club. George Baldwin seems to be on the road to recovery at last. Johnny Riddick joined with his minstrel troupe, topping all shows. Eli Wheel still in the lead of rides. C. E. Terry had a bang-up week with his photo studio. V. Dearing added candy floss. W. T. Harden bought new top for his concession. General Manager N. P. Roland away on a booking trip. Steve Nichols added a concession. Many visits were exchanged between Dixie Model Shows and J. C. Sinclair's Minstrels showing near by. **W. DAVIS.**

Quill Quips

CARLETON COLLINS speaking: Markettes from Marks' Shows: Turk Laird has played this territory so often and for so many years they're naming babies after him. . . . Pretty Virginia Harrison had the same location in Trenton, N. J., this year that she had last, but not the same helper. . . . Sambo, a dark fixture around the shows, wants a Social Security account card so he can "be somebody". . . . The love bug has been flying around Mack Glynn's diner. . . . The winter book having closed with all unbelievers losing their bets, the summer book has been opened on Deacon Collins' stay on the aqua cart. . . . John Marks set a deadline but Jimmy Rafferty, second in command, is a convert and is covering all bets along with Collins. . . . Brayton Seamon's trailer broke loose coming into Bethlehem, Pa., and started down a hill. On one side of the street sat a new V-8. On the other side, a few feet lower down, was another new car. Seamon's trailer started for the V-8, struck a rock and veered away from it and headed into the other. Seamon closed his eyes and refused to go down the hill to see about the trailer, but braver Mrs. Seamon ventured down and found the house car right side up at the foot of the hill nestling against a bank, having miraculously missed both new machines and a deep ditch on one side of the hill. . . . Speaking of the Seamons, Milton Seamon, aged 7, has a girl friend. . . . Mack Glynn served black-eyed peas on a regular dinner recently and Josephine Haywood spent the evening waiting for her grits. . . . Vernon Moore, who went to school at The Rock, near Barnesville, Ga., has added a six-cat game to his concessions and named the cats for Marks' personalities and now royalty suits are contemplated. . . . It is Red Schultz, please, not "Mister". . . . Hazel Biggs tried to line up on a hoop-la but the sticks were weak. . . . Jall bait was plentiful at Bethlehem and Trenton but the boys were careful, mainly because the G-Man was ever watchful. . . . Mr. and Mrs. Paddy Ferocious Sullivan, grab jointers extraordinary, were the hosts at an Italian pie party and Mrs. Paddy went to a beauty parlor earlier in the week and came back with a permanent and a bottle of Alka-Seltzer. . . . Mrs. Vernon Moore did not go to a picture show in Bethlehem. . . . George Smale insists that the Lindy-Loop is a brute. . . . Unhappy Arch Carman has discovered a Caterpillar cannot be erected with a needle and palm. . . . F. B. (Slim) Carver, of the Caterpillar, declined to become a labor agent after Carleton Collins refused to be his patch. . . . The love bug lit on the Elf Wheel, ask William Lloyd for details. . . . Mazelle Hurd, witch motorcycle rider, is not sure it's a rib, those frequent trips of Husband James to Coney Island. . . . Jimmy Rafferty is not a concessioner . . . any more.

KENT HOSMER speaking: On Beckmann & Gerety midway Nancy Miller took it on the chin (but not physically) Wednesday night in Champaign, Ill., when a group of about 50 students from the university decided among themselves 15 cents would be tops for them to pay for a visit to *Gay Paree*. The regular admission price being 25 cents, Nancy stood her ground, so the boys squatted on the lower steps of the ballyhoo platform and on the grass, making no disturbance except when the girls were brought out to bally, and then what a bedlam of noise would break forth. Nancy, all smiles for her boys (as she called them), simply said 25 cents and the girls would then leave the platform. This continued for some time and the students said they would sit there all night if necessary and Nancy would continue saying 25 cents please. As the demonstration was causing the midway crowd to jam that end of the midway, officers at last talked the boys out of their determination to continue the sit down. It was noted as the boys moved on over half of them circled back and paid the 25 cents to see the show. Which all goes to show that Nancy is a little diplomat as well as a good entertainer and emcee. . . . Thirty-five years a circus acrobat, now in his early eighties, Christopher A. Livingston spent several hours on the show Wednesday visiting his old friend Harry Potter, manager of the Peerless Potters. Livingston, who lives near Champaign, retired from active work 24 years ago and he and Potter had not seen each other in many years. During their hours of reminiscing of years spent trouping under the big tops they recalled the last time they had met was in Brazil, South

America, Potter was just leaving for the States after completing a successful South American tour and Livingston had just arrived from the States to start a tour. Livingston stated he took the first bicycle to Peru, S. A., which would cause a great sensation when he would ride it thru the streets. . . . Johnnie May Regmatin, dusky fast-stepping chorine, and Leon Robertson, star comedian, both with the Cotton Club Revue, Jess Shoate's colored production, were married Thursday night on the stage after the last evening performance was presented. It was not a public wedding but was attended by a great percentage of the midway family, and the happy bride and groom were recipients of many gifts from both their colored and white friends on the show.

WALTON DE PELLATON speaking: "Illustrious: E. W. Coe, eminent posture of self-assurance and confidence. . . . Iceberg: Lucille King, outwardly a mountain of ice, inwardly a seething volcano. . . . Iconoclast: Charles Soderberg, slowly but surely wrecking all idols of yesteryear. . . . Icicle: Virgie Miller, a glittering pendant surrounded by phosphorus. . . . Ideal: Leona Barie, mental visions floating among the clouds. . . . Idiom: Keith Sutton, master of carnival leasanguage. . . . Imagination: Danny Callahan, a fancy for conceiving bedtime tales. . . . Imbroglio: George Morgan, one feminine complication after another. . . . Immigrate: Danny Barnett, settling to marital bliss in Roseburg, Ore. . . . Immiscible: Chet Saunders, water and gasoline will not mix. . . . Immutible: Betty Coe, her friendly smile and cheerful disposition is changeless. . . . Imp: Jack Clifford, cutting capers to expert degree. . . . Impeccable: June Pickard, not liable to dislocate her knee often. . . . Impetuous: Charles Marshall, hasty in love, but slow at recovery. . . . Impotence: E. Pickard, weakness for feminine charms. . . . Importune: Vivian Taylor, teasing and tantalizing is an art of feminine perfection. . . . Impregnable: Clarence H. Alton, invincible in piling up gross receipts. . . . Improvidence: Bud Cross, thriftiness in all things. . . . Improvise: Myles Nelson, offhand he is considered an expert shot. . . . Inaccessible: Verna Seeborg, thus far Cupid has been unable to reach her heart. . . . Inactive: Ida Pickard, idle is as idle does, still it has its reward. . . . Inadventure: Delbert McCarty starts jumping like a Mexican bean when he gets careless. . . . Inauspicious: Jerry Mackey, unlucky at love lucky at cards. . . . Incentive: Margaret Balcom, there must be a motive to every move before it is made. . . . Incertitude: Reggie Marrion, the uncertainty of his perilous position atop the high pole holds the crowds agog. . . . Incessant: Hazel Fisher, perpetual dieting without results. . . . Inchoate: O. H. Hilderbrand, born anew upon the ar-

rival of Betty-Joan. . . . Incrogruity: Ronald Richards, unsuited when it comes to monkeys. . . . Inconsistent: Peggy Nelson most contrary when it comes to eating her cake and having it, too. . . . Indifference: Marjorye Soderberg doesn't care whether school keeps or not. . . . Indomitable: Fern Chaney, undaunted and undisputed woman wrestler or ladies rush in where men fear to tread. . . . Inestimable: Fred Stewart, invaluable in filling various positions. . . . Influence: Claude Barie, always at the head of the parade. . . . Ingenuity: Mae Stewart, clever in accomplishment while wandering in the darkness. . . . Injudicious: Fredrych Nelson never looks before he leaps. . . . Insight: Marie Alton, gifted with discernment. . . . Inseparable: Marjorye Starr and Virginia Lewis, Siamese Twins. . . . Insoluble: Giggles Cardwell, the human riddle without a cue. . . . In-spirit: Al Kennan, feminine charms animate the spirit with weakening resistance. . . . Insular: Don Varo, water, water all around and not a drop to drink. . . . Intrigal: Art Anderson, to complete a task is one well earned. . . . Intellectual: Mrs. John R. Castle, with aptitude and understanding. . . . Interact: Jean LaVell, sweet interludes worth a king's ransom. . . . Interim: Ralph Balcom, in the meantime let's go fishing. . . . Intrinsic: Mrs. Ken Taylor, friendly, sincere, naturally true. . . . Intention: Emmy Clifford, do unto others as you would have them do unto you is her motto. . . . Irradiance: Lucille Grisham, beams of lovelight a-shining for Babe Brisham. . . . Iteration: Mart Verdon, life is one show after another. . . . Itinerary: Johnnie Cardwell, en route a trail-breaker with a sense of humor. . . . Ironical: Dick Carr, never minces words. . . . Intercession: Mr. and Mrs. H. Bolton meditating on pleasant dreams of days gone by. . . . Impanel: Jimmy Heller, enrolling in the task of tearing down and setting up. . . . Imitable: Max Williams, only clown on the show. . . . Ibe: Thomas Kirkpatrick, a mountain goat when it comes to climbing obstacles. . . . Interview: Annette Heller, with daily conference that brings cheer to her associates. . . . Invert: John Hertl, the world is upside down unless he receives a daily letter from Monrovia, Calif. . . . Invisible: Stanley Cole, hidden talents becoming apparent for the first time. . . . Intersperse: Evelyn Kennedy, scattering seeds of goodfellowship. . . . Intermittent: Red Grove, spasmodically a member of the show. . . . Illusion: Hilderbrand's United Shows, forging ahead on their triumphant tour of progress. . . . Without a nay: The Ayes Have It."

JACK E. DADSWELL speaking: The all-colored musical revue presented by Leon Claxton this season under title of "Claxton's Swing Stars" is one of the most dynamic and compelling attrac-

tions of its kind in the midway world. Stage settings and decorations, designed and built by Aiden Pyle, of Tampa, whose handiwork appears in many beauty spots on the Royal American Shows midway, run the course of fanciful colors, brilliant illumination of theaterlike propensity and construction. . . . Costumes, stage facilities, dressing room equipment, seating facilities and top are all new. The front which last season caused a furor in the midway world because of its modern construction and massiveness has been embellished with new-style lighting that goes in for red and yellow neon extensively. . . . Virtually an entire new performance is offered this season with personnel brought south for the opening engagements directly from some of Chicago's largest night clubs. . . . Leon Claxton is producer and emcee, and George Haley, who for several years managed Royal American's midget attractions, is front manager and talker. Ticketmen are Eluis Torrence, Richard McWilliams and Ernest Black. . . . Musicians: Robert Harold, Laymon Pate, Felton Carter, William Balbauger, George Washington, Thomas Harrington, Hayward Bryant, Francisco Bello, Walter B. Watson and Arthur Bullet. Performers are Robert Howe, Augustus Jackson, Bennie Sparrow, Herman Worlds, Alexander Shaners, Walter Foster, Rudolph Green, Dolores Bates, Gwendolyne Naves, Hilda Smith, Elise Highsmith, Anna Ellis, Dorothy Poole, Elizabeth Sparrow, Antoinette Wilson and Doris Williams. Canvasmen, helpers and groundsmen: Perceyas Rasler, Willie Frank Richardson, James T. Moss, Willie Donald Killings, Charles Hall Jr., M. J. Hall, Joseph Leszaras and Mitchell I. Stroud. Zephyr Washington is cook.

STARR DeBELLE speaking: With *The Billboard's* arrival on the lot containing the "Fifteen Years Ago" column reading "Johnny J. Jones Exposition was playing to a banner business at Johnstown, Pa." History was again repeating itself during the same week of 1937. . . . Again as last year Monday was lost thru rain. Rain hit the show again on Saturday night at 10 p.m., late enough to not hurt the gate attendance badly. Altho the shows and rides lost the usual closing night late play. . . . Not only did the front gate register the season's largest gross but each show, ride and concession did likewise. Texas Zeke and his Hell Drivers topping the show midway with Lauther's Side Show, Harlem and Dixie and Lee Young, with the Royal Russian Midgets right at his heels. . . . The platforms of the different riding devices were packed with patrons waiting to get on from early at evening until late at night. . . . Mrs. Phil C. Travis, of Nashville, Tenn., formerly of Johnstown, while visiting homefolk also visited the show and friends nightly. Mrs. Grant Smith (Sister Sue), sister of the late Johnny J. Jones and most beloved by the show's staff and entire personnel, spent the week as the guest of Mrs. Travis. Sister Sue received a grand welcome on the midway and arranged to be the guest of Mrs. Hody Jones during Pittsburgh engagement. . . . The show was originally billed to play on the Conemaugh showgrounds further out, but by quick work of Special Representative Tommy Thomas the lot was switched to the Woodvale Circus grounds the day before the show arrived. The Blue Devils Drum Corps, under which playing, immediately changed the street car ads, ran special ads in the newspapers and sent billers out to change the location on all paper. Headed by Oscar Hampton, committee co-operated in every way to make the date a success. . . . Visitors: Management and their families of Ebensburg (Pa.) Fair. Eddie Hagan joined to orate on the Hell Drivers. Edgar (Red) Hart was suddenly stricken with paralysis. Flying Otaris, center location free act, talk of the town.

Life on the Carnival Lot

Often heard on the arrival of a carnival, "Whatta tough life them boys have," others say, "No home, no friends, and nearly no life." We have heard this repeated time and again, and formed the same conclusion as we have so often heard as spectators on the carnival lots, until the arrival of the Bantly All American Show in Barnesboro your writer showed sympathy with the carnival boys, he was invited to attend one of their weekly get-together meetings in one of the tents on Wednesday night, and after the meeting he had formed an entirely different opinion of the show boys.

The weekly meetings are for everyone employed on the carnival, whether it be the proprietor of a concession or the owner of the entire show. This meeting is called to raise money for the sick and accident benefit fund of show people. An admission fee is charged everyone, bingo is played on the inside with a portion of the receipts going into the fund and the other part being awarded to the winners. Following the bingo games, officials address the group on the operation of the show. They ask for the support in the maintaining of health and sanitation as the primary issue. This is urgently requested by the Bantly show as they urge everyone to maintain the high standard of cleanliness this group possesses. The officials then ask for suggestions on the way in which the employees feel the carnival should be operated, much response is usually given on this question as everyone wants it run their way. Following the addresses by show officials, newcomers into the show are presented and introduced to the audience. They are asked to give auditions, either sing, dance, play, humorous impromptu talks, or acts of different nature.

With much interest focused on their recent meeting, it was convincing to note the harmony in which the employees and the employer maintain among them. It was also interesting to note the interest the employees showed in the operation of the show, the fine acts presented at these meetings and the fine way the employees and the employers receive these meetings. In other words, the meetings are for the good and welfare of the show and their patrons as well as make it cheerier life for those on the carnival lot.

—(Editorial, *The Times-Tribune*, Barnesboro, Pa.)

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GASOLINE BURNERS
 Stoves, Lanterns, Tanks, Generators, Wire, Etc.
 Let us replace your old worn-out equipment.
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WANTED SHOWS

With or without own outfits for Kansas Wheat Belt. Grind Stores, Lead Gallery, Photo Gallery, Custard, Ride Help, Show Builders, Girl Show and Ten-in-One open. Useful people in all lines. This week Glasgow, Mo.; 3d of July Celebration, Kansas; July 5th, Wamego, Kansas. DAILEY BROS.' SHOWS.

Midway Confab

By THE MIXER

MILWAUKEE: "On again, off again. Finnegan"

in its show news." Bet Varney gets back in the business at some future date.

JOHN R. CASTLE: The carnival world is waiting for your big announcement!

BALTIMORE—J. H. Bowen letters: "John T. McCaslin reports progress in connection with the management of the midway for the Maryland State Fair, Timonium."

DICK GILSDORF — Where are your Paramount Shows?

ELIZABETH, N. J.—Lee McDaniel cards: "Business is much better and way it looks now it will be the best season for me in many a year. All the showfolk on the Kaus United Shows are happy."

OTTUMWA, Ia.—C. I. Reeve cards he is with Greater American Shows.

NORFOLK, Va.—John Farrington Jr. letters: "My compliments to *The Billboard*. The most understanding beneficial magazine on any news stand."

DANVILLE, Ill.—Mrs. Ed O. Kelsey cards: "Formerly known as Mrs. Lena Miller. Underwent a surgical operation at St. Elizabeth Hospital June 11, but am improving rapidly. Once of Miller Midway Shows."

REMEMBER Raymond E. Elder, formerly of carnival, circus and vaudeville theaters, who turned farmer at Ottawa, Kan.

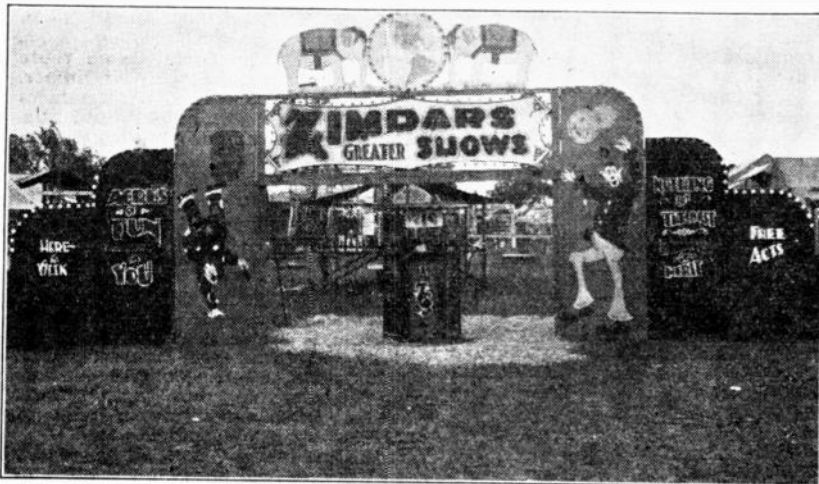
ATWATER, O.—Warren Unger letters: "Leaving for Southern Ohio, Kentucky and Tennessee. Buy *The Billboard* off the news stands. After I get settled I will subscribe for it, as it is a wonderful paper. Can an agent join the Showman's League of America?"

PERHAM, Minn.—Irene DeMars letters: "Am dancer and guitarist. Recently joined Hawaiian Follies on Golden West Shows."

WONDER WHAT is going to take the place of blade and sword boxes in carnival side shows. Something new is needed.—Soapy Glue.

NO MAN can work with his arms folded, but he can do a lot of thinking that will give himself and others plenty to do if he thinks along constructive lines.—Red Onion.

COAL CREEK, Tenn.—Freddie Myers letters: "Cumberland Valley Shows will play 4th of July stand in Kentucky and will start their fair season August 15."



"MAIN ENTRANCE" OF ZIMDARS' GREATER SHOWS, taken recently in a town along the route. Note the two cutout elephants on top with the "World" rimmed in electric lights between them and the two clown pictures on each side with ticket box in center of doorway. Since the return of pay gates to carnivals there is quite a rivalry between owners as to who can create the unusual in main entrances. This one is Harry Zimdars' contribution to the gayety of carnivals.

DAVE ROSE used to be around New York and always promoting something on Long Island. Wonder what became of him.

WHITING, Ind.—Jim Wolfe cards: "C. Luse has opened another side show on Ai G. Hodge Shows, consisting of monkeys, snakes, mentalist, featuring Chief Rain-in-the-Face, the geek that eats razor blades and handles snakes."

JACK E. DADSWELL seems to like photography but apparently does not care much about show news that would interest those in show business.

TULSA, Okla.—H. D. Binns letters that a carnival will be booked for the annual Dewey (Okla.) Roundup. Most all recognized celebrations over the continent consider carnivals as essential to their success.—Wadley Tif.

CUMBERLAND, Md.—R. E. (Doc) Robertson cards: "Am not connected in any way with John Gecoma or his Elane Exposition Shows."

RUBIN GRUBERG said he tried to build the most attractive main entrance in carnival business so that he and his help would not have to be bothered by the public asking "WHERE IS THE MAIN ENTRANCE?" Ruben really has a big flash in his pay-gate setup.

MASON CITY, Ia.—Harry Falor, electrician, cards: "My father and mother had to leave for Parsons, Kan., as he was taken very sick and is now in M. K. and T. Hospital that city."

JIM R. KENNY, Hagerstown, Md.—It is not fair to ask *The Billboard* to print matter in its news columns that is purely advertising. If you wish to reach Ernest Norton write him a letter care the mail department of *The Billboard* and it will be advertised.

PARKERSBURG, W. Va.—Bud Valler letters: "After a successful spring season with J. J. Page Shows with my Sahara Rose show I purchased a Covered Wagon trailer while playing here."

LITTLE DON EASDALE, a recent arrival in Cincinnati after closing with the Barkoot Bros.' Shows with his Australian whip, hand-balancing and fire-eating act, using a pair of monks as a bally, left the Queen City last week to join a show playing Kentucky territory.

JEROME S. GOTTLIEB, well-known New York concessioner, is currently managing the concession department of the World Trading Corporation, Manhattan.

PONTIAC, Mich.—Ernest L. Kent letters Charles Wirth: "Had a nice visit

IF ALL the promises made in this world were fulfilled it would add much to the relief of what little unemployment there exists today.—Soapy Glue.

SACRAMENTO, Calif.—Cecil Varney letters: "Ex-showman. Constant reader of *The Billboard* and take deep interest

with John Voseberg and Jannie Groves with W. G. Wade Shows here, also with Wilno, cannon act, and Doc and Lorena Carver, diving horse act, with Sheesley Midway."

LAW AND ORDER must prevail if society is to function properly. If there is any place law and order must prevail it is on a show lot.—Wadley Tif.

GALENA, Ill.—Lou-Louette cards: "Owing to mistake, Lu-Lucille and not Lou-Louette is with the Al G. Barnes-Sells-Floto Circus, with Duke Drukenbrod in Side Show. I am with Al C. Hansen Shows. Sorry indeed to learn of Ray Glaum's death."

AKRON, O.—George D. Camp Jr. letters: "Plan to go on the road. Been getting *The Billboard* and scanning the advertisements for something that will suit me. May put on a hamburger stand

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AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS

MILLARD & BULSTERBAUM
2894 W. 8th St.
CONEY ISLAND, N. Y.

or a merchandise wheel concession for the fair's."

TERRE HAUTE, Ind.—Gene Padgett cards: "Blue Ribbon Shows are a-hitting good ones at last. Everybody on show is getting money and all is serene. My *Cariooca Girl Revue* is topping shows on midway. Mr. and Mrs. Bert Melville and Lillian send regards to *The Billboard*."

NORWOOD, O.—Albert Ackermann letters: "Manager Six Tip Tops. Home here on a visit. Open fair season July 3 in Minnesota. May 24 celebrated my 41st anniversary as acrobat and ground tumbler and can still hold my own with some of the youngsters in the troupe."

LOGAN, O.—Harry Thonar letters: "Walter Baker has the most beautiful snake show I have ever seen. He calls it Death Valley. Has nice flash and banners, jungle scenery inside and neon lights. I am former troupier, was in it for 30 years, but now in restaurant business. Baker is with J. F. Sparks Shows."

RIDE MEN do not want brass when the season is on in full bloom. It is bad enough when it is tough in the spring. Give ride men some white money if you want to hold them.

CHAMPAIGN, Ill.—Kent Hosmer, press agent Beckmann & Gerety Shows, letters that he is now very busy getting out advance material for the fairs to be played by the show. Kent says with his set duties he manages to keep going about 18 hours a day, and that he went to Chicago and stocked up on mats and cuts of the show's many new features.

GEORGE HIRSHBURG, secretary of Cetlin-Wilson midway, deserves a lot of credit for manner in which he handles all extra work that Social Security Act takes up. Not only does George do all show work by himself, but slogan around Cetlin-Wilson Shows has become, "Let George do it," says Ted Miller, show's press agent.

BLUE ISLAND, Ill.—Doc O'Malley letters: "Have side show with Imperial Shows and doing very well. Acts: Madame Leonie, mentalist; Professor King, puppets; Bobbie McGlinchey, sword box; Doc O'Malley, talker and lecturer on animals; Red Hardcastle and Jack Yoder, tickets; Evelyn Erwin, annex."

BRIDGEPORT, Conn.—Mrs. Nellie Zarzo letters: "I find *The Billboard* very interesting. My husband has a four-legged chicken which has attracted much attention from our neighbors. If *The Mixer* would like a picture of Caroline (that is the chicken's name) would be pleased to send it as I am sure that many people would like to see her picture in *The Billboard*."

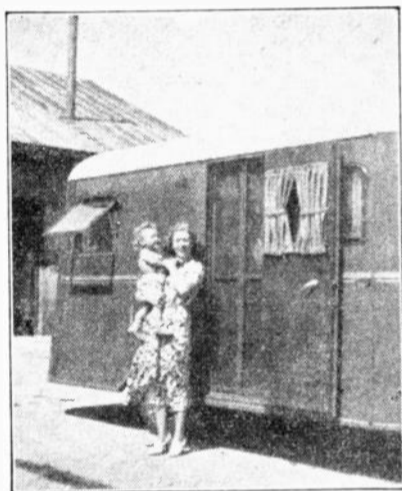
ENID, Okla.—Jack Edwards cards: "J. George Loos, owner Greater United

Shows, returning from Tulsa, Okla., to the show in Wellington, Kan., when on the highway near Ponca City, Okla., his car was sideswiped by another car. He was forced into a ditch and his car demolished. Lucky for him he was not hurt, just shook up a bit and a few minor bruises."

WHAT DO you think of a side-show manager who will pull stakes in the middle of the night and fly away without notice to the management he had previously pledged support? Looks like "independent" and unreliable!

CINCINNATI.—Murle Parmelee and Mrs. Carrie Greenwald, accompanied by her daughter, Helen, and Morrie Suber, visited *The Billboard* offices last week while playing Harrison, O., with Gooding Shows Unit No. 4. They are athletic showfolk and were playing the firemen's celebration with Gooding, but will later on make fairs and celebrations independently in Ohio and other States.

DAMON AND PYTHIAS of the carnival business are Joe Redding and Lou (Peezee) Hoffman, of the Rubin & Cherry organization. Almost invariably where one is the other is also, whether it be in Florida or near the North Pole. They seem to have some big secret. Probably this coming winter they will take a carnival on flat cars to Florida as they planned for many winters past but never did.



MRS. JUNE TETTS, and Fletcher Tetts Jr., of All-American Shows, on which her husband is a concessioner. This photo was snapped while the shows were playing Pawhuska, Okla. Mother and son are shown standing outside the Tetts' Travelogue house trailer.

MARY ANN (Spaghetti) Mrs. Art Alexander, of the Blue Ribbon Shows, wants to know why Red Onion calls her husband Grapefruit. Well, Mary Ann, when a lot of us were in Fort Pierce, Fla., one winter with Mr. and Mrs. L. E. Roth's show Art tried to borrow a grapefruit from you to give to Red Onion and you were a bit slow in passing it out from your house trailer. No offense, Spaghetti!

CINCINNATI.—Visitors to *The Billboard* offices last week were C. L. (Doc) Barnett, of the Pacific Whaling Company, of which M. C. Hutton is manager and R. S. Quaintance is general agent. Doc was in from Hamilton, O., and said business had been very good in Ohio stands. . . . Louis Hanson, Big Eli Wheel mechanic, en route to join a show that dishes out a few dollars and not brass once in a while.

GREENFIELD, Mass.—Coleman Bros.' Carnival did not appear here prior to the fair at the request of local organizations. It is planned to have the shows play here auspices Franklin County Fair, where they have appeared in the past as the midway attraction. This town has not had a carnival outside the fairgrounds since 1921. It's no harm to protect a fair that values a carnival as its midway feature, is it?

PORTLAND, Ore.—Paul H. Hudepohl, manager Jantzen Swimming Association, letters Claude R. Ellis: "Hilderbrand's Shows here for the Portland Rose Festival. Free acts went over big. Charles Soderberg, 58-year-old high diver, did his stuff daily. Ninety-foot dive into 4½-foot tank. I measured the depth.

Four Thrillers did high ladder act to appreciative audiences."

BAY PINES, Fla.—Eddie LeMay letters: "Been in carnival business 33 years. Was cookhouse man with Rubin & Cherry, Johnny J. Jones, Bruce Greater, Marks, Cetlin & Wilson, Happyland and Northwestern shows. Sold my cookhouse to Al Wallace and am now operating a roadhouse and camp at Gibsonton, Fla. Had about 100 showfolk with us past winter. Expect to be here for some time to come."

CINCINNATI.—H. W. Walker notes: "Just passing thru. Am talker. Saw John R. Ward Shows in a couple of spots and he is to be congratulated on his success in building up his show. Everybody on it seemed satisfied and all report good spring business. Am en route to join a show in Michigan. Regards to *The Billboard* and Red Onion. We in show business could not get along without *The Billboard*."

SANDUSKY, O.—J. D. Reaves Sr. letters: "J. D. Reaves Jr., talker on Gay Paree Show with Beckmann & Gerety Shows, made a hurry-up run from Champaign, Ill., to Duluth, Minn., to be at his sister's bedside. She was burned severely about shoulders and head, but is doing nicely. She is now Mrs. Chester Finch, but formerly known as Darial Resta. Mrs. Reaves is at her daughter's bedside. J. D. Sr. and Mrs. Reaves will be at Cedar Point, O., until the fair season starts."



MRS. MABEL COLLINS and her pet dog, "Mr. Pooch," sitting on the grass in front of her housecar at Sandy Beach, Russells Point, O., where she and husband are spending the summer operating concessions. "Mr. Pooch" is credited by its owner as being quite a hero, having saved the housecar from being burglarized recently.

"COME ON BOYS!" Those in the business who advertise that way are just planning to put themselves out of business.—Tillie Few Clothes. Some carnivals have more "stores" than there are bolts in some hardware stores.—Red Onion. Tut! Tut! Boys! You are out of date.

ARRIVING in time for opening at Bradford, Pa., was a brand-new set of



LOADS ON ONE SEMI-TRAILER. EYERLY AIRCRAFT CORP., ABNER K. KLINE, Factory Representative.



EVANS
MONEY MAKERS
 Rely on Evans 44 Years' Experience for the 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 \$7.50 up
 of All Kinds
FREE CATALOG

Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sats, Creepers, Grind Stores, P. C.'s and Cages, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!
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 1522-28 W. Adams St., Chicago, Ill.

LIGHTING PLANTS \$250.00
 Manufactured by **UNIVERSAL MOTORS CO.**
 4-1/2 K W.
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 Small 4-Cyl. Beta, Capable Lighting 100 80-100 W. 1 Lamps.

LIGHT. COMPACT ECONOMICAL
EDW. SAMARA, Inc., 37 South St., New York

POP CORN
SOUTH AMERICAN GROWN
 SPECIAL WHITE — \$5.50
 S. A. YELLOW — 6.00
 Both Per 100 Lbs. — F. O. B. Kansas City.
THE BAGNALL CO., Kansas City, Mo.

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 Have your own Phone Communication System right on the lot. One-way Systems as low as \$13.50—two-way, \$27.00. (Buzzer and Battery Included.)
 We manufacture (since 1923) Detectophones and Recording Sound Equipment for Indoor and Outdoor use to suit any pocket.
MILES REPRODUCER COMPANY
 114 West 14th St., NEW YORK CITY.

OCTOPUS
 "World's Newest Ride Sensation."
56 UNITS
 Sold to Date. Accepting Orders for July Delivery
NOW
SALEM, OREGON

Candy Packages Crushed Pineapples
 The Scoop for Candy Buyers. Carolina 4 1/2 ea. Candies
 Contains Chocolate Crushed Pineapples in a FLASHY BOX WRAPPED IN ASSORTED COLORED CELLOPHANE.
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 Per Carton \$4.95
 25% Deposit. Bal. C. O. D. Write for Catalog.
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ELECTRO - FREEZE
 GREATEST SENSATION IN SANITARY FROZEN CUSTARD MACHINES, AIR COOLED COMPRESSOR, NO ICE NO SALT NO WATER
 (These Features Will Save the Cost of the Machine in One Season.)
 Cleaned and Sterilized in 5 Minutes.
 Capacity 30 Gallons per Hour—50 to 60% Overrun.
 Can be seen in operation With Frank C. Miller, en route with Ringling Bros.' Circus, World of Mirth Shows, Art Lewis Shows, Wm. Glick Exposition Shows, or call or write to us direct at
PORT MORRIS MACHINE & TOOL WORKS
 712 East 135th Street NEW YORK CITY

It Pays To Own A TILT-A-WHIRL

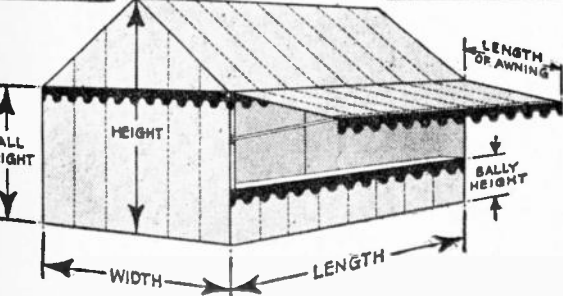


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 Give Measurements as Indicated BUY from Factory SAVE Money
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 26th and Reed Sts., Phila., Pa.

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 1937 DE LUXE KIDDIE AUTO RIDES
 MORE THAN 130 SATISFIED OWNERS.
 "Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,350.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.
ALLAN HERSCHELL CO., Inc.
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For the latest 1937 Model ELECTRIC REFLECTOR LIGHTED HI-STRIKER. STEEL PARTS USED in ALL sizes from 17 ft. to 40 ft. high. Outfits weigh 225 to 800 lbs. We supply 2, 3 and 4 Manuals; very largest Chime Groups in colors and nickel; prices lower, \$45.00 and up, depends on the size. FINEST DOUBLE STRIKERS, \$65 up; TRIPLE or 3-in-1 Machines, \$100 up. We build many new ideas in Games for 1937. NOW is the time to get ready EARLY. Get particulars NOW. BALL GAME WORKERS! LOOK! Baseballs and Supplies, Low Prices. Established over 25 years. Factory at 77 Turrill Ave., Address LA PEER HI-STRIKER WORKS, LaPeer, Mich.

THIS WILL BE THE BIG MONEY YEAR

THE ORIGINAL CANDY PULLER
 ← DISPLAY PULLERS
 Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.
 All replacement parts in stock for immediate delivery.
 WRITE OR WIRE FOR DESCRIPTION AND PRICES.
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BANTLY'S ALL-AMERICAN SHOWS

Want at once High Fire Dive and High Pole Act. Eddie Lewis wants Girl for Rhythm Revue, also Accordion Player. We pay in cash and every week. Can place Grind Shows that don't conflict, also Illusion Show. Great Lester, let us hear from you. Following concessions open: Clothspin, Pitch-Till-Win, Fish Pond, Duck Pond. Can use good Ride Help. Caterpillar for sale, in good condition. Write or wire MDNESSEN, week June 21st; MEADVILLE, week June 28, all PENNSYLVANIA.

15 banners, made by Cad Hill, and a new 140-foot top to make Duke Jeanette an entire new outfit for his side show.

In a statement to *The Billboard* Duke said: "In other years I have waited for the fair season to start before buying new canvas and banners, but I have found that a clean, fresh outfit on still dates brings enough added revenue to compensate for the added cost."

FRANK BUCK—An animal man one time told Red Onion that when a lion in his native state gets ready to die that he kisses his family good-by and goes to a distant open place in the forest, lays down on his stomach, stretches out his front legs, then drops his head between them and goes to the Lion Heaven caressing mother earth. What do you know about this, Mr. Buck?

FORT WAYNE, Ind.: Max Goodman, general manager Goodman Wonder Show, letters: "From opening date in Raleigh, N. C., we had Valencia, high-pole act. He was with us until closing date at Kalamazoo, Mich., June 5. He has a great act, pleased our public and a real drawing card. He closed with our show to fill a previous contract with George A. Hamid. Valencia is a real trouper and a man of his word. He made the stay in Kalamazoo a huge success and we will appreciate having him mentioned in *The Billboard*."

GALLUP, N. M.: Don M. Brasher letters Claude R. Ellis: "Am no longer general agent Yellowstone Shows. Am back in the promotional field. My relations with Mr. and Mrs. W. S. Neal, owners

RICHMOND, Calif.:—Foley & Burk Shows had a very good week's business at the celebration held in Martinez, Calif., recently. . . . Report has it that Al (Large Sombrero) Fisher will take the Clark Greater Shows for a trip around the curve shortly, playing towns in Utah, New Mexico and Arizona. . . . New addition to Clark's organization is an Auto Skooter. . . . Suggested theme song for the G Wheel Boys, "Tramp, Tramp, Tramp, the Boys Are Marching." Right out of the carnival business, it may be added. . . . Much speculation is going the rounds as to whether confetti nights will be revived again on Friday nights with carnivals as of yore.—Duck Soup.

IT IS TO BE regretted that there is still a class of "ancient method" carnival managers who will sneak on the lots of others to try to see what they can take away that does not rightfully belong to them in the way of shows, rides, concessions, free acts, musicians, performers, workmen and so on. Their method is to go in the back end of the lot and to avoid the office of the show they are "visiting." Then they call themselves "brother showmen!"

SAN FRANCISCO—Nathan Fisher letters: "Town was full of showfolk during Golden Gate Bridge Fiesta. They all seemed busy in selling or promoting something. All did an excellent business. This city showed more life than ever before in history. The carnival spirit predominated. Milkmen wore new costumes, clerks sang while they worked and money seemed plentiful. Wrote and edited Golden Gate Co-Operative Program. Have decided to devote



"OH FOR THE LIFE OF A FISHERMAN!" Here is shown an annual fishing party at Vineland, N. J., which netted Marks Shows fishermen a total of 497 croakers, weak fish and trout. Every year, Carleton Collins says, the rod and reel boys of the shows motor to the near-by New Jersey coast and play havoc with the finny tribe. Pictured left to right are Frank (Polack) Bresk, Jackle Holliday, Herman Tribue, James (Turk) Laird, James Roach, Jimmy Hurd and Bill Margerum. Photo by Walter Holliday.

and operators of the shows, were most pleasant and we parted the best of friends. They have a very fine show and their dealings were to the letter in every respect. I made a contract last winter to manage the Veterans of Foreign Wars' Fourth of July celebration and have never failed a committee I made a contract with."

C. GUY DODSON, general manager of Dodson's World's Fair Shows, says Dave Carroll is not one to hog the spotlight when complimented on the appearance of his show. He is quick to inform that his able assistant manager, Bert Miner, must be given his share of praise. Bert was in complete charge of all building and construction at quarters. Many of his original ideas are now in force on the show. As a clever designer and builder of shows he ranks high in the outdoor show world. "I have the fullest confidence in his ability at all times," remarked Dodson.

WHITE HALL, N. Y.:—Walter Lankford letters: "Lankford's Family Band is with O. J. Bach Shows and am happy to say that we are well satisfied with the show and its management. This is a clean show and we always feel just as welcome Saturday night as we do on Monday morning in each town. Harry Stahler, of Albany, N. Y., an old minstrel musician and with dramatic tent shows, joined the band for balance of season. It is a six-piece white band with red, flashy uniforms. Show also has a public-address system and operates behind a 5-cent gate. Lights go on every Monday night and are always dependable."

my time to special publicity work for expositions, circuses and theaters. Will let my father, Harry Polish Fisher, keep the home fires burning in the carnival field."

SANDUSKY, O.:—Joe Austin, manager Palace of Wonders Company, letters: "Our No. 2 unit opened here at Cedar Point, Saturday, June 12. Have a nice flash in same building we occupied last year. Everything decorated lavishly with mirror-crystal glass lettering. Pit 57 feet square with large stage in rear and two other stages along sides of pavilion. Show is titled Wonderland. We look for a very satisfactory season and I believe we have an organization to warrant our anticipations. Thank *The Billboard* for the layout of our advertisement. Bluey Bluey and Joe Tracy Emmerling join in good wishes to *The Billboard* staff, whom we invite to visit our shows at any time."

AMSTERDAM, Holland.—Dr. Ben Pardo, mentalist, letters: "Was in the city of Gronuhgen, where there was a 'Kermis' or carnival. Over here the carnival is a big affair. People save their money for a whole year for this occasion and during Kermis Week the whole town is in excitement. Shows, rides and games are almost like as in the United States, but the Hollander takes his Kermis Week almost as a serious occasion. Nothing must interfere with his yearly fun. After being away 35 years I am a stranger in my home town. Was fortunate enough to see my parents still alive, mother and father both 82. After eight years with Pete Cortez Side Show, on Beckmann & Gerety Shows, without

intermission, these four months' vacation in my native Holland are being highly appreciated. Am leaving for the Paris (France) Exposition."

WICHITA, Kan.—Jack Edwards letters: "Both Beacon and Eagle newspapers very liberal with space for Greater United Shows here. Business was good when weather permitted. Lost three nights first week account rain. Our good friends Mr. and Mrs. W. F. Floto were on the lot every night. Anderson, of Anderson & Shrader Shows, visited. Mrs. Loos and son, J. George Jr., came from home, Laredo, Tex., and joined here. Little George had been attending school there. Maple Williams added another concession. Entire show has been repainted and looks good. Regards to Dan Weber, Bill Sachs, Frank B. Joerling, E. W. Evans, A. C. Hartmann and all the rest of The Billboard staff."

PERTH AMBOY, N. J.—P. Van Ault with Kaus United Shows letters: "Season so far with me has been about 75 per cent better than last year. It was so good and the crowds so big and rough at Wallington, N. J., I had to get a special officer for the entire week. He was so taken with show business he

wanted to get a leave of absence and go with me for the balance of the season. In seven weeks we have been out only had three days rain. Big crowds every night and good spenders. Pay gate 5 cents. Have enlarged my arcade to 24 machines. Have made both big and little jumps but always opened every Monday night."

CHEYENNE, Wyo.—Mel. H. Vaught, manager State Fair Shows, letters: "Mud, rain and soft lot at Ogden, Utah, made the shows 36 hours late in getting into Rock Springs, Wyo. This, in turn, caused us to loose Memorial Day, with thousands of miners idle waiting for show to open. Pay day and the big snowstorm with snowflakes two and a half inches long, arrived together. We found our billposters with paste freezing on their brushes at Cheyenne, where our most expensive publicity campaign was in progress, in which billboards, newspapers and radio was used liberally as well as daubs. Outside of this, things are moving okeh with the shows. Move into Nebraska after playing Rawlins and Cheyenne, Wyo."

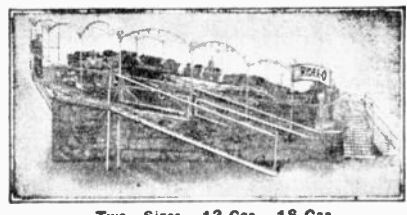
WILMINGTON, Del.—Paul F. Clark lettered A. C. Hartmann: "Was completely upset and shocked to read in The Billboard of the untimely death of Henry J. Pollie. Was with him and William Zeldman on the Zeldman & Pollie Shows for years. Later Pollie and myself organized Pollie Bros.' Fraternal Circus. While working with him I learned what a fine character this man had. He was a real showman, started at the bottom and went to the top. Always had a helping hand and kind smile for those in trouble. He loved his family and was a constant companion of his son. "Uncle Henry" always had the spirit to carry one when the road was rough. Surely, he has gone to a greater reward."

OWNERS AND MANAGERS—Do not hoot at Vaudeville under canvas with a carnival. Vaudeville is coming back and the carnival is going to have a hand in it, so get busy while acts are available and get some of the gravy. Park men have overlooked a grand bet in the revival of real old variety and specialty acts. C. Jack Shafer told Red Onion several years ago about his platform vaudeville show, so if you do anything about vaudeville give C. Jack a little credit.

HAVANA, Cuba.—Pat Delaney letters: "It is indeed pleasant to know that one is not forgotten in this willy-nilly rush of this somewhat goofy world. Last February, acting as representative for Habana Parque, completed negotiations for appearance there of Endy Bros.' Shows. Due to the fact that the shows arrived coincident with National Fiesta Month receipts were not up to expectations and after five weeks the parque closed in the red. I then framed a combination freak and illusion show, traveling museum style, played stores in the interior to fair returns. Closing and expect to be in Cleveland soon. Wife, Marion, sends regards and hopes the good work keeps up that will eliminate chiselers who bring discredit to our business."

LONG ISLAND CITY, N. Y.—P. W. Sparks letters: "Meems Bros. and Ward are up and coming animal, bird and reptile importers. On arrival of last cargo they unloaded one of the largest shipments to enter New York port in many a day and included 37 pythons, cobras, kraits and Russell vipers. Pythons varied in length from 10 to 26 feet. Cliff Wilson hastened from Cleveland and purchased two of largest and two smaller pythons. He also placed an order for South American boas. Director Floyd Young, of Lincoln Park Zoo, Chicago, bought a python and some other non-poisonous Indian reptiles. The writer has made a specialty of pythons for the last eight years. When in Washington, D. C., I visited the Johnny J. Jones Exposition and Verne Soules, snake show manager, placed a fine order for his exhibit."

NOW ABOUT the number of railroad cars and trucks comprising the rolling equipment of carnivals: A train of 15 cars is not 20; 30-car show is not 35; one with 35 is not 40; those having 40 are not 45, and so on. A truck show with 15 trucks is not 30 or 35; one with 22 is not 48, and so on. The Billboard knows some have exaggerated just to make other shows jealous and some press agents have been told by managers to make their shows bigger than they are. What is the idea? Who are you fooling? Answer: No one but yourselves! It is better to have a good carnival of meritorious attractions than to have a lot of cars and wagons carried



Two Sizes—12-Car, 18-Car. For Permanent or Portable Use.

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RIDE-O-RIDE

1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over. For Big, Sure Profits Get Details Now.

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L' BEST FOR THE LEAST MONEY WE SPECIALIZE IN CIRCUS, CARNIVAL, FAIR, PARK, BASEBALL AND AMUSEMENT TICKETS OF ALL KINDS. ROLL-RESERVED COUPON - FOLDED TICKETS. 348 N. ASHLAND AVE., CHICAGO, ILL.

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Single Column - \$1.25
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(Other Sizes Priced Proportionately)
Also 75 & 100 line halftones and line drawing cuts at same prices.
Prices - C.O.D. Or Prepaid If Cash Accompanies the Order.
Send Photos or Drawings to
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SERIAL PAPER PADDLES
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U-DRIVE-EM MIDGET AUTOS
EVERYBODY RIDES 'EM!
ORIGINAL 1937 STEEL FRAMED CAR
PLENTY OF LEG AND SEAT ROOM FOR ADULTS
4 GEAR & H.P. MOTORS BUILT TO STAND THE GAFF
EASY TO OPERATE - **LOW OPERATING COST**
Leol. M. & Kenzie BODY WORKS
WICHITA KANSAS

ATTRACTIONS
Will book or buy Ferris Wheel. Want Shows and Concessions.
Rochester, June 21-27—Two Big July 4 Celebrations.
Fireworks, Bands, Parades, Fillmore-Warsaw-Depew Annual Jubilee Lockhart, Niagara Falls; all New York annual celebrations. P.S.—Jacob Erroz contact me at once.
C. H. TOTHILL

FRISK GREATER SHOWS
Want Concessions, Shows with or without equipment, Side-Show People, Ride Help and other useful Carnival People; talent for Kid Murphy's Hillbillies. Have wonderful route. Twelve fairs, biggest July 4th in Minnesota. Crookston on streets, 3-4-5; Fergus Falls Fair to follow. Cass Lake this week; Fosston, 28 to 1.

WANTED LOOP-O-PLANE FOREMAN
Join at once. State experience.
EARL PURTLE
WORLD OF MIRTH SHOWS, Illon, N. Y., this week.

SECOND-HAND SHOW PROPERTY FOR SALE
\$ 1.65 Richardson Fibre Roll Rink Skates. All Size.
\$40.00 Bumper Game with Truck and Auto.
\$20.00 Country Store Wheel and Shipping Crates.
\$42.00 Portable Fish Pond, with Motor and Fish.
15c Each, Pennant Flags on Steamers. Good Colors.
Send List. We buy Candy Floss Machines, Kiddie Rides, Skates, All Makes, Pay Cash. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd, Philadelphia, Pa.

URN BURNERS
Pressure Only.
No. 56—3" Burner. \$2.95
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3 gal. tank, 7x22, \$5.95
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GRIDDLES—All Sizes.
18x36 Hvy. Smooth, \$8.95

MAKE \$50.00 A DAY - CANDY FLOSS
Orders are coming in for our Candy Floss Machines—the biggest Money-Maker known. Order with your machine, our new DOUBLE SPINNERHEAD, the fastest of all times, made specially for Series B model, runs true as a die with our new one-piece steel band, should last a lifetime. Write TODAY.
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202 Twelfth Ave., So., Nashville, Tenn.

around without earning a dime, and besides think of useless money spent with railroads. Get down to facts and common sense. Who has a 40-car carnival anyway? There is one larger.

ON BANTLY'S MIDWAY, by Harry E. Wilson: Bennie (Patches) Smith eating a ham sandwich now. . . . Daddy Brownling, of pinochle fame, dining alone. Wonder where Ginger was. . . . Harry Agne is talking about his trip to Pittsburgh with Harry E. Wilson and Eddie Lewis. Got lost nine times, took three hours to drive 30 miles and when they got there said: "Now that we're here, what did we come for?" . . . Some mean crook stole Chastity Belt, a feature exhibit of Sam Hull's Palace of Sex Science. . . . Harry Agne refused \$15 for some reason or other. . . . New truck purchased by the Bantlys. . . . One of Flying Behrs going over very big with one of Rhythm Revue girls. Hope he pops question soon; will help the writer with his public weddings. . . . Tim Green and Bennie (Patches) Smith arguing as to which has the best bull pup. . . . Geogle Miller saying "she doesn't weigh 187 pounds." . . . Bill Whitmore playing knock rummy, and how! . . . Harry Decker, in charge of Shapiro's ball games, passing out plenty of merchandise.

SANTA MONICA, Calif.—Speedy and Alverna Babbs lettered: "My wife, legless, tap dancer, acrobat and musician. Was with Ringling-Barnum Circus in 1935. She is now trick motorcycle and silodrome rider. She rides with me on the wall, rides roolers solo with motorcycle, as well as on the street with special machine equipped with retractable side wheels used in starting and stopping traffic. Built 24-foot drome. Was under contract with Esper Productions in a carnival film, in which I used my large drome with 18-foot straight wall. Our routine was three riders in criss-cross, while I carried my wife on the handlebars. At close of last season we went to Hawaii with Fernandez. Played all the islands and was later stuck there by seamen's strike. Was with Bramson on yacht Carma and was stranded in Melowhen. That venture went on the rocks financially. While there did parachute jumping and also fought a bull in Plaza de Torres while riding my drome motorcycle instead of a horse, the orthodox way of doing a bullfight."

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Printed on a Thin Colored Card, size 3 1/2 x 5 1/4, played without markers. May be marked with pencil or punched and then discarded. Every Card numbered and extra Serial Number for check-up. Stocked in assorted colors.
1000 sample set only \$1.35
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THE INDIANA POP CORN COMPANY,
Muncie, Ind.

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Hennies Bros.' Shows

PEORIA, Ill.—Following roster of the show as it appeared in this city recently: Staff: Orville W. Hennies and Harry W. Hennies, managers; Robert L. Lohmar, general representative; Joseph S. Scholibo, general press representative; Denny Howard, assistant manager; Irving C. Ray, treasurer; Homer Gilliland, advance and banners; Ted Lewis, superintendent of ticket takers; Tom E. Adams, chief electrician; J. Anderson, assistant electrician; Jack Rhodes and L. McFarland, master builders; Frank Krahn, mechanic; M. K. Waltz, artist; R. Howard, assistant artist; P. T. Ragland, sound truck and public-address systems; Floyd Clogston, sheet metal worker; William Durant, manager advance billing brigade; Robert Porritt, *The Billboard* and mailman.

Concession department: Jack Dondlinger, secretary; John Nelson, stockman. Ticket sellers on rides: Mrs. Rhea Porritt, Mrs. Jack B. Rhodes, Mrs. Himes, Mrs. Joseph Sable, Mrs. Roy Smith, Mrs. Paluso, Mrs. Billy Wortham and Mrs. E. S. Webb.

Main gate ticket sellers: Mrs. Dorothy Hennies and Mrs. Rose Hennies.

Dining car: Mrs. Florence Burg and Mrs. M. Scholibo, operators; Jack Riley, day chef; Mrs. Goldie Davis, night chef; Bill King and Bernie Baker, waiters.

Train, sleeping cars: C. C. Campbell, superintendent of Pullmans; William Johnson, F. Johnson, S. Tisby, V. Carroll, J. Hilliary, William Griffin, Jack Young and James Williams, porters; Mrs. William Johnson, maid on private car.

Train crew: R. H. Sheppard, superintendent of transportation; W. Krow, assistant; J. Dugan, W. L. Brown, Floyd Wolfe, W. J. Kennedy, J. Black, J. J. Lane and C. McKnight.

Tractors: Benny Allen, M. Costillo, Jack Nickols and Cleo Davis, drivers.

Lorow Bros.' Freak Show: S. N. and Bert Lorow Jr., owners and managers; O. F. Friend, talker; Art McMullin and Lloyd Oliver, ticket sellers; J. D. Weaver, social security and timekeeper; H. F. Peters, electrician; A. M. Hoffards, sign

painter; E. Welch, Al Yanty, Vern Johnson, Dave Allison, canvases; G. G. Cochran, cookhouse; Dave Allison, inside properties. Attractions: George Tompkins, mechanical robot; Lupe Zarote, armless knife-thrower; Marvin Smith, anatomical wonder; Bob Wallace, "Pop-Eye" sailorman; Bob Davis, lobster boy; Alfred Green, alligator boy; T. S. Murry, hairy-man; Frank Little, human pincushion; Chester Sullivan, neon tube swallower; Cora Doyle, electric chair; S. N. Lorow, glass-blower; Doc Seymore and wife, mentalists.

Life Marches On: Eddie Doyle, manager and tickets; Mrs. Amy Lou Doyle, lecturer; Herbert Dixon and Bob Gregg, canvases.

Front Page: Fred Bantlemann, owner; George Sargent, manager; Mrs. George Sargent, cashier and secretary; Jack Hogan, assistant lecturer; James Gripp, ticket seller.

Funland: Mrs. Frances Halverson, manager and tickets; J. P. (Cy) Perkins, talker; Leroy Gilliland, foreman; Johnnie Caterino, operator; Paul Kennedy, helper.

Lion Motordrome: W. F. (Bill) Keinp, manager; Dorothy Barclay, rider; Bob Barclay, rider; Johnny Peluso, trick fancy rider; Donald Nelson, rider; Bob Norris, rider; Ralph Justice, rider; Dick

talker; Mahlen Burkhardt, tickets; Wiley Turner, ballyhoo boy; Mack Dykes, drummer; Robert Lee Barnes, escape artist; Almeda McCuen, Ann Gregory, Louise McClinchy, illusions; Harold S. Dale, Chinatown; Herbert Jesse Antes, lecturer and magician; Ralph De Haven, magician; Carrie Huff, first cook; Henry Taylor, second cook; Prof. L. Levitch, mentalist.

Monkeytown: B. O. (Buttons) Grantham, manager; Eddie Fitzsimmons, talker; M. O. Crome, tickets and canvas; George Setler, arena; Louise Warner, comedienne; Buford Grantham, announcer and monkeytown sound car operator.

Bughouse: Art Martin, manager; Hazel Martin, tickets; Lowell MacCormick and James Edwards, front men.

Casa Madrid: Lillian Murray Sheppard, producer and manager; Nat Mercy, talker; Jack Mills, tickets; Al Mercy, Swingtime Band; Al Mercy, trumpet; Monte Campbell, pianist and calliope; Fred Stroud, drums; Bert McGinnis, trombone; Odie Banner, saxophone and guitar; Virginia Mercy, fan dancer; Betsie Lee, specialty; Dorothy Lane Mercy, novelty dancer; Alleen Hubert, feature dancer-modernistic; Jacqueline McGinnis, Eleanor Wendall, Jerry Webb, Virginia Banner, Bobby Corry, chorus; Mae Britt, blues singer; Wendall Schooley, boss canvasser; Alex Saunders, emcee.

Rides: Merry-Go-Round, Carl Wagner, foreman; C. Horton and O. Shouse, Baby Auto; L. Osenbaugh, foreman. Octopus:



JAMES E. STRATES, general manager Strates Shows.

Ready, talker and inside announcements; Warren Spaulding, assistant talker and announcer; Captain Miles Riley, working lion act; Jimmy Rea, ticket box; Floyd Coleman, ticket box; Floyd Long, electrician and neon man; Clarence Monroe, cage boy.

Harlem on Parade: Arthur Ray and Inez Saunders, managers; Lew Gordon, talker; Goldie Davis and Mary Black, tickets; Kid Russ, emcee; Cornell Lyons, Lawrence Jackson and Cecil Groves, *Three Business Men of Rhythm*; David Bluntson and Mac Hill, comics; Arlene Easter, Geraldine Davis, Florence Foster, Annis Williams, Tommie Nichols, Fay Raye, Queen Smith; Ceola Willis, Rossea Broadnack, Jamesetta Russ and Florence Ellis, chorus. Band, Weyman Murphy, guitar; Willie Lawson, trumpet; Nathaniel Williams, trumpet; Albert Mitchell, trombone; Joe Gans, saxophone; Frank Donaldson, saxophone; Duds Lankford, drums. Frank Patterson, boss canvasser; Claude Byrdwell, James Wright, J. T. Cottingham, J. L. Nichols, Raymond Haywood, Curtis James, George Smith, Thomas MacMillan and Ennis Wyndham, canvas and properties.

Artists and Models: Lillian Murray Shepard, manager; Emily Friedenheime, assistant manager; Tex Forrester, talker; Van Muensenberger, talker; Ben Hassen, musical director; Dave Foster, inside lecturer; Jess Stirts, canvas. Posing girls: Irene Owens, Betty (Boop) LaMont; Nellie Ludwig, Janieve Bell, Beulah Bigelow, Grace Nichols.

Jungleland: Mrs. W. W. Dyer, manager; Ralph Wilson, lecturer; Bob Housels, talker; Jessie Porter, animal keeper; Clarence Monroe, pitman.

Penny Arcade: Clinton L. Nogle, manager; John M. Ward, assistant manager; Herbert Wynne, cashier; Louis E. Leffler, photographer; Mrs. C. L. Nogle, tinter. Palace of Wonders: Mr. and Mrs. Harrison H. King, managers; Amos Webb,



C. GUY DODSON, general manager Dodson's World's Fair Shows.

Joe Black, foreman; Leo Lee, Jake Everett. Double Loop-o-Plane; C. L. Davis, foreman; F. Morgan and F. A. McCuen, Walter; Jack W. Wilson, foreman; Ray Brown, P. Goldbeck and F. S. Trulson. Heyday; Eddie Montgomery, foreman; Joe Garland, C. E. Slavin, J. D. McCuen and D. E. Syfrett. Dogdem; Oscar Halverson, foreman; C. Collier, J. W. Baker, H. Sponser, P. Nash, A. Treadway; Al Randolph, K. Von Faulk and J. Goode. Lindy-Loop; E. Burkett, foreman; J. Johnson, M. Hill and F. Boyle. Ridee-O; C. E. Bragg, foreman; J. Rasco and Victor Smith. Four Eli Wheels; Tex Webb, foreman; Rex Thompson, Roy Smith, J. E. Pender, William Morton, Joe Sable, R. E. Lee, William Buechling, F. Bass and T. S. Norris. Baby Airplanes; R. H. Sheppard, owner; Jimmy Hiten, manager; Mildred Davis, tickets. Ponies; Mrs. W. F. (Bill) Kemp, manager; A. J.

(See HENNIES BROS.' on page 93)

West Bros.' Amusement Co.

ABERDEEN, S. D.—Roster of show at its stand here week ended June 5: J. W. Laughlin, manager; Virginia Laughlin, treasurer; Bruce Barham, general agent; Glen Osborn, business manager; Joe Howard, assistant business manager; George Campbell, lot superintendent; Ray Keith, ride superintendent; R. J. Moore, electrician; Mac Findley and Elmer West, mechanics; Robert Laughlin, *The Billboard* agent; Clarence Lanke, night watchman; Earl Bruce Barham Jr., mascot.

Ride foremen: Eli wheels, Ted Evans

and John Bilauski; Octopus, Milton Nelson; Loop-o-Plane, Larry Edmonds; Merry-Go-Round, Ted Martin; Tilt-a-Whirl, Aubry Dudley; Caterpillar, Lester Dunn; Chairplane, John Oliver; Blue Goose, Ray Ames; Kiddie Autos, Miller Steve; pony track, Earl Robinson.

Shows: Side Show direction, W. J. Dunn, featuring Leona-Leonard; Hawaiian Pollies, Ted Wilson; Nelda Girl and Snake Den, Ted Wilson; Athletic Arena, Bill Christy; Nudist Colony, Jack Rowe; Monkey Circus, V. McArdle; Minstrel Show, V. Brown; Show of Mysteries, Ben Allen.

Concessions: Cookhouse, Ellis White; corn game, Virginia Laughlin, owner; Bob Laughlin, operator; ball game, Mae Taylor; ball game, Marie Brunk; ball game, Dixie Boydston; cigarette shoot-till-you-win, Virginia Laughlin, owner; bowling alley, Ted Coder; hoopla, Mrs. George Campbell; bird store, chrome and ham and bacon, B. C. (Slim) Cunningham; grind store, George Campbell; grind store, Jimmie Bully; buckets, Marion Thompson; swing, diggers, frozen custard, pop corn, Earl Barnhart; photos, Mac Findley; jingle board, R. J. Moore; pennants, Calvin Creed; scales, Paul Farris; blower, S. Elder. Reported by Bruce Barham.

West's World's Wonder Shows

PITTSBURGH.—Roster at stand here: Staff: Frank West, general manager; Neil Berk, general agent; Mrs. Mary West, treasurer; Tom Neyland, secretary; Ted Woodward, advertising manager; Fizzle Brown, legal adjuster. Mailman and *The Billboard* agent, Frank La Barr; Ed Payton, trainmaster; tractor drivers, Tom Pate, Buddie Fox, Ed Lehman. George Powell, William Arnold; Ray Adams, electrician; Sylvester Hooker, assistant electrician; Mrs. Jack McDonough, back gate tickets; Jack McDonough, lot superintendent.

Shows: Roberta, Homer Sharer, manager; Ed Todd, tickets; Merry-Go-Round, Whitey King, foreman; E. Bamboola, clutch; Harry Devins, Joe Cronin, guards; Margie Smith, tickets; kiddie rides, George Brown, foreman; Willie Green, Eddie O'Hare, guards; Mrs. J. L. King, tickets; Caterpillar, Jack Rimel, foreman; Will Roberts, clutch; Al Pearnuts, Howard Church, Bill Brown, gatemen; Frank LaBarr, tickets; Loop-o-Plane, Clarence Creamer, foreman; George Tipering, guard; Gladys Nyland, tickets; Eli Wheel No. 1, Theo Ohman, foreman; Curley Wilson, guard; George Brown, helper; Mary Lehman, tickets; Eli Wheel No. 2, Bill Talanky, foreman; Ed St. Clair, second man; Mike Marchelle, helper; May Gard, tickets; Mixup, Arthur Mayo, foreman; George Hubble, second man; May Attick, tickets; Whip, Lewis Kohler, foreman; Dick Matthews, clutch; Eddie Ainsworth, Frank Hagan, guards; Sally Smith, tickets; Jacob Rimel, superintendent of rides.

Side Show, William Cain Jr., manager; Wilbur Harris, Cecil McCormack, (Twisto) Harry Barbee, Mat Murphy Hastings, Mrs. Murphy Hastings, Jackie Sellers, Robert Timin, Fred Melville, Frank Morrison, Thomas Joe Kane, Albert Thayer, Colleen Humphries, Mrs. William Cain Jr. Hawaiian Show, Elsie Henry, manager; Gloria Odell, Pat O'Brien, Dorothy Pate, Johnny Patton, Alton Howell, Tom Sawyer, Ed Madon, tickets; Girl Show, Kay Weiss, manager; Dolis Odell, Dorothy Parson, Hazel Perry, Betty Neidheimer; Gus Brown, Al Warden, tickets; Louis Weiss, general manager; Posing Show, Frank Tazzen, manager; Boots McHand, Pat McHand, May Hart, Saide Williams; Tom Wilder, tickets; Wild Animal Show, Captain Smithy, manager and trainer; J. B. Ashley, trainer; Will Edwards, Tom Everglades; Mike Green, tickets; Snake Show, Doc Barnard, manager; Mrs. Barnard, lecturer; Harry Brown Jr., tickets; Hot Harlem, Johnny Williams, manager; Rynad Armisand, Chanler Bundt, Raymond Smith, Ronald Smith, Johnny Smith, Essie May Smith, Perry Marmine, James Henry, George Elliott, Charles Puttison, Manie Ruttersen, Rose Lee Montannia; Jazzer, Bill Perkins, foreman; Mrs. Perkins, tickets; Pony Track, George Montgomery, in charge.

Concessioners: Fizzle Brown, cookhouse, photo gallery and 12 others; Dave Tollin, secretary; Diggers, Bob Matthews manager, Joe Brown, assistant; corn game, Gene O'Donnell, manager; custard and pop corn, Mr. and Mrs. Buck Weaver; ball games, Art Courtner; cat rack, Mr. and Mrs. Vito Cerrone; penny balloon pitch, Myrtle Courtney; penny pitch, Julia O'Donnell; Tasy Rosanno, three concessions; Lee Savage, head porter train; Sally Savage, stewardess. Reported by Frank La Barr.

NO NUT

The show you should have for July 4 and the coming Fair season is one that may be framed on 10 to 12-foot front, 24 to 30 feet deep—a show that two people easily operate—a show with flashy front, beautiful inside, educational and sensational—a show that gets the money even when other shows on the midway are standing still—a show that may be carried from spot to spot in any automobile or even checked as baggage—a show that doesn't eat its head off over week ends. It isn't what you take in altogether that counts in a week, but what you have left after all bills are paid. For pleasure in running and best clear money our new Walk-Thru Shows just can't be beat. Get the Fair-ground Sensation!

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ABDICATION—CORONATION—WEDDING

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A TRIP THRU A NUDIST CAMP

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MYSTERIES OF THE ZODIAC REVEALED

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Wire or mail 25% deposit and show will go out at once, remainder collect. Or write for information.

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Games of Every Description PRICES WAY BELOW OTHERS. The Finest Wheels Made: Skillis, Blowers, Spindles, Coupon Roll Downs, Hollow Iron Milk Bottles, 7 lbs., \$1.25. 14-ft. Laydowns, 40-in. wide, Numbered and Lettered, \$7.00. Wheel Combinations painted to your order. 5161 Trumbull Ave., Detroit, Mich.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Midwest Shows

Winner, S. D. Week ended June 13. Attendance, big. Weather and business good.

Show in general had a nice week. Crowds seemed to have money for outdoor amusement. First week stand of season. Show usually makes two spots weekly. Is motorized and carries its own light plant, a 75-kw. calliaphone and sound truck. Commissioners: Cannon Ball Bell, Buddie Hazelwood, Lee Ritter, Richard (Dick) Langford, Silvi Langford, Gean Lewis; Roy Fletcher has cook-house.

Staff: Eddie and Mrs. Lundgren, owners; Ed Lundgren, manager; Mrs. Lundgren, secretary; H. N. (Doc) Capell, special agent; Mrs. Doc Capell, banners; Harry Phell, foreman of rides, and Horace Jepson, superintendent. Al Baird, Athletic Show, featuring Bert Shannon, wrestler, and Halla Dalla, the Turk. Side Show. Doc Capell with Nebo as feature, Joe Gans, fat man; Zozo, pinhead; Tex McNary, trick and fancy skating; Mrs. Nolan, big snakes; electric chair, Volta McNary. Jack Nolan, Deep Sea Show. Frenchie Bullion, Musical Comedy Show, with five girls and two comedians; Mrs. Bullion, Mary Pangburn, Rosey Nelson, Marie Nelson and Leona Reynolds. Crime Show, office-owned, 25 subjects, Horace Trubels, manager. Professor Henry, Magic Show. Mrs. Jack Brady, The Billboard agent.

H. N. (DOC) CAPELL.

Wallace Bros.' Shows

Pontiac, Ill. Week ended June 5. Auspices, VFW. Location, circus lot. Weather, unsettled, rain Saturday. Business, fair. Paid gate.

Valparaiso, Ind. Week ended June 12. Auspices, LLL. Location, downtown. Inclosed midway. Weather, clear except rain Wednesday. Business, disappointing.

Pontiac, best opening night this season, but business tapered off at end of week. Lost Saturday on account of heavy rain. A real hustling committee who co-operated in every way. Buddy Frank arrived to spend vacation with parents, Mr. and Mrs. Abe Frank. Jack L. Oliver received word of death of his only sister. T. A. (Kid) Stevens left to join another show. New tent received from Baker-Lockwood for Leona-Lee's Side Show.

Valparaiso, show had traveled 930 miles upon arrival here and had been first in all towns except two since opening at Dyersburg, Tenn. Business here was a distinct disappointment considering downtown location and fact that show was first carnival in two years. One day lost by rain. Organization has had rain every week since opening. Visitors: Mr. and Mrs. Harry W. Lamon, of Al G. Hodge Shows; Mr. and Mrs. Brink, retired troupers; Duncan and Duffy, of Superior Shows; and George S. Kogman, of Kogman & Hughes, Kansas City.

WALTER B. FOX.

Marks Shows

Burlington, N. J. Week ended June 12. Auspices, Young America Fire Company. Location, High street and Morris avenue. Weather, rain Thursday, fair rest of week. Business, gate, excellent; shows, rides, fair; concessions, poor.

Best gate spot of season, attendance running under 2,500 only on Thursday night when light showers fell thruout evening and held gate receipts to \$150. Two lions, two bears, a sloth and several monkeys were added to Marks' animal collection from Warren Buck animal farm.

Committee, headed by Irvin Norcross, did excellent work and newspaper co-operation was all that could be desired. Betty Burke joined Beauty Revue, Al Paulert's attraction. Virginia Brunnell continued to click with revue patrons, while Harry assisted publicity department clowning downtown with sound equipment and parade. Mrs. Marks and Jean visited all week in Philadelphia with Mrs. Joe Payne. Foots Middleton took over front of Side Show and receipts went up. Ellen Johnson, from Richmond, Va., joined Side Show. Whitey Usher, formerly of Marks Shows, visited for a few hours, on scouting trip. R. C. McQueen, kiddie ride operator, accepted delivery on new living trailer, embracing

last word in traveling comfort. Major W. S. Miller, 80, retired carnival executive, on lot all week and proved valuable assistant to show executives. George Keefer joined concession department, affiliated with Harry Biggs. Joe Payne, adjuster, announced another party for his Steve Brodie's Grill in Philadelphia.

CARLETON COLLINS.

American United Shows

Sunnyside, Wash. Week ended June 5. Sunnyside Fete Day Celebration. Weather, ideal. Business, good.

Rides and shows had one of biggest days of season, concessions nice business. Harry Meyers, of cookhouse, bought new Ford V-8 to please his cook as cook was unable to drive Chevrolet.

Manager Al B. Miller made trip to Seattle and visited Douglas' Greater Shows, Auburn, Wash. Wayne Endicott had a busy week showing poor school children thru his side-show menagerie. Eddie Gunther lecturing and was highly praised by professor in charge. President of shows, H. H. Avery, returned from Waitsburg, Wash., celebration, where he was in charge of amusements and rides. Reports that business not up to expectations. Joan Avery, with her cork gallery, had a nice week at Waitsburg.



R. L. LOHMAR, general representative Hennies Bros.' Shows.

Dad Allen wasn't mad at anybody. Manager Miller bought 20 latest band selections for sound truck. May Snowbar returned from Seattle after spending week-end with her children. Mr. and Mrs. Ray Bivins have their daughter, Laura May Bivins, with them (show's sweetheart). Al DeWitt, front gate man, was off duty on gate because no gate in Sunnyside, it being impossible to fence show in on street. Al was active in his capacity as special contact man. He is for bigger and better gates. Show purchased Octopus ride.

George French, manager Zeigler Shows, left for Coast, opening Port Townsend, Wash. Charlie Zeigler, owner Zeigler Shows, was a visitor at Pasco, Wash. Virgil Snow, Housie man, says he always knew Sunnyside was a red one. Tex Gilman found his baby carriage that was stolen from his wife last year. Carriage was gift of show boys at time of event. Perree Ouellette, general agent, has a new Master Six Chevrolet.

A. B. MILLER.

Hilderbrand's United Shows

Eugene, Ore. Five days ended June 5. Location, 24th at Wilamette. Auspices, LLL. Business, excellent. Weather, warm.

Exceptional business and attendance on show's annual tour of Northwest continues. Each night in Eugene brought forth thousands of pleasure-seekers. Open house was held in office and privilege car for public officials with writer acting as host. Show broke in new lot on old Catholic church estate in heart of residential district with a spread of 1,200 by 300 feet comprising the midway. Two weddings enlivened week when Lyman (Babe) Grisham was married to Lucille Kimball at City Hall. Danny (The Great Mogonigal) Barnett took Claire Hertl as his bride a few moments

later. This show will not allow public weddings to take place as part of advertising scheme as management considers such a solemn occasion as a wedding should be conducted with dignity by all those involved and not cheapen the rites for mercenary purposes. O. H. Hilderbrand, accompanied by his brother, Chris, spent two days on show and returned to Portland. Charles T. Marshall spent two days in Coquille visiting John Yoakum. Al Keenan, Reggie Marrion, Fredrych Nelson and Vivian Taylor, of Four Thrillers, were lavishly entertained by college set. General Manager E. W. Coe deserves a lot of credit for novel arrangement of midway. George Morgan entertained at a cocktail party, Mr. and Mrs. Claude Barie, Lucille King, Fern Chaney, Virginia Lewis, Marjorye Starr, Vivian Taylor, Al Keenan, Reggie Marrion, Fredrych Nelson, Jean LaVell, Charles Marshall and writer. Mr. and Mrs. Bud Cross entertained Mrs. C. H. Cross, of Silverton, Ore., as their house guest. Virgie Miller, of Hot Love-Icicle fame, declares she has been misunderstood and that she considers herself merely Lukewarm. Among those tankward bound this week were Lucille King, Fern Chaney and Peggy Nelson. Billy Bozzell's Ten-in-One and Don Varo and Mart Verdon's "Mysteries of 1937" side shows ran a race for top money. Talker Gedney arrived from Chicago to take over front of Swede Elmberg's Death Rides Again with marked success. Mr. and Mrs. Ken Taylor doing nicely with concessions. Maxie Bloom had good business. Ralph Balcom added several improvements to his concessions. Clarence H. Alton returned from tour after visiting eight carnivals en route as far as Montana. Mrs. Lloyd Kennedy arrived to join her husband after an absence of four weeks. Thomas Kirkpatrick joined marquee crew as at-



L. S. (LARRY) HOGAN, general representative Beckmann & Gerety Shows.

tendant. Emmy Clifford's midway cafe is final word in culinary art with caviar, pate de foie gras and all sorts of sea food as piece de resistance. Mr. and Mrs. Max Williams have taken over Hill-billy Show; had a good week. June Pickard had misfortune to dislocate her kneecap, but has recovered from accident. General Agent and Mrs. E. Pickard are en route to Montana. Mrs. John R. Castle arrived as house guest of Lucille King. Hazel Fisher and Verna Seeborg made a trip to Portland to visit relatives. Peggy Nelson in Portland purchasing an entire new summer wardrobe with friend hubby's bankroll. H. H. Wachtman opened a new concession.

WALTON DE PELLATON.

New England Shows

Westfield, Mass. Week ended June 5. Location, Elm and Meadow streets. Auspices, Holy Trinity Church. Weather, one day rain. Business, good. Pay gate, 5 cents.

Week started with fair crowds, increased nightly. Rides and shows, fair patronage; concessions exceptional. Was banner week for many concessioners. Thursday night rain without letup and altho show opened only very few turned out and went home in short time in pouring rain. Steve Swika bought new truck and framed novel concession for his wife. Mrs. Frank Pope visited show, where she has one unit of diggers. After making tour of shows playing vicinities, returned to Philadelphia to her other unit. Woules Mathis, recuperating in

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No need to carry large stocks of cones from place to place.

250 National Biscuit Company branches assure prompt deliveries of crisp, fresh Real Cake Cones right to the lot at every stop you make. No breakage, no waste, no spoilage, no shipping worries.

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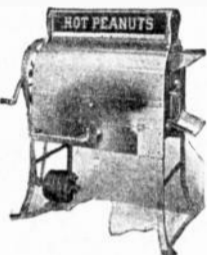


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WRITE FOR PRICES

Ossining Hospital from an injury to his hand, is getting along well. Mrs. Billy Giroud was down with lagrippe for a couple of days, but is up and looking after her concession. Clarence Giroud framed another ball game, with Marion DeVaney handling front. Mrs. Belle Kilonis' pop-corn trailer was damaged en route from Westfield to Chicopee, Mass. Dick Coleman was visitor.

SONIA GIROUD.

C. W. Nail Shows

Monticello, Ark. Week ended June 5. Auspices, fire department. Location, downtown. Business, good.

Thru efforts of Virgil White, local stockman, council was persuaded to grant show first permit inside city in seven years. Business started off good Monday night and continued to improve. Jack Jackson joined from Texas to take management of Athletic Show. Started week by grossing more than George Murray's Minstrels, something no show with outfit has done this season. Rex Sanders joined with concessions, well stocked, made pleasing addition to midway. Manager Nail slightly under weather with arthritis, but improving. Mrs. Nail away temporarily, having returned to Monroe, La., business for show. Entrance arch under construction. Show booked Ben All and his troupe with two free acts. Dick Halke, general agent, busy.

L. E. DUKE.

Winters Exposition Shows

Rochester, Pa. Week ended June 5. Location, playground. Auspices, firemen and police. Business, good. Weather, clear.

Tilt-a-Whirl top-money ride with Eli Wheel close second. Morris Rosen's Broadway Vanities, girl revue, top-money show. Boyd Harri's Harlem Revue enjoyed nice week's business. All concessions did very good. Prosperity no longer around corner on this show. It has arrived, evidenced by Carl O. Bartels, Eugene Triveduay and Nano Decinto, show's secretary, cookhouse owner and manager and concessioner, respectively, placing orders for new Covered Wagon trailers.

ALICE J. WINTERS.

Greater Exposition Shows

Waukegan, Ill. Week ended June 5. Location, Victory and Belvidere, new lot, in town. Auspices, Moose. Pay gate, 10 cents. Weather, some rain, most of week ideal. Business good.

Between towns truck upset, damage slight. Early arrival and grounds dotted with visitors. Lardo, fat boy, has become Sunday feature. Show fans vie to pilfer peep at him. His want ad for wife bringing many replies. Monday (Decoration Day) opening big, both afternoon and night. Tuesday, decreased attendance caused by drizzling rain. Wednesday, Thursday, Friday nights increased profits nightly. Children's Saturday matinee largest to date. No tie-ups used. Just uncommon sense ideas in newspaper stories, with appropriate programs for kiddies. Kenneth Blake, fire diver, always dives for them. Ditto for orphans and underprivileged. Latter guests of show and Moose. Diver Blake back on job. Out of Chicago hospital, a new man. Stomach ulcers caused dizzy attacks he was experiencing. Saturday night recorded "thronged midway." Dr. J. C. Walz and missus joined with Saboya. 22-foot python. His snake zoo crowded. Fred Gerber, head billposter, to Buffalo N. Y. Marriages: Darlena Strickland, Streator, Ill., and John Skrypyec, Meriden, Conn., and Eileen Orval, Glad, Ill., and Ralph England, Decatur, Ill. Banqueted on lot. Gifts a-plenty. Neal Coffey, minstrel show manager, and grandson, Thomas Cook, scoring in outside events with ballyhoo act. Remembrance service for Delores Dunn, daughter Mrs. Mary Stone. Interment Chicago Tuesday. Veteran George (Doc) LaMont joined. Madam Elizabeth, his wife, operating "temple of prophecy." Dick O'Brien on scouting trip. Fred (Slim) Atkins, principal comedian, and William Turner, crazy-feet dancer, given boost in press stories. Turner pictured as Joe Louis' double. Ola Thomas added six pieces to minstrel band. James Williams, old time medicine man and banjo player; Edward Manymen, Canadian concession man; Ford Wilson, Clay Bunyard, Chas. G. Cisna, Edward J. Murray, Harley Highmiller, Buck Weaver, Ben Rosenzweig, Jake Disch, Emma Hanson

and J. H. Klein, visitors. "Doc" James, newcomer to concession row. Barney Stone entertained writer and show group at his parents' home, Chicago. His conference with American Legion State office of Illinois assures traveling legion post on show. Ninety war vets on show have signed charter list.

DOC WADDELL.

Endy Bros.' Shows

Philadelphia. Week ended June 5. Huntington Park and Kensington avenue baseball grounds. Weather, fair. Business, profitable.

Decoration Day opening night 4,300 paid admissions, with Tuesday and Wednesday falling off. Very hot and uncomfortable, but nice at night. Only unfortunate affair is Apex Mills started a sitdown strike, which naturally hurt business. Jungle show of Charley Tashy top money in show lineup and Tilt-a-Whirl hitting high mark for rides. Joe Payne, legal adjuster and concession owner, a visitor. He is with John Marks' Shows. Mrs. David B. Endy getting another custard machine from Frank Miller. She doing nicely with both custard and Kiddie ride. W. (Bill) Tucker with his strings of ball games doing good and is building four more stands. Doc Robertson, of minstrel show fame, a visitor with Jerry Schockett, formerly in show business, now in insurance from liability to life and getting quite an order from various boys on show. Arthur E. Campfield, of Baker-Lockwood, got orders for new canvas. Last three days turned out big finish to second stand in this city. 8,000 paid admissions on Friday night and more Saturday, with all shows and rides getting money. Fine publicity in local district newspaper gave shows a front-page sendoff for a grand finish.

HARRY BENTUM.

Goodman Wonder Show

Kalamazoo, Mich. Six days ended June 6. North Burdick street grounds. Auspices, Metropolitan Club. Ten cents pay gate. Weather, good. Business, very good.

There was not much cheer in prospect of good business when show pulled into this city. With company are many who played town in other years. They had slated patronage certainly low rather than doubtful. At end of week they had to tear a page out of book of grief and register celery and paper town as a great surprise.

Business was better than good from start to finish. Everyone was smiling when he said goodbye. Even committee for auspices were in high glee. Kalamazoo came at an opportune time. Weeks of rain since opening, climaxed by an extra portion at Detroit on three lots, had frozen indicator in thermometer of happiness all the way down into bulb. So celery town turned out a stimulant, welcome and muchly needed. John R. Castle, veteran showman, dropped in and he was in fine fettle, as conversant as ever. Those who listened to his interesting dissertations forgot to look at clock until just before dawn. Later Goodman went to Chicago with Castle.

BEVERLY WHITE.

C. F. Zeiger United Shows

Idaho Falls, Ida. May 31 to June 5. Weather, fair. Business good. Auspices, Disabled American Veterans.

A little early for this territory as they get most of bad feather at this time. However, business was much better than last year.

W. W. BARNES.

Wm. Bazinet & Sons Shows

Ironton, Minn. Week ended June 5. Auspices, Volunteer Fire Department. Weather, cool, rained out Saturday night. Business, just fair.

This spot turned plenty of people on midway when weather permitted. Due to cold and inclement weather spending was curtailed. Saturday afternoon and evening practically a total loss. A. Revard added cigaret shooting gallery. Committee well pleased. General Manager Dwight Bazinet made business trip to Minneapolis. Mrs. Lowell Bazinet had her mother, sister and brother as guests Monday, returning with them to Duluth, Minn., for a visit. Ralph Lasher new manager for Athletic Show, has taken hold with a vim and is really

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B431 — Drum Major: 15 inches tall. Dozen, \$1.85.
723 — Mickey Mouse Tossup. Gross, \$4.25.
722 — Tossup. Gross, \$3.75.
239A — Swapper Canes. Gross, \$4.50.
248 — Silk Lash Whips. Gross, \$6.00.
B/8/26 — Heavy Bamboo Men's Canes. Gross, \$7.20.
237 — China Dog Head Canes. Gross, \$6.75.
267A — High Hat Fur Monkeys. Gross, \$3.50.
Large Size Monkeys. Gross, \$7.20 and \$13.50.
436 — Hi Hat Cello. Feather Doll, 5-in. Gross, \$4.50.
B/6 — Hi Hat Cello. Feather Doll, 7-in. Gross, \$7.50.
B/7 — Hi Hat Cello. Feather Doll, 12-in. Gross, \$21.00.
411 — Imported Sun Glasses, coquille lenses, Shell and White Frames. Gross, \$9.00.
B/8 — The New Crownless HALO, made of silk, for Mother and Daughter, comb, colors. Gross, \$21.80.
B/9 — Ride 'EM Cowboy Silk Handkerchiefs. Gross, \$9.00.

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doing exceptionally well, he personally being a good drawing card.
 M. K. Matthews Sr. has given up organization of *Old Man's Club*, he being only one of several in that age to be eligible.
 Venerable piscatorialist, some nice catches including a northern pike.

Wallace B Shows of Canada

Ottawa, Ont. Square, central location Clearing and Royal Canadian Army Garrison. Wealthy.
 Shows and Jamie Grave's aerial acrobatics shared free Duncan Fair Molly Levoite from his escapade to a park.

Hennies Shows

Rockford, Auspices, Veccation, Kilbu grounds. Wealthy, larger Business, excellent.

Everything was in readiness Monday noon. Shows and rides opened to fair attraction. Light bus attraction, drawing more than 10,000 people. Wednesday night attendance 5,100, and continued around that figure next three nights. Saturday night 9,300 passed thru main gates. Saturday afternoon best children's matinee to date, with shower along five in afternoon finishing up matinee a bit short. Great circulation tie-up with *Rockford Star* and *Rockford Register-Republic*, half page appearing in connection with same four times in each paper, also wonderful cooperation with publicity and art. Radio Station WROK, thru Walter Koessler, advertising manager, staged a 15 minute carnival program each afternoon, with S. N. (Skeeter) Lorow as emcee. Visitors: Tony Beretina, of Streator, Ill., formerly connected with Illinois State Fair; Cash Miller, of Sol's Liberty Shows; also Mrs. James Dunlavy, mother of Mrs. Harry W. Hennies, from same show, and William Solomon, Hillman Taylor and R. K. Booth, of Meridian and Laurel, Miss., fairs, respectively, were visitors during Peoria, Ill. engagement. Teddy Webb purchased a whole set of wood-working machinery and is using them in building a brand new candy floss and custard stand. Mrs. Jack (Zelma) Dondlinger has ordered a new Mandel photo gallery to replace the one she now has on Hennies midway. Show is averaging one or two wagons a week changing over to rubber tires. Jack Rhodes is engaged in finishing new entrance arch. Artist M. K. Waltz keeps busy from daylight to dark.
JOE S. SCHOLIBO.

Gruberg's Expo Shows

Herkimer, N. Y. Week ended June 5. Auspices, Young Republican Club. Location, recreation grounds. Ten-cent gate. Weather, except Wednesday, fine. Business, excellent.

For first time this season shows operated every night to big crowds. Memorial Day was good, altho did not open until evening. Crowds and business increased every night except Wednesday, culminating with 9,000 admissions on Saturday after a matinee of 2,000, children free, adults paid. Samson was free act on midway, shooting Mlle. Marguerite out of a cannon and catching her in mid-air. All concessions worked and there was not a single complaint to law. Mrs. Morris did a banner business with bingo. Darkest Africa show framed and added to lineup in charge of Whitey Usher. Bob Livingstone acting as Dr. Fisher's assistant on Life Show. Dennis Gallagher has taken over *Alcatraz Prison* attraction, with Scotty Kennedy as assistant and lecturer. Both welcome additions to organization. One of most welcome visitors to show was Mrs. Morency, wife of F. Percy Morency. She was returning visit of Mrs. Frank McIntyre. Dave Gruberg, business man of Kingston, N. Y., cousin of Max and Rubin Gruberg, welcome visitor. Com-

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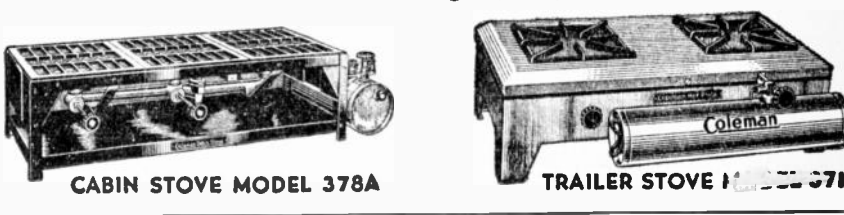
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mittee from Kingston, headed by Frank McGuire, came. General Agent Eddie Rahn and Contracting Agent Joe Mannheimer spent Decoration Day with show. Father Homan, of Catholic Church of St. Peter and Paul, saw everything and even got interested in the nail store—beat it too. *Utica Press* and *Observer Dispatch* recommended show. Utica broadcasting station co-operated with reduced rates and four spots a day in news section. *Little Falls Times* liberal. Local paper antagonistic to all carnivals. Show did not use. rates prohibitive. *Illion Gazette* best of all and largest crowd came from there. *Gazette* gave great editorial. Morris Stokes, billposter, did wonderful job around city and countryside for 20 miles. New paper from Triangle Print looks fine, special printing for Samson out. Mrs. Gruberg purchased a new Ford truck. Frozen Joy going great this weather. Dr. Fisher purchased new DeSoto car. Jack Santos gave his wife, Grace, new Chevrolet coupe for anniversary present. Mr. and Mrs. Harry Cohn elaborating their concessions and Richard Scott replenishing wardrobe on Harlem Show. Mlle. Marguerite suffered slight injury Wednesday when shot from cannon, but refuses to quit. Bill Kerr, of Art Lewis Shows, a visitor. Whitey Hewett interviewed Catholic priest. Norman Wolf and Mrs. Wolf, on Sex and Aphrodite shows, enlarging and adding more girls.
DICK COLLINS.

Byers & Beach Shows

Fort Dodge, Ia. Week ended June 7. Location and auspices, Exposition Park. Weather, cool. Business profitable.

Due to efforts of entire crew show was enabled to close early Monday morning in Newton, Ia., and open at 7 p.m. same day here. All shows and rides were ready for a fine Sunday night crowd. Ski-Hi Girl continues to be center of attraction with sensational slide for life. Despite one of coolest weeks for season all concessions and rides reported a good business. Saturday and Sunday spring coats prevailed on midway. Highlight of week occurred when Willie Camper, giant eight-foot

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Negro, created near panic when he appeared downtown on a shopping tour with his midget wife. Stopping for lights to change he placed his hand on top of an 11-foot stop light while camera men snapped various shots of unique couple. Troupers stopping in nightly were Tom Dawson and Chester White. Harry Beach spent week on business trip to Des Moines and Omaha. Carl Byers entertained visiting fair secretaries. Darby Dobson joined as special agent.
DON TRUEBLOOD.

Keystone Shows

Cherry Tree, Pa. Week ended June 12. Location, three blocks from center of town. Weather, fair. Attendance, very good. Business, not up to last year, but satisfactory.

Octopus arrived and has done very well. Double Loop continues to hold up as to business. Free acts carried are D. D. Rowland on high pole, with a trapeze suspended, and Captain LaValley's Water Circus.
HORACE LA VALLEY.

Frisk Greater Shows

Eveleth, Minn. Week ended June 5. Auspices, Veterans Foreign Wars. Weather, cold and rain. Business, good.

Lot crowded with people every night in spite of cold weather. Mr. and Mrs. Earl Parks framed a new cookhouse, last word in convenience and equipment. Manager Frisk bought another truck. Glen Smith spent several days in hospital with an infected hand but is on job again. Visits were exchanged with William Bazinet & Sons Shows, which pulled into Virginia before Frisk Shows left Eveleth. VFW proved fine committee and co-operated in every way. Commander G. P. Finnegan was especially helpful. Neon Advertising Company installed neon lights on Eli Wheel, Kiddie Autos and Gene Reil's scales. W. E. Fletcher joined with a concession and J. L. Henson with two. Gordon Smith, of free act fame, visited.
GENE RIEL.

Ellman Shows

Milwaukee, Wis. Week ended June 6. Auspices, Veterans Foreign Wars. Weather, chilly. Business, good.

Good crowds each night. Charles and Francis Ellman's home town. Mr. and Mrs. Joseph Ellman, parents of Charles and Francis, were visitors. Others were Otto Hinke, Merle Radue, Dell Biensted, of Hinke Shows; Jack Vomberg, of Badger State Shows; Mr. and Mrs. Louis Torti, Mr. and Mrs. Hutchinson, Miss Hausen, Ned Torti, June Ellman with girl friends from Washington High School, Milwaukee; Bill Conrad, Mr. and Mrs. Albertson, Mr. and Mrs. H. J. Condarlu and Jim, Mr. and Mrs. Carl Miller and baby. Mr. and Mrs. Ralph Miller and family, Mr. and Mrs. Neupert, Mr. and Mrs. Krom, Mrs. Bauman and family, Mr. and Mrs. Bathgate, Mr. and Mrs. Bosshart, Mr. and Mrs. Paul Rother; Mr. and Mrs. Frank Booz and daughter, Lois; Mrs. Gertsenberger, Dr. George Heidina; Mr. and Mrs. Anderson, of Anderson Park, Kenosha, and Mr. and Mrs. Petrowsky and family, of Kenosha, Wis. New arrivals on show: Helen Martin and Christine Johannsen, who came from Kenosha to work for Ray Swauner, who has five concessions. Mickey Stark also has five concessions. Charles and Francis Ellman bought new Chevrolet truck.
JIMMY FRANKLIN.

Bantly's All-American Shows

Barnesboro, Pa. Week ended June 5. Auspices, American Legion. Location, baseball park. Weather, good, except for light rains. Business, second best week of season.

Truck move from Punxsutawney. Ready to go noon Decoration Day, which proved best single day of season, with 5,762 paid admissions for afternoon and night. Legion proved most active and held parades each day except Saturday, starting at Legion home and ending at lot. Editor *Times-Tribune* regular fellow, was on lot every night and Friday gave show two-column reader, also editorial regarding Goodfellows Club, meeting of which he was an invited guest. Both kiddie days, Wednesday and Saturday, well attended. Writer visited Cetlin & Wilson Shows, Uniontown, Pa. Met Ted Miller, their press agent, for first time. Sam Hull's Palace of Sex Science attracting favorable attention from press and public. Ray Hilborn, special agent, and Aladin Rosenberg doing a good job ahead of show. Bantly's has not had losing week so far.
HARRY E. WILSON.

Santa Fe Exposition Shows

Ketchum, Ida. May 24-29. Location, on streets. Auspices, Chamber of Commerce. Weather, cold, rain, snow. Business, blank.

A health resort town at edge of National Forest Reserve and personnel enjoyed good fishing. Tommy McLoid was acclaimed prize fisherman with N. L. West second. Clarence and Louise Paleide joined with two ball games. G. W. Burton has taken over midway cafe. Show stayed over for Memorial Day, but rain and snow made affair total blank.

American Falls, Ida. June 2-5. Auspices, American Legion. Weather, cold. Business, fair.

Show up and ready to operate Wednesday night. Windstorm and rain spoiled Thursday's business, but fair weather Friday and Saturday brought good business. Monte Young, owner of Monte Young Shows, a visitor, as were Mr. and Mrs. Buddy Cohen, en route to join Siebrand Shows in Montana.

Shelby, Ida. June 7-12. Location, Legion Park. Auspices, American Legion. Weather, rain. Business, fair.

Mickey Wilson joined with five concessions and Mrs. Burke with a ball game and hoop-la. Mr. and Mrs. Tex joined N. L. West's side show with impalement act. Mr. and Mrs. Tony Leske arrived from Portland, Ore., to take over management of the Athletic Show. Mrs. Helene Tignor, formerly of Kennedy Shows, entertained her parents from Clovis, N. M. Secretary Ray Benedict has his hands full with Social Security. Chalk and Lovey Prescott are doing well with their concessions. Tommy Gaspar continues to get top money with Posing Show. Surprise birthday party was given in honor of Jessie Rex, Ethiopian midget, by her mother. Jessie received many gifts.
EDNA E. GASPARE.

Zimdars Greater Shows

Decatur, Ill. Week ended June 5. Auspices, Decatur Baseball Club. Location, Torrence Park. Weather, bad. Business, fair.

A few who braved storms that seemed to break always at opening time kept show from playing total blank. Two Crawford's joined with two free acts. Manager Zimdars bought two more semi-trailers. Ward's Medicine Show was only two blocks away, but it did show no harm. Dutch Waldron added grab stand. Doc Tyrer received new machine for frozen custard. W. H. Kelly joined taking *Bright Spots of Broadway* with good results.

Crawfordsville, Ind. Week ended June 12. Auspices, none. Location, Lyons showgrounds. Weather, rain. Business, fair.

Only three days out of seven were played here because of weather. Gate receipts were satisfactory. Buddy Munn is doing well with his Octopus, topping all rides. Manager Zimdars ordered new uniforms for minstrel band. H. C. Brown is putting pep into show. Difficulty was had in getting off lot Sunday night.
CHARLES SEIP.

Johnny J. Jones Exposition

Washington, Pa. Week ended June 12. Auspices, American Legion. Weather, one day of rain. Business, good.

Short run put train in early Sunday. Two p.m. all wagons spotted on lot and setting up well under way by night with many attractions ready to go. Lot a bit small for show, causing sit-down shows to suffer from want of depth. Nevertheless Assistant Manager Tom Allen laid midway out in great shape. Due to local industries paying off twice monthly, with first pay day falling on Thursday, business for forepart of week not up to standard. Front gate registered heavy first three days proved that populace were midway minded, altho spending on grounds was light for crowds. Thursday steady rain lasted thruout day, caused General Manager Walter A. White to call night off. Friday and Saturday gave show two big days, every attraction getting money. Harry Hodgkinson returned to road after an absence of six years and is now assistant electrician to Dave Sorg, Fritz Landes and his performing birds always a hit in Lauther's side show. Eddie Jameson keeping *Harlem and Dixie* in top money class. *Temple Des Rumba* still featuring talent. Fred Maurice and crew ever busy keeping *Merry-Go-Round* in tip-top shape. Louise Shumway making automobile board wall crashes in Hell Driver Show. James McElheney, Tom Salmon, Nappy Darrock, George Christ, George

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Brown, Charles Botto, shop department heads, still building new equipment. Visitors: Edgar Lauther and family visited their brother, Carl J. Lauther; Etta Louise Blake, Flo Korhn, Homer Acuff, Slim Curtiss and Gilbert (Tiny) Ruchert visited writer. Big Bertha Curtiss visited heavyweight champion fat girl of Jones show, Dolly Dimples. All from Dodson's Shows, playing close by.
STARR DE BELLE.

Yellowstone Shows

Pueblo, Colo. May 31-June 12. Location, downtown. Weather, bad. Business, fair. Auspices, Disabled American Veterans.

Wind, rain and blowdown of three shows during first week here caused considerable damage. Don Brasheer, former general agent, left and his place has been filled by W. H. (Bill) Rice. Mrs. Rice and daughter, Lovey, are also with show and capably staging a public wedding each week. Jack Rubeck, Mr. and Mrs. Tony Kitterman and Benny Hyman, all of Western States Shows, visitors. W. O. Parent, human bullet, made a trip to Ohio and returned with wife and daughter. Bill Sallsburg, manager Jungles Show, and Dorothy King, of Bloomington, Ill., were married at public wedding here.

G. MCKITRICK.

Stanley Bros.' Shows

Berlin, N. H. Week ended June 12. Weather, ideal. Business, good. Location, two miles from town.

Something new for carnivals in this section is an exhibit tent displaying automobiles, ice boxes, washers, oil burners and other items. Merchants claimed good results thru this. Show is new in this State. Looping Nixes with "Globe of Death" are featured as a free attraction.
HAROLD FRASER.

Cetlin & Wilson Shows

Mt. Pleasant, Pa. Week ended June 12. Auspices, Veterans Foreign Wars. Location, Landy showgrounds. Weather, rain Wednesday and Thursday. Business, good.

Opened Monday to nice crowd. Increased Tuesday, complete rainout Wednesday and Thursday, Friday and Saturday business and attendance very good. Everyone in town really 100 per cent for the show, especially committee and Clark Queer, editor and publisher of *Mt. Pleasant Journal*. Radio Station WHJB in Greensburg, Pa., gave show six 15-minute broadcasts during week with talent furnished by show. Ted Miller, press agent, emcee. He also filled in part time during week in place of one of station announcers. Visitors: Johnny J. Jones, Bantley, J. J. Page, Frank West, Dodson and Corey shows all had representatives on midway during week. Duke Jeannette received new banners for side show, a real flash. Chet Dunn did a real job on lighting effects of Octopus ride. Speedy Merrill ordered new banners for Wall of Death. Neon has been replaced on *Paradise Revue* front, which was destroyed by storm in York, Pa. Business has been fair whenever weather permitted. Owing to terrible weather work that was contemplated has not been progressing very well. Mrs. Frank Harrison, sister of Mrs. J. W. Wilson, paid her a visit during week. Art Parent, formerly of this show, now playing theaters with Great Lester, a visitor. Speedy Merrill's Wall of Death top show, *Paradise Revue* second and Duke Jeannette's side show third. Octopus top ride, Scooter second and Caterpillar third.
GEO. HIRSHBERG.

C. J. Bremer Shows

Little Falls, Minn. June 7 to 12. Auspices, American Legion. Location, fairgrounds. Weather, cold. Business, fair.

Roster: Owner and general manager, Claude J. Bremer; manager, Stanley Warwick; press agent, H. S. Trainer; electrician, Warren Skannon; stockman, Jerry Barrett. Merry-Go-Round, Francis Maier, manager; George Engleman and Lynn Brown, assistants. Tilt-a-Whirl, Bill Reagan, foreman; Ruben Shultz and Joe Matthews, assistants. Eli Wheel, Carl Nelson, foreman; Joe Gramoski, tickets. Loop-o-Plane, Jimmie Sullivan and Tubby Lynard, owners; Jim Klechner, foreman. Kiddie Autos, Cliff Barrett; ponies, A. B. Shook. Dog and Monkey Circus, F. A. Anderson, manager; Mrs. Anderson, arena director; Slim Durling, tickets. Athletic Show, Bobby Bylund, manager; lady wrestler, Mae Meyers. Freak cow, C. C. Burkett, man-

ager; Mrs. Burkett, tickets. Across the Pacific, Bud Jorgenson, manager; Mrs. Bud Jorgenson, Gwenn Grribben, Peggy Butterfield, dancers; Walter Thompson, tickets. Marine Exhibit, H. S. Trainer, manager and lecturer; Johnnie Smith, tickets. Funhouse, Dr. Dippy's Sanatorium, G. T. Aubry, manager; J. Blue, assistant. Laughland, Jimmie Bremer, manager; Blackie Dailey, assistant. Concessions: Joe Rosen, bird wheel; Mike Sharp, Joe Benis, assistants. Corn game, Mrs. Joe Rosen, manager; Sunny South and Mrs. Billy Rosen, assistants. Grind store, Billy Rosen, manager; Ollie Hassen and Bob Morgan, clerks. Cigaret shooting gallery, Mrs. Ollie Hassen, manager; Mrs. Bob Morgan, assistant. Pop corn, T. E. Brewer; slum spindle, Mrs. T. E. Brewer; candy apples, A. Sterner, manager; B. Sterner, assistant. Diggers, Jimmie Sullivan, owner; Frank Diskin, ex-cowboy, assistant. Scales, Tex Rollins; penny pitch, Mrs. Rollins, manager. Cookhouse, Cliff Barnhart, manager; Mrs. Barnhart, cashier, with assistants, Ruth Day, Mrs. Harold Rutter, Pat Kearney, Harold Rutter. Photo gallery, Mrs. Stanley Warwick, manager; Wayne Mayberry, assistant. Temple of Science, Mrs. F. L. Stokes, manager. Milk bottles, Ella Duscher. Mr. and Mrs. F. L. Stokes have a new Covered Wagon. Mr. and Mrs. Jimmie Sullivan have new club car as well as new Lincoln Zephyr. Mrs. C. J. Bremer, who has been in hospital at Rochester, Minn., is slowly improving.
H. S. TRAINER.

O. C. Buck Expositions

Stroudsburg, Tenn. Week ended June 12. Auspices, Elks.

Lloyd Serfras, chairman for Elks, had men on job early and this was first time that local committeemen were placed in wheel concessions in order to give local spenders surety that all merchandise wheels are on up and up. John Huffle and family joined here to take charge of Monkey Show. Maybell Kidder's Temple of Mystery had several people join. Harry Howard is on front with a new sound system. Rides were put in good shape before opening. Joe Falco and Wilbur Han, of electric department, had all lighting in good shape. Mrs. Buck is recovering okeh. Mills and Mills, high-wire act, joined; other act being Swift's Diving Family. Fat Redding, formerly of water show fame, is in Austin and Kuntz side show. ROSS MANNING.

Donald MacGregor Shows

Morrison, Ill. Week ended June 12. Business and weather, good.

Crowds small, but those who attended were good spenders. First carnival here in several years. Town officials were pleased with show. Business was pretty evenly divided among rides, shows and concessions. Much improvement made in lighting and decorating.
R. B. MacKENZIE.

L. J. Heth Shows

Martinsville, Ind. Week ended June 12. Location, Eslinger Park. Auspices, Uniform Rank Knights of Pythias. Weather, ideal. Business, best of season.

This spot booked by writer for fourth consecutive season under same sponsorship was acclaimed by sponsors as their most profitable in their 13 years' history. Show made truck move from Bedford and was in air early Monday. Brown and Taylor joined, pop corn, carmel corn and candy apple concession, as did Ray Dolan, pennant your-name machine; Charles Schmidt Crime Show and Vincent Perkins, snowball unit. John Hood, who has been back to his farm in Rolla, Mo., superintending his spring planting, rejoined. Joe Sparks paid a visit. Charles T. Goss, Chevrolet man, made a business and pleasure visit, leaving with an order for a new semi-trailer truck which was ordered especially for Octopus. Doc Ward and missus topped midway, Swooper getting top money on rides. Charles Miller top with corn game. Writer's mouse game getting second money.
JOE J. FONTANA.

World of Mirth Shows

Watertown, N. Y. Week ended June 12. Location, Smith Field, outer Washington street. Auspices, American Legion. Weather, fair. Business, very good.

Chasing more than rainbows, show found elusive pot of gold at end of its marathon 350-mile run from Clifton, N. J., to this city of 35,000 in upper New York State. While more people have passed thru gates at one or two

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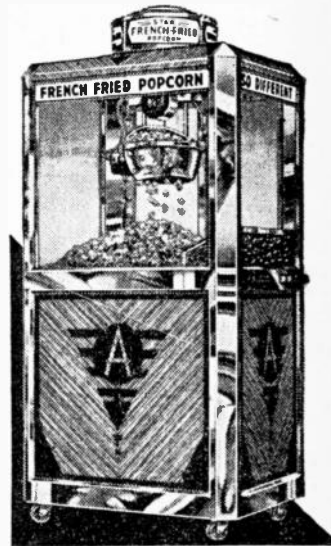
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other stands this season, no other crowds have been so bent upon seeing everything as these Watertown visitors, and a majority of showmen checked in with reports that made week best of year. Monday night was lost for first time, however, when, leaving Paterson, N. J., yards, a derailment of engine held up train several hours. After 150 feet of trackage had been replaced Trainmaster Wally Cobb highballed on toward Watertown at record speed, arriving shortly after noon Monday. Anchoring show adequately presented a problem, for eight inches below topsoil there ran a layer of hard rock which made stake-driving virtually an impossibility. Holes were bored into rocks, and, with a minimum of stakes, show was tied down, altho there were many anxious minutes Tuesday night and Saturday afternoon when it seemed winds were ready to take control. Weather on whole was fair, but never quite definitely so. Heavy rains fell Wednesday night and Thursday forenoon, as well as light showers earlier in the week, and, tho no showings were lost, threat was present thruout week. Skeptics who doubted drawing power of show on a location which had never before been used for show purposes were convinced Monday night when hundreds came to watch midway take shape that Max Linderman had made another wise selection. Located near city line on a main highway and surrounded by ample parking space, lot goes down as a "natural." American Legion officials, led by Commander Emmerman, gave splendid co-operation and *Watertown Times* gave its space freely in interests of engagement. Building, painting and repairing continues unabated in shop wagons and each week sees new evidence of work that is being done appearing on midway. Highlighted among latest innovations are banners which Dot and Flo Carlson, heavyweight twins, have for *Gay Nineties* presentation, a surprise box-office hit of season. Surrounded by Harold Whalen, Johnny Cummings, Musical Johnson and Cliff Younger, two sisters are offering a variety show, staged in atmosphere of an

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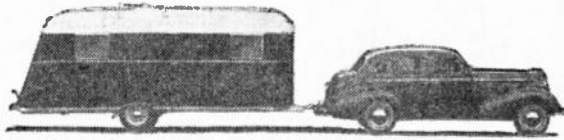
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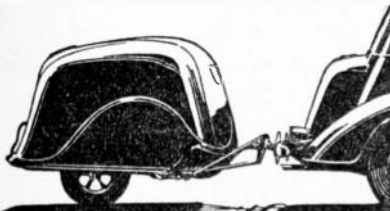
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Last call for Hallstead, Pa. Sesquicentennial and Susquehanna County Firemen's Annual Convention, June 30-July 5. Five nights, two days. Will book anything that does not conflict. No wheels. This week Susquehanna, Pa. **HOWARD POTTER,**

old-fashioned Bowery music hall, which is clicking thru one good week after another. Another new banner hit is slated for an early appearance, according to Mrs. Max Linderman, who is making a number of changes in her Bughouse. She plans an entire new front for her novelty. **GAYLORD WHITE.**

Buckeye State Shows

Crystal Springs, Miss. Week ended June 5. Location, center of town. Weather, showers Monday and Friday; fair rest of week. Business, excellent.

Monday afternoon business started off with a bang and continued thruout week, closing with one of biggest Saturdays of season. Eli Wheel was given a new coat of paint before being erected Sunday evening. New Merry-Go-Round foreman, Victor M. Barns, arrived. Bill Craig was added to cookhouse staff as griddle man. Mr. and Mrs. D. L. Frazier, concessioners, took advantage of being close to Jackson and paid homelike visit. Joe Galler, manager, made several trips on business. **ELOISE LOWRY.**

Douglas Greater Shows

Auburn, Wash. Week ended June 5. Auspices, VFW. Location, city park. Weather, good. Business, fair.

Up and ready Monday evening. E. O. Douglas, owner and manager, entertained friends from Seattle. Mrs. E. O. Douglas, secretary and treasurer, busy placing ticket sellers. Bill Myers left his business at circus tavern to be lot superintendent. Jimmy Kling has taken over transportation. Art Kennedy left his garage in charge of his brother to be engine mechanic. Fritz and Dougout Cowling been two night guards. Earl Peterson left his home to become union electrician and Bill Fajerson, assistant. Carry Social Security secretary who graduated from college, Lisco Pearson. Rides: Eli Wheel, Buster Endicott, foreman; Ehly, tickets; Chuck Bailey, clutch; Merry-Go-Round, Jim Hill, foreman; John Solheim, tickets; Leonard Fajerson, clutch; Loop-o-Plane, Bud Kennedy, foreman; Harold Hansen, tickets; Octopus, owned by Louis Scarcell, first time in carnival business, doing good; Chuck Wilson, foreman; Slim Davis, clutch;

George Davis, tickets; Dodgem, Spick Wahl, foreman; Don Stack, switch; Bob Johnson, Johnny Hansen, floor; Drive-Yourself Cars, Brooks, owner and foreman; Dave Brooks, starter; Louise Brooks, tickets; Kiddie Autos, Skeezix Osborn, foreman; Frank Kirsch, tickets; Pony-Go-Round, Tex Towle, boss hostlers, tickets and stable boy. Shows: Freak Animals, Speed Olson, grinder and tickets; Jim Hill, lecturer and veterinary; Major John, Side Show; Joe Jacobsen, opener; Jake Jacobsen, tickets. Acts, Major John, frog boy; Esther Hill (Tinie Mite), doll lady; Mrs. Jacobsen, lady sword-walker; Lady Yana, mentalist; Tex Herman, human salamander; Slim Jones, magic. Motordrome, Speedy Jack and Dare-Devil Jack, riders; Steve Ribble, opener; Johnny Golick, tickets. World's Fair Creation, Maxine Ross, manager and fan dancer; Checko Laport, Babe Bano, Janet Beverlin; Blackie Hill-belly, opener. Pit of Death, Tex Pute-gnat, manager; Princess Wonghigh, Albanian girl in pit. Concessions: Cookhouse, Roy Miller, owner and manager; Mrs. Miller, cashier; Lloyd Lindell, chef; John Grant, griddle; Lou Lindley, waitress; Robert Singleton, counter; Elmer Hansen, dishwasher; shooting gallery, William Olson, operator, assisted by Henney Newell; Fred (Bozo) Armitage, William Beavers, Sam Parks, agents; Harry Goodman, Earl Hannah and Harry Goodman, agents; Ralph Renner, Mrs. Renner, agent; Charlie Ruud; Shorty Hughes and Shorty Wilson, agents; Al Hamilton, Howard Wells, Lettie Brooks, Petequ Theyer, Babe Hamilton. Showfolk miss Gladys Finly, one of Al Hamilton's agents, who due to illness had to quit show. Frank Kirsch, Mrs. Pat Osborn, agent; George Stiles, 20 by 30 bingo game; Housie Jack, Louie Pelegrini, agents; Fuzz Cottle, rotary machines; Tusko Reagan, high striker; J. A. Riley, penny-pitch; Mrs. Curlee Jones, candy floss; Curlee Jones, pop corn; Tex Hudspeth, scales. General Agent Frank Kirsch has done wonderful work in getting all locations in town. **CURLEE JONES.**

White City Shows

Caldwell, Ida. Eight days ended June 5. Weather, warm. Business, good.

Show opened Saturday and showed eight days to capacity crowds. Everybody building. Two more tents and banners from Downie Bros. Ted and Marlo Lefors joined with bingo game and aerial act. Show has two free acts, no gate. Red Scoggins, Frank Johnston and Don Matney added new concessions. Vilma Elhart and son, Tommy, left to visit her parents, Pondsosa, Ore. Mr. and Mrs. C. F. Corey are all smiles.

Union, Ore. Week ended June 12. Weather, ideal. Auspices, Union Stock Show. Business, good.

Stock Show drew several thousand people nightly, filling midway to capacity. Plunkett's Minstrels joined, with 19 people, including a 10-piece band. Band plays an hour in front of marquee each evening. Brooks and Peg arrived from Los Angeles with scales and Charles Carter joined with a shooting gallery. Mr. and Mrs. C. F. Corey received a beautiful all-electric bar to match their new office. Bar was a surprise from show personnel. **JACK ELHART.**

Happy Days Shows

Cadiz, Ky. Week ended June 5. Auspices, American Legion. Location, Whit's lot. Five-cent pay gate. Business, good.

Thursday and Friday nights lost completely due to rain. Mr. and Mrs. J. C. Jones joined with pop corn and penny-pitch. Mr. and Mrs. Art BuShong joined with five concessions, stock, merchandise. Professor Boggs' eight-piece band creating favorable comment with their fine variety of music on uptown concerts. Their uniforms all new and flashy. Mr. and Mrs. Doc Harris (Lucky Harris), of human projectile fame, preparing their cannon, parachutes and balloons for fairs. Everybody repairing and painting. Lot superintendent Ben Tosh handling situation excellently. *Lil's Midway Cafe* scoring. Maggie and her seven little black and tans doing well. **FLOYD R. HETH.**

Martin's Shows and Carnival

Roseburg, Ore. Six days ended June 5. Location, E. Washington and Kane streets. Auspices, Roseburg Band. Business, good. Weather, warm.

Mr. and Mrs. R. D. Uttke purchased new Chevrolet truck to haul house car and kiddie ride. Uttke very busy building possum bellies to carry small items

for ride. C. M. (Dutch) Webber is recovering and is able to be on lot again. Bob Wessel also complains of being not used to water up in this part of country. B. H. Martin, genial boss, is painting his sound car silver, trimmed with gold. All rice boys received their white caps. A couple of boys turned a Plymouth coupe over, none other than Earl (Squirrel) Payton, who was driving, and R. J. (Curly) Williams. Neither was badly injured. Earl had a ring on his finger that cut it rather deep. Original Mel-Roy gave readings over Station KRNR daily. Pat McLendon had a birthday June 4. He was given a big cake at the cookhouse. **SAMMIE FULLER JR.**

Patrick Shows

Dayton, Wash. Week ended June 5. Dayton Days Celebration. Location, Fairgrounds. Weather, very warm. Business, exceptionally good.

Streets were decorated with flags and streamers, and people were dressed in rodeo fashion. Patrick was not to be outdone so issued orders for show to carry out dress idea thruout entire show. Officials of Dayton Days, Bill Chandler and M. Whipple, co-operated with show staff in every way to make this engagement a success. Midway was laid out splendidly and rides all newly painted. City officials claimed heaviest crowd they have had in years.

New arrivals: Jim Brooks, scales; Peg Owens, buckets; Jack Alexander, novelties; Art Clampet. May Perusse's cookhouse is packing them in. Mrs. Perusse in Spokane buying new equipment. W. R. Patrick in Walla Walla purchasing two new trucks. Les Fee is now lot superintendent. Ed Neiderman, Merry-Go-Round foreman, is keeping ride looking great. Same can be said for Elra Starks on Loop and other boys on their various rides. Bull Montana, concessioner, never rests. Mr. and Mrs. Harry Lyons purchased a new car and also Les Fee. Harold Phillips is running Ham and Bacon Wheel under direction of Art Issacson. Mr. and Mrs. W. R. Patrick gave a birthday dinner at Marcus Whitman Hotel in Walla Walla for Mr. and Mrs. M. H. Eisenman. Show will move on 33 trucks. **MONROE H. EISENMAN.**

Rubin & Cherry Exposition

East Moline, Ill. Week ended June 5. Auspices, American Legion. Location, circus grounds. Weather, fine with exception of one day rain. Business, excellent.

Starting on eighth week of "Silver Jubilee Tour," the exposition opened here on Memorial Day to fair matinee crowd and an unusually large night attendance. However, business dropped during week, mainly because of cool nights, but held up Saturday afternoon with a big children's matinee and 8,000 people in attendance at night.

Concessions under management of J. J. (Chickie) Allen had a good week. Veteran concessioner Lou Leonard, ar- (See RUBIN & CHERRY on page 87)

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Social Security Act

Questions and Answers

WE ARE returning again to the office of the Social Security Division of the Miscellaneous Tax Unit in the Bureau of Internal Revenue at Washington to get further official opinions on the remainder of questions which by this time have been submitted to the Commissioner of Internal Revenue and his General Counsel for final rulings in writing. These rulings will be absolutely binding for every Internal Revenue Collector in the field.

All questions have now been submitted to the Commissioner in the requested form, and we again have official promise that we shall receive immediate attention and rulings as soon as the press of business allows. We do not expect to receive all rulings on all questions at the same time, but we will publish the rulings in the order received. Therefore it is imperative that every outdoor showman watch this department closely. Not only for his own information and guidance, but especially for the following reason: The Bureau of Internal Revenue is looking to *The Billboard* for the publication of these rulings, which will take a great deal of official time, and the Bureau expects and will take it for granted that the outdoor showmen know and are familiar with the rulings published in *The Billboard*, so that there cannot be any further questions in regard to ignorance of the regulations.

The Billboard has done everything humanly possible to straighten out the present confusion in regard to this law and lessen the inconveniences that its regulations impose. It will now be up to the showmen to do their part and familiarize themselves with the official rulings as and when they are issued and published on this page.

Circus and Name Bands

Now let's return to the conference room. One of the government lawyers attending the conference wanted more information on the difference of circus and carnival bands and so-called "name" bands. There probably will be a difference in the official rulings in regard to these two classes of bands and orchestras. Or, in other words, the ruling for bands and orchestras, expected in the very near future, may not apply to carnival and circus bands.

From what we understand, the official ruling on bands and orchestras will only concern "name bands"; that is, permanently organized traveling or permanently located bands and orchestras which have their own musicians under individual contracts and carry the same musicians from one employment to the next one.

Regardless of what the official ruling on this class of bands and orchestras will be, the official opinion is that carnival and circus bands will be considered as individual employees of circus or carnival, including the band leader, as these bands are not under the control of their bandmaster, but in the sense of the Social Security Act completely under the control of circus or carnival as the ultimate employer, regardless of whether the show office pays the individual musicians directly or thru the band leader. Another reasoning for this attitude is the official impression that these bands are usually hired for this one engagement and not to be considered permanent band organizations.

Side-Show Questions

The status of the owner of a side show, booked on a percentage basis with a carnival, will be decided in connection with the ruling on the unit question. We can now say that we believe our argument against a unit rule on a carnival or in an amusement park will bear good results and that owners of independent shows, rides and concessions will be declared independent contractors who will have to look after their own compliance with the regulations of the law and their own tax payments, regardless of the fact that the carnival receives a percentage of the gross re-

ceipts of the independent shows.

Talkers of side shows, according to official opinion, are without doubt employees subject to the taxes, whether on a salary or percentage basis. Their percentage is considered as wages in the sense of the law and the 1 per cent come under the Unemployment tax must be deducted at the time the percentage is paid to the talkers. There will be no other official ruling on this point.

The question whether side-show freaks vision has caused some headache. It is officially agreed that "Side-show attractions such as midgets, fat ladies, skeleton men, giants, pinheads, birdlady and other abnormal oddities"—this is the official wording for side-show attractions—cannot expect to obtain employment thru the regular Federal or State channels when they are out of work. It is further agreed that several States exclude side-show freaks from the unemployment compensation laws. One State agency has taken the stand that there are no such things as "freaks", but that we have here only sick people, who are afflicted by some illness of the glands and therefore abnormal. Therefore they are exempted from State unemployment taxes. In fact, it is agreed all around that side-show freaks are as a rule unemployables. Nevertheless, there is nothing in the Social Security Act at present that would exempt side-show freaks from any taxes under this law. The official opinion on this is that State law regulations may be accepted as far as the unemployment taxes go, but that even side-show freaks will come under the Old-Age Pension taxes. *The Billboard* representative has made very strong arguments against the latter opinion in its submission of this question for an official ruling, but the final ruling naturally cannot be foretold.

How Meal Should Be Figured

The question of a reasonable figure for meals for a show's employees has also found many different interpretations by Internal Revenue Collectors. Some collectors have been satisfied if a show figures the amount the cookhouse costs the show per day and man and adds this amount to the wages of the individual employee. Other collectors want the show to add an amount equal to what an employee would have to pay for these meals if he takes them in an outside restaurant. The latter conception is fought energetically by *The Billboard* representative as it would be an unnecessary hardship on the show as well as on the employee.

The official opinion on this question is that no official ruling can set a certain amount that would be a "fair value" for the meals received by the employees in the sense of the Act. This would depend entirely on the cost of living and meals in the territory the show is playing, and also on the quality of the meals served in the cookhouse. In this respect a show must be careful what it charges an outsider for a meal in the cookhouse. If a show, for instance, charges a visitor—maybe relations of some performers or other guests—50 cents for a single meal taken in the cookhouse and consisting of the same quality and quantity as served to the performers, the official interpretation may be that 50 cents per meal would be a "fair value" per meal in the sense of the law.

By now every show has probably set a fixed price on its meals to be added weekly to the wages of its employees. The official suggestion is to continue this matter, as it has been done so far, and if any misunderstandings or troubles come up with Internal Revenue Collectors, to have the case in question submitted to the Internal Revenue Bureau for a special ruling.

Independent Concessions

When a concessioner or owner of a lunch stand travels with a carnival or circus and pays to the show a certain fixed amount weekly for the privilege of setting up his stand, doing business entirely on his own, he is an independent con-



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ORR & ORR
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Chicago, Illinois

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Los Angeles, California

BEEZLEY ROYAL TRAILER SALES
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tractor and responsible for the collection and payments of all taxes, according to official opinion. Provided, however, that the show is only interested in furnishing the location for the concessioner to work and in receiving the rent therefor, while the owner of the concession runs his business under his own exclusive control, hires and fires and pays his own help and takes his own profit and losses. In this case the official opinion considers such a concessioner as an independent business man and not an employee of the show, paying his lot rent in the same way as if he would rent a store. Understand us right, however. This official opinion, which was so outspoken that an official ruling on this point is unnecessary, affects only concessioners paying a fixed weekly privilege to the show. Concessioners who work their concessions on a percentage of gross or net receipts with a show may be affected by an entirely different ruling which will be made in connection with the unit rule.

Side Show With Circus

The government attorney taking part in the conferences at this point came back to the question of side shows. He seemed to know more about the outdoor show business than he wanted us to suspect. On different occasions he asked pertinent questions which made us sit up and take notice. He stated we had omitted, while discussing the side-show question, one kind of side show on which he wished to give immediately an official opinion: If a circus hires a side-show man to run its big side show, this side-show manager is an employee of the circus, even if he receives as compensation a percentage of the gross or net receipts of such a side show, and not a set salary. So are all employees of the circus side show. The percentage earnings of the side-show manager will be considered his wages in the sense of the Act. The fact exists, the attorney stated, that all employees of such a circus side show are paid out of the circus office, that all receipts are turned in daily to the circus treasury and that, in fact and in the sense of the law, the circus has full control of this side show and its employees. It would make no difference under the law, so the opinion stated, if the circus side-show manager has the right to hire and fire his own attractions. The circus management would have, nevertheless, full control over such a circus side show. This opinion is important as it may differ from the official ruling regarding independent side shows booked with carnivals. However, this opinion will prevail also in the case of a side show which belongs to a car-

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nival and is turned over to a manager to run, with all salaries of attractions and help paid out of the carnival office.

Minor Sons and Daughters

While the Unemployment Tax division especially states that minor children helping their parents are exempted from the unemployment tax payments, nothing is stated in the Old-Age Pension section about the status of these minor children.

The official opinion is that this may be an unintentional omission as the principal regulations were to be about the same for both tax divisions under the Act. It was pointed out to us that parents were at all times responsible for board and lodging for their children and (See SOCIAL SECURITY on page 93)

1937 FAIR DATES

ALABAMA
Alexander City-East Ala. Fair Assn. Oct. 19-23. Lewis B. Dean.
Andalusia-Covington Co. Fair. Oct. 26-30. Thos. P. Littlejohn, mgr.
Arab-Arab District Fair. Oct. 12-16. Leon H. Hinds.
Athens-Limestone Co. Negro Fair Assn. Oct. ... H. T. Redus.
Birmingham-Alabama State Fair. Sept. 27-Oct. 2. P. T. Strieder, mgr., Box 1231, Tampa, Fla.
Courtland-Lawrence Co. Fair Assn. Early in Oct. C. C. Horton.
Florence-North Ala. State Fair. Sept. 20-25. Dr. E. R. Braly, mgr., Lawrenceburg, Tenn.
Huntsville-Madison Co. Fair. Sept. 28-Oct. 2. D. C. Finney, gen. mgr.
Jasper-Walker Co. Fair Assn. Sept. 20-25. Ed Pierce.
Lanett-Chambers Co. Fair. Oct. 18-23. W. C. Stearns.
Lexington-Lexington Fair Assn. Sept. 30-Oct. 2. Mrs. Charles P. McMeans.
Luverne-Crenshaw Co. Fair. Nov. 2-6. Thos. P. Littlejohn, mgr.
Mobile-Greater Mobile Gulf Coast Fair Assn. Oct. 25-31. E. T. Rosengrant.
Opelika-Lee Co. Fair. Week of Oct. 18. C. B. Downey.
Troy-Pike Co. Fair Assn. Oct. 19-23. Thos. P. Littlejohn, mgr.

ARIZONA
Douglas-Cochise Co. Fair Assn. Oct. 7-9. James H. Barrett.
Prescott-Northern Ariz. State Fair & Prescott Frontier Days. July 2-5. Grace M. Sparkes.
ARKANSAS
Bentonville-Benton Co. Free Fair Assn. Oct. 6-8. E. G. Luckens.
Blytheville-Mississippi Co. Fair Assn. Sept. 28-Oct. 3. J. Mel Brooks.
Danville-Yell Co. Free Fair Assn. Oct. 13-16. Mrs. W. M. McClure, Dardanelle, Ark.
Hatfield-Hatfield Fair Assn. Aug. 12-13. C. W. Slote.
CALIFORNIA
Anderson-27th District Agrl. Assn. Sept. 23-25. W. C. McCabe, mgr., Cottonwood.
Caruthers-Caruthers District Fair Assn. Oct. 7-9. C. L. Walton.
Cedarville-Modoc Co. Fair Assn. Sept. 11-12. Albert E. Tandy.
Crescent City-41st Dist. Agrl. Assn. Sept. 22-26. C. A. Cronkhitte.
Del Mar-22d Dist. Agrl. Assn. Aug. 7-15. Frank Dupree.
Ferndale-Humboldt Co. Fair. Aug. 18-22. Dr. Jos. N. D. Hindley.
Fresno-Fresno District Fair Assn. Sept. 21-26. T. A. Dodge Jr.
Hayfork-Trinity Co. Fair. Aug. 7-8. Ray J. Jesser.
Imperial-Imperial Co. Fair. March 5-13. D. V. Stewart.
McArthur-Shasta Co. Inter-Mountain Fair. Sept. 11-12.
Marysville-Sutter-Yuba Bi-Counties Fair. May 29-31. Jack Fredericks.
Merced-35th Dist. Agrl. Assn. Aug. 6-8. Walter S. Found.
Monterey-Monterey Co. Fair. Aug. 12-15. Trefle R. LaSenay.
Napa-Napa Co. Fair. Aug. 19-21. Lowell Edgington, mgr.
Pomona-Los Angeles Co. Fair. Sept. 17-Oct. 3. C. B. Aflerbaugh.
Sacramento-California State Fair. Sept. 3-12. Robert Muckler.
San Jose-Santa Clara Co. Fair. Sept. 20-26. John T. Severson.
Santa Maria-Santa Barbara Co. Fair. July 21-25. Jesse H. Chambers.
Santa Rosa-Sonoma Co. Fair Assn. Aug. 10-15. G. Lansing Hurd.
Stockton-San Joaquin Co. Fair Assn. Aug. 21-29. Edw. G. Vollmann.
Susanville-Lassen Co. Fair. Aug. 27-29. W. W. Packwood.
Tulare-Tulare-Kings Co. Fair. Sept. 14-18. A. J. Elliott.
Turlock-Stanislaus Co. Fair. Aug. 2-8. A. J. Rousse, mgr.
Ukiah-Mendocin Co. Fair. Aug. 6-7. E. J. James.

COLORADO
Calhan-El Paso Co. Fair Assn. Sept. 17-19. Dr. Henry C. Gate.
Castle Rock-Douglas Co. Fair. Sept. 18-19. C. R. Reynolds, Sedalia, Colo.
Hotchkiss-Delta Co. Fair Assn. Sept. 14-17. George S. Roller.
Loveland-Larimer Co. Jr. Fair. Aug. 17-19. Ward Olson.
Montrose-Uncompahgre Valley Rodeo & Fair Assn. Sept. 9-11. Vern Gray.
Pueblo-Colorado State Fair. Aug. 23-27. Frank H. Means, mgr.
Rocky Ford-Arkansas Valley Expo. & Fair Assn. Sept. 1-3. Belle Daring.
Sterling-Logan Co. Fair. Aug. 11-13. M. V. Haines.
CONNECTICUT
Bethlehem-Bethlehem Fair Soc. Sept. 17-18. Miss Rita Butler, Watertown, Conn.
Broad Brook-Union Agrl. Soc. Sept. 29. B. R. Grant, Melrose, Conn.
Brooklyn-Windham Co. Agrl. Soc. Sept. 21-23. Marshall J. Frink.
Cannondale-Cannon Grange Fair. Sept. 11. G. E. Hubbard, Wilton, Conn.
Chester-Chester Agrl. Soc. Sept. 24. Clarence F. Spencer.
Danbury-Danbury Fair. Oct. 2-9. G. M. Nevius.
Devon-Devon Country Fair. July 19-24. Mrs. George W. Coulman.
Glastonbury-Good Will Grange Fair. Sept. 17-18. Harry A. Tomlinson, Addison, Conn.
Goshen-Goshen Agrl. Soc. Sept. 6. Louise W. Blakeslee.
Granby-Granby Grange Fair. Sept. 9. Edwin H. Shattuck.
Guilford-Guilford Agrl. Soc. Sept. 29. Lewis E. Coulter.
Haddam Neck-Haddam Neck Fair Assn. Sept. 6. Leonard J. Selden, R. D. 1, E. Hampton.
Harwinton-Harwinton Fair Assn. Oct. 2. Louis L. Campbell, R. D. 2, Torrington, Conn.
Meriden-Meriden Grange Fair. Sept. 10-11. Mrs. J. E. Megowan.
North Stonington-New London Co. 4-H Club Fair Assn. Aug. 27-28. Ruth E. Avery, Norwichtown, Conn.
North Stonington-N. Stonington Grange Fair Assn. Sept. 14-16. Edna M. Cook.

Pachaug-Pachaug Grange Fair. Sept. 10-11. Mrs. Charles Campbell.
Plainville-Plainville Grange Fair. Oct. 7-9. W. B. Wilber.
Terryville-Plymouth Agrl. Soc. Sept. 25. Mrs. Marion C. Mattoon, Plymouth, Conn.
Woodstock-Woodstock Agrl. Soc. Sept. 14-15. Freeman R. Nelson, Pomfret Center.

DELAWARE
Harrington-Kent & Sussex Fair Assn. July 27-31. Ernest Raughley.

FLORIDA
De Funiak Springs-Walton Co. Fair. Nov. 9-11. W. J. Stinson.

FRANCE
Paris-Paris International Expo. May 1-Oct. 16.

GEORGIA
Adel-Cook Co. Legion Fair. Oct. 4-9. James T. Dampier.
Americus-Sumter Co. Fair Assn. Oct. 18-24. O. P. Johnson.
Athens-American Legion Fair. Nov. 1-6. W. A. (Bill) Hodgson.
Atlanta-Southeastern Fair Assn. Oct. 7-16. Virgil Meigs.
Augusta-Exchange Club Fair. Nov. 1-6. R. L. Sumerau, Jr.
Bainbridge-Decatur Co. Fair. Oct. 12-16. T. E. Rich.
Cedartown-American Legion Polk Co. Fair. Late Sept. or early Oct. Wm. Parker Jr.
Columbus-Chattahoochee Valley Expo. Oct. 18-23. F. L. Jenkins.
Covington-Newton Co. Fair. First week in Oct. Henry Odum.
Dublin-Oconee Fair Assn. Oct. 4-9. Effie M. Lampkin.
Elberton-Elberton Fair. Nov. 8-13. I. V. Hulme.
Elberton-Elbert Co. Colored Fair Assn. Oct. 4-9. Lee Roy Dooley.
Fitzgerald-Ben Hill Co. Fair. Oct. —. Homer Waters.
Gainesville-Gainesville Fair. Oct. 4-9. I. V. Hulme, Elberton, Ga.
Hawkinsville-Pulaski Co. Fair. Oct. 25-30. Frank E. Dertch.
La Fayette-Walker Co. Fair Assn. Oct. —. C. W. Wheeler.
Lakeland-Lanier Co. Fair Assn. Oct. 18-23. J. L. Bridges.
Macon-Georgia State Fair. Oct. 18-23. E. Ross Jordan.
Marietta-Cobb Co. Fair Assn. Oct. 6-9. L. R. Langley.
Milledgeville-Middle Ga. Fair Assn. Oct. 5-9. Mrs. F. W. Hendrickson.
Ocilla-Irwin Co. School Fair. Nov. 1-6. W. A. Sutton Jr.
Sandersville-Washington Co. Fair. Oct. 12-16. G. S. Chapman.
Tifton-Tobacco Belt Fair, American Legion. Sept. 28-Oct. 2. Dr. M. L. Webb.
Valdosta - South Ga. Fair. Nov. 3-13. H. K. Wilkinson, mgr.

IDAHIO
Boise-Western Idaho State Fair. Aug. 25-29. Ed J. Sprout, mgr.
Burley-Cassia Co. Fair. Aug. 30-Sept. 2. B. F. Mahoney, Declo, Ida.
Caldwell-Southwest Idaho 4-H Club District Fair. Aug. 12-13 (tentative). Charles Laurensen.
Piler-Twin Falls Co. Fair & Rodeo. Sept. 7-10. Thomas Parks.
Preston-Franklin Co. Fair & Roundup. Aug. 20-21. Angus Condie.
Salmon-Lemhi Co. Fair & Legion Rodeo. Oct. 1-3. Preston Thatcher.
Sandpoint-Bonner Co. Fair Assn. Third week in Sept. Bruce Turnbull.

ILLINOIS
Albion-Edwards Co. Fair. Aug. 10-14. Lyman Bunting, Ellery, Ill.
Aledo-Mercer Co. Fair. Sept. 14-19. W. W. Warnock.
Anna-Anna Fair. Aug. 23-28. J. F. Norris.
Antioch-Antioch Country Fair. Aug. 26-28. Charles G. Paddock.
Arthur-Arthur Moultrie-Douglas Co. Fair. Aug. 10-13. H. E. Hood.
Ashley-Washington Co. Fair Assn. Week of July 12. Charles L. Logan Jr.
Augusta - Augusta Community Live-Stock Assn. Aug. 10-12. James A. Phillips.
Benton-Franklin Co. Fair. Aug. 3-7. Harry W. Nolen.
Bloomington-McLean Co. Fair. Aug. 10-12. Clarence Ropp, Normal, Ill.
Breese-Clinton Co. Agrl. Fair Assn. Sept. 25-29. A. W. Grunz.
Bridgeport-Lawrence Co. Fair Assn. Aug. 30-Sept. 3. Sam L. Irwin.
Brownstown-Fayette Co. Fair Assn. Aug. 24-28. L. A. Tudor.
Cambridge-Henry Co. Fair. Aug. 10-13. George W. Rogers.
Carbondale-Jackson Co. Fair Assn. July 1-4. Mrs. Jack Stumpe, Pinckneyville.
Carmi-White Co. Fair Assn. Aug. 17-20. Max Endicott.
Carrollton-Greene Co. Fair Assn. Aug. 30-Sept. 3. H. C. Beatty.
Charleston-Coles Co. Fair Assn. Aug. 1-7. R. B. Rosebraugh.
Chicago-Internal Live-Stock Expo. Nov. 27-Dec. 4. B. H. Heide, Union Stock Yards, Chicago.
Dixon-Lee Co. Fair. Aug. 26-29. John Weiss.
Du Quoin-Du Quoin State Fair Assn. Sept. 6-11. C. H. Weinberg.
El Paso-El Paso Fall Festival Assn. Aug. 25-29. George H. Stauter.
Fairbury-Fairbury Fair. Aug. 25-28. George H. Decker.
Fairfield-Wayne Co. Fair Assn. Aug. 24-27 (tentative). U. F. Johnson.
Fairmont-Vermilion Co. Agrl. Fair. Aug. 9-14. Z. A. Terry.
Farmer City-Farmer City Fair Assn. Sept. 14-18. E. R. Rinehart.
Golconda-Pope Co. Agrl. Soc. July 21-24. John B. Clark.
Greenup - Greenup - Cumberland Co. Fair Assn. Aug. 9-15. Preston Jenulne.
Griggsville-Pike Co. Fair Assn. July 27-30. Nell H. Manton.

INDIANA
Akron-Akron Agrl. Fair Assn. Sept. 15-18. F. M. Fultz.
Anderson-Anderson Free Fair Assn. July 5-10. Earl J. McCarel.
Auburn-De Kalb Co. Fair Assn. Sept. 28-Oct. 2. H. E. Hart, mgr.
Aurora-Aurora Farmers' Fair. Oct. —. Charles Kilngelhoffer.
Bluffton-Bluffton P.ee Street Fair Assn. Sept. 21-25. Carl Helms.
Boonville-Boonville Fair Assn. Aug. 2-7. Albert C. Derr.
Boswell-Benton Co. Fair. July 2-5. R. A. Lynch.
Bourbon-Bourbon Fair Assn. Sept. 21-24. M. M. Beck.
Cayuga-Vermillion Co. Fair Assn. Aug. 17-20. V. N. Asbury, Newport, Ind.
Chalmers-Chalmers Fair Assn. Aug. 11-14. Charles Clark.
Columbus-Bartholomew Co. Fair. July 19-24. F. M. Overstreet.
Connerville-Fayette Co. Free Fair. Aug. 17-20. J. L. Kennedy.
Converse-Miami Co. Agrl. Assn. Sept. 14-17. D. E. Warnock.
Corydon-Harrison Co. Agrl. Soc. Aug. 23-27. Dr. L. B. Wolff.
Covington-Covington Free Fair. Aug. 23-28. George P. Schwin.
Crown Point-Lake Co. Agrl. Soc. Aug. 17-21. George H. Neises.
Fairmount-Grant Co. Agrl. Fair. Aug. 31-Sept. 2. John R. Little.
Fairview-Switzerland & Ohio Co. Fair Assn. Sept. 16-18. Miss Louella Van Dever, R. 1, Bennington, Ind.
Franklin-Johnson Co. Free Fair. July 12-17. Neil R. Godwin.
Frankfort-Clinton Co. Fair Assn. Aug. 15-20. Will G. Ross.
Goshen-Elkhart Co. Fair. Aug. 31-Sept. 4. Wallace C. Manrow.
Greencastle-4-H Club Fair. Kiwanis Club. Aug. 12-14. Lynn Brown.
Greenfield-Hancock Co. Agrl. Assn. Aug. 23-27. Bert Swain.
Hartford City-Farmers & Merchants' Agrl. Assn. Sept. 14-18. S. Ross Daugherty.
Huntingburg-Dubois Co. Fair Assn. Aug. 9-14. J. F. Overbeck.
Indianapolis-Indiana State Fair. Sept. 4-10. Harry G. Templeton.
Jasonville-Tri-County Fair. Aug. 17-21. Ivan Conдор.

Kendallville-Kendallville Fair. Aug. 16-20. Aug. 16-20. U. C. Brouse.
Kentland-Newton Co. Fair. Sept. 14-17. A. M. Schuh.
La Porte-La Porte Co. Fair. Aug. 24-28. J. A. Terry.
Ladoga-Ladoga Fair. Aug. 11-14. Gene Himes.

Harrisburg-Saline Co. Agrl. Assn. July 26-31. A. Franks, gen. mgr.
Henry-Marshall-Putnam Fair. Sept. 7-10. R. H. Monier, Sparland, Ill.
Highland-Highland Madison Co. Fair Assn. Sept. 9-12.
Jacksonville-Morgan Co. Breeders Fair Assn. Aug. 26-29. Roy E. Welch.
Jerseyville-Jersey Co. Fair. Sept. 4-9. Bill Ryan, Box 546, Springfield, Ill.
Knoxville-Knox Co. Fair. Aug. 3-6. Hilding L. Johnson, Galesburg, Ill.
La Fayette-La Fayette Horse & Fair Assn. Aug. 31-Sept. 3. H. A. Kaser.
Lewistown-Fulton Co. Fair Assn. Aug. 10-13. E. C. Gillam.
Lincoln-Logan Co. Fair Assn. Aug. 10-13. Charles Colburn, Beason, Ill.
McLeansboro-McLeansboro Fair Assn. July 6-10. H. Mead.
Marion-Williamson Co. Fair Assn. Aug. 31-Sept. 3. Ray Miller.
Marshall-Marshall Community Fair. Aug. 18-21. Charles L. Blundell Jr.
Mazon-Grundy Co. Agrl. Fair. Sept. 3-6. G. E. Mellen.
Modesto-Macoupin Co. Agrl. Fair. Sept. 14-16. Ed Turner.
Monroe-Monroe District Fair. Sept. 8-10. Harry J. Conrad.

Monticello-Platt Co. Fair Assn. Aug. 31-Sept. 3. C. E. Corbett.
Morrison-Whiteside Co. Central Agrl. Soc. Aug. 31-Sept. 3. V. M. Dearinger.
Mount Carmel-Wabash Co. Free Fair. Aug. 24-27. Pete Ravenstein.
Mount Sterling-Brown Co. Fair. Aug. 3-6. Walter Manny.
Mount Vernon-Mt. Vernon State Fair Assn. Sept. 14-18. Joe Marquis.
Newman-Newman Fair Assn. Aug. 31-Sept. 3. James H. Kincaid.
Newton-Jasper Co. Fair. July 19-24. C. G. Batman.

Olney-Richland Co. Fair Assn. Sept. 8-10. A. C. Roberts.
Oregon-Ogle Co. Fair, Sept. 4-6. E. D. Landers.
Pecatonica-Winnebag Co. Fair Assn. Aug. 26-29. Tom Morrissey, supt.
Peotone-Will Co. Fair Assn. Aug. 31-Sept. 2. Charles J. O'Neill, Manteno, Ill.
Petersburg-Menard Co. Agrl. Fair. Sept. 9-10. L. W. Chalcraft.
Pinckneyville-Perry Co. Agrl. Assn. Aug. 10-13. J. W. Stumpe.
Princeton-Bureau Co. Fair. Aug. 24-27. G. P. Seibel.
Roseville-Warren Co. Agrl. Fair. Aug. 24-27. E. H. Kirkpatrick.
St. Joseph-Champaign Co. Fair. Aug. 24-27. Everett R. Peters.
Sandwich-Sandwich Fair Assn. Sept. 7-10. C. L. Stinson.
Sparta-Randolph Co. Fair. July 27-30. E. H. Beaver.

Springfield-Illinois State Fair. Aug. 14-22. E. E. Irwin, gen. mgr.
Stronghurst-Henderson Co. Fair. Aug. 31-Sept. 3. Ralph Butler.
Taylorville-Christian Co. Agrl. Fair Assn. July 25-30. C. O. Hunter.
Vienna-Johnson Co. Fair. Aug. 17-20. George Gray.
Warren-Warren Fair. Sept. 1-4. J. W. Richardson.

INDIANA
Akron-Akron Agrl. Fair Assn. Sept. 15-18. F. M. Fultz.
Anderson-Anderson Free Fair Assn. July 5-10. Earl J. McCarel.
Auburn-De Kalb Co. Fair Assn. Sept. 28-Oct. 2. H. E. Hart, mgr.
Aurora-Aurora Farmers' Fair. Oct. —. Charles Kilngelhoffer.
Bluffton-Bluffton P.ee Street Fair Assn. Sept. 21-25. Carl Helms.
Boonville-Boonville Fair Assn. Aug. 2-7. Albert C. Derr.
Boswell-Benton Co. Fair. July 2-5. R. A. Lynch.

Bourbon-Bourbon Fair Assn. Sept. 21-24. M. M. Beck.
Cayuga-Vermillion Co. Fair Assn. Aug. 17-20. V. N. Asbury, Newport, Ind.
Chalmers-Chalmers Fair Assn. Aug. 11-14. Charles Clark.
Columbus-Bartholomew Co. Fair. July 19-24. F. M. Overstreet.
Connerville-Fayette Co. Free Fair. Aug. 17-20. J. L. Kennedy.
Converse-Miami Co. Agrl. Assn. Sept. 14-17. D. E. Warnock.
Corydon-Harrison Co. Agrl. Soc. Aug. 23-27. Dr. L. B. Wolff.
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Greencastle-4-H Club Fair. Kiwanis Club. Aug. 12-14. Lynn Brown.
Greenfield-Hancock Co. Agrl. Assn. Aug. 23-27. Bert Swain.
Hartford City-Farmers & Merchants' Agrl. Assn. Sept. 14-18. S. Ross Daugherty.
Huntingburg-Dubois Co. Fair Assn. Aug. 9-14. J. F. Overbeck.
Indianapolis-Indiana State Fair. Sept. 4-10. Harry G. Templeton.
Jasonville-Tri-County Fair. Aug. 17-21. Ivan Conдор.

Kendallville-Kendallville Fair. Aug. 16-20. Aug. 16-20. U. C. Brouse.
Kentland-Newton Co. Fair. Sept. 14-17. A. M. Schuh.
La Porte-La Porte Co. Fair. Aug. 24-28. J. A. Terry.
Ladoga-Ladoga Fair. Aug. 11-14. Gene Himes.

Lawrenceburg-Dearborn Co. Fair. July 26-31. Leonard Haag.
Logansport-Cass Co. Fair Assn. Aug. 23-28. William Thomas Jr.
Lyons-Lyons Fair & Stock Show. Sept. 15-18. Lex Edwards.
Mentone-Mentone Community Fair. Aug. 25-28. Leroy Norris.
Montpellier-Montpellier Speed Assn. July 21-23. H. L. Kelley.
Muncie-Muncie Fair. Aug. 1-6. F. J. Claypool.
North Vernon-Jennings Co. Free Fair. June 30-July 4. Frank Doran.
Osgood-Ripley Co. Fair Assn. Aug. 4-7. H. L. Jenkins.
Portland-Jay Co. Fair Assn. Aug. 8-14. Mike Ankrum.
Princeton-Gibson Co. Fair Assn. Aug. 30-Sept. 4. H. W. Reinhart.
Rensselaer-Jasper Co. Fair. Aug. 31-Sept. 3. George M. Reed.
Reynolds-Reynolds Fair. Sept. 8-11. Albert Geier.
Rockport-Spencer Co. Fair. July 28-30. F. L. Fella.
Rockville-Parke Co. Fair Assn. Aug. 30-Sept. 4. George Schwinn Jr.
Rushville-Legion Free Fair. Aug. 2-7. F. E. Hinchman.
Salem-Washington Co. Fair Assn. Aug. 16-20. Charles R. Morris.
Shelbyville-Shelby Co. Free Fair. Aug. 8-13. George A. Parrish.
Sheridan-Sheridan Free Fair. Aug. 25-28. Tom Baker.
Spencer-Owen Co. Fair Assn. July 28-31. Ben Kaufman.
Sunman-American Legion Fair. Sept. 17-18. Ernest W. Howrey.
Terre Haute-Vigo Co. Agrl. Assn. Aug. 28-Sept. 2. Paul Joab.
Thorntown-Thorntown Fall Fair & Festival. Sept. 16-18. H. S. Spencer.
Warsaw-Kosciusko Co. Fair Assn. Sept. 28-Oct. 2. C. R. Jontz.
Washington-Graham Farms Fair. Aug. 30-Sept. 2. Hugh L. Cox, mgr.

IOWA
Ackley-Four-County Fair. Nov. 22-25. Martin J. Ryken.
Adel-Dallas Co. Fair. Aug. 23-25. Joe T. Beving.
Albia-Monroe Co. Agrl. Soc. Aug. 23-26. Mrs. Hugo Swartz.
Algona-Kossuth Co. Agrl. Assn. Sept. 6-10. E. L. Vincent.
Allison-Butler Co. Fair Assn. Sept. 7-10. C. H. Wild.
Alta-Buena Vista Co. Agrl. Soc. Aug. 17-20. C. J. Bains.
Atlantic-Cass Co. 4-H Agrl. Fair. Aug. 18-20. Paul W. Knaupp.
Audubon-Audubon Co. Fair. Sept. 13-17. W. F. Hoyt.
Aurora-Aurora Agrl. Soc. Aug. 31-Sept. 2. E. D. Matteson, Lamont, Iowa.
Avoca-Pottawattamie Co. Fair Assn. Aug. 16-19. R. F. McKinley.
Bloomfield-Davis Co. Fair. Aug. 17-20. L. O. Jenkins.
Boone-Boone Co. Achievement Show. Aug. 23-25. Harley Walker.
Burlington-Burlington Tri-State Fair. Aug. 8-14. A. L. Biken.
Cedar Rapids-All-Iowa Dairy & Jr. Live-Stock Expo. Sept. 6-10. C. D. Moore.
Central City - Wapsie Valley Fair Assn. Aug. 3-7. A. R. Hoffman.
Clarinda-Page Co. Fair. Aug. 19-21. C. B. Strong.
Colfax-Jasper Co. Fair. Aug. 23-25. Wayne Tyler, Newton, Iowa.
Columbus Junction-Louisa Co. Fair. Aug. 17-20. E. H. Wegner.
Coon Rapids-Four-County Agrl. Assn. Sept. 27-30. Blyn Smith.
Corning-Adams Co. Fair. Aug. 23-27. A. L. Gauthier.
Corydon-Wayne Co. Fair Assn. Aug. 23-25. E. W. Farnsworth.
Cresco-Howard Co. Agrl. Soc. Aug. 31-Sept. 3. J. G. Meyer.
Davenport-Mississippi Valley Fair and Expo. Aug. 15-21. H. W. Power.
Decorah-Winneshek Co. Fair. Aug. 18-21. J. R. Pearson.
Des Moines - Iowa State Fair & Expo. Aug. 25-Sept. 3. A. R. Corey.
Derby-Derby District Agrl. Assn. Sept. 7-10. L. W. Snook.
Donnellson-Lee Co. Fair. Aug. 24-27. A. D. Krellih.
Dunlap-Community Fair. Sept. 15-17. O. E. Bramson.
Eagle Grove-Eagle Grove District Jr. Fair. Aug. 23-25. John Donhowe.
Eldon-Wapello Co. Agrl. Fair Assn. Aug. 23-26. L. W. Hall.
Eldora-Hardin Co. Agrl. Soc. Aug. 16-20. C. W. Hase.
Elkader-Elkader Fair. Aug. 17-20. Lea Oelke.
Emmetsburg-Palo Alto Co. Fair. Aug. 18-20. Ronald Chapman.
Fonda - Pocahontas Co. Fair. Aug. 10-13. L. M. Ruck.
Fort Dodge-National Beef Cattle Show. Sept. 7-10. S. P. Stump.
Garner-Hancock Co. Fair. Aug. 20-21. S. J. Overhauser.
Greenfield-Adair Co. Fair Assn. Sept. 6-9. Frank A. Gatch.
Grundy Center-Grundy Co. Fair Assn. Sept. 7-10. C. S. Macy.
Guthrie Center-Guthrie Co. Fair Assn. Sept. 22-24. Martin Branson.
Hampton-Franklin Co. Fair Assn. Sept. 13-17. Glenn D. Craighton.
Harlan-Shelby Co. Fair Assn. Sept. 21-24. H. L. Minkler.
Humboldt-Humboldt Co. Fair. Aug. 23-26. Arch B. Myles.
Independence - Buchanan Co. Fair. Aug. 17-20. W. J. Campbell, Jesup, Ia.
Indianola - Warren Co. Fair. Aug. 17-20. Victor Felter.
Iowa Falls-Central Iowa Agrl. Assn. Sept. 22-23. C. H. Benedict.
Jefferson-Greene Co. Fair. Sept. 21-24. George Stone.
Keosauqua-Van Buren Co. Fair. Aug. 10-13. A. J. Secor.
Knoxville-Marion Co. Fair Assn. Aug. 16-21. A. C. Bryan.
Lorimer-Lorimer Agrl. Fair. Aug. 23-26. Mrs. Roy Hammans.
Manchester-Delaware Co. Fair. Aug. 10-13. E. W. Williams.

Lawrenceburg-Dearborn Co. Fair. July 26-31. Leonard Haag.
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Terre Haute-Vigo Co. Agrl. Assn. Aug. 28-Sept. 2. Paul Joab.
Thorntown-Thorntown Fall Fair & Festival. Sept. 16-18

- Manson—Calhoun Co. Fair. Sept. 2-5. W. L. Wheeler.
- Marshalltown—Central Iowa Fair. Sept. 12-17. E. B. Clinton.
- Mason City—North Iowa Free Fair. Aug. 23-27. F. G. Mitchell.
- Missouri Valley—Harrison Co. Fair Assn. Sept. 7-10. Frank C. Burke.
- Monticello—Jones Co. Fair Assn. Aug. 24-27. T. J. George.
- Mount Pleasant—Henry Co. Agril. Assn. Aug. 3-6. Frank Price.
- Moville—Woodbury Co. Fair. Sept. 6-10. F. L. McDermott.
- Nashua—Big Four Fair Assn. Aug. 16-20. Norton Bloom.
- National—Clayton Co. Agril. Soc. Aug. 31-Sept. 3. F. L. Lau, Garnaville, Ia.
- Northwood—Worth Co. Fair. Aug. 16-18. R. T. Nelson.
- Orange City—Sioux Co. Agril. Soc. Aug. 24-27. Gerrit Van Stryland.
- Osage—Mitchell Co. Agril. Soc. Aug. 16-20. C. E. Juhl.
- Oskaloosa—Southern Iowa Fair. Aug. 16-20. Roy E. Rowland.
- Postville—Big 4 Agril. Soc. Sept. 10-13. J. C. Weihe.
- Rock Rapids—Lyon Co. Fair. Aug. 30-Sept. 3. W. H. Sisterman.
- Rockwell City—Rockwell City Fair Assn. Aug. 10-13. E. B. Tricket.
- Sac City—Sac Co. Fair. Aug. 22-26. W. A. Cobb.
- Sibley—Osceola Co. Live-Stock Show. Sept. 7-10. A. J. Salland.
- Sheldon—O'Brien Co. 4-H Club Show. Aug. 19-20. M. G. Birlingmair, Primghar, Ia.
- Spencer—Clay Co. Fair. Sept. 13-18. L. C. Dalley.
- Tipton—Cedar Co. Fair. Aug. 10-13. C. S. Miller.
- Vinton—Benton Co. Fair. Aug. 17-20. C. D. Moore, Urbana, Ia.
- Waterloo—Dairy Cattle Congress. Sept. 27-30. E. S. Estel.
- Waukon—Allamaker Co. Fair Assn. Sept. 7-10. A. M. Monserud, Harpers Ferry, Iowa.
- Waverly—Bremer Co. Fair Assn. Aug. 21-24. Claude E. Wylam.
- Webster City—Hamilton Co. Expo. Sept. 6-10. L. L. Lyle.
- West Liberty—Union District Agril. Soc. Aug. 21-25. J. M. Addleman.
- West Union—Fayette Co. Agril. Assn. Aug. 23-27. Ed Bauder.
- What Cheer—Keokuk Co. Fair. Aug. 23-26. E. P. Lally.
- Winterest—Madison Co. 4-H Club Fair. Aug. 23-24. Earl Graves.
- ### KANSAS
- Ahilee—Central Kan. Free Fair Assn. Sept. 27-Oct. 1. Ivan Roberson.
- Allen—Northern Lyon Co. Fair Assn. Sept. 15-17. E. E. Edwards.
- Anthony—Anthony Fair Assn. July 13-18. C. F. Morrison.
- Ashland—Clark Co. Fair Assn. Sept. 1-4. W. A. Willard.
- Auburn—Auburn Grange Fair. Oct. 1-2. Helen Gillespie.
- Barnes—Washington Co. Banner Fair. Sept. 8-10. D. Linn Liver.
- Belleville—North Central Kan. Free Fair. Aug. 30-Sept. 3. Homer Alkire.
- Beloit—Mitchell Co. Fair Assn. Sept. 14-18. J. E. Morris Jr.
- Berryton—Bertyon Grange Fair. Sept. 23-25. Frank Long.
- Bethel—Wyandotte Co. Fair Assn. Aug. 19-20. Kimball L. Backus, Kansas City, Kan.
- Big Spring—Douglas Co. Agril. Fair Assn. Sept. 1-3. Pete Bahmaler, Leecompton, Kan.
- Blue Rapids—Marshall Co. Fair. Sept. 28-Oct. 1. H. C. Lathrap.
- Burden—Eastern Cowley Co. Fair Assn. Aug. 18-20. H. P. Triplett.
- Burlington—Coffey Co. Free Fair. Sept. 6-10. John Redmond.
- Buhler—Buhler Community Fair. Oct. 28-30. J. A. Johnson.
- Caldwell—Sumner Co. Fair Assn. Oct. 13-15. George W. Murray.
- Chanute—Neosho Co. Fair. Sept. 6-11. T. F. Morrison.
- Cimarron—Gray Co. Fair Assn. Aug. 27-28. Charles S. Sturtevant.
- Clay Center—Clay Co. Free Fair Assn. Sept. 7-10. H. E. Schaulis.
- Coffeyville—Montgomery Co. Fair Assn. Aug. 16-20. Albert R. Reiter.
- Colby—Thomas Co. Fair Assn. Aug. 17-20. J. B. Kuska.
- Columbus—Cherokee Co. Free Fair. Aug. 23-28. Cooper Osterhout.
- Cottonwood Falls—Chase Co. Fair Assn. Sept. 29-Oct. 2. H. U. Slack.
- Council Grove—Morris Co. 4-H Club Fair. Aug. 20. D. Z. McCormick.
- Delphos—Ottawa Co. Fair. Sept. 1-4. Floyd W. Powell.
- Dodge City—Great Southwest Fair Assn. Sept. 6-11. Frank Dunkley.
- Effingham—Effingham & Atchison Co. Fair. Aug. 17-20. Clarence Hegarty.
- Eureka—Greenwood Co. Agril. Assn. July 27-30. Harrison Brookover.
- Garnett—Anderson Co. 4-H Fair Assn. Aug. 26-28. Fred L. Coleman.
- Girard—Crawford Co. Fair Assn. Aug. 31-Sept. 3. Mrs. Ella Schneider.
- Glascow—Cloud Co. Fair. Sept. 8-11. R. M. Sawhill.
- Goodland—Northwest Kan. District Free Fair. Aug. 24-27. H. R. Shimeall.
- Greensburg—Kiowa Co. Free Fair Assn. Sept. 14-17. E. D. Broadbrooks.
- Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 3. J. M. Molz.
- Harper—Harper Co. Agril. Fair Assn. Third week in Oct. R. E. Dresser.
- Havensville—Havensville Comm. Fair Assn. Sept. 24-25. F. C. Tuley.
- Hill City—Graham Co. Free Fair. Aug. 31-Sept. 2. Earl F. Stout, Studley, Kan.
- Hillsboro—Marion Co. Fair Assn. Oct. 5-8. Leon H. Harms.
- Holcomb—Finney Co. Fair. Oct. 7-8. A. E. Cook.
- Horton—Tri-County Fair Assn. Sept. 8-10. H. W. Wilson.
- Hugoton—Stevens Co. 4-H Fair. Oct. 14-16. E. W. Parsons.
- Hutchinson—Kansas State Fair. Sept. 18-24. S. M. Mitchell.
- Independence—Montgomery Co. Farm Bureau Fair Assn. Sept. 1-4. Mrs. Guy Kidd.
- Iola—Allen Co. Agril. Soc. Aug. 24-27. Roy Reed.
- Kincaid—Kincaid Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
- Kingman—Kingman Co. Fair Assn. Oct. 13-16. Arthur Goenner, Zeng, Kan.
- La Cynge—Linn Co. A. T. A. Fair & Stock Show. Aug. 31-Sept. 3. Paul W. Keith.
- Lindsborg—Lindsborg Dist. Fair Assn. Oct. 21-22. S. E. Dahlsten.
- McDonald—McDonald-Rawlins Co. Fair Assn. Sept. 14-17. Dr. M. N. Miller.
- Meade—Meade Co. Fair Assn. Aug. 26-28. Agnes W. Todd.
- Mound City—Linn Co. Fair Assn. Sept. 7-10. James W. Wallace.
- North Topeka—Indian Creek Grange Fair. Oct. 17-18. Mrs. A. J. Owen.
- Norton—Norton Co. Fair Assn. Sept. 7-10. Jean W. Kissel.
- Onaga—Pottawatomie Co. Fair Assn. Sept. 1-3. A. N. Haughaout.
- Oswego—Labette Co. Free Fair. Aug. 30-Sept. 4. Joe A. Carpenter.
- Ottawa—Franklin Co. Agril. Assn. Aug. 30-Sept. 3. E. Lister.
- Oveland Park—Johnson Co. Fair. Sept. 6-11. W. D. Fleming.
- Parkerville—Parkerville Community Assn. Aug. 19-21. W. D. Winter.
- Parsons—Tri-State Fair Assn. Aug. 17-20. J. R. Rockhold.
- Richmond—Richmond Free Fair Assn. Aug. 19-20. John R. Roekers.
- Rush Center—Rush Co. Agril. & Fair Assn. Aug. 31-Sept. 3. L. E. Dixon.
- Salina—4-H Club Fall Fair. Sept. 1-3. S. L. Sondergard.
- Sedan—Chautauque Co. Free Fair. Oct. 7-9. Carl Ackerman.
- Silver Lake—Silver Lake Fair Assn. Sept. 2-4. Richmond M. Enochs.
- Smith Center—Smith Co. Fair Assn. Aug. 31-Sept. 2. J. D. Flaxbeard.
- Stafford—Stafford Co. Fair. Aug. 31-Sept. 3. E. B. Weir.
- Stockton—Rooks Co. Fair. Aug. 31-Sept. 3. Carl Bray.
- Sylvan Grove—Sylvan Grove Agril. Fair Assn. Sept. 28-Oct. 1. Ira C. McKay.
- Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 1-3. H. M. Minnich.
- Tonganoxie—Leavenworth Co. Fair Assn. Sept. 2-4. Walt Niebarger.
- Topeka—Kansas Free Fair Assn. Sept. 13-18. M. W. Jencks.
- Uniontown—Bourbon Co. Fair Assn. Aug. 24-27. W. A. Stroud.
- Valley Falls—Jefferson Co. Fair. Sept. 8-10. Bert W. Booth.
- Wakeeney—Trego Co. Free Fair. Aug. 24-27. Willis S. Spitsnaugle.
- Washington—Washington Co. Fair. Sept. 16-18. L. E. Sawin.
- Watson—Shawnee Grange Fair. Sept. 10-11. Roy E. Lewis, R. 1. Bertyton, Kan.
- Wellsville—Wellsville Picnic Fair. Sept. 9-10. Carl C. Warnock.
- Wetmore—Wetmore Free Dist. Fair Assn. Sept. 26-28. W. A. Busenbark.
- West Mineral—Mineral District Free Fair. Sept. 8-11. J. C. Thompson.
- Wichita—Kansas Natl. Live-Stock Show Assn. Nov. 8-12. Dan C. Smith.
- Winfield—Cowley Co. Fair Assn. Oct. 12-15. G. B. Woodell.
- ### KENTUCKY
- Alexandria—Alexandria Fair. Sept. 4-6. J. W. Shaw, 335 York st., Newport, Ky.
- Bowling Green—Warren Co. Fair Assn. Sept. 1-4. W. H. Richeson.
- Brodhead—Brodhead Fair. Aug. 11-14. J. Monte Roberts.
- Carlisle—Nicholas Co. Agril. Fair. Oct. —. S. C. Vaughn.
- Columbia—Columbia Fair Assn. Aug. 11-14. Charles M. Kelsay.
- Ewing—Fleming Co. Agril. Fair. Aug. 19-21. Pearce West.
- Falmouth—Falmouth Fair. Aug. 18-21. Mrs. Dempsey R. Barnes.
- Fulton—Fulton Co. Fair Assn. Sept. 22-25. John R. Wade, Trenton, Tenn.
- Germantown—Germantown Fair. Aug. 25-28. C. D. Asbury, Augusta, Ky.
- Grayson—Carter Co. Fair. July 19-24. J. L. Lusby.
- Guthrie—Fair & Horse Show. June 21-26. R. E. Dillery.
- Harrodsburg—Mercer Co. Fair. July 26-31. E. B. Van Arsdall.
- Hartford—Ohio Co. Fair. Sept. 9-11. American Legion.
- Hodgenville—LaRue Co. Fair. Sept. 1-3. A. V. Kennedy.
- Lawrenceburg—Lawrenceburg Fair. American Legion. Aug. 18-21. Frank Routt.
- Lexington—Lexington Colored Fair Assn. Louisville—Kentucky State Fair. Sept. 13-18. H. S. Cleveland.
- Aug. 23-28. Jno. B. Caulder.
- Paintsville—Johnson Co. Live-Stock Assn. June 28-July 5. J. E. Radcliffe.
- Russell Springs—Russell Co. Fair Assn. Aug. 4-7. W. W. Owens.
- Russellville—Logan Co. Fair. Sept. 9-11. A. D. Mansfield.
- Shelbyville—Shelby Co. Agril. Assn. Aug. 11-14. T. R. Webber.
- Somerset—Pulaski Co. Fair Assn. Aug. 24-27. Beecher Smith Jr.
- Stamping Ground—Stamping Ground Fair. Sept. 23-24. Ivan Jett.
- ### LOUISIANA
- Alexandria—Rapides Parish Fair. Oct. 7-9. B. W. Baker.
- Arcadia—Bienville Parish Fair Assn. Oct. 19-20. E. R. Hester.
- Baton Rouge—E. Baton Rouge Parish Fair. Oct. 3-5. Irvin J. Heath.
- Centreville—St. Mary Parish Fair. Oct. 9-10. Grace Barras.
- Clinton—East Feliciana Parish Fair Assn. Oct. 21-23. W. F. Kline.
- Colefax—Grant Parish Fair Assn. Oct. 11-16. Miss Odella Purvis, New Verda, La.
- Coushatta—Red River Parish Fair. Oct. 6-9. P. L. Collins.
- Covington—St. Tammany Parish Fair. Oct. 8-11. Ralph N. Menetre.
- De Ridder—Beauregard Parish Fair Assn. Oct. 12-16. C. J. LeDoux.
- Donaldsonville—South La. State Fair. Oct. 10-17. R. S. Vickers.
- Eunice—Tri-Parish Fair Assn. Oct. 21-24. J. C. Keller.
- Franklinton—Washington Parish Fair Assn. Oct. 13-16. L. R. Mills, Bogalusa, La.
- Greensburg—St. Helena Parish Free Fair. Oct. 7-9. K. E. Campbell.
- Independence—Independence Fair. May 28-30. Jos. Biundo.
- Jennings—Jeff Davis Parish Fair Assn. Oct. 28-31. A. T. Maund.
- Jonesboro—Jackson Parish Fair Assn. Sept. 21-25. W. T. Hallaway.
- Lafayette—S. W. La. Mid-Winter Fair. Jan. 21-23. Sidney J. Bowles.
- Logansport—Interstate Free Fair. Oct. 6-9. George L. Perry.
- Loranger—Tangipahoa Parish Fair. Oct. 7-9. Mrs. L. G. Schultz.
- Marksville—Avoyelles Parish Fair. Oct. 7-9. J. B. Luke Jr.
- Monterey—Concordia Parish Fair. Oct. 4-5. Curtis Jacobs.
- Natchitoches—Natchitoches Parish Fair Assn. Oct. 12-16. S. B. Thornton.
- New Orleans—La. Live-Stock Show. Nov. 16-20. R. B. Jones.
- Neer Roads—Pointe Coupee Parish Fair Assn. Oct. 1-3. J. Wade LeBeau.
- Oak Grove—West Carroll Parish Fair Assn. Sept. 29-Oct. 2. R. F. Benton.
- Olla—North Central La. Fair. Oct. 5-9. H. Vinyard.
- Plain Dealing—Bossier Parish Fair. Oct. 14-16. Mrs. T. J. Smith, Bossier City, La.
- Port Allen—West Baton Rouge Parish Fair Assn. Sept. 24-26. A. E. Camus.
- St. Francisville—W. Feliciana Parish Negro Fair. Oct. 22-23. J. E. Ringold.
- Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.
- Sulphur—Calcasieu-Cameron Fair. Oct. 25-30. Dr. A. H. Lafargue.
- Tallulah—Louisiana Delta Fair Assn. Oct. 5-8. P. O. Benjamin.
- West Monroe—Ouachita Valley Fair Assn. Sept. 25-Oct. 2. John Birdsong.
- ### MAINE
- Acton—Shapleigh & Acton Agril. Soc. Aug. 17-21. F. E. Young, Emery Mills, Me.
- Andover—Oxford North Agril. Soc. Sept. 28-29. Roger L. Thurston.
- Athens—Wessersunset Valley Fair Assn. Sept. 14-15. W. A. Dore.
- Bangor—Eastern Maine State Fair. Aug. 23-28. Jos. Steward.
- Blue Hill—Blue Hill Fair. Sept. 6-8. E. G. Williams.
- Cherryfield—Cherryfield Fair. Sept. 21-23. C. H. Small, Addison, Me.
- Cornish—Cornish Agril. Assn. Aug. 3-6. Leon M. Ayer.
- Damariscotta—Lincoln Co. Fair. Aug. 24-26. John N. Glidden.
- Dover—Foxcroft—Piscataquis Valley Fair. Aug. 27-28. Frank A. Pierce.
- Exeter—Penobscot & Piscataquis Fair Assn. Aug. 31-Sept. 3. A. W. Hill, 64 Third st., Bangor.
- Farmington—Franklin Co. Agril. Soc. Sept. 21-23. Frank E. Knowlton.
- Fryeburg—West Oxford Agril. Soc. Oct. 5-8. G. Myron Kinball.
- Gorham—Western Me. Fair Assn. Aug. 9-14. F. E. Moulton, W. Scarborough, Me.
- Guilford—Guilford Athletic Assn. Sept. 4. Donald Page.
- Leeds—Leeds Agril. Fair Assn. Oct. 5. Mrs. Alice L. Russell, Leeds.
- Lewiston—Maine State Fair. Sept. 6-11. J. J. Jacobous, Auburn, Me.
- Monmouth—Cochewegan Agril. Assn. Sept. 29. W. E. Reynolds.
- Monroe—Monroe Fair. Sept. 6-7. Will Lane, Brooks, Me.
- Presque Isle—Northern Maine Fair. Sept. 6-9. Clayton H. Steele.
- Skowhegan—Somerset Central Agril. Soc. Aug. 16-21. Harold O. Pelley.
- South Paris—Oxford Co. Agril. Soc. Sept. 14-18. Stanley M. Wheeler.
- Topsham—Topsham Fair. Oct. 12-14. E. C. Patten.
- Union—North Knox Fair. Sept. 28-30. H. L. Grinnell.
- Unity—Unity Park Assn. Sept. 14-15. E. S. Farwell.
- Windsor—South Kennebec Agril. Soc. Sept. 4 and 6. A. N. Douglas, Gardiner, Me.
- ### MARYLAND
- Cumberland—Cumberland Fair Assn. Aug. 23-28. Harry A. Manley.
- Frederick—Frederick Co. Agril. Soc. Oct. 12-15. Guy K. Motler.
- LaPlata—Charles Co. Fair. Sept. 14-16. H. W. Lehman, Bryan's Road, Md.
- Taneytown—Carroll Co. Fair. Aug. 10-13. George E. Doder.
- Timonium—Maryland State Fair & Agril. Soc. Sept. 5-16. M. J. Daiger, Pimlico Race Course, Baltimore.
- White Hall—White Hall Fair. Sept. 22-25. H. Ross Almony.
- ### MASSACHUSETTS
- Acton—Acton Agril. Assn. Oct. 1-2. Albert P. Durkee, West Concord, Mass.
- Blandford—Union Agril. & Hort. Soc. Sept. 6-7. C. R. Ripley.
- Bridgewater—Plymouth Co. Agril. Soc. Sept. 4 and 6. Mrs. L. B. Nichols.
- Brockton—Brockton Fair. Sept. 12-18. Frank H. Kingan.
- Cumington—Hillside Agril. Soc. Sept. 28-29. Leon A. Stevens.
- Great Barrington—Barrington Fair. Sept. 28-Oct. 2. Paul W. Foster.
- Greenfield—Franklin Co. Agril. Soc. Sept. 13-15. Whitman B. Wells.
- Heath—Heath Agril. Soc. Sept. 1. Homer S. Tanner.
- Littleville—Community Fair Assn. Sept. 17-18. Elmer O. Olds, Huntington, Mass.
- Marshfield—Marshfield Agril. Soc. Aug. 23-28. Horace C. Keene.
- Middlefield—Highland Agril. Soc. Sept. 3-4. Willard A. Pease, Chester, Mass.
- Nantucket—Nantucket Agril. Soc. Aug. 25-26. Herbert P. Smith.
- Northampton—Hampshire, Franklin & Hampden Agril. Soc. Sept. 30-Oct. 2. George H. Bean.
- Springfield—Eastern States Expo. Sept. 19-25. Charles A. Nash, gen. mgr.
- Sturbridge—Sturbridge Agril. Assn. Sept. 3-6. C. Russell Morse, Southbridge, Mass.
- Topsfield—Essex Co. Fair. Sept. 15-19. Ralph Gaskill.
- West Tisbury—Martha's Vineyard Agril. Soc. Sept. 14-16. George G. Gifford.
- ### MICHIGAN
- Adrian—Lenawee Co. Fair. Sept. 20-25. F. A. Bradish.
- Allegan—Allegan Co. Agril. Soc. Sept. 21-25. E. W. DeLano.
- Allenville—Mackinac Co. Fair Assn. Sept. 9-11. Robert Saxton, Moran, Mich.
- Alpena—Alpena Co. Agril. Soc. Sept. 6-10. Ray J. Bushey.
- Ann Arbor—Washtenaw Co. Fair. Aug. 31-Sept. 3. Robert H. Alber.
- Armada—Armada Agril. Soc. Aug. 26-29. Harvey G. Crull, Richmond, Mich.
- Bad Axe—Bad Axe Fair. Aug. 17-29. R. P. Buckley.
- Baraga—Baraga Co. Fair. First week in Sept. Mrs. A. W. Stark.
- Burt Lake—Burt Lake Agril. Soc. Oct. 8-9. C. W. Waldron.
- Cadillac—Northern District Fair. Sept. 7-10. P. R. Biebesheimer.
- Caro—Tuscola Co. Fair Assn. Aug. 23-27. Carl F. Mantey.
- Cassopolis—Cass Co. Fair. Aug. 24-27. Harold Rickert.
- Centerville—St. Joseph Co. Fair Assn. Sept. 20-25. S. C. Hagenbuch, Three Rivers.
- Charlotte—Eaton Co. 4-H Fair. Aug. 31-Sept. 3. Hans E. Kardel.
- Coldwater—Branch Co. Agril. Soc. Aug. 26-28. Robert Sharer.
- Corunna—Shiawassee Co. Agril. Soc. Aug. 16-20. Mrs. Edna Cooley.
- Crosswell—Crosswell Agril. Assn. Aug. 31-Sept. 3. Joseph D. Galbraith.
- Detroit—Michigan State Fair. Sept. 3-12.
- East Jordan—Charlevoix Co. Agril. Soc. Sept. 21-24. Charles P. Murphy.
- Escanaba—Upper Peninsula State Fair. Aug. 10-15. R. C. Pryal.
- Evart—Osceola Co. Fair. Aug. 24-27. Margaret Taylor.
- Fowlerville—Fowlerville Fair. Aug. 3-7. Thomas G. Woods.
- Gladwin—Gladwin Co. Fair Assn. Sept. 21-24. Roy C. Austin.
- Harrison—Clare Co. Agril. Soc. Aug. 24-27. John C. Kemmis.
- Hart—Oceana Co. Agril. Soc. Sept. 7-10. G. E. Wyckoff.
- Hartford—Van Buren Co. Agril. Soc. Sept. 14-18. Paul F. Richter.
- Hastings—Barry Co. Fair. Sept. 7-11. Maurice Foreman.
- Hudsonville—Community Fair. Sept. 16-18. Henry Van Noord.
- Hillsdale—Hillsdale Co. Agril. Soc. Sept. 26-Oct. 2. H. B. Kelley.
- Imlay City—Lapeer Co. Fair. Sept. 13-17. Frank Rathsgun.
- Ionia—Ionia Free Fair. Aug. 16-21. Fred A. Chapman.
- Iron River—Iron Co. Agril. Soc. Aug. 30-Sept. 1. Carl Lindquist.
- Ironwood—Gogebic Co. Fair. Aug. 24-26. Victor Lemmer.
- Ithaca—Grafton Co. Agril. Soc. Aug. 10-14. George B. Winget.
- Jackson—Jackson Co. Fair Assn. Aug. 31-Sept. 4. E. R. Hively.
- Ludington—Western Mich. Fair Assn. Aug. 24-28. Fred O. Lagessen.
- Marne—Berlin Fair. Aug. 31-Sept. 3. Mrs. Harvey Walcott, R. 2. Coopersville.
- Marquette—Marquette Co. Agril. Soc. Aug. 24-28. Milton C. Spencer.
- Marshall—Calhoun Co. Fair Assn. Aug. 24-28. B. D. Carpenter.
- Mason—Ingham Co. Agril. Soc. Aug. 25-28. Lloyd R. Doane.
- Milford—Oakland Co. Fair Assn. Aug. 11-14. W. S. Lovejoy.
- Newaygo—Garfield Community Fair. Sept. 30-Oct. 1. Arnold Ackland.
- Northville—Northville-Wayne Co. Fair Assn. Aug. 25-29. Floyd A. Northrop.
- Norway—Dickinson Co. Fair. Sept. 2-6. Art Lonsdorf, Iron Mountain, Mich.
- Onekama—Manistee Co. Agril. Soc. Sept. 14-17. George D. Walker, Bear Lake, Mich.
- Paw Paw—Grape Growers' Agril. Soc. Sept. 10-12. Clarence Brown.
- Pickford—Pickford Dist. Agril. Soc. Aug. 30-Sept. 1. J. H. Wise.
- Plainwell—American Legion Fair Assn. Sept. 8-11. Charles H. Wade.
- Saginaw—Saginaw Fair. Sept. 12-18. William F. Jahnke.
- Sault Ste. Marie—Chippewa Co. Agril. Soc. Sept. 3-6. R. H. Osborn.
- Stalwart—Stalwart Agril. Soc. Oct. 7-8. R. G. Crawford.
- Standish—Arenac Co. Fair & Festival. Aug. 17-20. Frank Rathsgun, mgr.
- Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 3. Arnel Engstrom.
- Yale—St. Clair Co. Modernway Fair. Aug. 11-14. Frank Rathsgun.
- ### MINNESOTA
- Ada—Norman Co. Agril. Soc. June 24-26. A. C. Pederson.
- Aitkin—Aitkin Co. Agril. Soc. Aug. 23-25. W. F. Murphy.
- Albert Lea—Freeborn Co. Fair. Aug. 23-26. Andrew C. Hanson.
- Alexandria—Douglas Co. Agril. Assn. Aug. 25-28. R. S. Thornton.
- Anoka—Anoka Co. Agril. Soc. Aug. 16-19. Mrs. T. C. Wyatt, Bethel, Minn.
- Appleton—Swift Co. Fair Assn. Aug. 25-29. J. G. Anderson.
- Arlington—Sibley Co. Agril. Assn. Aug. 30-Sept. 1. O. S. Vesta.
- Austin—Mower Co. Agril. Soc. Aug. 18-21. B. J. Huseby, Adams, Minn.
- Bagley—Clearwater Co. Agril. Soc. Aug. 21-24. P. L. Renne.
- Barnesville—Clay Co. Fair & Agril. Assn. June 21-23. P. O. Solum.
- Barnum—Carlton Co. Agril. Assn. Aug. 23-26. A. H. Dathe.
- Baudette—Lake of the Woods Co. Fair Assn. Aug. 12-14. John F. Clark.
- Bayport—Washington Co. Agril. Soc. Aug. 20-22. Fred Kahl, R. 2. Stillwater, Minn.
- Bemidji—Beltrami Co. Agril. Assn. Aug. 19-22. M. B. Taylor, mgr.
- Bird Island—Renville Co. Agril. Soc. Sept. 13-15. H. W. Mielke.
- Blue Earth—Faribault Co. Agril. Soc. Sept. 1-3. L. B. Ershl, Frost, Minn.
- Breckenridge—Wilkin Co. Fair. Aug. 30-Sept. 1. F. A. Ludolph.
- Caledonia—Huston Co. Agril. Soc. Aug. 23-26. Ed Zimmerman.
- Cambridge—Isanti Co. Agril. Soc. Sept. 2-5. L. O. Carlson.
- Canby—Yellow Medicine Co. Fair Assn. Aug. 21-24. J. L. Thessen.
- Cannon Falls—Cannon Valley Agril. Assn. July 2-5. Carl O. Olson.
- Clinton—Big Stone Co. Agril. Soc. Sept. 2-4. F. W. Watkins.
- Detroit Lakes—Becker Co. Fair Assn. Aug. 12-14. E. E. Burnham.
- Elk River—Sherburne Co. Agril. Soc. Sept. 1-4. John Currell.

- Fairmount—Martin Co. Agrl. Soc. Sept. 13-15. H. C. Nolte.
Faribault—Faribault Fair Assn. Aug. 8-11. Carl Hansen.
Farmington—Dakota Co. Agrl. Soc. Sept. 22-25. F. J. Grove.
Fergus Falls—Otter Tail Co. Agrl. Soc. July 8-10. C. R. Wright.
Fertile—Poik Co. Agrl. Fair Assn. July 4-7. Jos. W. Reseland.
Fosston—Northwestern Minn. Agrl. Assn. Aug. 26-29. H. Algaard.
Garden City—Blue Earth Co. Agrl. Soc. Aug. 23-25. A. D. McCormack.
Glenwood—Pope Co. Fair Assn. Sept. 13-15. W. H. Engrebetson.
Grand Marais—Cook Co. Agrl. Soc. Sept. 15-17. Wm. Clinch.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 27-29. Allen J. Doran.
Hallock—Kittson Co. Agrl. Soc. June 28-30; Duffie Larson.
Herman—Grant Co. Agrl. Assn. Sept. 1-4. E. R. Haney.
Hibbing—St. Louis Co. Agrl. Fair Assn. Aug. 27-29. George C. Pauley.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 26-28. Jimmy Manchester.
Howard Lake—Wright Co. Agrl. Soc. Aug. 23-25. George W. Collins, Monticello, Minn.
Jackson—Jackson Co. Fair Assn. Aug. 26-29. George B. Peterson.
Jordan—Scott Co. Good Seed Assn. Sept. 16-18. George B. Straat.
Kasson—Dodge Co. Fair Assn. Aug. 23-26. O. A. Erickson.
LeCenter—LeSueur Co. Fair Assn. Aug. 20-22. W. J. Baker.
Litchfield—Meeker Co. Agrl. Soc. Aug. 20-22 (tentative). D. E. Murphy, Dassel, Minn.
Little Falls—Morrison Co. Agrl. Soc. Aug. 27-29. Warren Gibson.
Littlefork—Northern Minn. Dist. Fair Assn. Aug. 16-18. George Dahl.
Long Prairie—Todd Co. Agrl. Soc. Aug. 24-26. L. Langeson, Clarissa, Minn.
Luverne—Rock Co. Tri-State Fair. Aug. 13-15. George W. Fried.
Madison—Lac qui Parle Co. Agrl. Soc. Sept. 12-15. Olaf T. Mork.
Mahomen—Mahomen Co. Agrl. Soc. July 22-25. E. A. Rummelch.
Marshall—Lyon Co. Agrl. Soc. Sept. 7-10. Roy W. Williams.
Montevideo—Chippewa Co. Fair Assn. Sept. 20-22. Carl Engstrom.
Mora—Kanabec Co. Agrl. Soc. Aug. 11-14. E. J. Randall.
Morris—Stevens Co. Fair. Sept. 4-7. S. F. Tomlin.
Nevis—Hubbard Co. Agrl. Assn. Sept. 15-17. Mrs. John Avenson, Park Rapids, Minn.
New Ulm—Brown Co. Agrl. Soc. Aug. 19-22. Wm. A. Lindemann.
Northone—Koochiching Co. Agrl. Soc. Aug. 19-21. C. W. Bray.
Northfield—Rice Co. Agrl. Soc. Aug. 25-28. W. F. Schilling.
Owatonna—Steele Co. Free Fair. Aug. 17-22. C. A. Tincher.
Pequot—Crow Wing Co. Agrl. Soc. Aug. 5-7. A. C. Larson.
Pillager—Cass Co. Agrl. Assn. Aug. 30-31. P. H. Sorg.
Pine City—Pine Co. Fair. Aug. 19-21. W. S. McEachern.
Pine River—Cass Co. Agrl. Assn. Sept. 2-4. Alice Henry.
Pipestone—Pipestone Co. Agrl. Soc. Aug. 26-28. Bert Sanders.
Plainview—Wabasha Co. Fair Assn. Aug. 27-29. C. R. Greive.
Preston—Fillmore Co. Fair. Aug. 26-29. Charles H. Utley.
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 25-28. R. C. Angstman.
Proctor—St. Louis Co. Fair Assn. Aug. 20-22. A. J. Sundquist.
Red Lake Falls—Red Lake Co. Fair. Sept. 17-18. E. A. Palmer.
Redwood Falls—Redwood Co. Agrl. Soc. Sept. 27-30. W. A. Hauck.
Rochester—Olmsted Co. Fair Assn. Aug. 13-15. A. C. Burgaw.
Roseau—Roseau Co. Agrl. Soc. Week of July 19. Charles Christianson.
Rush City—Chisago Co. Agrl. Soc. Aug. 26-28 (tentative). George W. Larson, North Branch.
St. Charles—Winona Co. Agrl. Assn. Aug. 20-22. R. M. Dixon.
St. Cloud—Benton Co. Agrl. Soc. Aug. 20-22. Frank L. Smith.
St. James—Watsonwan Co. Agrl. Assn. Aug. 29-Sept. 1. E. C. Veltum.
St. Paul—Minnesota—Minnesota State Fair. Sept. 4-11. Raymond A. Lee, Fair Grounds, St. Paul.
St. Peter—Nicollet Co. Agrl. Soc. Sept. 2-5. J. J. Clifford.
St. Vincent—St. Vincent Union Indust. Assn. Sept. 8-10. Mark McGovern.
Sauk Center—Stearns Co. Agrl. Soc. Aug. 18-19. J. A. Schoenhoff.
Shakopee—Scott Co. Agrl. Soc. Aug. 12-14. R. T. Schumacher.
Slayton—Murray Co. Agrl. Soc. Sept. 2-4. W. M. Leebens, Fulda, Minn.
Thief River Falls—Pennington Co. Agrl. Soc. Aug. 10-13. Robert J. Lund.
Two Harbors—Lake Co. Agrl. Soc. Aug. 18-21. Fred D. W. Thias.
Tyler—Lincoln Co. Fair Assn. Aug. 26-29. Jens S. Bollesen.
Waconia—Farmers' Agrl. Soc. of Waconia. Aug. 23-25. W. J. Scharmer.
Wadena—Wadena Co. Free Fair. Aug. 16-19. Whitney Murray.
Warren—Marshall Co. Agrl. Assn. July 1-3. J. A. Grindeland.
Waseca—Waseca Co. Agrl. Soc. Aug. 30-Sept. 2. E. H. Smith.
Wheaton—Traverse Co. Agrl. Assn. Sept. 15-18. J. E. Bruns.
White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 16-18. Robert Freeman, 731 Court House, St. Paul.
Willmar—Kandiyohi Co. Fair Assn. Sept. 15-18. William O. Johnson.
Windom—Cottonwood Co. Fair. Aug. 30-Sept. 2. D. S. Schroeder, Mountain Lake, Minn.
Worthington—Nobles Co. Fair Assn. Aug. 23-25. J. P. Hoffman.
Zumbrota—Goodhue Co. Agrl. Soc. Sept. 15-18. Lewis Scofield.
- MISSISSIPPI**
Brookhaven—Lincoln Co. Fair. Oct. 7-8. Sarah J. Craig.
- Charleston—Tallahatchie Co. Free Fair. Sept. 23-Oct. 2. Jesse L. Burnett.
Clarksdale—Coahoma Co. Negro Fair Assn. Sept. 30-Oct. 2. Marlon M. Reid.
Clarksdale—Delta Staple Cotton Festival Assn. Sept. 6-11. Mrs. B. J. Marshall.
Columbus—Columbus Radius Fair. Week of Oct. 11. Henry M. Pratt.
Corinth—North Miss.-West Tenn. Fair & Dairy Show. Oct. 4-9. J. A. Darnaby, mgr.
Hattiesburg—Forrest Co. Fair Assn. Oct. 25-30. Fred Wilson, Petal, Miss.
Hazlehurst—Copolah Co. Fair. Sept. 30-Oct. 2. J. L. Watson.
Jackson—Hinds Co. Negro Fair. Oct. 18-23. H. H. Young.
Jackson—Mississippi State Fair. Oct. 11-16. Mabel L. Stire.
Kosciusko—Attala Co. Fair. Oct. 4-9. Nelson Siegrist.
Lake (Newton)—Patron's Union Fair Assn. Aug. 16-21. W. A. Johnson, Newton, Miss.
Laurel—South Miss. Fair Assn. Sept. 20-25. R. K. Booth.
Louisville—Winston Co. Fair Assn. Oct. 4-9. Mrs. R. W. Boydston.
McComb—Pike Co. Fair. Oct. 4-9. A. B. Williams.
Macon—Noxubee Co. Fair. Week of Oct. 11. T. S. Boggess.
Macon—Noxubee Co. Colored Fair. Oct. 17-22. Joe Reed.
Marks—Quitman Co. Fair Assn. Sept. 20-25. S. L. Barnes.
Meadville—Franklin Co. Fair Assn. Nov. 1-6. Mrs. Bly Souleret.
Meridian—Miss. Fair & Dairy Assn. Oct. 4-9. Hillman Taylor.
Monticello—Lawrence Co. Fair. Sept. 30-Oct. 2. A. C. Setliff.
New Albany—Union Co. Fair Assn. Sept. 23-24. Zack E. Whisenant.
Okolona—Chickasaw Co. Fair. Sept. 13. Jr. Chamber of Commerce.
Pascagoula—Jackson Co. Agrl. Fair. Oct. 28-29 (tentative). A. J. Franklin.
Philadelphia—Neshoba Co. Fair Assn. Aug. 9-13. W. H. Sanford Jr.
Tupelo—Miss. Ala. Fair & Dairy Show. Oct. 4-9. F. A. Henderson.
West Point—Clay Co. Fair. Oct. 11-16. J. M. White.
Yazoo City—Yazoo Negro Fair Assn. Oct. 11-16. R. J. Pierce.
Yazoo City—Yazoo Co. Fair Assn. Oct. 4-10. J. N. Ballard, mgr.
- MISSOURI**
Albany—Gentry Co. Agrl. Soc. Sept. 1-3. Lloyd H. Patton.
Appleton City—Appleton City Fair Assn. Aug. 25-27. W. Overbey.
California—Monteau Co. Agrl. Assn. Week of Aug. 30. James W. Roth.
Caruthersville—American Legion Fair. Oct. 5-10. George Gray, gen. mgr.
Concordia—Concordia Fall Festival. Sept. 9-11. W. H. P. Walkenhorst.
Easton—Buchanan Co. Agrl. Soc. Sept. 8-11. Henry B. Iba.
Eldon—Eldon Community Fair. Aug. 17-19. J. R. Thomson.
Farmington—St. Francois Co. Fair Assn. Approx. Oct. 1. Paul H. Teal.
Fremont—Fremont Fair. Sept. 30-Oct. 1. L. D. Smith.
Jasper—Jasper Free Fair. Sept. 30-Oct. 2. P. V. Roberts.
Kahoka—Clark Co. Agrl. Assn. Aug. 3-6. Lynne Gregory.
Kansas City—American Royal Live Stock & Horse Show. Oct. 16-23. F. H. Servatius.
Louisiana—Louisiana Fair Assn. Sept. —. J. R. Morrison.
Mansfield—Ozark Summit Expo. Aug. 4-7. W. C. Cody.
Memphis—Scotland Co. Free Fair. Sept. 14-16. C. R. Pitney.
Mexico—Audrain Co. Fair. Aug. 4-7. W. R. Jesse.
Mountain Grove—Tri-Co. Fair Assn. Sept. 30-Oct. 2. J. E. Sheiby.
Neosho—Newton Co. Harvest Show. Sept. 28-Oct. 1. D. E. Dorsey.
Nevada—Vernon Co. Harvest Festival Assn. Sept. 6-7. Judson W. Smith.
Paris—Monroe Co. Fair. Aug. 17-19. George M. Ragsdale.
Platte City—Platte Co. Agrl. Assn. Sept. 1-3. J. Frank Sexton.
Poplar Bluff—Butler Co. Fair Assn. Sept. 21-24. Charles T. Green.
Prairie Home—Cooper Co. Agrl. Soc. Aug. 11-12. Dr. A. L. Meredith.
Sedalia—Missouri State Fair. Aug. 21-28. Charles W. Green.
Shelbina—Shelby Co. Fair Assn. Aug. 31-Sept. 3. Ernest E. Key.
Thayer—Oregon Co. Fair Assn. Sept. 13-18. R. H. Williams.
Tipton—Farmers & Merchants' Fair. Aug. 18-20. R. L. Collier.
- MONTANA**
Baker—Fallon Co. Fair Assn. Sept. 16-18. G. Ziedler.
Billings—Midland Empire Fair. Aug. 9-14. H. L. Fitton, mgr.
Chinook—Blaine Co. Fair. Sept. 4-6. James Griffin.
Dodson—Phillips Co. Fair. Aug. 28-29. S. E. Kodalen.
Forsyth—Rosebud Co. Fair. Sept. 13-15. Frank Barnum.
Fort Benton—Chouteau Co. Fair. Sept. 10-11. Lee R. Loudagin.
Glendive—Dawson Co. Fair. Aug. 24-26. Claude Utterback.
Great Falls—North Montana State Fair. Aug. 2-7. Harold F. DePue.
Hamilton—Ravalli Co. Fair. Sept. 9-11. W. B. McLaughlin.
Havre—Hill Co. Fair. Aug. 31-Sept. 2. Earl J. Bronson.
Kallispell—Northwest Mont. Fair. Aug. 23-27. W. H. Voelker.
Lewistown—Central Montana Fair. July 29-31. W. E. McConnell.
Miles City—Eastern Montana Fair. Sept. 9-11. J. H. Bohling.
Missoula—Western Montana Fair. Aug. 17-21. Chas. P. Keim.
Sidney—Richland Co. Fair Assn. Sept. 6-8. Jack M. Sucktorff.
- NEBRASKA**
Albion—Boone Co. Agrl. Assn. Sept. 14-17. E. J. Millic, Loreto, Neb.
Arlington—Washington Co. Agrl. Soc. Aug. 31-Sept. 3. Howard Rhea.
Arthur—Arthur Co. Agrl. Soc. Sept. 2-4. Ira E. Sage.
- Auburn-Nemaha Co. Fair Assn. Aug. 10-13. G. E. Cordington.
Aurora—Hamilton Co. Agrl. Soc. Aug. 30-Sept. 3. H. E. Toof.
Bartlett—Wheeler Co. Fair. Aug. 17-20. Franklin Bruner.
Bassett—Rock Co. Agrl. Assn. Aug. 18-21. Vern Van Norman.
Beatrice—Gage Co. Fair & Agrl. Soc. Aug. 24-27. J. G. Bozarth.
Beaver City—Furnas Co. Agrl. Soc. Aug. 31-Sept. 3. R. L. Garey.
Bloomfield—Knox Co. Fair. Sept. 12-14. Henry F. Kuhl, Plainview, Neb.
Bridgeport—Morrill Co. Fair Assn. Sept. 5-8. Allen Atkins, Broadwater, Neb.
Broken Bow—Custer Co. Agrl. Soc. Aug. 3-6. P. G. Richardson.
Burwell—Garfield Co. Frontier Fair Assn. Aug. 10-13. F. W. Manasil.
Central City—Merrick Co. Fair. Sept. 14-17. Verne Hensley.
Chadron—Dawes Co. Fair & Agrl. Soc. Sept. 8-11. Harry T. Sly.
Chambers—South Fork Holt Co. Agrl. Soc. Sept. 7-10. Clair Grimes.
Chappell—Deuel Co. Fair Assn. Aug. 24-27. S. E. Olson.
Clay Center—Clay Co. Agrl. Soc. Sept. 20-25. H. H. Harvey.
Concord—Dixon Co. Agrl. Soc. Aug. 25-27. Roy E. Johnson.
Crete—Saline Co. Fair. Sept. 14-17. Harry C. Belka.
Culbertson—Hitchcock Co. Agrl. Soc. Aug. 26-29. Loyd H. Metzger.
David City—Butler Co. Fair Assn. Sept. 14-17. Chas. Lemley, Rising City, Neb.
Deshler—Thayer Co. Agrl. Soc. Aug. 10-13. Henry Sittler.
Elwood—Gosper Co. Stock Show. Sept. 15-17. M. R. Morgan.
Eustis—Frontier Co. Fair. Sept. 22-24. Ralph E. Lidgard, Stockville, Neb.
Franklin—Franklin Co. Fair Assn. Sept. 13-15. M. V. Grace, Bloomington, Neb.
Fullerton—Nance Co. Fair Assn. Aug. 24-27. E. M. Black.
Geneva—Fillmore Co. Agrl. Soc. Sept. 14-17. Charles G. McEachern.
Gordon—Sheridan Co. Fair & Rodeo. Sept. 1-3. Fred B. Fitch.
Grant—Perkins Co. Fair Assn. Aug. 25-28. Charles Marshall.
Hemingford—Box Butte Co. Agrl. Soc. Sept. 1-3. Frank Dee.
Harrison—St. Louis Co. Fair Assn. Aug. 26-28. V. E. Marsteller.
Hartington—Cedar Co. Fair Assn. Sept. 8-11. Edgar Hoar.
Hastings—Adams Co. Agrl. Assn. Aug. 30-Sept. 3. Henry R. Fausch.
Holdrege—Phelps Co. Jr. Fair. Aug. 25-27. Robert M. Morrison, Loomis, Neb.
Hooper—Dodge Co. Fair. Sept. 7-10. N. E. Shaffer.
Humboldt—Richardson Co. Agrl. Assn. Sept. 15-17. F. J. Pipal.
Hyannis—Grant Co. Fair & Legion Rodeo. Aug. 31-Sept. 2. M. C. Johnson.
Kearney—Buffalo Co. Agrl. Assn. Aug. 30-Sept. 4. Allen Cook.
Kimball—Kimball Co. Fair Aug. 25-27. V. B. Cargill.
Leigh—Colfax Co. Agrl. Soc. Sept. 7-10. J. D. Wordeman.
Lewellen—Garden Co. Fair Assn. Sept. 8-10. Paul Temple.
Lexington—Dawson Co. Fair Assn. Aug. 24-27. Monte Kiffin.
Lincoln—Lancaster Co. Agrl. Soc. Sept. 5-10. B. F. Preston.
Lincoln—Nebraska State Fair & Expo. Sept. 5-10. Perry Reed.
McCook—Red Willow Co. Fair. Aug. 10-13. Elmer Kay.
Madison—Madison Co. Agrl. Soc. Sept. 14-17. O. F. Metschke.
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 15-18. O. P. Burrows.
Neligh—Antelope Co. Agrl. & Fair Assn. Sept. 13-16. C. E. Ward.
Nelso—Nuckolls Co. Agrl. Soc. Sept. 15-17. Madison Sage.
Norden—Keyapaha Co. Agrl. Fair Assn. Sept. 15-17. Charles Langer.
Oakland—Burt Co. Fair Assn. Aug. 23-26. Charles W. Walton, Lyons, Neb.
Ogallala—Keith Co. Fair Assn. Aug. 18-21. H. J. Gelsert.
Omaha—Ak-Sar—Ben Live Stock & Horse Show. Oct. 9-16. J. J. Isaacson, mgr.
Ord—Loup Valley Agrl. Soc. Aug. 24-27. S. W. Roe.
Orleans—Harlan Co. Jr. Fair Assn. Aug. 18-20. Elmer Watkins.
Osceola—Polk Co. Maid Assn. Aug. 24-27. Jay Hastings.
Pawnee City—Pawnee Co. Fair Assn. Oct. 6-8. D. W. Osborn.
Pierce—Pierce Co. Agrl. Soc. Aug. 24-27. W. A. Boche.
St. Paul—Howard Co. Agrl. Soc. Sept. 7-10. Charles Dobry.
Scribner—Scribner Stock Show. Sept. 15-17. W. H. Hasebrook.
Seward—Seward Co. Agrl. Soc. Aug. 31-Sept. 3. Stanley A. Matzke.
Sidney—Cheyenne Co. Fair. Sept. 7-10. O. A. Olson.
Spalding—Greeley Co. Free Fair. Aug. 23-26. Leland E. Woodley.
Stanton—Stanton Co. Agrl. Soc. Aug. 17-20. Ervino E. Pont.
Stapleton—Logan Co. Agrl. Soc. Sept. 15-17. C. F. Conhiser.
Stockville—Frontier Co. Fair. Aug. 23-26. Ralph E. Lidgard.
Syracuse—Otoe Co. Agrl. Assn. Aug. 31-Sept. 2. J. F. Sorrell.
Teumseh—Johnson Co. Agrl. Soc. Aug. 17-19. T. J. Current.
Wahoo—Saunders Co. Agrl. Soc. Aug. 25-27. R. C. Anderson.
Walhill—Thurston Co. Fair Assn. Sept. 13-17 (tentative). Alfred Raun.
Waterloo—Douglas Co. Fair. Sept. 15-18. Robert Herrington.
Wayne—Wayne Co. Fair & Agrl. Assn. Sept. 15-18. Wm. E. von Seggern.
Weeping Water—Cass Co. Agrl. Soc. Sept. 14-17. Frank E. Wood.
West Point—Cuming Co. Fair. Aug. 29-Sept. 2. Ed. M. Baumann.
- NEVADA**
Elko—Elko Co. Fair & State Live-Stock Show. Sept. 17-19. Hayden Henderson Jr.
Winnemucca—Humboldt Co. Fair Assn. Sept. 4-6. Phil M. Tobin.
- NEW HAMPSHIRE**
Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. Charles B. Hoyt.
Contoocook—Hopkinton Fair. Sept. 21-23. L. A. Nelson.
Lancaster—Coos & Essex Agrl. Soc. Sept. 4-7. Carroll Stoughton.
Pittsfield—Pittsfield Agrl. Fair Assn. Sept. 2-4. G. F. Mitchell.
Plymouth—Union Grange Fair Assn. Sept. 14-16. William H. Neal, Meredith, N. H.
Rochester—Rochester Agrl. Assn. Sept. 28-Oct. 2. Ralph E. Caine.
- NEW JERSEY**
Bridgeton—Garden State Fair. Sept. 14-18. E. W. Emerson.
Egg Harbor City—Atlantic Co. Agrl. Fair. Sept. 1-4. A. G. Vautrinot.
Far Hills—Far Hills Fair. Sept. 9-11. Miss S. A. Beck, care Mrs. F. G. Lloyd, Bernardsville.
Flemington—Flemington Agrl. Fair Assn. Aug. 31-Sept. 6. Major E. B. Allen, mgr.
Hackettstown—Hackettstown Fair. July 31-Aug. 7. Howard S. Sutton.
Filman—Gloucester Co. Grange Fair. Aug. 24-27. Harry S. Bateman.
Trenton—Trenton Fair. Sept. 26-Oct. 2. Harry E. LaBaque.
- NEW MEXICO**
Roswell—Eastern N. M. State Fair. Oct. 6-9. Myron S. Prager.
Tucuman—Quay Co. Fair. Oct. 14-16.
Willard—Torrance Co. Fair Assn. Oct. 6-8. Marvin R. Jones.
- NEW YORK**
Afton—Afton Fair. Aug. 17-21. Harry G. Horton.
Albion—Orleans Co. Agrl. Soc. Aug. 4-7. Wilbur W. Mullen.
Altamont—Altamont Fair. Aug. 23-28. Roy F. Feugh, Ballston Spa, N. Y.
Angelic—Allegany Co. Agrl. Soc. Sept. 1-4. L. L. Stillwell.
Avon—Genesee Valley Breeders' Assn. Sept. 3-4. Thomas H. Clements.
Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 31-Sept. 3. James B. Bunyan.
Batavia—Genesee Co. Agrl. Soc. Aug. 16-21. G. W. Grinnell.
Bath—Steuben Co. Agrl. Soc. Sept. 14-18. J. Victor Faucett.
Boonville—Boonville Fair. Aug. 2-7. R. A. Vaughn.
Bristol—Ontario Co. Agrl. Soc. Aug. 25-28. James P. Donovan, Canandaigua, N. Y.
Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 6-10. Dean M. Worden.
Caledonia—Caledonia Fair. Aug. 10-14. G. H. Cullings.
Cambridge—Cambridge Fair. Aug. 24-28. J. P. Houllon, Hoosick Falls, N. Y.
Chatham—Columbia Co. Agrl. Soc. Sept. 4-8. William A. Dardess.
Cobleskill—Cobleskill Agrl. Soc. Sept. 20-24. William H. Golding.
Cortland—Cortland Co. Agrl. Soc. Aug. 23-28. Harry B. Tanner.
Deposit—Deposit Fair. Aug. 4-7. W. Jacobs.
Dundee—Dundee Fair Assn. Sept. 20-22. L. R. Hamner.
Dunkirk—Chautauqua Co. Fair. Sept. 6-10. A. H. Pfeeger.
Elmira—Chemung Co. Agrl. Soc. Aug. 30-Sept. 4. J. E. Williamson.
Fonda—Montgomery Co. Agrl. Soc. Sept. 6-10. Edward Rothmeyer, Tribes Hill, N. Y.
Gloversville—Fulton-Hamilton Agrl. Soc. Aug. 24-28. C. V. Musgrave.
Gouverneur—Gouverneur Fair Assn. Aug. 17-21. Bligh A. Dodds.
Grahamsville—Nevasink Agrl. Soc. Sept. 29. W. G. Krum.
Hamburg—Eric Co. Agrl. Soc. Sept. 13-18. J. C. Newton.
Hemlock—Hemlock Union Agrl. Soc. Sept. 30-Oct. 2. Glenn C. McIninch, Conesus, N. Y.
Ithaca—Tompkins Co. Agrl. Soc. Aug. 24-28. Leon C. Rothermich.
Kingston—Ulster Co. Agrl. Soc. Aug. 25. E. W. Hathaway.
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 25-28. J. W. Watson.
Lockport—Niagara Co. Agrl. Assn. Aug. 23-28. F. E. Pease, gen. mgr.
Lowville—Lewis Co. Agrl. Soc. Aug. 24-27. M. M. Lyman.
Malone—Franklin Co. Agrl. Soc. Aug. 23-28. H. Bernard Kelley.
Middletown—Orange Co. Fair Assn. Aug. 16-21. Alan C. Madden.
Mineola—Mineola Fair. Sept. 27-Oct. 2. Fred D. Baldwin.
Morris—Morris Fair Assn. Sept. 14-17. C. L. Smith.
Naples—Naples Union Agrl. Soc. Sept. 1-3. Cora L. Emory.
Nassau—Nassau Fair. Sept. 14-18. Charles C. Poynner.
North-Chenango Co. Agrl. Soc. Aug. 31-Sept. 3. R. D. Case.
Orangeburg—Rockland Co. Agrl. Assn. Sept. 1-6. W. J. Elliott, West Nyack, N. Y.
Owego—Tioga Co. Fair Assn. Aug. 23-28. Edward H. Foster, Barton, N. Y.
Palmyra—Palmyra Union Agrl. Soc. Sept. 22-25. W. Ray Converse.
Penn Yan—Yates Co. Agrl. Soc. Aug. 25-27. Charles M. Watkins.
Perry—Silver Lake Agrl. Assn. Aug. 25-27. Joseph A. Pardee.
Rhineback—Dutchess Co. Agrl. Soc. Aug. 31-Sept. 4. Benson E. Frost.
Riverhead—Suffolk Co. Fair. Aug. 24-28. Frank M. Corwin.
Rochester—Monroe Co. Fair & Rochester Expo. Sept. 6-11. William B. Boothby.
Sandy Creek—Sandy Creek Fair. Aug. 17-20. Dr. J. R. Allen.
Saranac Lake—Adirondack Fair Assn. Aug. —. Francis B. Cantwell.
Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 6-9. Farnam P. Caird, Troy, N. Y.
Syracuse—New York State Fair. Sept. 5-11. Dr. Albert L. Brown, dir.
Trumansburg—Union Agrl. Soc. Sept. 29-Oct. 2. P. F. Sears.
Vernon—Vernon Agrl. Soc. Sept. 15-18. Fred C. Smith.
Walton—Delaware Co. Fair. Aug. 30-Sept. 4. C. O. Field.
Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 15-17. Milo Hitchcock, Odessa, N. Y.
Waterloo—Seneca Co. Agrl. Soc. Sept. 12-18. George F. Jarvis.
Westport—Essex Co. Agrl. Soc. Aug. 24-27. Dr. W. D. Way.
White Plains—Westchester Co. Agrl. Assn. June 9-12. Mrs. John McAllister, Scarsdale, N. Y.

Whitney Point—Broome Co. Agrl. Soc. Aug. 10-14. Ransom R. Franklin.
 Windsor—American Legion Fair. Week of July 4. A. E. Cady.

NORTH CAROLINA

Albemarle—Stanley Co. Fair Assn. Oct. 4-9. F. B. Patterson.
 Asheboro—Randolph Co. Fair. Sept. 28-Oct. 2. C. M. Hayworth.
 Asheville—Buncombe Co. & Dist. Agrl. Fair. Sept. 20-25. E. W. Pearson.
 Beaufort—Carteret Agrl. Fair. Oct. 11-18. T. E. Kelly.
 Carthage—Moore Co. Agrl. Fair. Oct. 12-16. Paul H. Waddill.
 Charlotte—Carrollas Agrl. Fair. Week of Oct. 4. John F. Boyd, pres.
 Cherokee—Cherokee Indian Fair Assn. Oct. 5-8. J. L. Walters.
 Clinton—Sampson Co. Fair. Oct. 26-30. Norman Y. Chambliss, mgr., Greensboro.
 Durham—Durham Tobacco Festival & Fair, Amer. Legion. Sept. 20-25. Joe D. Prldgen Jr.
 Ellenboro—Colfax Free Fair. Sept. 16-18. Curtis Price.
 Gastonia—Gaston Co. Fair. Week of Oct. 12. F. A. Whiteside.
 Goldsboro—Wayne Agrl. Soc. Week of Oct. 18. W. C. Denmark.
 Greensboro—Greensboro Fair. Oct. 18-23. Norman Y. Chambliss, Greensboro.
 Hamlet—Richmond Co. Agrl. Fair Assn. Oct. 4-9. H. F. Brown.
 Henderson—Golden Belt Fair. Oct. 18-22. C. M. Hight.
 Henderson—Vance Co. Colored Fair Assn. Oct. 25-30. Robert Hawkins.
 Hickory—Catawba District Fair. Oct. 5-9. John W. Robinson.
 Kinston—Neuse—Atlantic Fair. Oct. 4-9. N. G. Bartlett.
 Laurinburg—Sand Fair of Scotland Co. Oct. 28-30. Mrs. R. M. McLeod.
 Leaksville—Rockingham Co. Fair Assn. Sept. 13-18. R. T. Smith.
 Lexington—Davidson Co. Fair. Week of Sept. 20. Dave Leonard.
 Littleton—Littleton Tri-Co. Fair. Oct. 11-15. T. R. Walker.
 Louisburg—Franklin Co. Fair. Oct. 4-9. A. H. Fleming.
 Lumberton—Robeson Co. Fair. Sept. 21-24. W. O. Thompson.
 Marion—McDowell Co. Fair Assn. Sept. 21-25. H. D. Hoover.
 Mebane—Mebane Fair Assn. Sept. 13-18. C. S. Parnell.
 Mocksville—Davie Co. Fair Assn. Sept. 29-Oct. 2. P. S. Young.
 Monroe—Union Co. Fair Assn. Oct. 11-16. M. W. Williams.
 Mount Airy—Mount Airy Fair. Oct. 4-9. W. L. Sydney.
 Murphy—Cherokee Co. Fair Assn. Oct. 4-9. Tom Axy.
 New Bern—Five County Agrl. Fair. Oct. 11-16. Tom C. Daniels.
 North Wilkesboro—Great Wilkes Fair. Sept. 14-18. W. A. McNeil.
 Raleigh—North Carolina State Fair. Oct. 11-16. Dr. J. S. Dorton, Shelby, N. C.
 Reidsville—Reidsville Fair Assn. Sept. 27-Oct. 2. Aaron Weinstein.
 Rocky Mount—Rocky Mount Fair. Sept. 28-Oct. 2. Norman Y. Chambliss, Greensboro.
 Roxboro—Person Co. Fair Assn. Oct. 18-23. W. R. Minor.
 Salisbury—Rowan Co. Fair. Sept. 21-25. Norman Y. Chambliss, Greensboro.
 Shelby—Cleveland Co. Fair. Sept. 28-Oct. 2. J. S. Dorton.
 Shelby—Cleveland Co. Negro Fair. Oct. 4-9. Rev. A. W. Foster.
 Tarboro—Costal Plain Fair. Oct. 18-23. E. L. Clayton.
 Troy—Montgomery Fair. American Legion. Oct. 11-18. R. W. Bailey.
 Warsaw—Duplin Co. Agrl. Fair Assn. Nov. 8-13. R. D. Johnson.
 Washington—Beaufort Co. Fair Assn. Oct. 25-30. F. T. McDevett.
 Weldon—Halifax Co. Fair. Sept. 27-Oct. 2. T. R. Walker, Littleton, N. C.
 Wilmington—Coastal Fair. Oct. 18-23. Wm. A. Peschau.
 Williamston—Williamston Fair. Oct. 5-9. Norman Y. Chambliss, Greensboro.
 Wilson—Wilson Co. Fair. Oct. 4-9. W. H. Dunn.
 Winston—Salem—Winston-Salem & Forsyth Co. Fair. Oct. 5-9. G. C. McNair.
 Woodland—Roanoke-Chowan Fair. Oct. 25-30. T. R. Walker, Littleton, N. C.

NORTH DAKOTA

Cando—Towner Co. Fair. July 4-6. Lyle Brightbill.
 Fargo—N. D. State Fair for Fargo. Aug. 23-28. Frank S. Talcott.
 Fessenden—Wells Co. Free Fair. July 13-16. Edw. W. Vancura.
 Flaxton—Burke Co. Fair & Agrl. Assn. July 15-17. H. C. Wood, Bowbells, N. D.
 Grand Forks—N. D. State Fair for Grand Forks. June 21-26. D. F. McGowan, mgr.
 Hamilton—Pembina Co. Fair. July 22-24. Franklin Page.
 Jamestown—Stutsman Co. Fair Assn. July 4-8. G. A. Ottinger.
 Langdon—Cavalier Co. Fair Assn. July 19-21. Dick Forkner.
 Minot—Northwest Fair Assn. July 4-10. H. L. Finkle.

OHIO

Ashland—Ashland Co. Fair. Sept. 22-24. A. H. Sutton.
 Ashley—Ashley Ind. Agrl. Soc. Aug. 4-7. Harry S. Wigton.
 Athens—Athens Co. Agrl. Soc. Aug. 24-27. Herb J. Parker.
 Attica—Attica Fair. Sept. 29-Oct. 1. Carl B. Carpenter.
 Bellefontaine—Logan Co. Agrl. Soc. Sept. 21-24. Carl C. Kirk.
 Bellville—Bellville Ind. Agrl. Soc. Sept. 9-11. E. O. Kochhelsier.
 Berea—Cuyahoga Co. Agrl. Soc. Aug. 18-20. William H. Kroesen.
 Bluffton—Bluffton Agrl. Soc. Oct. 20-22. Harry F. Barnes.
 Bucyrus—Crawford Co. Agrl. Soc. Aug. 25-27. A. G. Flickinger.
 Cadiz—Harrison Co. Agrl. Soc. Sept. 15-17. Howard J. Coffland.
 Caldwell—Noble Co. Fair. Sept. 1-3. O. J. Lorenz.
 Canfield—Mahoning Co. Agrl. Soc. Sept. 2-4 and 6. E. R. Zieger.

Canton—Stark Co. Agrl. Soc. Sept. 6-10. Ed S. Wilson.
 Carrollton—Carroll Co. Agrl. Soc. Sept. 29-Oct. 2. Mrs. J. M. Scott, Harlem Springs, Ohio.
 Carthage, Cincinnati—Hamilton Co. Agrl. Soc. Sept. 15-18. D. R. Van Atta, Court House, Cincinnati.
 Celina—Mercer Co. Fair. Aug. 15-20. Albert C. Stein.
 Circleville—Circleville Pumpkin Show. Oct. 20-23. Mack Parrett Jr.
 Cleveland—Great Lakes Expo. May 29-Sept. 6. Lincoln G. Dickey, general manager.
 Columbus—Ohio State Fair. Aug. 30-Sept. 3. Earl H. Hanefeld.
 Columbus Grove—Putnam-Allen Fair. Dec. 28-31. T. M. Teegardin.
 Coshocton—Coshocton Co. Agrl. Soc. Oct. 6-9. C. V. Croy, R. D., Dresden, O.
 Croton—Hartford Ind. Agrl. Soc. Sept. 9-11. Clell H. Sinkey, R. 1, Centerburg, O.
 Dayton—Montgomery Co. Fair. Sept. 6-9. R. C. Haines.
 Delphos—Allen Co. Agrl. Soc. Aug. 24-28. Art O. Wulthorst.
 Dover—Tuscarawas Co. Agrl. Soc. Sept. 21-24. Grover G. Krantz.
 Eaton—Peeble Co. Agrl. Soc. Sept. 14-17. A. H. Morton, Camden, O.
 Elyria—Lorain Co. Agrl. Soc. Sept. 21-24. J. L. Mathis.
 Fredericktown—Fredericktown Community Fair. Sept. 23-25. Herbert Cocanower.
 Fremont—Sandusky Co. Agrl. Soc. Sept. 7-10. Russell S. Hull.
 Georgetown—Brown Co. Agrl. Soc. Oct. 6-8. E. A. Quinlan.
 Greenville—Darke Co. Agrl. Soc. Aug. 22-27. Dr. W. F. Straker.
 Hamilton—Butler Co. Agrl. Soc. Sept. 28-Oct. 2. John W. Cochran.
 Hicksville—Defiance Co. Fair. Aug. 24-27. M. H. Bevington.
 Hilliards—Franklin Co. Agrl. Soc. Aug. 17-20. Arch A. Alder.
 Ironton—Lawrence Co. Fair. Aug. 17-19. Jefferson—Ashtabula Co. Agrl. Soc. Aug. 17-20. E. W. Humphrey, R. 2, Ashtabula, O.
 Lancaster—Fairfield Co. Agrl. Soc. Oct. 13-16. F. G. Webb.
 Lebanon—Warren Co. Agrl. Assn. Sept. 21-24. Heber D. Williams.
 Lisbon—Columbiana Co. Agrl. Soc. Sept. 14-16. H. E. Marsden.
 London—Madison Co. Fair. Aug. 24-27. Fred Guy, Irwin, O.
 Loudonville—Loudonville Agrl. Soc. Oct. 5-7. O. K. Andress.
 Lucasville—Scioto Co. Agrl. Soc. Aug. 24-27. H. T. Caldwell, Portsmouth, Ohio.
 McArthur—Vinton Co. Agrl. Soc. Sept. 8-11. John Jones.
 McConnellsville—Morgan Co. Agrl. Soc. Sept. 9-11. Walter W. Barkhurst.
 Mansfield—Richland Co. Agrl. Soc. Sept. 15-18. Walter W. Shafer, R. 2, Lexington, Ohio.
 Marietta—Washington Co. Agrl. Assn. Sept. 6-8. L. E. Apple.
 Marion—Marion Co. Agrl. Soc. Sept. 14-18. J. A. Raub.
 Marysville—Union Co. Agrl. Soc. Sept. 7-10. H. A. Taylor.
 Medina—Medina Co. Agrl. Soc. Sept. 7-9. J. V. Einhart.
 Millersburg—Holmes Co. Agrl. Soc. Sept. 8-11. H. C. Logsdon.
 Montpelier—Williams Co. Agrl. Soc. Sept. 14-18. A. C. Hause.
 Mount Gilead—Morrow Co. Agrl. Soc. Sept. 29-Oct. 2. O. E. Smith.
 Mount Vernon—Knox Co. Agrl. Soc. Aug. 10-13. Guy L. Clutter.
 Napoleon—Henry Co. Agrl. Soc. Aug. 31-Sept. 4. James Murray.
 Newark—Licking Co. Agrl. Soc. Aug. 4-6. Keith W. Lowery.
 Norwalk—Huron Co. Agrl. Soc. Aug. 31-Sept. 3. J. F. Henninger.
 Old Washington—Guernsey Co. Agrl. Soc. Aug. 11-14. J. F. St. Clair.
 Ottawa—Putnam Co. Agrl. Soc. Oct. 5-9. Jos. L. Breckner.
 Owensville—Clermont Co. Agrl. Soc. Aug. 17-20. Allan B. Rapp.
 Painesville—Lake Co. Agrl. Soc. Aug. 24-27. Charles J. Gray.
 Paulding—Paulding Co. Agrl. Soc. Sept. 22-24. W. R. Mentzer.
 Piketon—Pike Co. Agrl. Soc. Aug. 17-20. Esten Holt.
 Plain City—Plain City Agrl. Soc. Aug. 4-6. J. L. Rihl.
 Pomeroy—Meigs Co. Agrl. Soc. Sept. 14-16. Ray E. Gibbs.
 Powell—Delaware Co. Agrl. Soc. Sept. 15-17. W. G. McKittrick, R. D. 3, Delaware, O.
 Randolph—Randolph Agrl. Soc. Sept. 24-25. R. P. Hamilton.
 Richwood—Richwood Tri-County Fair. Aug. 10-13. O. E. Stout.
 St. Clairsville—Belmont Co. Agrl. Soc. Sept. 9-11. Carter Thornburg.
 Sardinia—Sardinia Fall Festival. Sept. 1-4. Karl Pierce.
 Sidney—Shelby Co. Agrl. Soc. Sept. 14-17. Ben O. Harman, Anna, O.
 Smithfield—Jefferson Co. Fair. Sept. 22-25. J. O. Hayne.
 Smyrna—Tri-County Fair. Sept. 28-30. Scott Bond, R. D. 4, Freepert, O.
 Somerset—Somerset Pumpkin Show & Agrl. Assn. Sept. 22-25. A. W. King.
 Tiffin—Seneca Co. Agrl. Soc. Aug. 24-27. C. B. Baker.
 Toledo—Lucas Co. Agrl. Soc. Sept. 16-19. Charles Glann.
 Troy—Miami Co. Agrl. Soc. Aug. 17-20. E. O. Ritter.
 Upper Sandusky—Wyandot Co. Fair. Sept. 14-17. Ira T. Matteson.
 Urbana—Champaign Co. Agrl. Soc. Aug. 10-13. John W. Yoder.
 Van Wert—Van Wert Co. Agrl. Soc. Sept. 6-10. N. E. Stuckey.
 Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 29-Sept. 3. Harry Kahn.
 Warren—Trumbull Co. Agrl. Soc. Sept. 22-25. Homer C. Mackey.
 Washington C. H.—Fayette Co. Fair. Oct. 5-9. George L. Gossard.
 Wauseon—Fulton Co. Agrl. Soc. Sept. 6-10. Orlo Whittecar.
 Wellington—Wellington Fair Assn. Aug. 24-26. A. R. Braison.
 Wellston—Jackson Co. Fair. Aug. 10-13. Charles E. Ramsey.
 West Union—Adams Co. Agrl. Soc. Sept. 7-10. H. M. Satterfield.

Westerville—Westerville Independent Fair. Sept. 16-18. Karl H. Schott.
 Wilmington—Clinton Co. Agrl. Soc. Aug. 11-13. Frank Skimming.
 Woodsfield—Monroe Co. Agrl. Soc. Aug. 3-5. C. G. Dougherty.
 Wooster—Wayne Co. Agrl. Soc. Sept. 13-17. W. J. Buss.
 Xenia—Greene Co. Agrl. Soc. Aug. 3-6. Mrs. J. Robert Bryson.
 Zanesville—Muskingum Co. Agrl. Soc. Aug. 17-20. Chas. D. Paxton.

OKLAHOMA
 Anadarko—American Indian Expo. Aug. 18-21. Edgar M. Halfmoon.
 Anadarko—Caddo Co. Free Fair. Sept. 15-18. E. T. Cook.
 Blackwell—Kay Co. Free Fair. Sept. 13-18. E. H. Martin.
 Buffalo—Harper Co. Free Fair. Sept. 16-18. W. E. Bland.
 Canton—Canton Fair & Racing Assn. Aug. 27-29. Troy Stansbury.
 Chandler—Lincoln Co. Free Fair Assn. Sept. 13-16. Gaston Franks.
 Cushing—Cushing District Fair. Second week in Sept. D. H. Fisher.
 Durant—Bryan Co. Free Fair Assn. Sept. 16-18. Allen Hill.
 Elk City—Western Okla. Fair. Approx. Sept. 18-20. W. G. Smith.
 Enid—Garfield Co. Free Fair Assn. Oct. 25-29. J. B. Hurst.
 Hennessey—Hennessey Free Fair Assn. Sept. 1-3. J. W. Gramlich.
 Holdenville—Hughes Co. Free Fair Assn. Sept. 15-18. James W. Rodgers.
 Hydro—Hydro Township Fair. Probably Sept. 9-11. Grace R. Felton.
 Miami—Ottawa Co. Fair Assn. Sept. 6-10. George H. Merriam.
 Muskogee—Oklahoma Free State Fair. Oct. 4-10. Ethel Murray Simonds.
 Nowata—Nowata Co. Fair. Sept. 21-23. E. A. Warner.
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 25-Oct. 2. Ralph T. Hemphill.
 Pawhusk—Osage Co. Free Fair Assn. Sept. 13-18. Ed Ahberg.
 Perry—Nowata Co. Fair Assn. Sept. 16-17. Marsh Woodruff.
 Ponca City—Grant Co. Free Fair Assn. Oct. 20-23. George E. Jacobs, Medford, Okla.
 Poteau—Love Co. Free Fair Assn. Sept. 23-25. C. C. Garrett.
 Stillwater—Payne Co. Free Fair. Sept. 7-11. W. Cromwell.
 Taloga—Dewey Co. Free Fair. Sept. 9-11. Harry Butler.
 Tulsa—Tulsa Four-State Fair. Sept. 18-25. H. E. Bridges.
 Vinita—Craig Co. Free Fair & Will Rogers' Memorial Rodeo Sept. 1-5. Frank Bailey.
 Walters—Cotton Co. Free Fair. Sept. 16-18. C. C. Stephens.
 Watonga—Blaine Co. Free Fair. Sept. 21-24. Floyd D. Dowell.
 Wewoka—Seminole Co. Free Fair Assn. Sept. 8-11. C. S. Sullivan.

OREGON

Canby—Clackamas Co. Fair. Sept. 1-3. J. P. Telford, Oregon City, Ore.
 Dallas—Folk Co. Fair. Sept. 2-4. Josiah Wills.
 Gold Beach—Curry Co. Fair. Sept. —. Beatrice Williams.
 Grants Pass—Josephine Co. Fair. Sept. 1-4. F. G. Roper.
 Gresham—Multnomah Co. Fair. Aug. 23-29. A. H. Lea, 310 Oregon Bldg., Portland.
 Hillsboro—Washington Co. Fair. Sept. 2-4. Ed L. Moore.
 John Day—Grant Co. Fair. Sept. 23-25. Charles A. Snowbridge.
 La Grande—Union Co. Grange Fair. Sept. 28-30. W. R. Keker.
 Moro—Sherman Co. Fair Assn. Sept. 17-19. LeRoy C. Wright.
 Myrtle Point—Coos Co. Fair Assn. Sept. 15-18. L. H. Pearce.
 Portland—Pacific Intl. Live-Stock Expo. Oct. 2-9. O. M. Plummer.
 Redmond—Deschutes Co. Fair Assn. Sept. 30-Oct. 2. N. A. Burdick.
 St. Helens—Columbia Co. Fair Assn. Aug. 26-28. Earl C. Dowler.
 Salem—Oregon State Fair. Sept. 6-12. S. T. White, mgr.
 Tillamook—Tillamook Co. Fair. Sept. 1-4 (tentative). C. H. Bergstrom.

PENNSYLVANIA

Abbottstown—United Farmers' Assn. Aug. 17-21. M. L. Slothour, E. Berlin, Pa.
 Allentown—Allentown Fair. Sept. 21-25. M. H. Beary.
 Arendtsville—South Mountain Fair Assn. Sept. 14-17. A. D. Sheely.
 Barren Hill—Firemen's Fair. June 18-26.
 Bedford—Bedford Fair Assn. Aug. 31-Sept. 4. A. C. Brice.
 Bloomsburg—Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll.
 Burgettstown—Union Agrl. Assn. Sept. 9-11. J. L. McCough.
 Butler—Butler Fair & Expo. Aug. 18-21. C. M. Miller.
 Cambridge Springs—Cambridge Springs Fair. Sept. 9-11. R. L. Whipple.
 Centre Hall—Grange Encampment & Centre Co. Fair. Aug. 28-Sept. 3. Edith S. Dale, State College, Pa.
 Clarion—Clarion Co. Fair Assn. Aug. 31-Sept. 3. John P. Baker.
 Clearfield—Clearfield Co. Fair Assn. Sept. 20-25. B. Ward Beam, mgr.
 Cochranton—Cochranton Community Fair Assn. Sept. 16-18. A. N. Shaffer.
 Columbia—Columbia Harvest Home Assn. Oct. 12-14. Melvin L. Miller.
 Conneautville—Conneautville Community Fair Assn. Sept. 16-18. Clinton Van Cise.
 Conshohocken—Spring Mill Fair. July 9-17. Samuel M. Glass.
 Cookport—Cookport Fair. Sept. 16-18. E. L. Haskins, Commodore, Pa.
 Dayton—Dayton Agrl. Assn. Sept. 7-11. J. R. Borland.
 Doylestown—Doylestown Fair. Sept. 14-18. J. Allen Gady.
 Ebensburg—Cambria Co. Fair Assn. Sept. 6-11. Rowland G. Davis.
 Ephrata—Ephrata Farmers' Day Assn. Sept. 20-25. Fred R. Janda.
 Edinboro—Edinboro Fair. Sept. 16-18. B. E. Decker.
 Fawn Grove—Fawn Grove Fair Assn. Aug. 11-14. L. M. Brown, Bridgeton, Pa.
 Fleetville—Benton Township Community Fair Assn. Sept. 22-25. B. E. Horner.

Flourtown—Flourtown Fair. Aug. 6-14. William J. Goss.
 Ford City—Armstrong Co. Fair. Aug. 12-14. Walter H. Bowser.
 Forksville—Sullivan Co. Agrl. Soc. Sept. 8-11. J. R. Whiteley.
 Gratz—Gratz Fair Assn. Sept. 21-25. Guy R. Klinger.
 Hanover—Forest Park Free Fair. Sept. 6-11. A. F. Karst.
 Hatfield—Montgomery Co. Fair Assn. Sept. 6-11. Samuel D. Conver.
 Harford—Harford Agrl. Soc. Sept. 1-3. O. F. Maynard.
 Honesdale—Wayne Co. Agrl. Soc. Sept. 21-24. E. W. Gammell.
 Hughesville—Lycoming Co. Fair Assn. Aug. 25-28. Edward F. Frontz.
 Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 31-Sept. 4. James C. Morgan, bus. mgr.
 Indiana—Indiana Co. Fair. Aug. 31-Sept. 3. B. H. Lichteberger.
 Jennertown—Jenner Fair Assn. Sept. 14-17. A. O. Lape, Jenners, Pa.
 Kimberton—Firemen's Fair. July 21-31.
 Kutztown—Kutztown Fair Assn. Aug. 17-20. A. L. Dethhof.
 Lamartine—Venango-Clarion Fair. Sept. 9-11. A. E. Ritts.
 Lampeter—W. Lampeter Community Fair Assn. Sept. 22-24. Wayne B. Rentschler.
 Lehighton—Carbon Co. Agrl. Assn. Aug. 31-Sept. 4. Frank R. Diehl.
 Lewistown—Mifflin Co. Agrl. Assn. Aug. 2-7. S. B. Russell.
 Ligonier—Ligonier Valley Fair Assn. Sept. 14-17. D. M. Robinson.
 Linesville—Linesville Community Fair Assn. Sept. 9-11. Oliver A. Porter.
 McConnellsburg—Fulton Co. Fair Assn. Sept. 14-17. Lloyd W. Mellott.
 Manheim—Manheim Farm Show Assn. Sept. 30-Oct. 2. Paul B. Beck.
 Mansfield—Smythe Park Assn. Sept. 15-18. Frank Marvin.
 Mechanicsburg—Grangers (Fair) Picnic. Aug. 30-Sept. 6. R. E. Richwine.
 Mercer—Mercer Central Agrl. Soc. Sept. 14-16. J. P. Orr.
 Meyersdale—Somerset Co. Fair Assn. Sept. 6-9. F. P. Brown.
 Millersville—Manor Farm Fair. Sept. 30-Oct. 2. H. P. Siglin.
 Millport—Community Fair Assn. Sept. 15-17. Mrs. Alice M. Donovan.
 Montrose—Susquehanna Co. Agrl. Soc. Aug. 25-27. John P. Mahon.
 Mount Holly Springs—Cumberland Co. Dairy Show Assn. Aug. 4-6. H. K. McCullough, Newville, Pa.
 Myerstown—Myerstown Community Fair Assn. Oct. 13-15. J. T. Auld.
 New Castle—New Castle Agrl. Assn. Aug. 24-27. A. C. Shoaf.
 Newfoundland—Greene Dreher Community Fair Assn. Sept. 9-11. W. B. Frisbie.
 New Holland—New Holland Fair. Oct. 7-9. Isaac W. Cauler.
 Newport—Perry Co. Fair. Sept. 14-16. A. K. Ludwig.
 Newville—Mifflin Agrl. Assn. Sept. 7-10. A. E. Miller.
 North East—North East Community Fair Assn. Sept. 23-25. Mrs. Mildred Hendrickson.
 Oil City—Venango Co. Fair. Oct. 20-23. Caleb D. Sutton.
 Port Royal—Juniata Co. Agrl. Soc. Aug. 9-14. J. H. Book.
 Pottsville (Cressona)—Schuylkill Co. Fair. Sept. 6-11. Frank W. Bausam.
 Quakertown—Bucks Co. Agrl. Soc. Aug. 24-27. Robert Reinhart.
 Reading—Reading Fair. Sept. 12-19. Charles W. Swoyer.
 Red Lion—Red Lion Gala Week Fair. Aug. 23-28. R. M. Spangler.
 Selinsgrove—Carnival and Night Fair. July 19-24. Roland E. Fisher.
 Smethport—McKean Co. Fair Assn. Sept. 6-9 (tentative). E. J. Johnson.
 Spantansburg—Spartansburg Fair. Sept. 16-18. J. A. Whitney.
 Stoneboro—Stoneboro Fair. Sept. 3-7. Walter B. Parker.
 Sugar Grove—Sugar Grove Community Fair. Sept. 9-11. T. R. Sponser.
 Towanda—Bradford Co. Agrl. Soc. Aug. 31-Sept. 3. Karl D. Shiner.
 Troy—Troy Agrl. Soc. Aug. 24-28. H. D. Holcombe.
 Turbotville—Turbotville Community Fair Assn. Sept. 23-25. Harry Everett.
 Tunkhannock—Wyoming Co. Fair Assn. Sept. 14-17. Percy H. Brunges.
 Ullyses—Ullyses Community Fair Assn. Oct. 7-9. Don C. Rounseville.
 Washingtonville—Montour-Delong Fair. Oct. 20-22. George W. Cromlis.
 Watsburg—Watsburg Agrl. Assn. Aug. 31-Sept. 3. H. M. Burrows.
 Waynesburg—Waynesburg Fair & Agrl. Assn. Sept. 21-25. Ambrose Bradley.
 West Alexander—W. Alexander Agrl. Assn. Sept. 16-18. Paul Rogers.
 Westfield—Westfield Fair. Aug. 18-21. G. B. Clark.
 Wind Ridge—Rich Hill Agrl. Soc. Aug. 17-19. O. I. Dillie.
 Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 21-23. Howard F. Fox, Loysburg, Pa.
 York Springs—Latimore Valley Fair. Aug. 11-15. Mrs. Bruce Wagner.
 York—York Fair. Oct. 5-9. John H. Rutter.
 Youngsville—Youngsville Community Fair. Sept. 15-18. R. L. Albright.

RHODE ISLAND

Kingston—State Fair of R. I. Sept. 1-6. A. N. Peckham, mgr.

SOUTH CAROLINA
 Anderson—Anderson Fair. Nov. 1-6. J. A. Mitchell.
 Anderson—Anderson Colored Fair. Nov. 10-13. J. A. Gresham.
 Bennettsville—Mariboro Co. Fair Assn. Week of Oct. 25. E. W. Odom.
 Bishopville—Lee Co. Agrl. Fair Assn. Oct. —. Charles W. Rollins.
 Brunson—Hampton Co. Fair Assn. Week of Nov. 22. W. F. Hogarth.
 Camden—Kershaw Co. Fair. Oct. 11-16. D. J. Creed.
 Central—Pickens Co. Fair. Oct. 11-16. W. C. Bowen.
 Chester—Chester Co. Fair, Amer. Legion. Oct. 11-16. D. E. Peterson.
 Columbia—South Carolina State Fair. Oct. 18-23. P. V. Moore.

Conway—Horry Fair Assn. Oct. 4-9. Charles R. Scarborough.
Darlington—Darlington Co. Fair Assn. Oct. 4-11. Max Isaacsohn.
Dillon—Dillon Co. Fair Assn. Oct. 19-23. Joe C. Davis.
Florence—Flee Dec Fair. Oct. 26-30. E. D. Sellenger.
Greenville—Greenville Co. Fair. Oct. 25-30. C. A. Herlong, Greer, S. C.
Greenville—Greenville Co. Colored Fair Assn. Oct. 19-23. J. P. Chappell.
Greenwood—Greenwood Fair. Nov. 8-13. A. T. Pinson.
Loris—Loris Fair Assn. Oct. 26-30. J. H. Yon.
Mullins—Marion Co. Fair Assn. Oct. 18-23. C. L. Schofield.
Newberry—Newberry Co. Fair. Nov. 1-5. J. P. Moon.
Orangeburg—Orangeburg Co. Fair. Oct. 26-30. J. M. Hughes.
Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 12-15. W. C. Lewis.
Owings—Mt. Carmel Stock Show. Nov. 10-13. A. N. Saxton.
Rock Hill—York Co. Fair. Oct. 11-16. F. M. Fewell.
Spartanburg—Spartanburg Co. Fair Assn. Oct. 12-16.
Sumter—Sumter Co. Fair Assn. Oct. 11-16. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Nov. 1-6. E. E. Jones.
Woodruff—Woodruff Fair Assn. Oct. 4-9. R. L. Robinson.
York—York Co. Colored Fair Assn. Oct. 18-23. L. A. Wright.

SOUTH DAKOTA
Edgemont—Fall River Co. Fair. Sept. 2-4. A. L. Colgan.
Fort Pierre—Stanley Co. Fair. Sept. 2-4. G. E. Sumner.
Gettysburg—Potter Co. Fair. Aug. 26-28. H. Huson.
Huron—South Dakota State Fair. Sept. 12-17. Edgar Hornby.
Mitchell—Corn Palace Festival. Sept. 27-Oct. 3. Carl I. Rolston.
Murdo—Jones Co. Fair. Aug. 26-28. F. J. Carpenter.
Nisland—Butte Co. Fair. Sept. 2-4. Beyer Aune, Newell, S. D.
Onida—Sully Co. Fair Assn. Aug. 19-21. U. J. Norgaard.
Parker—Turner Co. Fair. Aug. 25-27. L. F. Collins.
Sioux Falls—Minnehaha Co. Fair Assn. Sept. 9-11. R. H. Allen.
Tripp—Hutchinson Co. Fair Assn. Sept. 7-10. R. E. Magstadt.
Vermillion—Clay Co. Fair Assn. Sept. 5-8. K. B. Collar.
Webster—Day Co. Fair. Sept. 23-25. Halvor Tompson, Lily, S. D.

TENNESSEE
Alexandria—DeKalb Co. Fair. Sept. 1-4. Rob Roy.
Brownsville—Haywood Co. Colored Fair. Oct. 13-16. F. E. Jefferies.
Camden—Benton Co. Fair. Sept. 27-Oct. 2. Dr. R. L. Davis.
Carthage—Smith Co. Fair. Aug. 25-28. Brooks Robinson.
Celina—Celina Fair Assn. Aug. 9-14. W. C. Monroe.
Centerville—Hickman Co. Fair Assn. Sept. 15-18. F. C. Adair.
Chattanooga—Chattanooga Tri-State Fair. Sept. 20-25. J. A. Darnaby, mgr.
Cookeville—Putnam Co. Agrl. Fair. Sept. 9-11. O. D. Massa.
Cottage Grove—Cottage Grove Community Fair. Sept. 17. Dan H. Snow.
Covington—Tipton Co. Fair Assn. Sept. 7-10. J. H. Bennett, mgr.
Dayton—Rhea Co. Free Fair. Sept. 9-11. Robert Kidd.
Dickson—Dickson Co. Fair Assn. Week of Sept. 26. C. E. Buttrely.
Fayetteville—Lincoln Co. Fair Assn. Aug. 25-27. Hiram Higgins.
Gallatin—Sumner Co. Colored Fair Assn. Aug. 26-28. Edw. V. Anthony.
Greenback—Louden Co. Fair. Aug. 30-Sept. 4. William D. Kerr.
Henderson—Henderson Fair. Sept. 7-11. Rev. M. L. Young, Lexington, Tenn.
Huntingdon—Carroll Co. Fair. Oct. 6-9. W. L. Noell.
Huntingdon—Carroll Co. Colored Fair Assn. Sept. 15-18. W. A. Cox.
Jackson—Madison Co. A. & M. Fair Assn. (Colored) Sept. 20-25. J. E. McNeely.
Jackson—West Tenn. District Fair. Sept. 13-18. A. U. Taylor.
Knoxville—Tenn. Valley Fair. Sept. 27-Oct. 2. H. D. Faust.
Lawrenceburg—Lawrence Co.-Middle Tenn. Dist. Fair. Sept. 27-Oct. 2. Dr. E. R. Braly, mgr.
Lebanon—Wilson Co. Fair. Sept. 15-18. A. W. McCartney.
Lexington—Henderson Co. Fair Assn. Sept. 27-Oct. 2. A. S. Montgomery.
McMinnville—Warren Co. Fair. Sept. 15-18. H. S. Wilson.
Manchester—Coffee Co. Fair. Sept. 23-25. David W. Shields Jr.
Maryville—Blount Co. Fair Assn. Sept. 6-11. Hugh E. DeLozier.
Memphis—Mid-South Fair. Sept. 13-18. Frank D. Fuller.
Memphis—Colored Tri-State Fair Assn. Sept. 23-25. Dr. L. G. Patterson.
Murfreesboro—Rutherford Co. Colored Fair. Sept. 2-4. Dr. James R. Patterson.
Nashville—Tennessee State Fair. Sept. 20-25. J. W. Ruspur.
Oneida—Scott Co. Fair. Sept. 13-18. E. C. Terry.
Petersburg—Petersburg Colt Show Assn. Sept. 7-8. I. M. Davidson.
Santa Fe—Maury Co. Fair. Sept. 16-18. T. S. Wade.
Sparta—White Co. Fair Assn. Sept. 16-18. William L. Little.
Trenton—Gibson Co. Fair Assn. Oct. 6-9. John R. Wade.
Winchester—Franklin Co. Fair. Sept. 2-4. J. F. Vaughn.

TEXAS
Abilene—West Texas Fair Assn. Sept. 20-25. T. N. Carswell.
Anderson—Grimes Co. Fair Assn. Oct. 13-16. George E. Siddall.
Arlington—Tarrant Co. Fair. Sept. 23-25. Mickey Maguire.

Athens—East Texas Cotton Palace. Oct. 4-9. B. F. Egger.
Beaumont—South Texas State Fair. Nov. 4-14. L. B. Herring Jr.
Bellville—Austin Co. Fair Assn. Sept. 29-Oct. 2. R. W. Palm.
Bertram—Burnet Co. Fair Assn. Aug. 4-6. J. C. Wilson Jr.
Blooming Grove—Blooming Grove Fair. Sept. 30-Oct. 2. W. A. Crawford.
Boerne—Kendall Co. Fair Assn. Aug. 27-29. A. McD. Gilliat.
Bonham—Fannin Co. Fair Assn. Sept. —. J. I. Boon.
Center—Scheby Co. Fair Assn. Oct. 5-9. O. F. Metz.
Conroe—Montgomery Co. Fair Assn. Sept. 28-Oct. 1. G. L. Clyburn.
Crockett—Houston Co. Fair Assn. Oct. 14-16. Charles A. Cowsett.
Dallas—Greater Texas and Pan-American Expo. June 12-Oct. 31. Frank McNeny, dir.-gen.
Decatur—Wise County Fair. Late in September. Cliff Cates.
Denton—Denton Co. Fair Assn. Oct. 12-16. O. L. Fowler.
Eastland—Eastland Co. Fair. Sept. —. H. J. Tanner.
Ennis—Ellis County Fair. Sept. 27-Oct. 2. A. Dupree Davis.
Ft. Worth—Ft. Worth Frontier Fiesta. June 5-Oct. 2. W. K. Stripling, pres.
Ft. Worth—Southwestern Expo. & Fat Stock Show. March 11-20. John B. Davis.
Franklin—Robertson County Fair Assn. Oct. 7-9. V. M. Harris.
Gainesville—Cooke Co. Fair. Aug. 23-28. Claude Jones.
Graham—Young Co. Fair. Oct. 20-23. J. C. Watson.
Greenville—Hunt Co. Fair. Aug. 30-Sept. 4. C. A. Duck.
Hamilton—Hamilton Co. Fair Assn. Oct. 6-8. R. D. Foster.
Harlingen—Lower Rio Grande Valley Mid-Winter Fair. Nov. 23-28. Sidney Kring.
Haskell—Central West Texas Fair Assn. Oct. 13-16. H. T. Sullivan.
Henderson—Rusk County Fair. Week of Sept. 6. J. W. Harris.
Houston—Houston Fat Stock Show & Live-Stock Expo. First week in Oct. W. O. Cox.
Huntsville—Walker Co. Fair Assn. Oct. 12-16. C. E. Sawyer.
Iowa Park—Wichita County Fair Assn. Sept. 22-26. Paul H. Zink.
Jasper—Jasper County Fair Assn. Oct. 19-23. W. R. Curtis.
LaGrange—Fayette County Fair Assn. Sept. 23-26. G. A. Koenig.
Leonard—Leonard Fair Assn. Sept. 20-25. J. C. Dodson.
Liberty—Liberty Co. Fair Assn. Oct. 21-23. Max T. Karkowski.
Linden—Cass Co. Fair. Sept. 27-Oct. 2. Morris Farrow.
Livingston—Polk Co. Fair. Oct. 21-23. H. M. Hooper.
Longview—East Texas Exhibit Assn. Sept. 13-18. M. D. Abernathy, mgr.
Lubbock—Panhandle South Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis, mgr.
McKinney—Collin Co. Free Fair. Sept. 27-30. W. Hammond Moore.
Madisonville—Madison Co. Fair Assn. Sept. 22-26. Mrs. Ruby Broadway.
Marfa—Highland Fair. Oct. 7-9. R. I. Bied-see.
Marshall—Central East Texas Fair. Sept. 27-Oct. 2. M. E. Martin.
Mesquite—Mesquite Fair. Sept. 16-18. John E. Davis.
New Boston—Bowie Co. Fair Assn. Oct. 5-9. M. E. Melton, Texarkana, Tex.
New Braunfels—Comal Co. Fair Assn. Sept. 24-26. Edwin A. Staats.
Orange—Orange Co. Fair Assn. Oct. 26-30.
Ozona—Crockett Co. Fair Assn. July 1-3. W. W. West.
Palestine—Anderson Co. Fair. Oct. 4-9. C. O. Miller Jr.
Paris—Lamar District Fair Assn. Sept. 6-11. H. L. Baker.
Pittsburg—North East Texas Fair Assn. Sept. 16-19. W. E. Morgan.
Port Lavaca—Calhoun Co. Fair Assn. Oct. 1-2. Alton White.
Riesel—Riesel Fair Assn. July 28-30. C. L. Wiebusch, pres.
Rosenberg—Port Bend Co. Fair Assn. Oct. 4-10. Mart Cole.
Sherman—Red River Valley Fair. Oct. 4-9. Frank M. Thompson.
Silsbee—Hardin Co. Fair. Oct. 26-30. J. F. Weatherby.
Sweetwater—Polan-Fisher Free Fair. Sept. 2-4. George D. Barber.
Tyler—East Texas Fair Assn. Probably Sept. 19-24. V. F. Fitzhugh.
Waco—Brazos Valley Free Fair. Oct. 8-17. Sam J. Evans.
Weatherford—Farker Co. Fair. Oct. 20-23. F. U. McCutchen.
Wharton—Wharton County Fair Assn. Oct. 12-16. H. C. Copenhaver.
Yorktown—Yorktown Fair Assn. Oct. 20-22. Paul A. Schmidt.

UTAH
Brigham—Box Elder Co. Peach Days. Sept. 10-11. W. L. Holst, mgr.
Coalville—Summit Co. Fair. Sept. 2-4. E. J. Tremelling, mgr.
Fort Dunes—Uintah Co. & Indian Fair. Sept. 2-4. Robert L. Bennett.
Farmington—Davis Co. Farm Bureau Fair. Aug. 26. N. P. Whitesides, mgr.
Logan—Cache Co. Fair. Sept. 13-15. N. J. Crookston.
Heber City—Wasatch Co. Fair Assn. Aug. 26-27. J. M. Ritchie.
Mantle—Sanpete Co. Fair. Sept. 15-17. Ellis Maylett.
Morgar City—Morgan Co. Fair. Sept. 2-4. Gilbert Francis, mgr.
Ogden—Weber Co. Farm Bureau Day. Aug. 28. George Stallings.
Provo—Utah Co. Fair. Sept. 16-18. M. H. Harrison.
Salt Lake City—Utah State Fair. Sept. 25-Oct. 3. E. S. Holmes, mgr.
Tremonton—Box Elder Co. Fair. Sept. 16-18. C. J. Dewey.

VERMONT
Barton—Orleans County Fair. Aug. 19-21. F. C. Brown.
Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 4. H. K. Drury, mgr.

Hartland—Hartland Fair. Aug. 25-27. Merle Dimick, Windsor, Vt.
Londonderry—Londonderry Fair. Oct. 16. A. E. Phillips.
Morrisville—Lamoille Valley Fair. Aug. 12-15. Erwin H. Olmstead.
Rutland—Rutland Fair. Sept. 6-11. C. W. Olney.
Tunbridge—Union Agrl. Soc. Sept. 23-25. Edw. R. Flint.
Waitsfield—Mad River Valley Fair Assn. Aug. 5-7. Samuel Whitworth, Warren, Vt.

VIRGINIA
Amherst—Amherst Co. Fair Assn. Oct. 11-16. L. H. Shrader.
Berryville—Clarke Co. Horse & Cofit Show Assn. Aug. 19-20. A. B. Hummer.
Blackstone—Courier-Record Fair Assn. Week of Sept. 20. Alexander Huggins.
Chase City—Mecklenburg County Fair Assn. Oct. 12-15. H. W. Nash, Wightman, Va.
Chesterfield C. H.—Chesterfield County Fair Assn. Oct. 7-9. J. B. Watkins Jr., Middle-lothian, Va.
Clintwood—Farmers' Fair. Sept. 16-18. C. J. Mullins.
Covington—Alleghany Co. Fair Assn. Sept. 13-18. Thomas B. McCaleb.
Danville—Danville Fair Assn. Oct. 12-15. Col. H. B. Watkins.
Dungannon—Scott County Fair Assn. Sept. 8-11. H. L. Stallard.
Emporia—Emporia Fair. Oct. 18-23. B. M. Garner.
Farmville—Five-County Fair Assn. Sept. 27-Oct. 2. R. A. Wilmoth.
Fincastle—Botetourt County Fair Assn. Sept. 21-25. Cecil E. Slusser.
Fredericksburg—Fredericksburg Fair Assn. Sept. 14-17. H. K. Sweetser.
Galax—Galax Fair. Sept. 13-18. W. C. Roberson.
Keller—Eastern Shore Agrl. Fair Assn. Aug. 24-28. J. Milton Mason.
Lexington—Rockbridge County Fair Assn. Sept. 20-25. Curtis C. Humphris, East Lexington.
Luray—Page Co. Fair. Aug. 24-28. S. F. Rosser.
Lynchburg—Tri-County Fair. Sept. 20-25. L. H. Schrader.
Madison Heights—Tri-County Fair. Sept. 20-25. L. H. Shrader, Amherst, Va.
Martinsville—Henry Co. Fair Assn. Sept. 28-Oct. 2. J. R. English.
Norfolk—Norfolk Tilewater State Fair. Oct. 12-16. M. B. Howard, mgr.
Orange—Orange Firemen's Fair. July 5. E. H. Rouse.
Pennington Gap—Lee Co. Fair. Sept. 15-18. Earl C. Laningham.
Petersburg—Southside Va. Fair. Oct. 11-16. R. Willard Eanes.
Richmond—Virginia State Fair Assn. Sept. 27-Oct. 2. Charles A. Somma.
Roanoke—Roanoke Colored Fair. Sept. 6-12. Herbert Williams.
Rocky Mount—Franklin Co. Fair Assn. Sept. 7-11. H. F. Fralin.
Shipman—Nelson Co. Fair Assn. Oct. 12-15. P. T. Brittle.
South Boston—Halifax County Fair Assn. Oct. 19-23. W. W. Wilkins.
Staunton—Staunton Fair. Sept. 6-11. C. B. Ralston.
Suffolk—Tidewater Fair Assn. Oct. 19-22. W. H. Crocker.
Tazewell—Tazewell Fair Assn. Sept. 21-25. C. S. Parnell, Mebane, N. C.
West Staunton—Augusta Co. Colored Fair. Aug. 23-28. Charles Spears, R. 1. Staunton.
Woodstock—Shenandoah Co. Fair Assn. Sept. 14-17. D. G. Dymock.

WASHINGTON
Colville—Stevens Co. Grange Fair Assn. Sept. 9-11. A. K. Millay.
Ellensburg—Kittitas Co. Fair Assn. Sept. 4-6. Wendell W. Prater.
Lind—Adams Co. 4-H Fair. Sept. 3-4. George C. Burckhalter, Ritzville, Wash.
Lynden—Whatcom Co. Fair Assn. Sept. 15-18. Jack Elliott.
Oroville—Okaganon Co. & Internat'l. Fair. Sept. 4-6. Roy R. Hurst.
Port Angeles—Clallam Co. Fair Assn. Aug. 26-29. W. C. Gellor.
Puyallup—Western Wash. Fair Assn. Sept. 20-26. W. A. Linklater, mgr.
Walla Walla—Southeastern Wash. Fair Assn. Sept. 2-4. H. F. Clark.

WEST VIRGINIA
Belington—Belington Festival & Fair Assn. Sept. 16-18. Bess McCollarn.
Charleston—Kanawha Expo. & 4-H Fair. Sept. 6-11. E. M. Johnson.
Clay—Clay Co. Farm Bureau Assn. Sept. 22-25. George C. Deems.
Cowen—Webster Co. Fair. Sept. 6-11. Ralph Cunningham.
East Rainelle—Western Greenbrier Dist. Fair. Aug. 18-21. J. S. Taylor.
Glennville—Gilmer Co. Fair. Aug. 31-Sept. 3. Guy B. Young.
Helvetia—Helvetia Community Fair Assn. Sept. 15-17. Mrs. James McNeal.
Lewisburg—Greenbrier Valley Fair. Aug. 30-Sept. 3. W. L. TabScott.
Marlinton—Pocahontas Co. Fair. Aug. 23-26. Fred C. Allen.
Moundsville—Marshall Co. Fair Assn. Sept. 6-8. A. B. Bonar.
New Hope—Beaver Pond District Fair. Sept. 16-18. C. P. Hylton, R. F. D. 1. Box 78. Princeton, W. Va.
Parsons—Tucker Co. Fair Assn. Sept. 1-4. L. W. Storms.
Pensboro—Ritchie Co. Fair Assn. Aug. 24-27. H. J. Scott.
Petersburg—Tri-County Fair Assn. Sept. 15-17. C. L. Stickler.
Pughtown—Hancock Co. 4-H Fair. Aug. 26-27. Walter C. Gumbel, New Cumberland, W. Va.
Summersville—Nicholas Co. Fair. Aug. 31-Sept. 3. William E. Simpson.
Sutton—Braxton Co. Fair Assn. Sept. 13-18. Earle Morrison.
Wadestown—Battelle District Fair Assn. Sept. 22-25. Kinsey Shriver.
Weston—Jacksons Mill 4-H Fair Assn. Sept. 21-23. R. H. Gist, Morgantown, W. Va.
Wheeling—Pandhandle Regional 4-H Fair. Aug. 26-28. G. S. Myers.

WISCONSIN
Antigo—Langlade Co. Agrl. Soc. Aug. 12-14. John T. Omernik.
Athens—Athens Agrl. Assn. Aug. 31-Sept. 2. A. W. Braun.

Baraboo—Sauk County Fair. Sept. 1-3. William T. Marriott.
Beaver Dam—Dodge County Fair Assn. Sept. 16-19. J. F. Malone.
Black River Falls—Jackson County Agrl. Soc. Sept. 11-15. Douglas Curran.
Bloomington—Blakes Prairie Agrl. Assn. Probably first week in Sept. B. J. Oates.
Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 13-15. H. F. Kaul, Thiensville, Wis.
Chilton—Calumet County Fair. Sept. 3-6. T. Henry Weeks.
Chippewa Falls—Northern Wis. District Fair. Aug. 3-8. A. L. Putnam.
Crandon—Forest County Agrl. Soc. Aug. 10-13. Ray M. Ritter.
Darlington—Lafayette County Agrl. Soc. July 29-Aug. 1. F. F. McConnell.
DePere—Brown County Fair. Aug. 12-16. W. S. Klaus.
Durand—Pepin Co. 4-H Fair. Sept. 4-6. Myrtle Schultz.
Eagle River—Vilas Co. Agrl. Soc. Aug. 20-22. Charles A. Bethke.
Eau Claire—Eau Claire Co. 4-H Fair. Aug. 16-18. P. B. Eves.
Elkhorn—Walworth County Agrl. Soc. Sept. 6-9. F. M. Porter.
Ellsworth—Pierce County Fair Assn. Sept. 15-18. O. A. Hills.
Elroy—Elroy Fair Assn. Aug. 12-15. O. D. Whitehill.
Fond du Lac—Fond du Lac County Free Fair. Aug. 16-19. R. H. Cameron.
Friendship—Adams County Agrl. Soc. Sept. 1-3. Robert W. Roseberry.
Galesville—Trempealeau County Agrl. Soc. Sept. 3-6. Alfred N. Sagen.
Gays Mills—Crawford County Fair. Sept. 9-11. Walter L. Cummings, Prairie du Chien, Wis.
Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 9-11. M. E. Fraher.
Grantsburg—Burnett County Fair. Aug. 26-28. Ray G. Lidbom.
Hayward—Sawyer Co. Agrl. Fair Assn. Sept. 3-6. J. K. Walker.
Janesville—Rock Co. 4-H Fair. Aug. 17-19. R. T. Glasco.
Jefferson—Jefferson County Fair. Sept. 10-12. Ernst Nass.
La Crosse—La Crosse Interstate Fair Assn. Aug. 10-14. Joseph J. Frisch.
Ladysmith—Rusk County Fair. Sept. 8-11. H. W. True.
Lancaster—Grant Co. Agrl. Soc. Aug. 17-20. Irvin Vesperman.
Lodi—Lodi Union Agrl. Soc. Sept. 8-10. G. E. Bissell.
Luxemburg—Kewaunee Co. Fair. Sept. 4-6. Julius Cahn.
Madison—Dane Co. Agrl. Soc. Aug. 12-15. Frank W. Lucas.
Manitowoc—Manitowoc Co. Fair. Aug. 18-22. George W. Kiel.
Marshfield—Central Wis. State Fair. Sept. 5-9. R. R. Williams.
Mauston—Juneau County Fair. Aug. 17-20. John P. Heerey.
Medford—Taylor Co. 4-H Fair. Sept. 9-11. Alma C. Hanson.
Menomonee—Dunn County Free Fair. Aug. 21-26. R. L. Pierce.
Merrill—Lincoln County 4-H Fair. Aug. 9-12. Miss Hulda Vonderheid.
Milwaukee—Wisconsin State Fair. Aug. 21-28. Ralph E. Ammon, Fair Park, Milwaukee.
Mineral Point—Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn.
Mondovi—Buffalo Co. Agrl. Soc. Aug. 15-17. A. R. Feckler.
Monroe—Green County Fair. Aug. 17-21. Leland C. White.
Neillsville—Clark County Agrl. Soc. Aug. 17-20. Harold Huckstead.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 3. Taylor G. Brown.
Phillips—Price County Agrl. Soc. Sept. 3-6. Karl Mess.
Platteville—Big Badger Fair. Aug. 5-8. C. H. Gribble.
Plymouth—Sheboygan Co. Agrl. Assn. Aug. 5-8. Wm. H. Eldridge.
Portage—Columbia Co. Fair Assn. Sept. 3-6. W. Horace Johnston.
Rice Lake—Barron County Agrl. Soc. Sept. 1-5. A. M. Chrislaw.
Richland Center—Richland County Agrl. Soc. Sept. 15-18. H. J. Gochenaur.
Rhineland—Oncida Co. 4-H Club Fair. Aug. 27-28. J. M. Reid.
Rosholt—Rosholt Free Community Fair. Sept. 4-6. Lester Peterson.
St. Croix Falls—Polk Co. Fair Assn. Aug. 16-18. Conway Stannard, Taylors Falls, Wis.
Seymour—Seymour Fair. Aug. 6-8. F. W. Huth.
Shawano—Shawano County Agrl. Soc. Sept. 7-9. Louis W. Cattau.
Spooner—Washburn Co. 4-H Fair. Aug. 26-28. Paul S. B. Taklo, R. 1, Box 58, Trego, Wis.
Sturgeon Bay—Door Co. Fair Assn. Aug. 27-29. John H. Miles.
Superior—Tri-State Fair Assn. Aug. 16-22. M. H. Lavine.
Tomah—Monroe Co. Fair Assn. Aug. 3-6. Floyd Purdy.
Union Grove—Racine Co. Agrl. Soc. Sept. 1-4. E. A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agrl. Soc. Sept. 21-24. Fred S. Rogers.
Washburn—Bayfield County Farm Festival & Fair. Sept. 4-6. Roy E. Holvenstot.
Wausau—Wis. Valley Fair & Expo. Aug. 15-19. Bert E. Walters.
Wausaukee—Marquette Co. Fair Assn. Sept. 10-12. Charles B. Drewry, Marinette, Wis.
Wautoma—Wausara County Fair. Sept. 14-17. Charles T. Taylor.
West Bend—Washington Co. Agrl. Soc. Aug. 13-15. E. E. Skalkskey.
Westfield—Marquette County Fair Assn. Sept. 7-10. W. P. Fuller.
Weyauwega—Waupaca County Agrl. Assn. Aug. 27-29. H. W. Crane.

WYOMING
Douglas—Wyoming State Fair. Sept. 14-17. Pine Bluffs—Laramie Co. Fair Assn. Sept. 2-4. M. L. Larson.
Rawlins—Carbon Co. Fair Assn. Early in Sept. H. Breitenstein.
Riverton—Fremont Co. Fair. Sept. 6-8. Edward Hutchins.
Torrington—Goshen Co. Fair. Sept. 8-10. E. P. Perry.

CANADA

ALBERTA
Calgary—Calgary Exhn. & Stampede. July 5-10. E. L. Richardson.
Edmonton—Edmonton Exhn. Assn. July 12-17. P. W. Abbott, mgr.
Lethbridge—Lethbridge Exhn. July 19-21. A. E. Russell.
Red Deer—Red Deer Agrl. Soc. July 22-24. W. Miller.
Vegreville—Vegreville Exhn. July 22-24. J. Fitzallen.
Vermillion—Vermillion Agrl. Soc. July 26-28. S. C. Heckbert.

BRITISH COLUMBIA
Abbotsford—Central Fraser Valley Fair. Sept. 14-15. L. J. Kettle.
Agassiz—Agassiz Agrl. Soc. Sept. 15. E. C. Bates.
Armstrong—Interior Provincial Exhn. Sept. 13-16. Mat. Hassen.
Cellista—Cellista Agrl. Assn. Sept. 18. Mrs. E. P. Riley, Mfgna Bay.
Chilliwack—Chilliwack Agrl. Assn. Sept. 22-23. E. H. Barten.
Cobble Hill—Cobble Hill Dist. Agrl. Assn. Sept. 9. R. B. Moulton.
Coombs—Coombs Agrl. Assn. Sept. 15-16. J. M. Boyd, Hilliers.
Courtenay—Comox Agrl. Assn. Sept. 7-8. H. P. Alberry, Sandwick, B. C.
Delta Manor—Delta Manor Exhn. Assn. Aug. 18. W. F. Denman.
Duncan—Cowichan Agrl. Assn. Sept. 17-18. Wm. Waldon.
Eburne—Eburne Agrl. Assn. Sept. 15.
Fort Fraser—Fort Fraser Agrl. Assn. Sept. 6. Mrs. J. P. Myers.
Fort St. John—Fort St. John Agrl. Soc. Aug. 13. Duncan Cran.
Galliano—Galliano Agrl. Assn. Aug. 4. F. Pochin.
Haney—Haney Agrl. Assn. Sept. 16. W. E. Hawthorne, Hammond, B. C.
Harrop—Harrop Agrl. Assn. Sept. 1. Mrs. W. J. McConnell.
Invermere—Invermere Agrl. Assn. Sept. 3-4. G. W. Turner, Windermere, B. C.
Kamloops—Kamloops Exhn. Assn. Sept. 6-7. S. H. Baker.
Kimberley—Kimberley Agrl. Assn. Aug. 27-28. E. M. Hughes.
Ladysmith—Ladysmith Agrl. Assn. Sept. 22-23. Rev. C. McDiarmid.
Langley (Milner)—Langley Agrl. Assn. Sept. 7-8. W. V. Mufford.
Lasqueti Island—Agrl. Assn. Sept. 11. T. A. Millicheep.
Matsqui—Matsqui Agrl. Assn. Sept. 17. R. B. Whitson.
Mission—Mission Agrl. Assn. Sept. 9. Victor Ogle.
Nelson—Nelson Agrl. & Indust. Assn. Sept. 22-24. G. Horstead.
Nelson—Nelson Agrl. Assn. Sept. 22-24. G. Horstead.
Peachland—Peachland Agrl. Assn. Sept. 2. Mrs. C. Duquemin.
Pender Island—Pender Island Agrl. Soc. Aug. 18. S. P. Corbett.
Port Moody—Port Moody Agrl. Soc. Sept. 10. Mrs. E. F. Lehman.
Powell River—Powell River Agrl. Assn. Sept. 10-11. E. T. Bernier.
Prince George—Prince George Agrl. Soc. Sept. 8. C. W. Ferry.
Progress—Progress Fair. Aug. 19-20. A. W. Mudiman.
Saanichton—Saanichton Agrl. Soc. Sept. 28-29. S. G. Stoddard.
Smithers—Bulkeley Valley Agrl. Assn. Sept. 2-3. S. G. Preston.
South Burnaby—S. Burnaby Agrl. Assn. Sept. 20. Miss M. Bolt, Burnaby, B. C.
Squamish—Squamish Agrl. Soc. Sept. 6.
Sunnyside—Sunnyside Agrl. Assn. Sept. 11.
Surrey—Surrey Dist. Agrl. Assn. Sept. 29. T. W. Currie, R. E. 3, New Westminister.
Vancouver—Vancouver Exhn. Assn. Sept. 1-8. Harry M. King.
Victoria—B. C. Agrl. Assn. Sept. 11-18. W. H. Mearns, Willows Park, Victoria.
Whonnock—Whonnock Agrl. Assn. Sept. 23. T. C. Crowe.
Williams Lake—Agrl. Soc. Sept. 1-3. Jean E. Yorston.

MANTOBA
Arborg—Arborg Agrl. Soc. July 8. Mrs. E. L. Johnson.
Brandon—Provincial Exhn. of Manitoba. June 28-July 2. J. E. Rettie.
Brokenhead—Brokenhead Agrl. Soc. Sept. 3. H. B. Towle.
Carberry—Carberry Agrl. Soc. July 13. H. L. Dempsey.
Carman—Dufferin Agrl. Soc. June 30-July 3. J. A. Munn.
Elkhorn—Elkhorn Agrl. Soc. July 22. H. J. Jones.
Dauphin—Dauphin Agrl. Soc. July 8-10. Dr. O. McQuirk.
Gilbert Plains—Gilbert Plains Agrl. Soc. July 30. E. P. Brown.
Gladstone—Gladstone Agrl. Soc. July 21. J. F. Broadfoot.
Hamiota—Hamiota Agrl. Soc. July 23. I. P. Strickland.
Harding—Harding Agrl. Soc. July 21.
Holland—Holland Agrl. Soc. July 13. W. N. Scharrf.
Killarney—Killarney Agrl. Soc. July 14. H. E. Walker.
Kinosota—Kinosota Agrl. Soc. Sept. 15. H. H. Scrase.
Macgregor—Macgregor Agrl. Soc. July 16. Thos. Clarke.
Manitou—Manitou Agrl. Soc. July 16. W. T. Pringle.
Minnedosa—Minnedosa Agrl. Soc. July 14. John Fleming.
Oak River—Oak River Agrl. Soc. July 29. R. J. Hays.
Portage la Prairie—Portage Industrial Exhn. Assn. July 5-7. Keith Stewart.
Rhineland—Rhineland Agrl. Soc. Sept. 10. J. C. Savatzky.
Roblin—Shell River Agrl. Soc. July 29. I. L. Mitchell.
Rosburn—Rosburn Agrl. Soc. July 28. W. T. McDonald.
Russell—Russell Agrl. Soc. July 21. H. R. Barry.
Shoal Lake—Shoal Lake Agrl. Soc. July 20. "None."
South—Souris Agrl. Soc. July 14. C. E. South.

Springfield—Springfield Agrl. Soc. July 17. T. F. Foliott, Oakbank.
St. Pierre—St. Pierre Agrl. Soc. July 8. J. Joubert.
St. Vital—St. Vital Agrl. Soc. Aug. 20-21. W. W. Thorpe.
Swan Lake—Swan Lake Agrl. Soc. July 15. G. O. Couch.
Swan River—Swan River Agrl. Soc. Aug. 4. R. G. Taylor.
Strathclair—Strathclair Agrl. Soc. July 27. J. M. Rowell.
Teulon—Teulon Agrl. Soc. Oct. 2. A. H. Campbell.
Virden—Virden Agrl. Soc. July 15. Chas. McLean.
NEW BRUNSWICK
Fredericton—Fredericton Exhn. Sept. 11-18. C. L. Sypheer.
St. John—St. John Exhn. Assn. Sept. 4-11. G. W. Frost.
St. Stephen—St. Stephen Exhn. Aug. 30-Sept. 3. W. S. Stevens, mgr.
Stanley—Stanley Fair. Sept. 21-23. T. Allan Best.
Woodstock—Woodstock Exhn. Sept. 20-25. R. W. Maxwell.
NOVA SCOTIA
Bear River—Digby Co. Exhn. Sept. 23-24. Capt. K. R. Forrester.
Bridgewater—Lunenburg Co. Exhn. Sept. 7-10. W. J. Crouse.
Calendonia—Queens Co. Fair Assn. Sept. 21-23. Fred Kempton.
Halifax—N. S. Provincial Exhn. Sept. 27-Oct. 2. E. Frank Lordly.
Lawrencetown—Annapolis Co. Farmers' Assn. Sept. 14-17. Roy Grant.
Little Brook—Clare Exhn. Oct. 5-6. A. S. Comeau.
Middle Musquodoboit—Halifax Co. Exhn. Sept. 21-22. R. H. Reid.
North Sydney—North Sydney Fair. Sept. 6-9. R. M. Jackson.
Oxford—Cumberland Co. Exhn. Sept. 15-17. D. W. Wood.
Pictou—Pictou Co. & N. Colchester Exhn. Sept. 14-15. J. A. Adamson.
Shelburne—Shelburne Co. Agrl. Soc. Sept. 28-29. Leslie MacKay.
Stewiacke—Colchester & E. Hants Exhn. Sept. 14-15. Dyson H. Crowe.
Windsor—Windsor Exhn. Approx. Sept. 21-24. Thomas Aylward.
Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 22-24. E. L. Crosby.

ONTARIO
Ailsa Craig—North Middlesex Fair Assn. Sept. 23-24. George C. Stewart.
Almonte—North Lanark Agrl. Soc. Sept. 15-17. Dr. M. Pilkey.
Barrie—Barrie Agrl. Soc. Sept. 20-23. G. O. Cameron.
Belleville—Belleville Agrl. Soc. Aug. 31-Sept. 3. R. H. Ketcheson.
Bracebridge—South Muskoka Agrl. Soc. Sept. 16-17. Jerry Dickle.
Coldwater—Coldwater Agrl. Soc. Sept. 10-11. C. M. Robinson.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 13-16. O. G. Bernhardt.
Delta—Delta Fair Assn. Sept. 6-8. Isaac Stevens, Harlem, Ont.
Dresden—Camden-Dresden Agrl. Soc. Sept. 21-23. H. J. French.
Kingston—Kingston & Frontenac Agrl. Soc. Sept. 21-24. G. H. Wilmot.
Leamington—Leamington Dist. Agrl. Soc. Sept. 27-Oct. 2. Miss E. Atkins.
Lindsay—Lindsay Central Exhn. Sept. 15-18. W. E. Agnew.
London—Western Fair. Sept. 13-18. W. D. Jackson.
Markham—Markham Fair. Sept. 30-Oct. 2. R. H. Crosby.
Ottawa—Central Canada Exhn. Aug. 19-28. H. H. McElroy.
Owen Sound—Owen Sound Agrl. Soc. Oct. 4-6. S. H. Buchanan.
Perth—South Lanark Agrl. Soc. Sept. 24-25. W. J. Ewart.
Peterborough—Peterboro Industrial Exhn. Aug. 16-21. F. J. A. Hall.
Fort William—Port Arthur—Canadian Lakeland Exhn. Aug. 9-14. W. Walker.
Rainy River—Atwood Agrl. Soc. Aug. 30-Sept. 1. K. C. Grimshaw.
Renfrew—Renfrew Fair. Sept. 14-17. C. A. Warren.
Ridgetown—Howard Agrl. Soc. Oct. 5-7. J. D. Brien.
Rodney—Rodney Fair. Sept. 20-22. J. A. MacLean.
Strathroy—Strathroy Agrl. Soc. Sept. 30-Oct. 2. Jno. N. Ratcliffe.
Sutton West—Sutton Agrl. Fair. Aug. 5-7. G. S. Whitney.
Tillsonburg—Tillsonburg & Dereham Agrl. Soc. Aug. 31-Sept. 2. M. Ostrander.
Toronto—Canadian National Exhn. Aug. 27-Sept. 11. Elwood A. Hughes, gen. mgr.
Walpole Island—Walpole Island Indian Fair Assn. Aug. 24-27. Charles R. Jacobs.
Welland—Welland Co. Agrl. Soc. Sept. 16-18. A. A. Marshall.
PRINCE EDWARD ISLAND
Charlottetown—P. E. I. Indust. & Agrl. Exhn. Aug. 16-21. J. W. Boulter.

QUEBEC
Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 26-28. H. G. Curtis, Stanstead, Que.
Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 2-4. R. K. Edey.
Beauveville—Beauve Agrl. Soc. Sept. 21. Jos. Roy.
Bedford—Missisquoi Agrl. Soc. Sept. 2-4. C. O. Jones.
Brome—Brome Co. Agrl. Soc. Sept. 6-8. E. Caldwell, Knowlton, Que.
Cookshire—Compton Co. Agrl. Soc., No. 1. Aug. 23-25. T. O. Farnsworth.
Gentilly—Nicolet Agrl. Soc. Aug. 9-10. Achille Turcotte.
Granby—Granby Hort. Soc., No. 1. Sept. 9-11. Walter R. Legge.
Ham-Nord—Wolfe Agrl. Soc. No. 2. Sept. 14. J. A. Comtois.
Havelock—Huntington Agrl. Soc., Div. B. Sept. 14. W. P. Fisher, Hemmingford.
Huntingdon—Huntingdon Agrl. Soc., Div. A. Sept. 9-10. John Small.
Inverness—Mégantic Agrl. Soc., Div. A. Sept. 7. H. A. Welch.
Isle Verte—Isle Verte Agrl. Soc. Aug. 25-26. Ed Cote.
Laprairie—Laprairie Agrl. Soc. Sept. 21. Raoul Lussier, St. Philippe.

L'Assomption—L'Assomption Agrl. Soc. Sept. 1. George A. Landry.
L'Avant—Drummond Agrl. Soc. Sept. 4. J. H. Charpentier.
Maniwaki—Gatineau Co. Agrl. Soc., Div. B. Sept. 9-11. Palma Joanis.
Marbleton—Wolfe Agrl. Soc. Sept. 15-16. A. B. W. Skinner, Bishoptown.
Montreal—Montreal Agrl. Exhn. Aug. 9-17.
New Richmond—New Richmond Agrl. Soc. Sept. 15. W. H. Willett.
Notre Dame du Lac—Terniscouate Agrl. Soc. Aug. 25-26. L. J. Dube.
Papineauville—Papineau Agrl. Soc. Sept. 8-9. J. N. Valliere, St. Andre Avellan.
Parkhurst—Lotbiniere Agrl. Soc. Aug. 24. L. A. Dumont, Ste. Agathe.
Plessisville—Mégantic Agrl. Soc., Div. B. Aug. 24-25. Theod. Fortier.
Pont Chateau—Soulanges Agrl. Soc. Sept. 6. Laurier Leger, Coteau Landing.
Quebec—Quebec Expo. Sept. 4-11. Emery Boucher.
Richmond—Richmond Co. Agrl. Fair. Aug. 19-21. W. R. Stevens.
Rimouski—Rimouski Agrl. Soc. Aug. 27-30. Jos. Gagne.
Roberval—Roberval Fair. Aug. 24-28. J. Ed Boly.
Rougemont—Rouville Agrl. Soc. Aug. 31. C. E. Levesque.
Ste. Scholastique—Ste. Scholastique Expo. Sept. 15-18. J. Leo Beaudet.
St. Alexandre—Agrl. Soc. Co. of Iberville. Sept. 10-11. Alcide Quintin.
St. Barnabe—St. Maurice Agrl. Soc. Sept. 21. Chas. Marcoullier.
St. Bruno—Chambly Agrl. Soc. Sept. 14. Albert Bernard.
St. Casimir—Portneuf Agrl. Soc. Aug. 25-26. J. A. Foley, St. Thurbie.
St. Ephrem—Beauce Agrl. Soc. Sept. 23. J. A. Faucher.
St. Famille—Montmorency Agrl. Soc., Div. B. Sept. 22. Albert Faucher.
St. Francois-du-lac—Yamaska Agrl. Soc. Aug. 18-19. Alexandre Trudeau.
St. Henedine—Dorchester Agrl. Soc., Div. A. Aug. 26. Oscar DeBlois, Frampton.
St. Hyacinthe—St. Hyacinthe Agrl. Soc. Aug. 9-13. A. R. Demers.
St. Jean—St. Jean Agrl. Soc. Sept. 6-7. J. R. St. Arnaud.
St. Jean Port Joli—L'Islet Agrl. Soc. Sept. 13-15. Jos. N. Bernier.
St. Julienne—Montcalm Agrl. Soc. Sept. 21. J. F. Daniel, St. Esprit.
St. Leonard—Nicolet Agrl. Soc., Div. A. Aug. 11. Henri Leblanc, Ste. Montque.
St. Michel—Bellechasse Agrl. Soc. Sept. 9-11. Calus Lacroix.
St. Theodosie—Vercheres Agrl. Soc. Aug. 19. Louis Dalpe, Vercheres.
St. Victoire—Richelle Agrl. Soc. Aug. 17. J. U. Girouard, St. Ours.
Scotstown—Compton Agrl. Soc. No. 2. Sept. 8-9. George F. Cowan.
Shawville—Pontiac Co. Agrl. Soc. Sept. 23-25. R. W. Hodgins.
Sherbrooke—Sherbrooke Fair. Aug. 28-Sept. 4. Norrey W. Price.
Three Rivers—St. Lawrence Valley Exhn. Aug. 22-27. Gaston Panneton.
Trois-Rivieres—Agrl. Soc. Sept. 24. Mederic Pothier.
Valleyfield—Valleyfield Exhn. Aug. 16-21. Jacques Malouin.
Victoriaville—Arthabaska Agrl. Soc. Aug. 17-18. C. R. Garneau, Arthabaska.
Waterloo—Shefford Co. Agrl. Soc. Aug. 16-18. R. R. Bachand.

SASKATCHEWAN
Craik—Craik Agrl. Soc. July 20-21. F. N. Spencer.
Foam Lake—Foam Lake Agrl. Soc. July 21. Wilfred Dobson.
Herbert—Herbert Agrl. Soc. July 7. H. Tiltson-Jones.
Imperial—Imperial Agrl. Soc. Aug. 4. F. N. Ballard.
Invermay—Invermay Agrl. Soc. Aug. 6. R. L. Silverthorn.
Kamsack—Kamsack Agrl. Soc. July 21. G. R. Ramsay.
Kelvington—Kelvington Agrl. Soc. July 23. H. P. Lyne.
Lloydminster—Lloydminster Agrl. Exhn. Assn. July 29-31. G. M. Cook.
Lumsden—Lumsden Agrl. Soc. July 21. B. Nicholson.
Melfort—Melfort Agrl. Soc. July 15-17. G. B. Jamison.
Moose Jaw—Moose Jaw Exhn. June 23-26. George D. Mackie.
Nipawin—Nipawin Agrl. Soc. July 29-30. Marion Seaman.
North Battleford—N. Battleford Agrl. Soc. Aug. 2-3. F. Wright.
Perdue—Perdue Agrl. Soc. July 30. P. H. Lewis.
Prince Albert—Prince Albert Agrl. Soc. Aug. 4-7. John P. Curror.
Regina—Provincial Exhn. July 26-31. D. T. Elderkin.
Saskatoon—Saskatoon Industrial Exhn. Assn. July 19-24. Sid. W. Johns.
Silver Stream—Silver Stream Agrl. Soc. July 28. Mrs. A. McDonald, Armley, Sask.
Souhey—Souhey Agrl. Soc. July 7. Thomas Corrigan.
Tantallon—Tantallon Agrl. Soc. July 29. M. P. Bjornson.
Tisdale—Tisdale Agrl. Soc. July 26-27. L. J. Walsh.
Togo—Togo Agrl. Soc. July 30. Mrs. May Allen.
Wadena—Wadena Agrl. Soc. Aug. 5. J. B. Harris.
Weyburn—Weyburn Agrl. Soc. June 28-29. Fred C. Zabel.
Yorkton—Yorkton Agrl. & Indust. Exhn. Assn. July 12-14. W. J. Cowan.

CONNECTICUT
Darien—July 31. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
MASSACHUSETTS
Springfield—July 11. Mrs. J. M. Bordeaux, 67 Pleasant St., New Meadow, Mass.
NEW MEXICO
Santa Fe—July 24-25. Mrs. Eugene Grifflin.
NEW JERSEY
Rumson—June 26. Foley, Inc., 2009 Chestnut St., Phila., Pa.
OHIO
Ashland—June 27. Richard W. Bear, 831 Edgell ave.
PENNSYLVANIA
Greensburg—July 10. Mrs. George R. McNary.
Sewickley—July 3. Foley, Inc., 2009 Chestnut St., Philadelphia.

Frontier Contests

These Dates Are for a Five-Week Period

ARIZONA
Prescott—Prescott Frontier Days. July 2-5. Grace M. Sparks.
CALIFORNIA
Alturas—Rodeo. July 3-4.
Lakeside—Lakeside Rodeo. July 4-5. George R. Miller.
Lompoc—Rodeo. July 4. R. T. Adams.
Salinas—California Rodeo. July 15-18. Fred McCarger.
Sonoma—Rodeo. June 27. J. J. Millerick.
Willits—Frontier Days. July 3-4.
COLORADO
Brush—Sage Brush Rodeo. July 2-3. George A. McMullen.
Greeley—Greeley Spud Rodeo. July 5. E. A. Folbrecht.

IDAHO
Grangeville—Border Days. July 3-5. Al J. Wagner.
Nampa—Rodeo. July 3-5. E. W. Rising.
ILLINOIS
Pecatonica—Adams Rodeo. July 3-5. A. C. Woodruff.
IOWA
Waukon—Rodeo, ausp. Fair Assn. July 3-5. A. M. Monserud, Harpers Ferry, Ia.
KANSAS
Sun City—McLain's Roundup. July 9-11. M. F. McLain.
MONTANA
Butte—Legion Rodeo. July 15-18. Carl Spillam.
Kallspeil—Veterans of Foreign Wars Rodeo. July 3-5. C. S. Jackson.
Lewistown—Rodeo. July 29-31.
Livingston—Livingston Roundup. July 2-4. Sol Frank.
Lolo—Rodeo. July 3-4. D. Bowker.
Red Lodge—Rodeo. July 3-5. L. M. Slavins.
Wolf Point—Wolf Point Stampede. July 8-10. O. C. Johnson.

NEBRASKA
Alliance—Panhandle Stampede. June 25-27. E. V. Black.
North Platte—Buffalo Bill Roundup. July 2-5. John A. Stryker.
Valentine—American Legion Rodeo. July 3-5. Art Jones.
NEVADA
Reno—Reno Rodeo. July 3-5. Dud R. Day.
NEW MEXICO
Hobbs—Chamber of Commerce Rodeo. July 23-25. Bert Weir.
Silver City—Rodeo. July 4. Chamber of Commerce.

NEW YORK
Rochester—June 21-29. C. P. Paul Jr.
NORTH DAKOTA
Killdeer—Killdeer Mt. Roundup. July 3-5.
Minot—Rodeo at Fair. July 4-10. Guy Weadick.
OKLAHOMA
Dewey—Dewey Roundup. July 3-5.
Canton—Rodeo. July 3-4. Jimmy Ellis.
Craterville Park—Rodeo. July 3-5. Frank Rush, Jr.
Custer City—Rodeo. July 29-30. Elmo C. Rankin.
Longdale—Rodeo. July 16-18. Jimmy Ellis.
Mangum—Greer Co. Pioneer Reunion & Rodeo. June 25-27. L. M. Tittle.
Nowata—Rodeo. July 3-4. W. A. Estlin.
OREGON
Crawfordsville—Callipoola Roundup. July 3-4. D. F. McKercher.
Klamath Falls—Rodeo. July 3-5.
Molalla—Molalla Buckaroo. July 3-5. Curtis Connatt.

SOUTH DAKOTA
Belle Fourche—Black Hills Roundup. July 3-5. D. Wayne George.
TEXAS
Canadian—Anvil Park Rodeo. July 2-5. C. A. Studer.
Fairburn—Rodeo. July 4-5.
Pecos—Pecos Rodeo. July 3-4. Buck Jackson.
Stamford—Texas Cowboy's Reunion. July 1-3. Mrs. Stephen Bennett.
UTAH
Nephi—Ute Stampede. July 8-10. E. H. Steele.
Ogden—Ogden Pioneer Days. July 19-24. H. W. Peery.

WASHINGTON
Kennewick—Rodeo. July 3-5.
Sedro-Woolley—Rodeo. July 2-4. C. S. Bingham.

WYOMING
Cheyenne—Cheyenne Frontier Days. July 28-31. Robert D. Hanesworth.
Cody—Cody Stampede. July 1-3.
Codyville—Rodeo. July 17-18.
Lander—Lander Pioneer Days. July 4-5. E. L. Newton.
Sheridan—Sheridan-Wyoming Rodeo. July 14-16. E. F. Ernst.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
Del Monte—July 24. Marlon Kingsland, Monterey, Calif.
Santa Barbara—July 17-18. Mrs. Dorothy A. Yule, Box 870.
Santa Cruz—July 25. Mrs. Emma G. Pieper, 7th Ave., R. 3, Box 47.

CONVENTIONS

ALABAMA

Birmingham—Order of Odd Fellows. Aug. 3. H. C. Pollard, Huntsville, Ala.
Gadsden—American Legion. July 18-20.

ARIZONA

Flagstaff—American Legion. Aug. 26-28. E. P. McDowell, 409 Ariz. State Bldg., Phoenix.

ARKANSAS

El Dorado—American Legion. Aug. 16-18. Bert Presson, War Memorial Bldg., Little Rock.

CALIFORNIA

Los Angeles—Ind. Order of Red Men. Sept. 6-10. Rud Mueller, 109 19th Ave., San Francisco.

Oakland—State Assn. of Nurserymen. Sept. 22-24. H. W. Kruckeberg, 340 S. San Pedro St., Los Angeles.
Pasadena—State Elks Assn. Sept. 23-25. J. L. Kiah, 400 W. Colorado St.
Redding—State Firemen's Assn. Sept. 27-30. H. Strasser, 2404 32d St., San Diego.
Sacramento—State Moose Assn. July 22-25. J. J. Weger, 319 14th st., Oakland.
San Francisco—91st Div. Assn. Sept. 24-26. A. G. Boss, 624 Market St.
Santa Monica—Can. Legion British Empire Service League. July 2-6. J. W. Cook, 928 17th st.
Stockton—American Legion. Aug. 7-11. J. K. Pisk, 117 Veterans Bldg., San Francisco.

COLORADO

Alamosa—American Legion. Aug. 26-28. F. W. Storrs.
Denver—B. P. O. Elks, Grand Lodge. July 11-16. J. E. Masters, 2750 Lakeview ave., Chicago, Ill.
Denver—Knights of Pythias. Aug. 24-25. Wm. C. Skinner, 411 Bank Bk.
Denver—A. F. & A. Masons. Sept. 21-22. C. A. Patton.
Glenwood Springs—State Firemen's Assn. July 7-10. Clinton Turnbull, 215 Boston Bldg., Denver.
Idaho Springs—Order of Red Men. Aug. 9-10. S. D. Stiles, 1715 California st., Denver.

CONNECTICUT

New Haven—American Legion. July 29-31. Stamford—Junior Order. Sept. 25. J. Wellington, N. Franklin, Conn.

DELAWARE

Dover—State Volunteer Firemen's Assn. Sept. 8-9. S. H. Carson, 158 S. Bradford St.
Wilmington—Veterans of Foreign Wars. June 25-26. H. Y. Wood, 1809 Lovering ave.
Rehoboth—American Legion. Aug. 20-21.

DISTRICT OF COLUMBIA

Washington—Soc. of Third Div. July 15-18. Wm. A. Schoemaker, 3811 25th Place, N. E.
Washington—Dancing Masters of Amer. Week of Aug. 1. W. U. Soby, 553 Farmington ave., Hartford, Conn.

FLORIDA

Miami—Knights Templar, Grand Encampment. July 17-23. Adrian Hamersly, Chamber of Commerce, Indianapolis, Ind.

GEORGIA

Albany—American Legion. June 24-26. Augusta—Junior Order. Aug. 10-11. V. Echols, Atlanta.

HAWAII

Hilo—American Legion. Aug. 12-14.

IDAHO

Lewiston—American Legion. Aug. 15-18. Pocatello—Un. Spanish War Veterans. July 11-13. G. Seelos.
Pocatello—Veterans of Foreign Wars. July 11-15. Fred Rissler, 337 W. Bridger st.
Wallace—A. F. & A. Masons. Sept. 14. Curtis F. Pike, Box 1677, Boise.

ILLINOIS

Chicago—33d Div. War Veterans' Assn. Last week-end in June. W. E. Keith, 127 N. Dearborn st.
Chicago—Amer. Assn. of Nurserymen. July 20-22. C. Sizemore, Louisiana, Mo.
Chicago—Amer. Soc. Teachers of Dancing. Aug. 16-21. G. W. Lipps, 3416 Carrollton ave., Indianapolis, Ind.
Chicago—Order of Eagles. Aug. 12-17. J. S. Parry, 1737 McGee st., Kansas City, Mo.
Chicago—Natl. Assn. of Broadcasters. June 20-23. J. W. Baldwin, Natl. Press Bldg., Washington, D. C.
Chicago—Knights Templar. Sept. 18-20. E. A. Glad, 3007 Fullerton Ave.
Chicago—Adv. Specialty Natl. Assn. Sept. 27-29. R. M. Searle, 1426 G St., N. W., Washington, D. C.
Moline—Veterans of Foreign Wars. July 2-5. F. E. Polley, 53 W. Jackson Blvd. Chicago.
Salem—5th Div. Conv., American Legion. July 24-25. Earl W. Merritt.
Springfield—American Legion. Aug. 28-31. Wm. C. Mundt, Box 910, Bloomington, Ill.
Springfield—Knights of Pythias. Sept. 28-29. Allen Douglas, 618 S. 6th St.

INDIANA

Indianapolis—Junior Order. Aug. 27. I. McFarland, Portland, Ind.
Indianapolis—Order of Red Men. Sept. 12-16. H. F. Stetser, 1521 W. Girard Ave., Phila., Pa.
Indianapolis—Knights of Pythias. Sept. 15-16. C. R. Mitchell, 1006 K. of P. Bldg.
Muncie—State Firemen's Assn. Aug. 17-19.
Terre Haute—American Legion. Aug. 22-24. W. Sayer, 777 N. Meridian st., Indianapolis.

IOWA

Atlantic—State Firemen's Assn. Sept. 15-16. Paul A. Soener, Box 488, Independence, Ia.
Des Moines—Knights of Pythias. Aug. 25.
Des Moines—American Legion. Aug. 2-4. Arthur Day, 2506 Beaver ave.
Fort Dodge—State Assn. of Moose. Sept. —. E. U. Meyer, 405 Brady St., Davenport.
Sioux City—State Gladiolus Soc. Aug. 14-15. R. S. Herrick, State House, Des Moines.

KANSAS

Athlison—American Legion. Sept. 5-7. Irvin L. Cowger, Topeka, Kan.
Topeka—Soc. of 353d Infantry. Sept. 4-6. G. H. Burnett, 1827 E. 68th St., Kansas City, Mo.

KENTUCKY

Paris—American Legion. July 18-20. P. Brannon.
Somerset—Junior Order. Aug. 24. O. C. Stubbs, Covington, Ky.

Winchester—Order of Red Men. Aug. 10-11. E. H. Musterman, 2233 Rowan st., Louisville.

LOUISIANA

Lake Charles—Veterans of Foreign Wars. July 2-4. Edward Dinkelspiel, 1418 Carondelet Bldg., New Orleans.

Monroe—American Legion. July 11-13.

MAINE

Lewiston—Un. Spanish War Veterans. July 10. E. J. Miller.

Old Orchard Beach—American Legion. June 26-28. Howard R. Slaney, 55 Washington ave.
Portland—Yankee Div., Veterans' Assn. June 25-27. O. P. Benton, Walker St. Garage, Portland.

MARYLAND

Baltimore—Intl. Baby Chick Assn. July 19-23. C. F. Hickey, 3718 Broadway, Kansas City, Mo.
Baltimore—Knights of Pythias. Sept. 21. A. E. Martak.
Cumberland—Order of Elks. Aug. 2-4. J. E. Yarnell, Elks Club.
Easton—State Firemen's Assn. June 23-24. G. R. Lindsay, Hagerstown, Md.
Hagerstown—American Legion. Aug. 4-7.

MASSACHUSETTS

Boston—Rho Pi Phi Frat. July 28-30. Maurice Goldsmith, 6 Beacon St.
Boston—Army & Navy Legion of Valor of U. S. Aug. 8-11. Lt. Ben Prager, 314 Court House, Pittsburgh, Pa.
Groveland—Junior Order. Sept. 21. E. C. Dorr, Box 873.
Haverhill—Order of Eagles. June 27-29. M. L. Poley, 59 E. Housatonic st., Pittsfield, Mass.
New Bedford—American Legion. Aug. 19-21. H. P. Redden, State House, Boston.
New Bedford—State Firemen's Assn. Sept. 14-15. D. J. Looney, Boston.

MICHIGAN

Detroit—Shriners, Imperial Council. June 22-24. J. H. Price, Richmond, Va.
Detroit—American Legion. Aug. 15-17. R. J. Kelly, City Hall.
Detroit—Frat. Order of Orioles. Aug. 2-5. C. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.
Grand Haven—State Gladiolus Soc. Aug. 20-22. W. J. Dittman, 18721 Kentfield ave., Detroit.
Grand Rapids—Knights of Pythias. Sept. 8-9. Will E. Hampton, 320 S. Main St., Ann Arbor.
Ironwood—Spanish War Veterans' Assn. July 2-5. Neil Hume, Skandia, Mich.
Jackson—Order of Eagles. June 26-28. M. Ryan, Alpena, Mich.
Kalamazoo—Great Lakes Reg. Can. Legion Br. Empire Service League. Sept. 3-5. Capt. Walter Keith, 1280 Pa. Ave., Detroit.
Ludington—State Firemen's Assn. July 12-15.
Saginaw—Order of Moose. July 23-25. J. H. Diebel, Moose Temple.

MINNESOTA

Chisholm—Veterans of Foreign Wars. July 7-10. L. A. Riesch, St. Paul.
St. Paul—State Florists Assn. Sept. 16. C. A. Mathes.
Virginia—American Legion. Aug. 15-18. C. A. Zwiener, Historical Bldg., St. Paul.

MISSISSIPPI

Jackson—American Legion. July 4-7. Dr. M. K. Upshaw.

MISSOURI

St. Joseph—American Legion. Sept. 5-7. J. F. Duggan, 3709 Broadway, Kansas City.
St. Louis—Order of Odd Fellows. Aug. 3-4. E. S. Lewis, Kansas City.

MONTANA

Anaconda—State Firemen's Assn. Aug. 5-7. R. J. Thorburn, 315 N. 26th st., Billings.
Helena—A. F. & A. Masons. Aug. 18. L. T. Hauberg.
Lewistown—American Legion. July 25-28.
Red Lodge—Order of Moose. July 29-31. J. D. Gough, 722 Broadway, Helena, Mont.

NEBRASKA

North Platte—335th Infantry Reunion. Sept. 12-13. A. Schwarz, Lincoln.
Omaha—Midwestern Assn. of Elks. July 11-16. Dr. Price Terrell, 2502 N. 24th st.
Scottsbluff—American Legion. Aug. 23-25. R. C. Patterson, State Capitol, Lincoln.

NEVADA

Fallon—Veterans of Foreign Wars. June 26-28. Ray Johnson, Reno, Nev.
Fallon—Knights of Pythias. Sept. 16. W. P. Thrall, 404 W. 4th St., Reno.
Reno—Pacific Coast Assn. of Magicians. July 20-22. Hoyt Martin, 354 W. Liberty st.
Winnemucca—American Legion. Aug. 19-21.

NEW HAMPSHIRE

Concord—Junior Order. Sept. 25. R. O. Hobbs.
Franklin—Veterans of Foreign Wars. July 16-18. H. J. Proulx.
Franklin—P. M., Odd Fellows. Sept. 22. K. S. Quimby, 26 Mead St., Manchester, N. H.
Gorham—Knights of Pythias. Sept. 21. E. M. Fuller, N. Stratford, N. H.
Manchester—American Legion. Sept. 10-12. E. L. Williams, Nashua, N. H.
Manchester—State Outdoor Adv. Assn. Sept. —. Albert Schlink, Box 657.
The Weirs—Un. Spanish War Veterans. July 24. F. E. Moore, 60 Hanover St., Portsmouth.

NEW JERSEY

Asbury Park—State Exempt Firemen's Assn. June 26. Ellsworth Post, Box A, Wharton, N. J.
Atlantic City—Order of Eagles. June 25-26. J. C. Coffey, 42 Hillman st., Clifton, N. J.
Atlantic City—Knights of Pythias. Sept. 22-23. E. E. Margerum, Box 47, Trenton.
Atlantic City—State Firemen's Assn. Sept. 17-18. E. F. Benners, 602 Chamber of Commerce Bldg., Newark.
Ocean City—American Legion. Sept. 9-11. R. F. Cowan, War Memorial, Trenton.

Sea Girt—29th Div. Assn. July 24-25. H. J. Lepper, Newark.
Wildwood—Veterans of Foreign Wars. June 24-27. B. P. Thomas, Box 522, Trenton, N. J.

NEW MEXICO

Albuquerque—Knights of Pythias. Sept. 20. J. E. Elder.
Las Vegas—American Legion. Aug. 13-14.

NEW YORK

Albany—Junior Order. Sept. 13-14. C. W. Anthony, 63 Grant Ave., Brooklyn.
Auburn—State Grotto Assn. Sept. 23-25. H. N. Smith, 313 City Hall, Syracuse.
Buffalo—Order of Odd Fellows. Aug. 17-19. C. W. Boyce, 31 Union Sq. W., New York City.
Buffalo—Veterans of Foreign Wars, National Conv. Aug. 26-Sept. 4. Carl Wolff, Hotel Statler.
Jamestown—Un. Spanish War Veterans. July 11-13. J. J. Fitzgerald, Albany.
Jamestown—Order of Red Men. Aug. 9-11. Guy V. Vinton, Box 505, Rochester.
New York—Foresters of Amer. Aug. 19-21. T. M. Donnelly, 591 Summit ave., Jersey City, N. J.
New York—Soc. of 5th Div. U. S. A. Sept. 4-6. Wm. Teitelbaum, 645 Adams Ave., Elizabeth, N. J.
New York—Premium Adv. Assn. of Amer. Sept. 27-Oct. 1. Howard W. Dunk, 500 5th Ave.
New York—American Dahlia Soc. Sept. 23-25. C. L. Alling, 251 Court St., West Haven, Conn.
New York—American Legion, Natl. Conv. Sept. 20-23. Frank E. Samuel, 777 N. Meridian St., Indianapolis, Ind.
New York—U. S. Naval Veterans. Sept. 21-25. R. O. Levell, Box 163, Newcastle, Ind.
Ogdensburg—Knights of Pythias. July 26. S. Harnett, 271 Madison ave., New York City.
Potsdam—Firemen's Assn. Aug. 17-20. Fred A. Davis, Ft. Edward, N. Y.
Rochester—Order of Moose. July 1-4. Max Cohen, Central Trust Bldg.
Seneca Falls—Central N. Y. Vol. Firemen's Assn. July 21-22.
Troy—American Legion. Aug. 12-14. Maurice Stember, 305 Hall of Records, New York City.

Weedsport—N. Central N. Y. Vol. Firemen's Assn. Week of June 24.
Williamsville—Western N. Y. Volunteer Firemen's Assn. July 27-28. Henry A. Clark, 134 W. Main st., Batavia, N. Y.

NORTH CAROLINA

Asheville—State Moose Assn. Aug. 28-30. Chas. C. Ricker, 21 N. Market st.
Asheville—Knights Templar. July 13. W. R. Smith, Raleigh.
Durham—Un. Spanish War Veterans. July 11-13. Robt. P. Hackney, 219 W. Trinity ave.
Durham—American Legion. July 25-27. J. M. Caldwell, Box 790, Raleigh, N. C.
Durham—Junior Order. Aug. 17-18. E. V. Harris, Box 342, Raleigh.
Greensboro—State Firemen's Assn. Aug. 9-10.

NORTH DAKOTA

Grand Forks—State Hort. Soc. Sept. —. A. F. Yeager, Fargo.

OHIO

Akron—332d Inf. Assn. Sept. 4-5. Ted Cowles, 59 Casterton Ave.
Cambridge—Odd Fellows' Encampment. July 14-15. George Angle.
Cambridge—P. M., Order of Odd Fellows. July 12-13. Lt. Col. E. C. Boyer, 317 Arlington ave., N. W., Canton, O.
Cedar Point—State Elks' Assn. Aug. 22-27. Harry D. Hale, Elks Club, Newark, O.
Cincinnati—Imperial Council, Colored Shriners. Aug. 15-20. H. T. Greer, 3071 Mathers st.
Cincinnati—Theatrical Mutual Assn. Week of July 12. Joseph Smith.
Cleveland—Order of Elks (Colored). Aug. 24-28. J. E. Kelley, Birmingham, Ala.
Cleveland—Order of Eagles. June 24-27. M. L. Brown, 416 Mitchell Bldg., Springfield, O.
Cleveland—Natl. Costumers' Assn. July 5-7. Cleveland—Intl. Conv., Order of Moose. Sept. 1-5.
Coldwater—Central Western Ohio Firemen's Assn. June 23-26. N. J. Smith.
Columbus—Disabled Amer. Veterans of World War, National. June 30-July 7. V. D. Corbely, 2840 Melrose ave., Cincinnati.
Columbus—Disabled Amer. Veterans of Ohio. July 29-31. A. L. Daniels, 2840 Melrose ave., Cincinnati.
Columbus—American Legion of Ohio. Aug. 15-17. J. J. Salsavsky, 17 N. High st.
Columbus—Un. Spanish War Veterans, Natl. Enc. Aug. 22-26. John P. Edwards, 1109 Wyandotte Bldg.
Columbus—Natl. Frat. Congress of Amer. Aug. 30-Sept. 2. F. F. Farrell, 30 N. La-Salle st., Chicago.
Columbus—37th Div. A. E. F. Veterans Assn. Sept. 4-6. C. W. Goble, 1101 Wyandotte Bldg.
Columbus—State Grotto Assn. Sept. —. Wm. C. Schmidt, Hotel Statler.
Steubenville—Knights of Pythias. Sept. 27-28. E. Coriell, Bowling Green, O.
Lakeside—Intl. Lyceum Assn. Aug. 30-Sept. 4. C. E. Jones, Auditorium Hotel, Chicago, Ill.
Toledo—Junior Order. Aug. 31-Sept. 2. W. A. Clark, Box 110, Urbana, O.

Toledo—Veterans of Foreign Wars. June 24-27. F. Kirwin, 1001 Wyandotte Bldg., Columbus.

OKLAHOMA

Enid—American Legion. Sept. 5-7. Milt Phillips, Box 37, State Capitol Sta., Oklahoma City.
Oklahoma City—Junior Order. July 20. V. McGlasson.
Tulsa—Dramatic Order, Knights of Khorasan. Aug. 10. T. H. McCay.
Tulsa—State Florists' Assn. Early in July. F. J. Ruedel, Stillwater, Okla.

OREGON

Albany—American Legion. Aug. 12-14.
Astoria—Order of Eagles. June 24-26. J. R. Voorhees, 310 S. W. Columbia st., Portland.
Astoria—Veterans of Foreign Wars. July 1-3. Jas. C. Kelley, Norblad Hotel.
Portland—Un. Spanish War Veterans. July 11-15. Geo. F. A. Walker, 326 Morgan Bldg.

PENNSYLVANIA

Greensburg—Junior Order. Sept. 14-15. G. H. Hall, Box 4475, Phila.
Lancaster—State Elks' Assn. Aug. 23-26. W. S. Gould, 408 N. Washington ave., Scranton.
Mechanicsburg—Cumb. Valley Vol. Firemen's Assn. Aug. 11-12. C. L. Jacobs, 208 Tittle ave., Waynesboro, Pa.
Philadelphia—Knights of Pythias. Aug. 17-18. H. F. Trumbore, 1328 Chestnut st.
Philadelphia—Supreme Court, Foresters of Amer. Aug. 24-25. T. M. Donnelly, 591 Summit ave., Jersey City, N. J.
Pittsburgh—Intl. Alliance Billposters & Billers. July 12-16. Wm. McCarthy, Longacre Bldg., New York City.
Pittsburgh—80th Div. Veterans' Assn. July 29-Aug. 1. Lucille Powell, 413 Plaza Bldg.
Reading—Veterans of Foreign Wars. June 24-26. C. A. Gnaou, 306 Dauphin Bldg., Harrisburg, Pa.
Spangler—Cambria Co. Firemen's Assn. Aug. 1-7. Robert Whalen.
Tyone—Central Dist. Vol. Firemen's Assn. Aug. 19-19. W. F. Hiller.
Williamsport—Veterans 314th Inf., A. E. F. Sept. 24-26. G. E. Hentschel, 1845 Champlost St., Phila.
York—G. A. R. of Pa. June 22-24. S. P. Town, 340 City Hall, Philadelphia.
York—American Legion. Aug. 19-21.

RHODE ISLAND

Bristol—American Legion. Aug. 12-14.

SOUTH CAROLINA

Columbia—Knights of Pythias (Colored), July 27. J. B. Lewie, 701 Richland st.
Greenville—30th Div. Assn. Sept. 29-30. J. G. Strohecker.
Rock Hill—American Legion. Aug. 1-3.

SOUTH DAKOTA

Deadwood—State Elks' Assn. July 10. C. A. Nelles, Madison, S. D.
Huron—State Order of Moose. Sept. —. A. L. Kinkead.
Sioux Falls—American Legion. July 26-28. J. D. Mullaney, Box 53, Watertown, S. D.

TENNESSEE

Memphis—Veterans of Foreign Wars. June 27-29. J. Storch, 337 Madison st.
Nashville—American Legion. Aug. 22-24. Guy H. May, War Memorial Bldg.
Tullahoma—Knights of Pythias. Aug. 23.

TEXAS

Ft. Worth—State Florists' Assn. July 13-15. Wise Adkisson, Box 576, Greenville, Tex.
Ft. Worth—Amer. Assn. Park Executives. Sept. 26-29. Wm. Milberger.
Galveston—Junior Order. July 12. W. Lee, Dallas.
San Antonio—Knights of Columbus, Supreme Council. Aug. 17-19. Wm. J. McGinley, Box 1670, New Haven, Conn.
San Angelo—American Legion. Aug. 21-24. Ed Riehl, Box 171.
Waco—Order of Red Men. Aug. 24-25. C. R. Lemke, 415 Austin ave.

UTAH

Helper—State Moose Assn. Aug. —. B. Reddington.
Midvale—State Firemen's Assn. Aug. —. J. J. Creedon, Box 25, Bingham Canyon, Utah.

VERMONT

Barre—Veterans of Foreign Wars. July 16-17. W. Smith, Montpelier, Vt.
Burlington—Un. Spanish War Veterans. July 17. F. Boehmer, Winook, Vt.
Montpelier—American Legion. July 29-31. I. E. Edwards.

VIRGINIA

Charlottesville—State Firemen's Assn. Aug. —. C. Dabney, Staunton, Va.
Danville—American Legion. Aug. 22-25. W. G. Elliott, Richmond.
Norfolk—State Moose Assn. July 30-Aug. 1. W. L. Radford, Miller School, Va.
Richmond—Order of Elks. Aug. 9-10. H. E. Dyer, Elks Home, Roanoke, Va.

WASHINGTON

Bellingham—Junior Order. July 23-24. C. E. Riggs, 2814 Rainer ave., Seattle.
Bellingham—State Elks' Assn. July 29-31. Louis B. Romine, Elks Club, Walla Walla.
Puyallup—Order of Red Men. Aug. 9. W. Wischemann.
Spokane—Pacific Coast Assn. Fire Chiefs. Aug. 16-19. Wm. Payne, City Hall.
Vancouver—Odd Fellows' Encampment. June 28. G. R. Chamberlin, I. O. O. F. Temple, Tacoma.
Walla Walla—American Legion. Aug. 19-21. M. M. Richardson, 6 Whitman st.

WEST VIRGINIA

Charleston—Knights of Pythias. Aug. 25. V. J. W. Scott, Box 109, S. Charleston.
Charleston—American Legion. Aug. 20-23.
Huntington—Junior Order. Aug. 27-28. R. F. Lambert, Box 81.

WISCONSIN

Kiel—Order of Red Men. Aug. 10-11. A. W. Greve.
Milwaukee—American Legion. Aug. 8-10. G. H. Stordock, 225 E. Michigan ave.
Milwaukee—Un. Spanish War Veterans. July 18-25.
Milwaukee—Order of Odd Fellows, Grand Lodge. Sept. 20-25. J. E. Kroh, 16 W. Chase St., Baltimore, Md.
Milwaukee—Scottish Rite, Masons, Supreme Council 33 deg. Sept. 27-30. Chas. H. Spillman, 1117 Statter Bldg., Boston, Mass.
Portage—Knights of Pythias. Aug. 17-18. V. E. Moser, 701 Caswell Block, Milwaukee.
Racine—Order of Eagles. June 23-26.
Shawano—Tin Can Tourists of World, at Menominee Indian Reservation near Shawano. July 26-Aug. 8.
Wausau—Veterans of Foreign Wars. June 24-26. A. Vandenberg, Wisconsin Rapids.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Wooden of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

WYOMING

Casper—State Order of Moose. June 25-26. J. H. Mantle, 913 Cedar ave., Kemmerer, Wyo.
Cheyenne—A. F. & A. Masons. Aug. 23-24. J. M. Lowndes, Masonic Temple, Casper, Wyo.
Cheyenne—Order of Eagles. July 12-13. Fred Hughes.
Greybull—Order of Odd Fellows. July 20-21. R. W. Chase, 1228 S. Ash st., Casper.
Rawlins—American Legion. Aug. 19-21 (tentative). H. D. Peverley.
Rock Springs—Veterans of Foreign Wars. June 27-29. W. E. Bailey, Box 761.

CANADA

Brantford, Ont.—Knights of Pythias of Ont. July 12-13. A. Coulter, 92 Park road, Toronto.
Charlottetown, P. E. I.—Knights of Pythias. Aug. 16-21. I. G. MacLaren, Box 398.
Fredericton, N. B.—Order of Odd Fellows. Aug. 11. E. H. Munro, Box 264, Windsor, N. S.
London, Ont.—Order of Moose. July 30-Aug. 2. W. H. Johnston, 175 King st.
Port Arthur, Ont.—Knights Templar. Aug. 2-4. J. Mackerrow, Montreal, Que.
Regina, Sask.—Knights of Pythias. July 5. J. J. Renwick.
Toronto, Ont.—M. O. V. P. R. (Grotto). June 22-24. G. E. Hatch, 1014 Lincoln Alliance Bank Bldg., Rochester, N. Y.
Toronto, Ont.—Austrian Manager's Assn. Aug. 29-31. Jos. C. Grieb, 500 W. Kilbourn ave., Milwaukee, Wis.
Windsor, Ont.—Ind. Order of Foresters. Aug. —. J. H. Hambly, London.

Coming Events

These dates are for a five-week period.

ALABAMA

Florala—Masonic Day Celebration. June 24. W. H. Blue.
Nashville—Peach Festival. July 21. Forest Wilson.
Siloam Springs—Home-Coming Celebration. June 23-24. Sam Smith.

ARKANSAS

Callistoga—Silverado Trail Festival. July 3-5. Al Gallaher.
Coronado—Horse Show. July 21-25. Mrs. W. W. Crosby.
Redding—Lake Redding Regatta. July 17-18. Chamber of Commerce.
Redondo Beach—Covered Wagon Days. June 24-27. Judge Sam Austin.
San Mateo—Horse Show. July 24-31.
Santa Barbara—Horse Show. July 27-31. S. E. Kramer.
South San Francisco—Italian-American Citizens Club Celebration. July 3-5.

COLORADO

Alamosa—Alarado Fiesta. July 1-3. C. L. Dynes.
Greenwich—Firemen's Carnival. June 18-26. Chester V. Hunter.

CONNECTICUT

Pocatico—Days of Old Fort Hall. July 3-5. H. L. Gilndeman.

IDAHO

Barry—Celebration, Fire Dept. June 28-July 3. K. P. Wagy.
Centralia—American Legion Homecoming. July 5-8. Norman C. Baker.
Cicero—American Legion Carnival. July 9-18. Jerome G. Zahradka.
Dundee—Firemen's Festival. July 28-31. Max C. Freeman.
Farmer City—Centennial. June 27-30. W. P. Massock.
Kewanee—Veterans of Foreign Wars Carnival. July 5-10.
McHenry—American Legion Carnival. July 3-5. Edward Conway.
Monticello—Centennial Celebration. July 3-5. B. A. Edle.
Pontiac—Centennial Celebration. July 25-28. Chamber of Commerce.
Salem—Marion County Soldiers & Sailors' Reunion. July 28-31. Earl W. Merritt.
Savanna—Olders & Sailors' Reunion & A. L. Convention. July 5-7. R. R. Waterman.
South Chicago Heights—Legion-Firemen Homecoming June 19-July 1. Andrew Gross, 3005 Commercial ave.
Taylorville—Elks & Legion Celebration. Week of July 4.
Waverly—Celebration. June 28-July 3. J. V. Goode.
Wyoming—Celebration. July 28-30. Greater Wyoming Club. Marion Bodwell, pres.

ILLINOIS

Advance—Horse Show & Street Fair. June 24-26. Walter Bowman.
Bloomfield—Celebration. July 5-10. Tillman J. Bough.
Cloverdale—Picnic & Homecoming. July 29-31. H. C. Hurst.
Crawfordsville—Lions Club Celebration. July 4-10. Russell A. Shuey.
English—Reunion & Homecoming. July 19-24. Lions Club. James L. Morrow.
Ft. Wayne—Saxonaders' Fiesta. Week of June 22. G. G. Sickafus.
Hymers—Old Soldiers' Reunion. July 15-17. O. E. Reynolds.
Jasper—Legion Carnival. Week of June 21.
Marengo—Amer. Legion Homecoming. July 4-10. S. J. Hawkins.
Marshall—Homecoming & Horse Show. July 8-9. E. R. Pfeiffer.
Martinsville—Vets. of Foreign Wars Festival. July 12-17. J. L. Shane.
Orleans—American Legion Homecoming. July 19-24. Geo. W. Jenkins.
Paoli—American Legion Celebration. July 12-17. W. J. Cox.
Vincennes—Legion Celebration. June 28-July 5. Eugene C. Watson.
West Baden Springs—Legion Reunion. June 30-July 3. Clarence H. Radcliff.

INDIANA

Albana—Fairgrounds Celebration & Clyde S. Miller Rodeo. July 29-Aug. 1. E. L. Vincent.
Earlville—Gala Days Celebration. July 29-30. F. S. Otis.

Farmington—Fire Dept. & Municipal Band Celebration. June 29-July 3. Carl W. Bruggeman.
Iowa Falls—Celebration. June 24.
Manning—Amer. Legion & Fire Dept. Carnival. July 14-17. Harry C. Reinholdt, chrm.
Mouille—50th Anniversary Celebration. July 29-30. J. C. Larkin, chrm.
Tabor—Farmers & Merchants' Picnic. July 28-29. Chas. O. Adamson.

KANSAS

Emporia—Carnival. July 4th week. Tom Yearout.
Green—Old Settlers Assn. Picnic. July 29-31. Wilford Nelson.
Mankato—Wheat Carnival. Week of July 19. George H. Putt.
Waterville—Celebration. July 29-31. Lyman O. Adams.
Wichita—Celebration. July 15-17. Carter Harrison, 937 S. Main St.
Winfield—Amer. Legion Race Meeting. July 20-24. Martin E. Jarvis.

KENTUCKY

Cloverport—Vol. Fire Dept. Celebration. July 5-10. Edgar Weedman.
Olive Hill—Amer. Legion Carnival. July 4-11. J. P. Carpenter.

MARYLAND

Mardela Springs—Volunteer Fire Co. Carnival. July 15-Aug. 2.

MASSACHUSETTS

Framingham—Chamber of Commerce Celebration. July 1-5. Thos. Kyle.
Salem—Amer. Legion Jamboree. June 28-July 5. Thos. Kehoe.
Southbridge—Carnival. June 21-26. Wilfred Garceau.

MICHIGAN

Big Rapids—Amer. Legion Celebration. July 3-10. Milton Bennet.
Calumet—Home-Coming Celebration. Week of July 5. Dr. R. J. Anthony, Laurium, Mich.
Clio—Vienna Township Centennial Celebration. July 14-17. Harold Stevens.
Dearborn—Dearborn Day. July 14-15. George St. Charles.
Flint—Michigan State Outboard Races. July 11. Amer. Legion. Matthew B. Betzger.
Gladstone—Golden Jubilee Celebration. July 2-5. Wm. J. Heslip.
Greenville—American Legion Homecoming. July 1-5. Alvin Calkins.
Iron Mountain—Homecoming. June 29-July 5. George E. McGowan.
Kingsford—American Legion Carnival. July 12-18.
Manistee—Manistee National Forest Festival. July 2-5. Jack King.
Muskegon—Centennial & Lumberjack Festival. July 17-31. Ralph T. Guyer.
Owosso—Celebration. June 29-July 5. Chamber of Commerce.
St. Johns—Rodeo, Fair & Frontier Days. July 15-18. L. J. Carpenter.
Traverse City—National Cherry Festival. July 14-16. D. C. Weeks, Chamber of Commerce.

MINNESOTA

Arlington—Noodle Days & Homecoming. July 17-18. Amer. Legion & Jr. Booster Club.
Glenwood—American Legion Circus. July 19-20.
Halstad—Old Settlers & Home-Coming Celebration. July 3-5. L. J. Fihn.
Lakefield—Celebration. June 28-29.
Mankato—Wheat Festival Assn. July 21-24. R. Waugh and Geo. H. Putt.
Redwood Falls—Summer Festival. June 24-28.

MISSISSIPPI

Leland—Leland Horse Show. July 3. Watson.
Mound Bayou—50th Anniversary Celebration. July 11-17. Eugene P. Booze.

MISSOURI

Bland—Spring Festival. June 24-26. Terrill.
Carthage—Celebration. Week of July 5. O. Smith, Chamber of Commerce.
Centralia—Horse Show. July 27-29. G. R. Old Miller.
Craig—American Legion Reunion. July 4-8. R. E. Lipps.
Dexter—Celebration. June 28-July 3. L. Day.
Eldorado Springs—Celebration. July 5-10. G. P. (Tom) Sawyer.
Marcelline—American Legion Celebration. June 28-July 4. George Oldhom.
Overland—Carnival. July 17-18. Art Johnson.
Rolla—Ozark Festival. June 24-26. Chamber of Commerce.
Seneca—Celebration. July 5-10. Joe I. Weaubleau—Reunion. July 8-10. John W. Wagoner.

MONTANA

Havre—Northern Montana Mardi Gras. July 5.

NEBRASKA

Gering—Oregon Trail Days. July 15-17. Ned Allison.
Grant—Perkins Co. Golden Jubilee Celebration. July 1-3.
Ponca—Celebration. June 25-26.

NEW HAMPSHIRE

Nashua—Old Home Week. Week of July 4. American Legion.

NEW JERSEY

Asbury Park—Outdoor Trailer Exposition. June 16-July 1. National Expo. Co.
Belvedere—Celebration. June 28-July 3.
Bordentown—Celebration. June 28-July 3.
Hamorton—Celebration. June 21-24.
Manville—Volunteer Fire Dept. Celebration. July 4-11. Watts Chernesky.
Morrisville—American Legion Carnival. July 8-10. Jack Fry.
Trenton—Race Meeting & Celebration. July 24-26. Harry E. LaBreaque.

NEW MEXICO

Carlsbad—Cavern City Cavalcade. July 3-5.

NEW YORK

Amsterdam—Celebration. Mohawk Mill. July 4-10. Wallace McQuatters.
Attica—Wyoming Co. Vol. Firemen & Village Centennial. Aug. 2-7.
Batavia—Celebration. July 3-8. G. W. Knecht.
Cattaraugus—Volunteer Firemen's Association. July 15-16. W. Clyde Lauder.
Glendale—Catholic Church Bazaar. July 26. Henry Heller.
Hancock—Celebration. July 5-7. Whitaker Jr.
Lindenhurst—Legion Show. June 28-30. Guy Johnson.
Malone—Int'l Good Will Week. June 18-July 5. H. B. Kelley.

Massena—Celebration. July 5-10. F. E. Holliday.
New York—Lamp Show. July 19-23. G. F. Little, 220 5th Ave.
Patchogue—K. of C. Mardi Gras. July 5-10. Verne W. Critz, E. Patchogue.
Port Henry—Old Home Week. June 28-July 5.
Rochester—Firemen's Carnival. July 15-17. Edw. Wendel, 289 Stone Rd.
Roscoe—Field Day. July 28. Charles M. Volke.
Rye—Horse Show. July 8-11.
Watkins Glen—Yacht Club Regatta. July 17-18. Frank L. Millen.
Weedsport—Firemen's Assn. Carnival & Conv. June 21-26. Carl L. Bennett.

NORTH CAROLINA

Oxford—Celebration. Week of July 26. Lions Club. A. J. Gray.

NORTH DAKOTA

Rolla—Celebration. June 24-26. Chas. C. Monro.

OHIO

Antwerp—Legion Carnival. June 22-26.
Camden—Carnival & Street Fair. July 19-24. John V. Braun.
Cincinnati—Natl. Puppety Conference & Expo. June 29-July 1. Martin Stevens, 3583 Reading road.
Coldwater—Firemen's Conv. & Amer. Legion Fair. June 25-26. C. H. Hoyng.
Findlay—Golden Celebration of Oil & Gas. June 20-26. W. F. Thomas.
Grafton—Firemen's Street Fair. July 15-17. J. A. Novesky, Chief.
Hubbard—Street Fair. June 21-26. D. J. Miller, Crquet Club.
Malvern—Homecoming. July 30-31. W. A. Lewis.
Marietta—Legion Celebration. July 5-10. D. E. Drennen, No. 2 Fire Station.
Marion—Celebration. Week of July 26. H. B. Prior.
North Baltimore—Legion Celebration. June 21-26. Oliver A. Harris.
Ravenna—Regional Fire School & Ohio Fire Expo. Lake Brady Park. July 22-23.
Youngstown—Outdoor Expo. June 17-23. J. W. McDonald.
Zanesville—Firemen's Homecoming. July 19-24. J. E. Kassell, S. Zanesville.
Zanesville—Putnam Pumpkin Show. July 26-31. Frank A. Bowen.

OKLAHOMA

Afton—Old Settlers Reunion. June 28-July 3. Fred Lamm.
Ardmore—Golden Jubilee Celebration. July 25-31. J. R. Lane.
Grove—Legion Picnic. June 30-July 4. G. A. Perrine.
Shawnee—Pioneer Celebration. July 1-4. D. Foster, Chamber of Commerce.
Stigler—Boy Scouts Picnic. July 1-3. Dr. T. W. McKinley.

OREGON

Bend—Air Circus & Water Pageant. July 4-5. Jay H. Upton.
Eugene—Oregon Trail Pageant. July 22-24. Ralph S. Schomp.
Portland—Mount Hood Clim, American Legion. July 17-18.

PENNSYLVANIA

Bradford—Legion Street Carnival. July 5-10. E. G. Ludon.
Coalport—Legion & Firemen's Celebration. July 5-10. J. R. Braniff.
Connellsville—Firemen's Jubilee. July 26-31. H. F. Atkins.
Everett—Fire Co. Carnival. July 17-24. E. L. Newhouse.
Ford Cliff—Celebration. July 26-31. F. S. Rupert.
Henrietta—Farmers' Reunion. July 27-29. M. A. Beam, Windber, Pa.
Homer City—Firemen's Old Home Week. July 3-10. R. E. Walbeck.
Johnstown—Firemen's Jubilee. June 21-28. M. A. Beam, Windber, Pa.
Kittanning—Hose Co. No. 6 Jamboree. June 28-July 3. Mark Shindedecker.
Lafayette Hill—Firemen's Fair. June 18-26. Edwin Lightkep.
Lehighton—Celebration. July 1-8. Frank R. Diehl.
Lock Haven—Old-Home Week Celebration. July 1-5.
Marienville—Forest Festival, ausp. Fire Co. June 28-July 4. R. N. McDonald.
Mt. Jewett—Old Home Week. June 28-July 3. L. Robert Cupp.
Mt. Pleasant—Firemen's Fair. June 26-July 3. R. C. Bingham.
Osceola Mills—Firemen's Fair. July 1-5. Wm. J. Delansky.
Petrolia—Vol. Fire Dept. Celebration. July 19-24. George T. Grant.
Phoenixville—Legion Fair. June 25-July 5. Fred L. Herr.
Port Marion—Fire Dept. Jamboree. June 28-July 5. Arthur Miller.
Rockwood—Old Home Week. July 12-17. C. R. Miller.
Stoneboro—Firemen's Jubilee. Week of July 19. G. E. Smith.
Sykesville—Firemen & Miners' Celebration. June 28-July 5. Lloyd F. Kriner.
Tarentum—Centennial Celebration. June 21-26. George Skillen.
Vandergrift—Veterans of Foreign Wars Carnival. July 3-10.

SOUTH DAKOTA

Bryant—Legion Celebration. June 28-29. L. A. Jacobson.
Custer—Gold Discovery Days. July 27-28. F. J. Broyles.
Hot Springs—Water Carnival. July 16-17. W. E. Parks.
Lebanon—Golden Jubilee. July 5-6. Commercial Club.
Madison—Yankee Doodle Days. July 23-24. American Legion. Leonard Stearns.
Spearfish—Black Hills Air Fair. July 23-25. Tommy Matthews.
Watertown—Carn-Aqua. July 25. J. A. Hoffmann.

TENNESSEE

Alamo—Celebration. Week July 5. T. H. Strange, Chamber of Commerce.
Kingsport—American Legion Celebration. June 25-July 5. J. P. Tate.
Martin—Sweet Potato Carnival-Celebration. June 28-July 5. R. L. Whitcomb.

TEXAS

Coleman—Coleman Jubilee. July 13-15. S. T. Cobb.
Dutlin—Home-Coming Celebration. June 30-July 3. American Legion.
Priddy—Picnic. July 8-10. Walter J. Marwitz.

Round Rock—Old Settlers Assn. July 5-10. W. E. Henna.
Sweetwater—Water Carnival & Sports Festival. July 9-10. George D. Barber.
Valley Mills—Reunion. July 7-10. J. C. Howard.

UTAH

Ogden—Pioneer Days Celebration. July 22-24. Mayor Harmon E. Peery.
Salt Lake City—Covered Wagon Days Celebration. July 22-24. Gus P. Backman.

VERMONT

Springfield—American Legion Celebration. June 29-July 5. Theo. Menard.

VIRGINIA

Norton—Rhododendron Festival. July 1-3.
Winchester—Veterans of Foreign Wars Carnival. Week of July 18.

WEST VIRGINIA

Thomas—Firemen's Celebration. Week of July 4. Tony R. Depollo.

WISCONSIN

Antigo—Homecoming & Celebration. June 28-July 6. American Legion.
Brillion—Legion Picnic. July 18. Irvin G. Sherman.
Burlington—July Jamboree. July 2-5. Raymond Cunningham.
Cedarburg—Fire Dept. Celebration. July 17-18. George J. A. Armbruster.
Edgerton—Celebration. Week July 4.
Deerfield—Midsummer Festival. July 24-25. Lyman A. Mullen.
Green Bay—Veterans of Foreign Wars Carnival. July 12-17.
Hillsboro—50th Anniversary Celebration. July 24-26. Wm. Bezocky, La Crosse, Wis.
Kenosha—Amer. Legion Celebration. June 29-July 5. Dr. A. E. Erling.
Marshfield—Golden Jubilee & Homecoming. June 26-July 1. R. R. Williams.
Milwaukee—Mid-Summer Festival. July 18-24. Otto R. Hauser.
Monroe—Natl. Turn & Schwing Festival. July 3-5. Frank P. Davis.
Oshkosh—Dairy Festival. June 26-27. Taylor G. Brown.
Portage—Celebration & Homecoming. Week July 3. W. Horace Johnson.
Sturgeon Bay—Legion Celebration. July 25.
Whitewater—Home-Coming Celebration. July 3-5. American Legion.

4th of July Celebrations

ARKANSAS
Greenwood—July 1-3. Harlan Stewart.
CALIFORNIA
Eureka—July 2-4.
Huntington Beach—Fiesta De La Mar. July 3-5.
Los Angeles—July 4-5. Harry Meyers.
Pasadena—July 5. Joy B. Holmes.
Richmond—July 3-5. Jr. Chamber of Commerce.
Sacramento—Willow Creek—July 3-4. Wm. Gaby, Chamber of Commerce.
COLORADO
Alamosa—July 1-3. C. L. Dynes.
Sterling—Jr. Chamber of Commerce.
Walsenburg—July 4-5. Alex Shosky.
CONNECTICUT
Willimantic—July 4-5. Veterans of Foreign Wars.
FLORIDA
Hollywood—Merchants' Assn.
Ybor City—Chamber of Commerce.
West Palm Beach—
IDAHO
Coeur d'Alene—July 3-5.
Pocatello—July 3-5. American Legion.
ILLINOIS
Belleville—American Legion. C. G. Stiehl.
Canton—Legion & Veterans of Foreign Wars.
Casey—July 2-4. American Legion.
Chillicothe—American Legion.
Danville—July 4-5. American Legion.
Decatur—Veterans of Foreign Wars.
Dixon—July 5. Chamber of Commerce.
Fairbury—July 4-5. Amer. Legion. H. W. Melsenhelder.
Frankfort—July 5.
Hampshire—July 5. Peterson & Baker.
Hopdale—July 5. B. M. Dossert.
Kampsville—July 3-5. J. L. Likes.
La Salle—American Legion.
Litchfield—American Legion & Elks' Club.
Monticello—July 3-5. L. C. Burgess.
Palatine—July 4-5. Fire Dept.
Pecatonica—July 3-5. Tom Morrissey.
Polo—July 5. Amer. Legion. Ralph Rubendall.
Princenton—American Legion.
Rantoul—July 1-3. M. J. Dresen.
Roselle—Fire Dept.
South Beloit—July 3-5. American Legion.
Springfield—July 2-4.
Streator—July 3-5. Wm. J. Lewis.
Sycamore—July 2-3. Chamber of Commerce.
Viola—July 4-5. Ernest Glancey.
Watseka—July 4-5. Dewey Case.

INDIANA
Brazil—July 5. Lions' Club. Dr. A. A. Spears.
Connerville—July 3-5. Wilson Hempelman.
Corydon—American Legion.
Crawfordsville—Lions Club. Russell A. Shuey.
Crown Point—July 3-5. E. M. Gordon.
Hartford City—American Legion.
Knox—July 3-5. Harry A. Raunells.
Newcastle—Memorial Park Board.
Osgood—July 5. G. A. Triplett.
Sellersburg—Lions Club.
Vincennes—Harry Berridge.
Washington—July 5. Hugh L. Cox.
IOWA
Albana—July 4-5. Fair Assn., E. L. Vincent.
Alta—July 3-5. Fair Assn.
Boone—Chamber of Commerce.
Cedar Rapids—July 5. American Legion. James E. Franken.
Center Point—Commercial Club.
Chariton—American Legion.
Clinton—Chamber of Commerce.
Des Moines—American Legion.
Dixon—American Legion & Firemen, H. J. Blanchard.
Dunlap—July 5. Commercial Club.
Eagle Grove—American Legion. Earl M. McDonald.
Fontanelle—Business Men's Club.
Forest City—Fire Dept.
Garner—
Hampton—American Legion.
Humboldt—July 5. Arch B. Myles, Amer. Legion.
(See 4TH OF JULY on page 93)

WANTED
RIDES ONLY

Third through July tenth. Good spot.
Communicate
MATT PULLIAM
Leesburg Fire Company, Leesburg, Va.

10th ANNUAL
HOME COMING

MINIER, ILLINOIS,
Auspices American Legion, Aug. 27-28.
Want Shows, Concessions, Rides and Free Acts. Write Committee on Concessions, LEGION, Minier, Ill.

Concessions and Entertainment
FOR
Putnam County Horse Show

SEPTEMBER 16, 17, 18.
Sponsored by GreenCastle Chamber of Commerce, GreenCastle, Indiana. **JAKE EITEL**, Chairman.

WANTED
CONCESSIONS, SHOWS AND FREE ACTS
CICERO FALL FESTIVAL

AUGUST 12, 13, 14.
E. A. CARSON, Sec'y, CICERO, IND.

Wanted--Annual Fall Festival

AUGUST 25, 26, 27, 28, MARKLE, IND.,
ON THE STREETS.
Rides, Shows and Concessions. Can use good Free Acts that are reasonable.
MARKLE BUSINESS MEN'S ASS'N,
care C. E. HAFlich.

WANTED

FOR WEEK JULY 5th
Shows, Rides and Legitimate Concessions, Alamo, Tenn., around the Square. Grifters stay at home. Press Agent contact President Chamber of Commerce. Live spot, County Seat.
T. H. STRANGE.

WANTED

Shows, Free Acts, Rides and Concessions,
JULY 22, 23, 24, HOMECOMING.
EHRET POST NO. 447, PLYMOUTH, OHIO.

LEGION HOME COMING

PUBLIC SQUARE, ORLEANS, IND.,
WEEK OF JULY 19-24.
Rumbles Rides. Wants 5-in-1 and Side Shows.
M. G. SHIRLEY, Secy.

WANTED

Acts — Rides — Shows — Concessions
WHITE COUNTY 4-H FAIR & HORSE SHOW,
AUG. 11-14.
CHARLES CLARK, CHALMERS, INDIANA.

The 50th Annual
REUNION and HOMECOMING

FREE ATTRACTIONS — FREE GATE.
ENGLISH, INDIANA, JULY 19-24.
For Concessions, write **JAMES L. MORROW,**
No Flat Joins. No Gypsies.

Lacon Old Settlers'
Picnic

THURSDAY, AUGUST 26, 1937.
Want Ferris Wheel and Merry-Go-Round;
No Carnivals.
D. B. BURLINGAME, Lacon, Ill.

WANTED

SHOWS AND CONCESSIONS
39th Annual Soldiers and Sailors' Four County
Reunion and Home-Coming
August 26-27-28
Write **J. H. GREER, Priv. Com., Stonefort, Ill.**

THE SCOTSDALE VOLUNTEER
FIRE DEPARTMENT

SCOTSDALE, PA.
Would like to book a Carnival for the latter part of July, 1937. All Shows interested kindly get in touch with **MR. WALTER HAINES, Scottdale, Pennsylvania.**

WANTED

Carnival and Concessions at Meredosia, Ill., August 12, 13 and 14. Celebrating the 100th Anniversary of the first Railroad in Illinois.
C. A. KORSMEYER, Secy.
It Helps You, the Paper and Advertisers to Mention The Billboard.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

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

Legion Post Puts
Over Enid Circus

ENID, Okla., June 19.—Indoor Circus and Carnival in Convention Hall, on June 1-5 was successfully sponsored by Argonne Post, American Legion, to raise funds to bring the State convention here on Labor Day.

B. C. Truex Attractions presented entertainment which included 20 acts, featuring Capt. Erick Van Der Wall and performing lions; Cycling Starys; Charlie Arndt and comedy dogs, pony and monkeys; Flying Williards; Aerial Thelma, swinging ladder; Aerial Marie, high trapeze; Miss Clara, slack wire; Ralph, tight wire; Whiteside Troupe; girl chorus; the Christys, globe walkers, and circus band. There was dancing after each night performance.

Ray Steck, manager of Lake Hellums, furnished several rides. There were about 15 concessions. Legion Post was active in selling tickets and did a first-rate job. O. E. Zing, manager of the Retail Merchants' Association, co-operated in staging the event.

Wichita Democrats Arrange
For a State-Wide Carnival

WICHITA, Kan., June 19.—Democratic organizations of Sedgwick County will present a three-day carnival on Campbell lots, North Broadway. Committees are headed by Louis Worford.

Rides and other attractions are being arranged for as well as tents for special events and first-aid bureau. Clubs co-operating include Jeffersonian Women's Club, Women's Democratic Club, Jeffersonian Club, Sedgwick County Central Committee, Organized Labor Democratic Club, Colored Young Democrats, Organized Labor Democratic Club Auxiliary, Young and Veterans groups and WPA organizations.

An idea for a real funfest for all Democrats in the county and State led to organization for the carnival.

Showmen Roll Up Shrine Profits
At Annual Durbar in Los Angeles

LOS ANGELES, June 19.—Al Malalkah Temple, AAO, NMS, was host to over 15,000 visitors on June 12. The affair, the widely publicized Durbar of Delhi, was the amusement feature offered. Preceding opening of the amusement zone there was the usual parade, with over 7,000 in line; bands, drill teams and patrols in a colorful pageant, camels and elephants adding much.

Joe Anfenger handled the amusement end, assisted by Roy McCray. Foyer, ballroom and balcony of Shrine Temple were given over to Durbar amusement features, all decorated in Oriental motif, and there was provided a great variety of entertainment. Downie Bros. furnished tops for the nine shows, presented in a manner that reflects a lot of credit on Anfenger, who secured showmen to handle attractions and concessions, and it was stated that the greatest profit yet shown was the result.

Each show had a title and decorations befitting. Doc Cunningham, as chief of the White Yogs, announced attractions. Shows: Daughters of the Sioux, U. S. (Doc) Harris, manager; Princess Why-nemah, Marie Standing Elk, Ellen Blue Cloud, Little Brule, performers; Jack Kiley, musician. Stella, Frank L. Bennett, manager; Lita Carlyle, Maud Regis, pictures; Jo Cicoll, musician. Phantasies of Ecuador, Steve Henry, manager; Marie Arcilla, Verna Swan, Susie Vaccinelli, Olivet Castano, performers; Eddie Dunleavy, musician. Blue Hawaii, Harry Phillips, manager; Nesta Kamauka, Kittle Lituana, Neda Platena, Ellen Bray, performers; Ben Houseman, musician. Old Nippon, Susan Osaro, V.



C. A. KLEIN, New Waterford, O., specializing in promotion of sponsored events, presented the Klein Indoor Circus all thru Eastern Ohio last winter under schools' auspices and has a lineup of street fairs and celebrations contracted from now until fall.

Rides and Acts Contracted
For English, Ind., Jubilee

ENGLISH, Ind., June 19.—Golden Jubilee year of the annual English Reunion and Homecoming will be sponsored this summer by the English Lions' Club in William H. English Park.

Rumble's Rides and St. Julians' aerial acts, latter as free attractions, have been booked by the Lions' committee in charge. James L. Morrow, chairman. Grounds are being rearranged to better accommodate crowds and concessioners. Gate will be free as usual.

The club plans to use proceeds to finance its annual Christmas treat for 1,000 to 1,200 children.

Kitamura, Aline Manabo, performers; Dick Castle, musician. Shanghai Nights, John Zwillner, manager; Mira, Jen Low, Chere, Gow Look, Eura Suyen, performers; Dick Lew Yen, musician. Malayan, Harry Wooding, manager; Egyptian Ellen, Bee Cunningham, Dorothy Barclay, Edith Masters, performers; Will Kinsey, musician. Vanities of 1938, Jimmie O'Brien, manager; Vera Stanton, Myra Caswell, Stella Gerry, Beulah Rillo, performers; Mart Birch, musician. A Breath of the South Seas, Ben Stein, manager; Mina Gerard, Rose Boles, Thalia Tolliver, Clara Wirden; Ed Glass, musician. Singapore to Hollywood, T. Winslow, manager; Bettie Cavallo, Ada Murrell, Toots Payano, Mildred Burrell, performers; Mike Taylor, musician.

George Silver had novelties; Neal Eastman, Charley Frank, T. E. Turner, Hugh Dorr, agents. George Wiler and Sammy Coomas had concessions. Blankets, Mike Fagan and Gene Dorsey, agents; ham and bacon, Dick Roberts, Tom Daley, agents; cigaret wheel, Ed Turner, Bill Gratten; dice wheel, Frank Medori, Dave Murray; arrow, Deep-Sea Dutch, Frank Cluver; pop corn, John Duggan, Frank Miller; Bank Night, Joe Beam, Tom Harvey; amusements games, Phil Claire, Joe Gormley.

Assisting in handling shows, Myron C. Wells, Joe Greenberg, Floyd Sharp. Joe Anfenger, who handled shows and concessions, said profit that came from these sources was due largely to his having showmen handling that end. Stan Bruner, Olympic Catering Company, had ex on eats and drinks.

Large Sum Spent
For Okla. Reunion

MANGUM, Okla., June 19.—Fifth annual Reunion of the Pioneers of Old Greer County, once in Texas but since March 18, 1896, a portion of Oklahoma, to be held here, is a non-profit enterprise sponsored by Mangum Chamber of Commerce and the Old Greer County Pioneers' Association. Estimated 1936 attendance of 50,000 is expected to be exceeded because of improved crop and business conditions. Last year the committee received and expended about \$13,000 for entertainment and an equal amount will be spent this year.

Musical attractions will include Cowboy Band, of Hardin-Simmons University, Abilene, Tex.; Altus (Okla.) Band and Drum and Bugle Corps, Hollis (Okla.) Band, Bewley's Chuck Wagon Gang and Oklahoma State Reformatory Band. Featured attraction will be the rodeo, with five contest performances, afternoon and night on two days and afternoon of the third. Contests will include steer roping, calf roping, bronk riding, steer riding and bulldogging.

Specialty entertainers will include Ramsey team of trick riders and ropers and Roman riding teams; John Lindsey, rodeo clown; Vaughn Kreig, Jean Creed and Vivian White, women bronk riders, and Johnnie Grimes and educated Brahma bull. Baldwin Parker and his band of 50 Comanche Indians will present native dances and other numbers. Beer concession at rodeo grounds has been sold to T. J. Kelly, Altus, Okla., and other concessions to Jake McClure, Oklahoma City.

Free Acts and Big Parades
Feature Cotton Week in Ark.

PINE BLUFF, Ark., June 19.—Free acts, rides and concessions from the C. W. Naill Shows were presented during Southeast Arkansas Cotton Week here on May 24-29 to good business, reported Secretary-Manager George C. Merkel, Chamber of Commerce, which sponsored the event with the Pine Bluff Cotton Exchange.

Six communities co-operated, sending a princess and maids, and daily float parades more than a mile in length were put on. A princess representing Stuttgart, rice city of Arkansas, was chosen Cotton Queen for the ensuing year.

Monticello, representing the Tomato Festival, won first prize with its float. All floats in the parades were to participate in Southeast Kansas Tomato Festival in Monticello on June 25.

Spokane Post Raises Funds

SPOKANE, Wash., June 19.—John R. Monaghan Post, Veterans of Foreign Wars, which sponsored a carnival here on June 7-12, had American United Shows with 30 concessions, 10 rides and 5 shows. Altho rained out on three nights, business was good. Lieut. Edward M. Waye, Spokane fire department, was general chairman of the VFW committee. Funds realized will be used for relief purposes.

Another Permit in Detroit

DETROIT, June 19.—Detroit's wave of sponsored carnivals took an anticipated drop this week as most of the bigger shows headed out with coming of warmer weather. Only one permit was given by city council for Christ the King Church, which previously had been denied a permit because of neighborhood objections.

Sykes Is Lining Up Dates

SCRANTON, Pa., June 19.—F. Eugene Sykes announced he has been contracted to furnish midway attractions for these Pennsylvania events under auspices: Nicholson Centennial, Montrose Night Fair; Annual Firemen's Celebration, Factoryville; Harford's Fourth Annual Celebration and Lackawanna County Firemen's Celebration and has contracted several one and two-day stands in addition to Windsor (N. Y.) American Legion Night Fair.

HELP This Department by Telling Committees About It.

Spencer & Clark Shows For East Palestine Expo

EAST PALESTINE, O., June 19.—Preparations have been completed for a week's exposition to be held on the fairgrounds here under firemen's auspices. Spencer & Clark Exposition Shows have been contracted for the midway. About 25 fire companies from neighboring cities have signified intentions of contesting for 15 trophies which will be awarded parade winners on opening day.

Taylorville Elks Celebrate

TAYLORVILLE, Ill., June 19.—Second annual six-day Elks' Homecoming Celebration at Turner Field will feature free acts, fireworks and dances nightly. Other features will include old fiddlers' contest, pageant titled *Days of '49*, sack races and team pulling and baby contests. A contest to determine Christian County's most popular girl will also be held. J. J. Holliday is committee chairman.

Shorts

FESTIVAL of Nations and Veterans' Night, a two-day event, is to be sponsored in Cudahy, Wis., by the American Legion Post with Police Judge Floyd J. Gonyea general chairman.

JOHN E. MILLER Post, American Legion, booked Miller Bros.' Shows for its Independence Celebration in Beaver Dam, Wis.

APPLETON (Wis.) merchants are sponsoring a series of outdoor programs in Pierce Park pavilion Wednesday nights with 12 vaudeville acts, singing, dancing, acrobatic stunts and music.

F. J. BURNS is publicity chairman for the fifth annual Annapolis Valley Apple Blossom Festival in Kentville, N. S., this summer. Committee includes O. C. Jones, president; George E. Graham, B. W. Roscoe, G. L. Calkin, G. R. Palmeter, R. H. Shaw and F. J. Burns.

MIDSUMMER FESTIVAL in Milwaukee has canceled contracts for the 18 riding devices and 20 shows.

A **BILL** providing for appointment by the governor of a committee of three assemblymen and two senators to plan for Wisconsin participation in the sesquicentennial observance of the drafting of the Constitution in Philadelphia and appropriating \$1,000 has been passed by the Legislature in Madison.

ED GREGG, adjutant American Legion of Parsons, Kan., announced that the Independence Celebration which was to be held there under Legion auspices has been canceled due to the fact that a new concrete grand stand, now under construction, will not be finished in time for the event.

CHERRY (Ill.) Fire Company No. 1, Charles Templeton, president, will sponsor the first homecoming held there since 1909 and carnival attractions will be presented.

PERMISSION was given West Cape May (N. J.) fire department for a carnival in Cape May Convention Hall, proceeds to help defray cost of recent new equipment. Cape May Kiwanis Club plans a carnival for benefit of the Boy Scout Camp fund.

RUBIN & CHERRY

(Continued from page 76)

dent Showmen's League member and a graduate of the old Con T. Kennedy school, had a good week with the ham and bacon wheel, as did Walter Beatty with Diggers.

Mrs. Annie Gruber returned from Philadelphia, where she visited her daughter, Mrs. Alexander Margolies. Ora Clark is featured in Artists and Models as the beautiful blond Venus and is assisted by Fern Friel, Vera Hart, Betty Lee and Flo Hoyt.

Many visits were exchanged with members of the Royal American and Hennies Bros.' Shows. Royal American was at Davenport, Ia., across the river, and Hennies at Rockford, Ill. Mr. and Mrs. Rubin Gruber attended Royal American and following night Sedmayr and Velares and wives returned visit.

Writer deeply regrets that he was unable to contact Red Onion at East Mo-

line due to fact that he was ahead of show at Madison, Wis. Irving (Chesterfield) Ray, treasurer; Joe Scholibo, press representative; Denny Howard, lot superintendent; of Hennies Bros., were recent visitors. R. H. (Hank) Sheppard, trainmaster, paid another call from same show.

Diamond Kitty under direction of E. V. McGarry has been doing well and is far ahead of last year's gross receipts. Max H. Kimerer reports his Jungle Monsters doing well. He added a Jeep, made popular in Pop Eye series. Max is also handling the front of Mighty Midget Revue in his inimitable style. Nate and Muriel Eagle left for Cleveland and will be at Great Lakes Exposition. Charles (Chuck) Bedell left for Dallas Exposition. Jake Gruber's midway cafe is favorite rendezvous of Norfolk. Arthur E. Sharpe presides in the wagon with W. T. Grant as secretary. Frank S. Reed, veteran ex-secretary, is still with it. Walter Hale handled advance details in publicity for East Moline date and associated with the writer in the city department. Charles DeKreko, and oldtimer, has Jester's Palace, which is doing well. He spent a week in St. Louis with friends recently.

WALTER D. NEALAND.

Strates Shows

Rome, N. Y. Week ended June 12. Auspices, Modern showmen of America. Location, Coonrad showgrounds. Weather, fair and rainy. Business, good.

One of best dates of season chalked up here. Business marred by one night of rain. Shows and rides did good, concessions not faring so well. Joseph Rainone, chairman of auspices, on job with his trusty crew and gave show every co-operation. Visitors: Max Linderman, Harvey L. (Doc) Cann, T. W. (Slim) Kelly, Art Gordon, from World of Mirth Shows, playing Watertown, N. Y. Otis L. Smith and his former general agent, Tom Singleton, spent considerable time around show with General Manager James E. Strates. One of largest weeks ever recorded on show from merchant tickets was registered here. Mrs. Ben H. Voorhels, in charge of distribution, put out over 50,000. Octopus ride is en route and will be managed by E. L. Blackmon, owner of Loop-o-Plane. Doc Zander of *Mystic India* illusion show gathered quite a bit of publicity by a clever stunt. Doc hypnotized one of his subjects in a local store window and then took her to showgrounds and buried her alive for three days on grounds and then dug her up and awakened her on stage of his show to a capacity house on Friday night. *Rome Sentinel* co-operated 100 per cent with writer and show in putting stunt over. George S. Marr, who has been secretary of show since opening, resigned and departed to join Goodman Wonder Show and has been succeeded by Florence Dickens, capable assistant. Mrs. Gertrude Putnam will act as her assistant. Bill Jones having nice business with his Bingo game. Real merchandise and courteous employers at all times is winning.

BEN H. VOORHEIS.

Cote's Wolverine Shows

St. Louis, Mich. Week ended June 5. Weather, good. Business, good. Location, center of town.

Lot was small. Tough job to set up most of rides and some of concessions. Wednesday farmer's night and business was fair. Business excellent Saturday matinee and night. Mr. and Mrs. William Smith left for their home in Janesville, Wis., where Smith underwent a minor operation. Roster: E. F. Cote, owner and manager; Guy Averill, legal adjuster; J. McMasters, special agent; E. L. Diggs, lot and ride superintendent; Herbert Simpkins, electrician; Earl Carey, mail man and *The Billboard's* agent. Rides: John Engram, Merry-Go-Round foreman; L. J. Denman, second man; Fred Bigee, and Joe Williams, helpers. John Warner, El Wheel foreman; Joe Glen, second man. Loop-o-Plane, LeRoy Rocheleau, foreman; Dan Briggs, second man. Tila-a-Whirl, Mahson Johnson, foreman; Donald Pobanz, clutch; Joe Williams and William Kaiser, helpers. Chalroplane, James Berryhill, foreman; Bill Jochen and Roy Johnson, helpers. Kiddie Autos, Herbert Simpkins, owner; Leo Eustis, operator. Concessions: William Smith, corn game, hoopla, bowling alley and ball game; agent, Mr. and Mrs. Floyd Babcock, Mr. and Mrs. Ralph Barch, Oscar Loydd and George Wallace.

THERE IS STILL TIME to secure those famous WORLD'S FAIR FIREWORKS

Write, Wire or Phone Your Order

To

**THEARLE-DUFFIELD
FIREWORKS, Inc.**

**624 S. MICHIGAN AVENUE
CHICAGO**

Phone Harrison 3252

Club Selections From \$50 to \$250. Displays With Expert Operators, With Public Liability Insurance, \$500 Up.

Prompt Shipments - - Finest Quality Only

BIG FOURTH OF JULY CELEBRATION ON THE STREETS --- FIREWORKS, FREE ACTS, BONFIRE---SIX DAYS AND NIGHTS---

Opens Wednesday morning, June 30th, up to Saturday night, then outfit moves to Flying Field for Sunday and Monday, where Bonfire, Fireworks, Band Concert and Parade take place. American Legion, Chamber of Commerce, Board of Trade, Merchants, sponsoring. Civic affair. WANTED: RIDES, SHOWS, CONCESSIONS. Apply HARRY INGALLS, General Supervisor, American Legion Headquarters, Nashua, N. H., Celebration.

American Legion Free Fair

Rushville, Ind., August 2-7, Inclusive.

F. E. GOODING SHOWS AND RIDES

Wanted—Legitimate Concessions. No. Grift.

F. E. HINCHMAN, Secy.

Herbert and Mary Simpkins, ball game, cigaret shooting gallery and pitch-till-you-win. Charlie Hess and Earl White, long-range shooting gallery. Benny Bernhardt and Dave Shapiro, ham and bacon and radio stores; agents, J. Sullivan, W. B. Waters, A. Hoyt and W. Howe. Earl Carey and wife, pop-corn wagon, J. McMasters and wife, penny pitch and cat rack. Doc Robinson, penny wheel, tally ball. Larry Wallace, high striker; Eddie Schultz, G. Koinis, candy apples. MARY SIMPKINS.

Imperial Shows

Chicago Heights, Ill. Week ended June 19. Location, uptown. Auspices, Loyal Order Moose. Weather, fair. Business, excellent.

Show made record setup Monday. Due to inclement weather in Blue Island trucks did not get off lot until late Monday. Everything up and ready to go Monday night to good crowd. Show is being transported on Big El semi-trailers. Staff: Edward A. Hock and Dave Tennyson, owners and managers; Cecil C. Rice, general agent; Tex Cothay, second agent; Jerry Wilson, secretary; John Starky, lot superintendent; Ray Davidson, master transportation; Alex Grasnink, electrician, and Bill Davidson, superintendent of rides.

JERRY WILSON.

T. J. Tidwell Shows

El Reno, Okla. June 5 to 12. Location, Lezion Park.

Opened Tuesday night to fair crowd. No carnival of this size here in the past four years. Newly born twin monkeys received great admiration, as most people know that it happens very seldom. Birth was a good story for reporters of local papers. Much-thought-of Doc Waddell would do well with his chapel were he to have one on this show. Owner and manager T. J. Tidwell is wearing a smile as the show has had its best

WANTED, SYKESVILLE, PA., 8 FULL DAYS

LAST CALL—June 28 Thru July 5

Independent—Girl Show, Athletic Show, Grind Shows, Candy Apples, Photos, Scales, Custard, Wheels, Ball Games, Diggers. Have three rides booked. Will give guarantee to Ferris Wheel. Auspice Business Men, Firemen and Miners combined. Home-Coming Celebration. ED WEYLS, Amusement Director.

Acts Wanted July 4-5

Want two good Animal Acts, also other type acts July 4-5. Can use High Pole and other thrillers for fairs. J. C. MICHAELS ATTRACTIONS, 3824 E. 9th, Phone Benton 8574, Kansas City, Missouri.

Redman Poc. Pow-Wow

Terre Haute, Ind., July 30-31-August 1.

High-class Shows, Rides and Concessions Wanted. Write LLOYD ANDERSON, Con.-Mgr., 1458 Grand Ave., Terre Haute, Ind.

Wanted for Owosso, Mich. July 3-4-5

LEGITIMATE CONCESSIONS AND SHOWS. Address all mail to SECRETARY, Chamber of Commerce.

spring route in its history. Anyone looking over the midway will find many known to all in carnival business. Dare-Devil Daniel's aerial act proving popular. Every available place on all rides, shows and concessions has lights. Ten-piece band goes downtown in uniform on 22-foot circus-style float with sound wagon. Show has traveled 1,453 miles in Texas. New Mexico and Oklahoma. Johnnie Cannon, of All-American Shows, was on midway doing much handshaking, as he is well known and liked by all who know him. With very little sickness on show roster remains about same with new faces arriving. General Agent H. G. Buchanan caught up to show here.

JACK SHERMAN.

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.

ACTS, SONGS AND PARODIES

ATTENTION, NITE CLUB MASTER OF CEREMONIES—500 Red Hot Smoker-Stag Stories you will use, \$2.00. LONERGAN, Box 1898, Chicago.
HOT ORCHESTRATIONS ARRANGED—"TIGER Rag," etc. (Special Arrangements any tune). Music arranged for Song-Poems, Band. Address FRANK S. WILDT, Lancaster, Pa.
ORIGINAL, SPECIALLY WRITTEN COMEDY Songs. Four verses and a chorus, \$5.00. Satisfaction guaranteed. Specify type. NORMAN LEVCOVITCH, 1339-S Kildare, Chicago.
WANTED—NEW SONG IDEAS FOR PICTURES. Publisher connection here. Send lyrics. AL SANDERS, 1261 N. LaSalle, Chicago.

AGENTS AND DISTRIBUTORS WANTED

A-1 MONEY MAKERS—OPERATE CARNIVAL Shows during summer. Store, Museums, winter. Experience unnecessary, locations waiting. UNIVERSAL, 3238 So. State, Chicago.

ACTION PHOTO NOVELTIES FOR SIDE-LINE Salesmen, \$4.00 hundred. Hustlers' Sample Kit, \$1.00. HARRY GREBE, 3 West Walton Place, Chicago.

ADVERTISING SPECIAL—100 DOUBLE OR Single-Edge Blades, \$1.00. Plus Free Razor Soap, Goodrich Home and Styptic. GIRARDIN ECONOMY SALES, 6913 Benson, Detroit, Mich.

AGENTS — NATIONALLY KNOWN, ADVERTISED line Nickel Cigars, \$2.75 per 100 postpaid. Remittance with order. NATIONAL CIGAR, 1182 Broadway, New York.

AGENTS, DISTRIBUTORS — SELL UNION Handmade Cigars. Wonderful proposition for Routemen, Salesmen as sideline, fulltime, good selling. Nickel Cigars, taverns, grills, cafes, hotels. Send \$1.50 for Sample Box of Fifty Cigars, and Distributor's Price List. Remittance must be with order or do not reply. RUSSELL CIGAR CO., 25 Village St., East Hartford, Conn.

AGENTS—"A-1," THE NEW SILVER POLISH, removes tarnish, retains polish, 50c. KLENZ POLISH MFG. CO., Box 243, Centralia, Wash.

AGENTS ARE MAKING MONEY SELLING Lord's Prayer on a copper. Costs 2c, sells for 10c. Particulars free; sample 10c. DAVE MARKUS, 8 East Roosevelt Road, Chicago.

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. METALLIC LETTER CO., 439 N. Clark, Chicago.

AGENTS—NATIONALLY KNOWN ADVERTISED line Nickel Cigars, \$2.75 per 100 postpaid. Remittance with order. NATIONAL CIGAR, 1182 Broadway, New York.

ALL FAST SELLERS—AGENTS WRITE FOR New Price List, just out. L. C. CHERRY COMPANY, 12 Court Arcade, Cincinnati, O.

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ASPIRIN, LAXATIVES, FLINTS, RAZOR Blades, Sweet Breaths, Carded and Boxed, attractive package. Agents' proposition. OWL COMPANY, 2937 McCraw, Detroit, Mich.

ASPIRINS, 12s TINS, \$1.75 GROSS; 8-OZ. Vanilla, 2 dozen, \$1.25. Catalogue free, bottom prices. Write RICHARD'S, 1112 Columbus, Bay City, Mich.

ATTENTION, SUBSCRIPTION SALESPERSON—If you work east of Rockies and north of Mason-Dixon line, write for proposition. AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.

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CONCESSIONAIRES, STREET MEN — ONE demonstration sells our Corydon Canary. Beautiful tone. Sample and price list, 15c. CORYDON MANUFACTURING CO., P. O. Box 95, Bradford, Pa.

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ACQUIRABLE ANIMALS THE WORLD OVER —We specialize in animals from the Americas. Reasonable prices. Write for them. ROBERT NELSON, Sylcauga, Ala.

ACQUIRABLE—MONKEYS, BABOONS, KINKAJOUS, Small Elephants, Donkeys, Bear Cubs, Tamanduas, Badgers, Snookums, White Raccoons, Large Dragons, Lizards, Parrots, Birds, Reptiles. LINDEMAN, 63 West Eleventh, New York City.

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DENS TWELVE ASSORTED LARGE SNAKES, including Rattlers, \$10.00. Also larger dens, Twenty Snakes, \$15.00. ELLISON MITCHELL, Naturalist, St. Stephen, S. C.

LIVE ARMADILLOS — ALL SIZES. SPECIAL now, Mother and four Young. All good feeders. APELT ARMADILLO FARM, Comfort, Tex.

LARGE HANDSOME PURE-BRED COLLIE Stud Dogs and Matrons for sale. Also beautiful Golden Sable and Trio Color Puppies. Write L. L. DeYOUNG, Sheldon, Ia.

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MOTHER ARMADILLO WITH BABIES, \$5.00. Unlimited number Adult Armadillos, \$3.00 Pair; 5,000 Horned Toads at only 90 cents dozen. All Kinds Live Animals, Birds and Reptiles for show purposes. Immediate shipment, live arrival guaranteed. Cash with order, or 1/2 cash, balance C. O. D. ZOOLOGICAL SUPPLY CO., P. O. Box 705, Laredo, Tex.

PAIR COYOTE PUPS, \$8.00; DEN HARMLESS Snakes, \$10.00; Dozen Racing Turtles, \$3.50; Pair Prairie Dogs, \$3.50. Cash. LEM LAIRD, Harper, Kan.

PARRAKEETS—GREEN MALES, \$11.75 DOZEN; Blues, Males, \$14.00 Dozen. Can ship immediately. 25% with order, balance C. O. D. SANTA MONICA BIRD FARM, 2360 16th St., Santa Monica, Calif.

PLENTY HEALTHY SNAKES, ALL KINDS. Alligators, Armadillos, Gilas, Iguanas, Chamaleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Coatimundis, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

PLENTY FAT ALLIGATORS, SNAKES, GILAS, Turtles, Horned Toads, Armadillos, Snake Oil, Purses, Skins, Belts, Souvenirs, Mounted Specimens. Wire SNAKEY, San Antonio, Tex.

SHOW MEN—WHEN YOU NEED WHITE Mice get my prices. America's largest mice farm. H. M. LUTZ, Prop., Reinholds, Pa.

SPECIAL LARGE DENS—15 LARGE RATTLE Snakes, fix or unfix, \$20.00, or 7 Snakes for \$10.00; 15 Large Harmless Snakes, \$20.00, or 7 Snakes for \$10.00; Gila Monsters, \$3.25; Horned Toads, \$1.00 doz.; Chinese Dragons, \$7.00. Wire NATIONAL PRODUCTS CO., Laredo, Tex.

SPECIAL BARAINS—CHOICE FAT SNAKES, assorted, for show purposes, in \$5.00, \$10.00, \$20.00 and \$25.00 Dens. Also Texas Diamond Back Rattlers, fixed free of charge if requested. Mexican D. Y. H. Parrots, \$7.95 each or \$75.00 dozen. Live arrival guaranteed. Cash with order or 1/2 cash, balance C. O. D. AMERICAN-MEXICAN BIRD & ANIMAL CO., Laredo, Tex.

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WILL SELL MY THREE TRICK DOGS. CAN put on a thirty-minute show. Price on request. TOM PRICKETT, Mexia, Tex.

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BELIEVE IT OR NOT, GEORGE WASHINGTON was not First President. Send you exact photostat reproduction of U. S. document, signed by First President, \$1.00. GERALD HAHNER, 4522 Whittier Blvd., Los Angeles.

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CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. jy10x

FLASH! QUALITY MERCHANDISE SHELL Lamps, Novelties, Coconut Lamps, Florida's oldest and largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, INC.**, 946 North Miami Avenue, Miami, Fla. Open all year round. jy3x

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JUST OUT—HAMBURG RELISH SPREAD, BAR-becue Sauce. Sells your sandwiches. Two recipes, \$1.00. Sell to roadstands. **ZEHNDER SALES**, Phillipsburg, N. J.

MAKE MONEY WITH "KODAK BOOK"—Tells how and 100 best markets, 25c; also worked out Money Order Plan, 15c. **BOX 162**, Boyes Springs, Calif. x

OPERATE RECONDITIONED PIN GAMES, TEN Assorted, \$85.00. Counter Games, Ten Assorted, \$65.00. Five Pay Tables, \$97.50. **BOX 1591**, Rockford, Ill.

SELL BY MAIL! BOOKS, NOVELTIES, BAR-gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

SELL SNOW BALLS—OWN A BUSINESS. 400% profits. Outfits, \$4.75 up. Free price list, circular. **SNOW BALL COMPANY**, Jacksonville, Fla. jy3

SPECIAL OFFER—YOUR ADVERTISEMENT inserted the following 3 magazines, *The Monitor*, *American Patriot* and *Stines Mailer*, all three for 6c a word. Sample copies, 15c. **STINES PUBLISHING CO.**, 141 11th St., S. E., Washington, D. C.

WE COLLECT NOTES, ACCOUNTS, SALARIES, claims all kinds anywhere in the United States and Canada. No charges unless collected. Have made collections in every State in the Union. Oldest Collection Agency in United States. Bank references. Particulars free. **MAY'S COLLECTION AGENCY**, Somerset, Ky.

\$.50 PROFIT ON EACH \$2.00 ORDER. Selling by mail. Particulars free. **PERRY MAHARG**, 1304 E. 75th St., Chicago, Ill. 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 REAL BARGAIN—5 MAGIC FINGERS Rotating Merchandisers. Show-room demonstrators; first-class condition; great money getters. 2 Electric Ray Rifles, 10 Bowls-a-Games. All at bargain prices. Write or wire **MUTOSCOPE**, 516 W. 34th St., New York. x

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. jn26x

BALLY BUMPER; IRON CLAW, MODEL E; Bally Baby, Cent-a-Pack, Mysterious Eye, Hold and Draw, Dival Races, Tit-Tat-Toe; Official Sweepstakes, Gee Whiz, 5c Little Duke, A. B. T. Pool Table. Any reasonable offer accepted. **RAYMOND LEWISTON**, Box 23, Woodward, Ia. x

BARGAINS—PRACTICALLY NEW GOTTLIEB Score Boards, \$35.00; Bolos, \$7.00; 9 ft. Rola-Scores, \$35.00; 1936 Mills DeLuxe Phonographs, with new tone controls, \$125.00. All perfect. **RORK'S**, 3739 Fulton, Saginaw, Mich.

BARGAINS! REAL BUYS—MUST SELL AT once. 25 Gottlieb Derby Days with Clocks, like new, \$69.50; Ten Derby Days, without Clocks, \$49.50; Ten Sunshine Derbys with Bally Mechanism, \$22.50; Five Bally Caroms, \$82.50; Fifteen Bally Bonus, \$17.50; One Pacific Royal Races, like new, \$69.50; One Pacific Tout, \$59.50; Seven Seeburg Ray-o-Light Guns, like new, \$200.00; Ten Paces Races, 20 to one odds, equipped with New Motors, work perfect, \$169.50; Three Gottlieb Spotlights, \$69.50. One-third cash, balance C. O. D. **SPECIALTY SALES CO.**, 101 Commerce Bldg., Sioux City, Ia. x

Show Family Album



EVELYN NESBIT AND WILLIAM CHURCH (picture on left) on the boardwalk, Atlantic City, in 1926 when Evelyn appeared at Martin's Cafe there. She was then still in the public eye. "Bill" Church, emcee, says he will shortly get recognition in Ripley's column, *Believe It or Not*, for tap dancing for 24 hours without a rest. After an engagement in Atlantic City Church played night spots with a partner, and at present is working alone as emcee in Buffalo. Miss Nesbit divides her time between New York City and Florida. Her son, Russell Thaw, is an aviator.

Picture on the right shows Billy Champ as Mark in Harvall's "Uncle Tom's Cabin" Company and dog "Snapper." It was taken 20-odd years ago in Cadillac, Mich., where the show appeared for one night only, which Champ says was long enough according to Cadillacians. "Had I not lost my shirt in a crap game with Veto Valentine, manager of the troupe," he continues, "I might appear to better advantage in this snapshot." Champ subsequently appeared as a headliner on Keith and Pantages circuits in his comedy mystery playlet, "666 Sycamore."

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, *The Billboard*, 25-27 Opera place, Cincinnati, O.

BARGAINS—NEAR-NEW 5c CAILLE CADET Bell, 5c Rol-a-Tor Vender, 65,685, \$37.50 each; Mills 5c Front Vender, 229,397, Rock-Ola Jackpot, \$10.00; Reel 21, Win-a-Pak, Hold and Draw, \$5.00; De Luxe 46 Prospector, \$6.00; all A-1. Deposit. **T. DEAL**, Great Bend, Kan.

BARGAINS—FIFTY NORTHWESTERN PORCE-lain two-pound-size Peanut Machines, like new, four dollars each; also Masters and Duettes. Calcutte De Luxe Automatic Pool Table, complete, sixty-five dollars. 1/3 deposit. **FLOYD HOLDING**, Effingham, Ill.

BEST BUY OF YEAR—ONE PACES RACES. cash, 30 to 1, Black Cabinet, \$190.00; One Pamco Bell, \$35.00; One Belmont Ticket, \$35.00; Three Jumbos, \$12.00 each; Bolo, \$7.50; Six Reel Dice, \$5.00 each; Wurlitzer Skee Ball, \$85.00; Mills Tickette, \$4.00; Seven Preakness, \$65.00; Two Turf Champs, \$55.00 each; 10c Pace Slot, \$20.00; One Excel, \$7.50; entire lot for \$825.00. 50% deposit, balance C. O. D. **L. SIMPSON**, 102 Glenwood Ave., Burlington, N. C. x

BIG BANK NITE, SCOTTIE, LINE-O, TRY-A-Lite, Fifty Grand, Zenith, Traffic, Ponies, all for \$25.00. 1/3 deposit. **EASTERN**, 350 Mulberry, Newark, N. J.

BUYING NORRIS MASTER PENNY PEANUT Vendors, Porcelain Finish only. State full particulars. **BLACK NOVELTY CO.**, 1177 Kinney, Corpus Christi, Tex.

CLOSEOUTS—RAYS TRACK, SERIALS OVER 4,000, \$225.00; Thorobreds, latest model, \$185.00; Daily Races, \$25.00; Hialeahs, \$20.00; Bonus, \$15.00; Peerless, \$15.00; Alamos, \$18.00; Top Rows, \$15.00; Monopoles, \$18.00; Fence Busters, \$25.00; Palookas, \$25.00; Genco Bank Rolls, \$95.00; Keeney Bowlettes, \$95.00; Target Rolls Jr., \$60.00; Rol-a-Scores, \$50.00; Sportland Counter Games, \$6.00; Totallites, \$10.00; Exhibit Ticket Games, \$12.00; Drawballs, \$15.00; Spitfires, \$6.00; Bombers, \$7.00; Genco Baseballs, \$7.00; Battles, \$10.00; Torpedoes, \$8.00; Zooms, \$8.00; Top Hats, \$10.00; Jimmy Valentines, \$10.00; Electro Hoists, \$29.00; 1934 Mutoscopes, \$40.00; Merchantmen with flap chutes, \$40.00; Merchantmen roll front chutes, \$50.00; Baby Streamlines, \$75.00; Jumbo Streamlines, \$85.00. 1/3 deposit, balance C. O. D. **AMERICAN NOVELTY COMPANY**, 1789 East 24th, Cleveland, O.

CLOSING OUT—TWO PACES RACES, BLACK Cabinets, Thirty to One, \$190.00 each; Turf Champ, \$55.00; Two Bally Derby, \$17.50; Four Jumbos, \$12.00; Top-Em, ticket, \$35.00; Preakness, \$65.00; Post Time, \$90.00; Sequence, \$15.00; Bumper, \$25.00; Excel, \$10.00; Belmont, ticket, \$35.00; Reel Dice, \$5.00; Three Reel 21, \$5.00; Two Tit-Tat-Toe, \$3.00; 5c Mills Jack Pot, \$10.00. Entire lot for \$750.00. Also Exhibit Shoot-a-Lite, \$80.00; Two Targette, \$22.50; Ten Wurlitzer 412 Phonographs, \$170.00 each. Fifty per cent deposit, balance C. O. D. **T. L. STANFORD**, 5. Main St., Burlington, N. C. x

CLOSING OUT—LATE MODEL RAYS TRACKS. 5c play, \$150.00; with new Payouts, \$165.00; Groetchen Cigarette Columbias, \$42.50; Mills Deluxe Dice, 25c play, like new, \$165.00; Mills Blue Fronts with Gold Award, 25c play, \$77.50; 10c play, \$70.00; 5c play, \$65.00. Bally Rolls, \$45.00; 25c Bally Reliance Dice, \$40.00; Groetchens "21," \$6.00; Watling Fortune Scales, \$38.00; 5c Pace Blue-front Comet, \$40.00; 10c Pace Comet, \$30.00; Jennings Consoles, 5c play, \$127.00; Jackpot Tickette, \$5.00; Coin Wrappers, all coins, 75c per thousand. Special on Sales Boards. 1/3 with order, balance C. O. D. **CLEM J. MCGUIRE**, Distributor, General Sales Bldg., Dubuque, Ia.

COUNTER GAMES—REEL DICE, TURF FLASH. High Tension, Selectem, Horse Shoes, \$5.00 each; like new; Roasted Indian Nuts for vending machines, 21c per pound. **SAMUEL KLEIN**, 1859 Nedro Ave., Philadelphia, Pa.

FAIRBANKS—MORSE CARDIO-METER—10c Heart-Beat, Height, Weight Scale, like new, cost \$440.00; big money maker. Investigate! Best offer buys. **CORBETT**, Security Bldg., Portland, Ore.

FLICKERS, \$19.50; MULTIPLE, \$22.50; HIA-leahs, Sunshine Baseballs, Daily Races, Leathernecks, Broker's Tips, Velvet, Pamco Ballot, Pinch Hitters, Fence Busters, \$18.50; Sunshine Derby, Ten Grands, Pay Days, \$14.50; Round Up, Big Casino, Grand Slam, \$12.00; Big Five Jr., \$10.00; Traffics, Golden Harvests, Big Five Jr., Pay Days, Redwood, Baffle Balls, Fair Play, \$8.00; One Better, \$40.00; Bally Roll, Bowlette, School Days, Radio Rifle, \$75.00; Little Duke 5c Triple Jack, \$12.00; Double Safe, \$10.00. **MILWAUKEE CONCESSION CO.**, 1635 W. Cherry St., Milwaukee, Wis.

FAIRGROUNDS, LIKE NEW, \$115.00; TURF Champs, ticket, \$50.00; Ray's Tracks, perfect, \$150.00. **COMACO**, 448 Court St., Binghamton, N. Y.

"FILM" RADIO RIFLE OWNERS! SAVE \$10 per thousand feet on new spicy subjects! 5c and 1c play available. **AUTOMATIC NOVELTY CO.**, 2047 N. Wanamaker St., Philadelphia, Pa.

FOR SALE, BARGAIN — ONE-BALL PIN Tables, Slot Machines, Counter Games. Repair work, supplies and parts. **DIXIE COIN MACHINE CO.**, 5 South Eutaw St., Baltimore, Md. je26x

FOR SALE—3 LARGE SKEE BALL ALLEYS. coin operated, in good condition, bargain, \$60.00 complete. **FRANCIS SEGFRIED**, Manasquan, N. J.

FOR SALE—JUST OFF LOCATION. MILLS 5c Double Jack Venders and Bells, \$15.00; Escalators, \$35.00 to \$50.00; Seven Paces Races, \$150.00; Folding Stands, \$1.00. **446 N. MANSFIELD**, Los Angeles, Calif.

FOR SALE — 10 WURLITZER P 312s AND 412s, \$150.00 each, perfect condition. Late serial. **A. E. WILLET**, 1403 N. Logan, Topeka, Kan. jy3x

FOR SALE—FIFTY LATE 1935 MODEL ELEC-tro Hoist Diggers. These diggers will make money for park owners or penny arcade operators. Worth \$175.00 each. Our cash price, \$60.00. **GEORGE GERBER COMPANY**, Providence, R. I.

FOR SALE—3 1934 MUTOSCOPES ROLL Chutes, \$40.00 each, and 3 1933 Mutoscopes, \$30.00 each. A-1 condition, still on location. Write **SAM BERMAN**, Belmont Hotel, Cleveland, O.

GABEL JUNIORS, LATE MODEL, 5c, 10c slot, excellent condition, \$77.50; lots of 5, \$72.50. Model E 24-Record Entertainers, close-out price, \$37.50. **AUTOMATIC MUSIC**, 2429 18th St., N. W., Washington, D. C.

KEENEY BOWLETES—10 AND 14 FOOT; Rola Scores, 9 foot, \$47.50 each; Bank Rolls, 14 foot, \$67.50. All in perfect condition. One-half with order, balance C. O. D. **LOUISVILLE NOVELTY COMPANY**, 330 East Breckenridge St., Louisville, Ky.

MILLS BLUE FRONTS, \$47.50; PENNY PACKS, \$6.00; Reel 21, \$5.00; Tit-Tat-Toe, \$4.00; Sandy's Horses, \$3.50; Tri-o-Pack, \$9.50; Tickette, \$2.00; Watling Twin Jackpot, one cent, \$10.00; Watling Rolatop, five cent, \$32.50; Little Duke, \$8.50; Prospectors, \$10.00; Pamco Speedway, \$12.50; Pamco Saratoga, \$18.50; Bally Challenger, \$18.50; Gottlieb Sunshine Derby, \$10.00; Gottlieb Derby Day, \$22.50; Turf Champs, \$42.50; Jumbos, \$12.50. One-third deposit. **ROBERT ALLRED**, Randleman, N. C. x

MILL'S DANCE MASTER PHONOGRAPHS. black with silver trimmings, \$50.00 each, in perfect condition. 1/2 deposit, balance C. O. D. **LOUISVILLE NOVELTY COMPANY**, 330 East Breckenridge, Louisville, Ky. x

MUST SELL IMMEDIATELY — WATLING Rollatops, used last winter, serials around seventy thousand, mystery payouts, twenty stop reels, vender attachment, extra good condition, 8 nickels, 3 dimes, 3 quarters, \$42.50 each; any five for two hundred dollars. Jennings Chiefs, 6 nickels, 2 dimes, 2 quarters, finest condition, look new, serials around one hundred eighteen thousand, a bargain at \$55.00 each, or any five for \$250.00. Have two Rockola 12-Record Phonographs, 1936 model, walnut cabinet, perfect condition, looks new, \$135.00 each, or both for \$250.00. 1/3 deposit. Will ship same day order received. Reference Dun & Bradstreet. **W. F. DUGGAN**, Eustis, Fla. x

MUST SELL CLOSEOUTS—2 SLIGHTLY USED 1937 Oak Cabinet Paces Races, check separator models 30-1 or 20-1, payout, \$250.00; One Black Cabinet Paces Races, \$140.00; 2 Bally Snappys, \$40.00; 3 Turf Champs, late Ticket and Cash Model, \$45.00; 10 Preakness, Rover Speed King, \$60.00 each; 3 Caroms, \$90.00; Jennings Console 5c, slightly used, \$85.00; Flicker, \$25.00; Buckley Bones, 5c, can't tell from new, \$50.00; 5c Reliance, \$25.00. Every machine guaranteed, shipped your inspection. 1/3 deposit. **J. J. HARVEY AMUSEMENT CO.**, 1100 Harp Street, Raleigh, N. C. x

MUST SELL IMMEDIATELY—HAVE ABOUT 50 late model Mills Escalators and Truck. Will make a good deal. Chiselers, save stamps. **BOX C-268**, *Billboard*, Cincinnati, O.

ONE FREE WITH EVERY THREE—JENNINGS. Watling, Caille Jackpot Bells, Nickel, Dime or Quarter, \$14.50 each. **COLEMAN NOVELTY**, Rockford, Ill. x

ONLY 7 LEFT—NICKEL PACES RACES, '37 models, 30 to 1 odds, closing out at \$250.00; two Rays Tracks, serial over 3700, \$175.00; one hundred dollars deposit required on each machine. **WALKER SALES CO.**, Waco, Tex. x

PENNY ARCADE MACHINES, INCLUDING Rifles, Hockeys, Athletics, Fortune Tellers. Bargains. 500 Pin Games, \$3.00 up. Cranes, Claws, Diggers, \$20.00 up. **MUNVES**, 145 Park Row, New York. je26x

PENNY PACKS, \$6.50; SELECT-EMS, \$4.00; Gem and Dandy Venders, Cigarette Reels, \$4.50. Big stock Peanut, Ball Gum Machines, Jayhawk Toy Pack, over 300 Charms and Toys, \$1.10, prepaid. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

PHONOGRAPHS—4 SUPER ELECTRAMUSE, \$35.00 each; lot \$100.00. 3 Junior, 20 Senior Seeburg Selective Audiophones, \$35.00 each. 19 Seeburg Midget Pianos, 4 with Xylophones, \$20.00 each; lot \$325.00, with 145 Rolls. **KALAMAZOO AUTOMATIC MUSIC CO.**, Kalamazoo, Mich.

PENNY ARCADE LOCATIONS WANTED WITH or without machines. Write EMANUEL NAGLER, 973 Tiffany St., Bronx, N. Y. je26x

PIN GAMES, \$3.00 EACH; CIGARETTE MACHINES, \$2.00; Mills Nickel Jackpot, \$17.50; Penny Machine Jackpot, \$15.00. Cash for anything. O'BRIEN, 89 Thames, Newport, R. I.

PREAKNESS, \$65.00; TURF CHAMP, \$45.00; Derby Day Clock, \$60.00; Miss America, \$60.00; Spotlite, \$60.00; Paces Races, 30 to 1 odds, \$165.00; Dominoes, \$165.00; Caroms, \$80.00. Perfect condition guaranteed. TRENT BROS., Reidsville, N. C. x

PRICED FOR QUICK SALE — TWO RAYS Tracks, Serials 2171 and 2501, A-1 condition, \$140.00 each. One Mills Blue Front Gold Award, late serial, \$45.00; two Mills Mystery Escalator Roman Heads, late serial, \$40.00 each; six Mills Penny and one 5-cent Q-T, \$22.50 each, serial over 2000. 1/3 deposit with order. V. N. REASER, P. O. Box 78, Victoria, Tex.

RAY'S TRACKS, \$165.00; BALLY'S FIVE- Cent Reliance, \$30.00; Hialeahs, \$25.00; Palooka Sr., Multiples, \$35.00. 1/3 deposit. MILLER NOVELTY, Leavenworth, Kan.

REFINISHED, RECONDITIONED, REBUILT and guaranteed: 1 Prospecter, \$4.85; 2 Jumbos, \$18.50 each; 1 Sky High Ticket, \$10.20; 2 Traffics, \$3.10 each; 1 Put and Take, \$3.70; 1 Natural, \$30.00. 1/3 deposit with order. WINONA DISTRIBUTING SERVICE, 702 West Fifth Street, Winona, Minn. x

RICOCHEC, \$20.00; BUMPER, \$19.00; LIGHTS Out, \$5.00; Electric Mad Cap, \$5.00; Electric Short Sox, \$5.00; Scrimmage, \$3.00; Three-in-Line, \$2.00; Bally Baby, \$5.00. BRIDGMAN'S, Paris, Ill.

SCALES WANTED—ALL MAKES OF SMALL Scales. Also Ticket Scales, any condition. State price and condition. PENNYWAY, 151 E. 126th St., New York. x

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TOM MIX RADIO RIFLE, ROCK-O-BALL Senior, Floor Demonstrators, sacrifice for cash or will take in trade Late Model World Series, Paces Races or Exhibits Jockey Club, or what have you? STEWART'S RADIO, 136 North Pennsylvania, Indianapolis, Ind. jy3x

REFINISHED, RECONDITIONED, REBUILT and guaranteed—2 Traffics, \$3.10 each; 1 Prospecter, \$4.85; 1 Natural, \$30.25; 1 Put and Take, \$3.70; 1 Sky High Ticket, \$10.25. 1/3 deposit with order. WINONA DISTRIBUTING SERVICE, 702 West Fifth Street, Winona, Minn.

TURF CHAMPS, \$67.50; SNAPPY, \$52.50. etc.; Counter Games, \$6.50; Bumper, \$49.50; Ball Fan, \$25.00; Replay, \$27.50; Slots, \$10.00; Double Jak Mills, \$25.00; Skee Balls, \$35.00 up. Cigarette Venders. LEHIGH SPEC. CO., 2d and Green Sts., Philadelphia, Pa. x

TWO KEENEY BOWLETTES JUNIORS, LIKE new, \$75.00 each. HARNETT, 209-42 Bardwell Ave., Queens Village, Long Island, N. Y. x

TWO AC SEVEN JACKPOT NICKEL BELLS, \$195.00 each; Jackpot Bells, \$14.50. One Free With Every Three. COLEMAN NOVELTY, Rockford, Ill.

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USED MACHINES AT BARGAIN PRICES— Seeburg Ray-o-Lite, \$175.00; Bally Multiple, \$22.50; Carom, \$75.00; 8 Preakness, \$72.50; Rolatop Watling, \$5, \$45.00; 20 Mills Futurity, \$5, \$65.00; Mills Blue Front, light side, 25c, \$55.00; Mills Extraordinary and Stand, \$5, \$40.00; 12 Mills Dance Masters, \$75.00 each; Mills Deluxe, \$125.00; Mills Do-Re-Mi, \$175.00; 12 Wurlitzer P-10s, \$100.00 each; 6 Wurlitzer P-12s, \$125.00 each; 20 Wurlitzer 412s, \$175.00 each; 20 Seeburg Symphonolas, \$125.00 each; 2 Rock-Olas, \$125.00 each; 4 Gable Entertainers, 24 records, \$50.00 each. All these machines are in A-1 condition, both mechanically and appearance. One-third deposit, balance C. O. D. WOMBLE VENDING MACHINE COMPANY, 230 S. Tarboro St., Wilson, N. C.

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WURLITZER SKEE BALLS, \$95.00; GENCO twelve-foot Bank Roll, \$75.00; Roloscore, nine foot, \$60.00. Will trade for Paces Races or Turf Champs. Third deposit. WALKER NOVELTY, Poplar Bluff, Mo.

7 1c NORTH WESTERN CONFECTIONERY Venders, \$6.00 each; 5 Daval Reel Races, \$6.00 each; 1 Zephyr Cigarette Machine, 1c vender, \$7.50; 5 Gottlieb Electric Scoreboard, \$20.00 each; 7 Bally Bumpers, \$25.00 each; 6 Bally Skippers, \$30.00 each; 10 A. B. T. Targets, \$17.50 each; 1 Genco Paddle Wheel, floor sample, \$150.00; 1 Pacific Royal Race, \$50.00; 2 1c Q. T. Venders, \$17.50 each; 2 Paces Double Jackpot, 1c venders, \$12.50 each; 6 Mills Blue Fronts, venders, serial numbers over 375,000, \$57.50 each; 14 Mills Blue Fronts, serial numbers above 360,000, \$50.00 each; 3 Mills Blue Fronts, venders, serial numbers above 325,000, \$35.00 each; 1 Mills 5c Extraordinary, number 336,435, \$35.00; 1 Mills 10c Extraordinary, number 39,676, \$55.00; 5 Mills Dance Masters, \$50.00 each; Mills Stands, \$1.00 each. 1/3 cash, balance C. O. D. SOUTHERN VENDING MACHINE CO., 514 Main St., Danville, Va.

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TWO MUSICIANS—A-1 PIANIST, MODERN, read, fake, transpose, also tune pianos. Alto Sax, doubling Clarinet, Violin, experienced, large or small bands, would like location work in Pennsylvania or adjoining State. Neat appearance, sober, reliable, union. What have you? State all in first, guarantee reply. EVERETT SWANGER, Coalport, Clearfield Co., Pa.

AT LIBERTY—A-1 Trap Drummer, Chimes, Bells, Tympani, Double Trumpet. Long experience, trouper. Wishes location with concert band. Music side line if necessary. C. A. CRAMER, 825 N. Dearborn St., Chicago. je26

ALTO SAX—Experienced modern style, Double Clarinet, good reader, fine tone, non-union, college graduate, dependable, sober, age 23. Prefer Chicago location. JUDSON HUGGLER, 1030 N. LaSalle, Chicago, Ill.

AT LIBERTY—Musicians for fair bands, circuses. 2 French Horns, Solo Cornet, Solo Clarinet, together. T. W. ROBINS, 8226 Poe Ave., Detroit, Mich.

AT LIBERTY—Alto Sax Player doubling on Clarinet and a Guitar Player. Young, experienced and can sing. Good health. Prefer a good modern dance band. Can cut anything. Available any time. Address GABE CORNELLA, 1511 Woodlawn Ave., Middletown, O.

AT LIBERTY—Trumpet Player. Experienced, young and reliable. No weed. Desires dance job location at lake resort for summer. Only steady, reliable jobs considered. Address DALE SLOAN, 621 South Columbia St., Warsaw, Ind.

BAND DIRECTOR—Teacher, Organizer of eleven years' experience in municipal and school bands. Good library. Best references and credentials. Address P. O. BOX 464, Central City, Ky. jy17

SAX, ALTO AND TENOR, doubling Cello and Voice. Read and fake. Modern take-off; 34 and neat appearing. MUSICIAN, Court Place Hotel, Room 23, Denver, Colo.

SWING AND SOLO, Six-String Guitarist—Prefer steady job at lake resort during the summer months, but will go on tour if necessary. Only reliable offers considered. Write DALE MINER, 216 West Fort Wayne St., Warsaw, Ind.

TRUMPET—Prefer second; modern ride, good tone, some Vocals. Young, neat appearing. Consider anything that pays. BOX C-260, Billboard, Cincinnati, O.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. je26

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. jy31

BALLOON ASCENSIONS furnished by Mile High Ruth's lady and gent parachute jumpers. MRS. O. E. RUTH, 1021 Collier St., Indianapolis.

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service. jy3

WILLIAMS AND BERNICE, Trampoline, Aerial, Dog Act, Rube Haywagon. Billboard, Cincinnati. jy3

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. jy3

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. ju26

BINK, KING OF THE SLACK WIRE—THREE acts; Wire, Trapeze and Comedy Juggling. all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. je26

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williamston, Mich. jy24

LEO DEMERS, EUROPEAN ACROBATIC Novelty. One of the best single acts in the business. Act is original and will please on any program. If you are interested in the very best write or wire today. 1504 State Road, Menominee, Mich.

THREE HIGH-CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, home-comings, parks, etc. Write for price. LABLONDE TROUPE, 915 Court St., Pekin, Ill.

ACTS GUARANTEED TO PLEASE—Comedy Acts, Straight Acts, Clown Acts and Bits. Can give most for least. Literature, yes. Address CLOYD HARRISON, Billboard, Cincinnati, O.

AERIAL COWDENS—Standard attractions of merit. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address Billboard, Cincinnati, O. jy10

AT LIBERTY—Two Sensational Free Attractions. Comedy Aerobic and Gymnastic Acts. Write for literature. GLENNY & FORD, Billboard, Cincinnati, O.

AT LIBERTY—Circus, Fairs and Celebrations. Six Mule Liberty Act. World Famous Trick and Educated Mules. Doing many feature numbers. For particulars: BOB VAN HORN, 321 Portage Ave., Three Rivers, Mich. jy3

CHARLES LA CROIX—The Original in person. An outstanding Novelty Trapeze Act in a class by itself. A high-class platform free attraction. Available for celebrations of all kinds, also fairs, parks, etc. Special large modernistic advertising posters free. Flashy equipment and wardrobe. Book a real act at a price you can afford to pay. Address Charles La Croix, 1304 South Anthony Blvd., Fort Wayne, Ind. Read Recommendation from Detroit, Mich. "October 12, 1936. Mr. Charles La Croix, 1304 So. Anthony Blvd., Ft. Wayne, Ind. Dear Mr. La Croix: Permit me to express the appreciation of the Jefferson Improvement Association for your fine work during our recent Merchants and Manufacturers' Exposition. I need not tell you that the big crowds were held enthralled during your act, and I know that you contributed very greatly to the success of our show. Will be glad to see you whenever you are in Detroit, and will keep you in mind when we hear of anyone who wants a high-class Novelty Trapeze Act. Yours very truly, George C. Walsh, secretary Jefferson Improvement Ass'n."

DONALD CLARK—2 Clever Acts. Slack Wire and Comedy Juggling Act. Fourth July open. Nice wardrobe and apparatus. R. F. D. No. 1, Springfield, O.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. jy3

O'NEILL BROS.—Two Clowns with their Comedy Trick Mule, Skim Milk. A big feature. July 4th date open. A real act. Write O'NEILL BROS., care The Billboard, Cincinnati, O.

PAMAHASIKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvellous performance is presented by Prof. Pamahasika himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie, Philadelphia. Telephone SA6more 5536.

STEINER TRIO—America's Outstanding Comedy Bar Act. One Young Lady, two Gents; also 3 People. Comedy Acrobatic Novelty, including big scream Clown Number. Literature and terms on request. 13802 Glenwood Ave., Detroit, Mich. je26

THREE NOVELTY ACTS—America's best lady globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. au28

WHITESIDE TROUPE at liberty for Parks, Fairs, Celebrations. Circus Acts Supreme, Tight Wire Act, High Trapeze, Swinging Ladders, Clown Acts. THOS. F. WHITESIDE, 115 Pennsylvania, Wichita, Kan.

AT LIBERTY PIANO PLAYERS

AGE 21, SINGLE, SOBER, AMBITIOUS. STAGE, Radio, Dance Experience. Union if necessary. Want contact with band not under ten pieces. Ticket as security. No wires, no panics. SKIP CRUM, 310 North Oak, Eldon, Mo.

EXPERIENCED PIANIST, JAZZ OR CLASSICAL, read anything. Plenty of dance experience, fake some, sober, college man, go anywhere. Write all to DEATON HENSON, Russellville, Ark.

EXPERIENCED YOUNG LADY PIANIST—ATTRACTIVE, refined. Prefer resort work. Will work for nominal sum and board. Double as hotel hostess. MARY CONYERS, Gates, Tenn.

AT LIBERTY—Pianist, doubling Accordion, desires permanent connection with good dance band or as entertainer for hotel cocktail lounge. Can furnish experienced Strolling Singer. BOB SCHAEFER, 756 No. Main St., Urbana, O.

PIANO PLAYER (male) and Girl Vocalist desire work as team or with dance band will separate. Union; read, transpose, fake, cut floorshow. MUSICIAN, 910 So. 17th St., Harrisburg, Pa.

PIANIST-ACCOMPANIST—Union; experienced. Concert, radio, dance, etc. Want location with reliable organized orchestra that has good paying proposition. LARRY SCHEBEN, 1323 Broad, Augusta, Ga.

YOUNG MAN—Thirty, experienced all lines of Professional Piano Playing, desires reliable opening. Write, stating details, salary etc. RAYMOND DEMPSEY, Franklinville, N. Y. je26

AT LIBERTY SINGERS

COLORATURA SINGER, Very High Voice. Sing with Band, Concert, Club. Can sing French, Italian and English Opera. 36 EDGERBY BLVD., Boston, Mass.

AT LIBERTY VAUDEVILLE ARTISTS

LOCATION WANTED-CAN WRITE COMEDY, play Orchestration on Piano, Guitar, Banjo and Piano-Accordion. 22 years old. Would prefer tent show, medicine show or carnival. RAY FREEMAN, 2401 Thompson St., Terre Haute, Ind.

AT LIBERTY for Med. or Vaude Show-Female Impersonator, Female Straights or Characters in acts, singing and talking specialties. Double Piano. Best of wardrobe. Have car. JACK JEWELL, Vine St., Columbiana, O.

VERSATILE NOVELTY TEAM-Salary or percentage. Have complete med. outfit. Lecturer or teams write GLENNY AND FORD, Billboard, Cincinnati, O.

4TH OF JULY

(Continued from page 85)

Iowa City-July 5. P. R. Key. Keokuk-American Legion. Lake Park-July 4-5. A. V. Hansen. McGregor-M. E. Spencer. Manchester-July 5. Fair Assn. Mapleton-July 1-3. American Legion. Missouri Valley-Osceola-July 3. Fire Dept. Red Oak-Sheldon-July 5. American Legion. Sioux City-American Legion. Solon-Fire Co. & American Legion. Story City-July 5. Tama-July 5. Legion & Firemen. Frank L. Ruch. Tipton-July 5. Marak-Steffner Implement Co. Whittemore-July 4-5.

KANSAS

Chanute-Veterans of Foreign Wars. Columbus-July 3. Advertising Club. Dodge City-July 5. Frank Dunkley. Garden City-July 3. Earl Richardson. Great Bend-American Legion. Herlington-July 4-5. Liberal-July 3. Paul Radke. Parsons-July 3-5. American Legion. Sabetha-July 5. American Legion.

KENTUCKY

Eminence-Picnic, Carl Wade. Falmouth-Mrs. Dempsey R. Barnes.

LOUISIANA

Lake Arthur-MASSACHUSETTS Adams-July 2-5. Firemen. Athol-July 3-5. American Legion. Attleboro-July 3-4. Veterans of Foreign War. Danvers-July 4-8. Wm. W. Durgin. Framingham-July 1-5. John Paul. Quincy-American Legion.

MICHIGAN

Adrian-July 4-5. Dalton J. Briggs. Bersemer-Business Men's Assn. Dowagiac-Business Men's Assn. Five Lake-Amer. Legion, Victor F. Bryant. Hancock-Marquette-July 5. Fire Dept. Pontiac-North Side Community Club. Schoolcraft-July 3. H. L. Smith. Watervliet-Lions Club.

MINNESOTA

Akeley-July 3-5. Blue Earth-July 5-6. A. J. Bertsch. Breckenridge-American Legion. Canby-July 4-5. American Legion, J. L. Thiessen. Cloquet-American Legion. Lamberton-Commercial Club. Lanesboro-American Legion. Montevideo-Jr. Assn. of Commerce. Moose Lake-Commercial Club. New York Mills-July 4-5. Pipestone-July 3-5. Fair Assn. & American Legion. Sauk Center-July 5. George Fish. Stillwater-July 5. Merchants & Elks.

MISSOURI

Blackwater-July 5-6. A. C. Eichman. Trenton-July 5. Commercial Club. Unionville-Veterans of Foreign Wars. Vandalia-July 3. Bus. & Prof. Men's Club. Windsor-J. S. Kidwell.

MONTANA

Havre-Mardi Gras. July 3-5. Kallispell-July 3-5. Veterans of Foreign Wars.

NEBRASKA

Fairbury-American Legion. Homer-July 5. American Legion. Oakland-Chamber of Commerce. Schuyler-July 4-5. Russell D. Salak. Sidney-American Legion. Spencer-July 3.

NEW JERSEY

Irvington-Commissioner Stanley. Maplewood-Civic Assn. Pitman-A. V. Peterson. Somerville-Samuel Steinman. Trenton-Firemen's Field Day. July 3. West Orange-

NEW YORK

Attica-July 5. Chamber of Commerce. Bath-Fair Assn., J. V. Paucett. Gloversville-American Legion. Hancock-Civic Celebration. Red Creek-July 4-5. Firemen, Joe Bassett, Sr. Westbury-

NORTH DAKOTA

Dickinson-July 4-6. Chamber of Commerce. Fargo-Finley-At Toblason Lake. July 4-5. Clarence Sarda. Glen Ullin-July 4-5. Fire Dept. Hatton-July 4-5. American Legion. Killdeer-July 3-5. Lisbon-July 5. E. T. Hinschberger. Mayville-July 5-6. Henry Kjos.

Minot-Peace Celebration, Fair Assn New Rockford-July 1-3. C. W. Shrock. Park River-American Legion. Towner-July 3. G. H. Erekesen. Williston-American Legion.

OHIO

Akron-July 3-5. H. Moyer, Forest, Field & Stream Assn. Ashville-July 2-5. Clyde Brinker. Athens-July 5. American Legion. Canton-July 2-4. Callinan, Mayor's Office. Hamilton-Eagles' Outing. July 4-5. Harry W. Hetterich. Jackson-Veterans of Foreign Wars. Mansfield-July 5. R. W. Vaughn. Montpelier-July 3-5. American Legion, Cleo Preist. New Concord-July 4-5. Business Men's Assn. Willshire-July 3-5. Business Men's Club, John E. Reichard.

OKLAHOMA

Elk City-July 5. J. L. Gallaway. Quapaw-Picnic. July 1-4. O. S. Hampton. Stillwater-July 3-5. Chamber of Commerce. Stilwell-Chamber of Commerce.

OREGON

Portland-American Legion.

PENNSYLVANIA

Carnegie-R. C. Lee. Harrisburg-July 5. Pleasant View Fire Co. Lehighton-Fair Assn. New Cumberland-July 3-6. American Legion, G. A. Winn. Philadelphia-July 5. Colored Postal Employees, Sam Reading. Rockwood-July 5. C. R. Miller.

SOUTH DAKOTA

Tyndall-July 3. Legion & Fire Dept.

TENNESSEE

Dayton-July 3. Lions Club. Martin-Sweet Potato Festival.

TEXAS

Austin-July 3-5. American Legion. Belton-July 5. C. P. Little. Brady-July 5-7. G. C. Kirk. Cameron-American Legion, E. W. Streetman. Clarendon-July 3. J. R. Gillham. Crockett-July 1-3. Falfurrias-Giddings-Firemen's Barbecue. Ed Schuhmann. McAllen-Mike Groom. Morton-July 2-4. Tom C. Standefer. Rockdale-American Legion. Waco-American Legion. Woodward-Chamber of Commerce.

VIRGINIA

Altavista-V. M. Smith. Appalachia-American Legion. WASHINGTON Everett-American Legion. Oroville-July 3-5. Fair Assn. Seattle-American Legion. Wilbur-July 3-4. M. E. Alexander.

WEST VIRGINIA

Bluefield-Victor DeVault. E. Rainelle-July 5. K. N. Juc-Parkersburg-

WISCONSIN

Antigo-American Legion. Appleton-Jr. Chamber of Commerce, Beaver Dam-July 4-5. An Bloomer-July 4-5. Harry Burlington-American Legion Cassville-July 3-5. Crandon-July 3-5. Lyle J De Perc-July 4-5. Amer. J Riley. Eagle River-Jr. Chamber Herbster-Athletic Club. Marinette-Menomonie-July 4-5. Fal Mineral Point-July 4-5. New London-July 3-5. An Platteville-July 3-5. Fair Portage-Fire Dept., W. H Reedsburg-July 4-5. Ve Wars. Shullsburg-Commercial Cl Stanley-Chamber of Com Stevens Point-Emerly Siev Thorp-July 4-5. America Washburn-Waterstown-At Riverside I Wisconsin Rapids-American

HENNIES BRO'S

(Continued from

Kemp. tickets; Roy Pat Barrie, groom. Concessions; Kenyc Mr. and Mrs. Jack Kei managers; Jack Kilmie Davis, second cook; Joh night cook; Ed Schlang Al Anderson, Dallas I man, Johnnie Catherm man and Harry Carl Wright, yard man; I Todd and Raymond Hc liam Wilson, coffee-m Shulman, radio; Fred George Sellman, nails, Browning, Mick Armon Mrs. Fred Clark, count ter Riley, assistant; Bl pitch; Jimmie Davis Moore's Diggers; corn manager, assisted b Gene Harback, E. D. Glichy; Harry Corry, South, auction store; hoop-la. John Re, ass Re; ping pong, J. M. M. R. Wortham and cery wheel, Dove Fri Mrs. Grace Tinder, Dowdy; rolldown, E Baldwin, Eugene Da Baldwin; target ga Martin, assisted by ties, Bob Runte, White, A. J. Vondy photos, Mrs. Jack I Ted Webb; pop corn punk rack, Mrs. Wal O'Keefe; punk rack,

assisted by Ruby Johnson; mentalist booth, Mrs. W. W. (Sis) Dyer, assisted by Rachel Collins and Dolly Dean; cigars, Pat Petty and Thelma Young; clothespins, Ted Shulman, assisted by Sam Steffen and Joe Warner; ham and bacon, Harry Martin; glassware alley, Harry Van, assisted by Ted Young and Mrs. Harry Van; candy apples and floss, E. S. (Ted) Webb; percentage, M. E. (Spike) Wagoner. Reported by Joe S. Schoilbo.

SOCIAL SECURITY

(Continued from page 77)

would have to give them anyway some spending money. To be on the safe side, the question of a Merry-Go-Round owner, who has his two minor sons helping him and gives them only their board and some spending money, has also been submitted for an official ruling. We do not think that such minor children should be subject to the taxes, and we have said so in submitting this question.

Carnival Show Performers

According to the outspoken opinion of officials, all performers regardless of what they do in providing entertainment in carnival shows are considered as employees in the sense of the Social Security Act and therefore subject to all security taxes. This includes musical comedy or girl shows, minstrel shows, illusion shows, Wild West shows, fun-houses and every other class of outdoor amusement shows. It is officially assured that there will be no exemption of any kind granted to performers of this class. This is official and no other ruling will be made on this question.

Circus Physicians, Adjusters

Another question that was brought up by the attorney of the Revenue Bureau concerned physicians and legal adjusters with circuses or carnivals. The official ruling is that any physician working on a salary for and with a circus, traveling with the show and having no other practice at this time, is considered an employee of the circus and is subject to the Social Security taxes, even while he is a professional. As soon as he leaves the show and goes into private practice again, he is, of course, exempted from the taxes.

The same ruling applies to legal adjusters of shows and circuses, even if they have passed a bar examination and are full-fledged lawyers. As long as they travel with a show and do only the show's business, they are employees of the show and subject to the taxes.

Meal Allowances for Advance

The Bureau of Internal Revenue is familiar with the fact that advance crews of shows, billposters, etc., receive a daily meal allowance. This allowance is considered as part of their wages, and the full amount they receive must be added to the taxable wages, also an equitable amount for sleeping accommodations furnished the men. However, if a billposter is forced to stay away from his car for a night in the course of his work and receives his hotel expenses from the show, they are not considered as part of his wages.

Free Act With Carnival

If a free act works on a carnival lot and receives as remuneration a percentage of the gate receipts of said carnival, he is, according to the official opinion, an employee of the carnival and not an independent contractor, as the free act is entirely subject to the control of the carnival management. However, this question is closely interwoven with the expected ruling on circus performers and may be affected by the same. If circus performers as a unit are declared to be "professionals", it may also affect this class of free acts, as in most cases they can be classified as open-air circus acts.

The Question of Fairs

There have been a number of direct inquiries at the Bureau of Internal Revenue from fair secretaries regarding the status of their fair under the Social Security Act. Their inquiries will be answered in connection with the official ruling that will be issued to The Billboard.

The officials to whom we talked would not commit themselves in regard to the question of whether State and county fairs are exempted from the Social Security taxes. They pointed out, however, that where a fair is exempted from the federal admission taxes on amusements, the exemption would in all probability also hold good for the Social Security taxes.

It is doubtful, it was said, if a fair could be exempted under the State instrumentalities or the educational organizations clause. However, the final ruling will clear up this point.

Wherever a fair is run by a corporation which pays dividends to its stockholders out of the profit of said fair, it was held by the official opinion such fair would not be exempted from the taxes, as the law clearly states that no exemptions will be granted if there is a profit realized for individuals out of the operation of any enterprise. Such a fair would be considered officially as a business venture pure and simple, subject to all tax regulations of the Social Security Act.

Carnivals booked on a fairground will not be exempted from the Social Security taxes, even if the fair should be declared exempted under the law. Neither will be concessioners who buy space and run their own business. The latter will be considered as independent contractors, subject to the regulations for employers generally.

As to the question of whether grandstand attractions are also exempted from taxes on exempted fairs, official opinion seems to lean toward declaring the grandstand show as a special enterprise, clearly run for profit at any fair, and therefore subject to taxes. This question will be decided in a separate official ruling.

The question of name bands playing during the fair will be decided in connection with the ruling on bands playing in hotels and amusement parks, while the question of free acts at fairs is tied up closely with the ruling on circus performers and the individual owners of circus acts.

Amusement Park Ruling

All rulings on questions connected with circuses and carnivals will also directly affect amusement parks. The official opinion quoted above in regard to independent concessioners buying space for the season at a fixed amount from a carnival, also holds good for parks. When the rulings are issued, we shall try to interpret them also as far as they apply to amusement parks.

Fraternal Organizations

Fraternal organizations and lodges as a class are not exempted from Social Security taxes if they have paid employees. But the officials asked us to submit the following question for an official ruling: A fraternal organization arranges an entertainment, the proceeds of which are used exclusively for charitable purposes, and all details are handled by members of the organization. But outside entertainers are hired to provide said entertainment. Do the security taxes apply in such case?

The officials stated emphatically that all promoters putting on shows for auspices come under the Social Security Act regulations, as they are clearly working for a profit. They are positively not exempted from any tax regulations of the law, regardless of the purpose, for which the entertainment is arranged and for which the proceeds are used. The charity clause will not affect these promoters, as their share of the profits is not charity, but plainly personal gain in the pursuit of their business. The only question that will be decided by an official ruling is if such promoter is an independent contractor or an employee of the fraternal organization. This will depend mostly on the form of contract entered into between the organization and the promoter, but we were told that there is not a chance to have such promotional affairs exempted under any circumstances.

This question concluded our conferences with the officials in the Social Security Division of the Miscellaneous Tax Division of the Bureau of Internal Revenue. These conferences were most helpful in settling a number of questions of great interest for the outdoor show world and clearing the way for final official ruling on all points that are still questionable.

From now on this department will confirm itself only to the publication of the official rulings, as far as they concern the outdoor show world, and the most important general information. The Billboard has been trying to give its readers at great cost a service that is unparalleled in the history of trade papers, and now it is up to the showmen to do their part. However, The Billboard shall be glad to continue also the answering of all inquiries in regard to the Social Security Act regulations direct by mail to employers as well as employees in the show world.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

Merchandise Awards Enjoying Banner Season at Riverview

Great influx of toy animals moves onto concession stand shelves at Chicago park—household items also coming in for their share of attention

CHICAGO, June 19.—The animal kingdom must be having an outing at Riverview Park this year for teddy bears, dogs, cats, penguins and even the three little pigs have moved onto the shelves of the concession stands. Giant teddies are flashing their shoe-button eyes from many of the midway stands. Keeping them company in many spots are 12-inch white plush cats and 2½-inch brothers and sisters of the blood dolled up in gayly colored, rubberized cowboy and sailor outfits. Other kittens dressed in polka-dot dresses add a feminine touch. The dogs are coming in for their share of attention too, as large woolly Scotties and small cloth terriers are casting their appealing "take-me-home" glances from many shelves. Smaller members of the animal world in china, glass and plaster are also scoring hits in both the large sizes and in the ash-tray and vase designs.

Animals are not alone in the lime-light, however, for Charley Martin, assistant to Ed Hill, superintendent of concessions, reports that practically all of the new numbers being used this year are coming in for their share of attention. He stated that the park is using more new merchandise this year than ever before and that the play at the stands is breaking records, despite the inclement weather to date. As genial George Schmidt, president of the park, observed: "A record-breaking amount of prize merchandise is being used on the grounds this year and all winners are carrying their prizes home."

Many stands are flashing much of the better grade prizes. Electric roasters, mixmasters, cocktail sets, sparklets and lamps are proving popular with bingo fans. Color glow midget radios, globe clocks, hammered aluminumware and nationally advertised groceries in calico-colored tin picnic baskets and gayly colored market baskets, together with Dresden-like chinaware and cream-colored tea serving sets are proving popular at other spots. Vases in various sizes, shapes and designs are again being flashed. One enterprising concessioner has an elaborate display of monkey cocoanuts, painted shell plaques and other knickknacks usually seen at seashore spots. The sailor doll has won the hearts of plaster lovers to date. Some china and plaster copies of comic-strip characters are in evidence and dolls ranging from the large sleeping variety to the ever-popular kewpies are again ringing the bell.

The vast amount of packing cases stacked high in warehouses and the constant traffic of prize merchandise from warehouse to stands to patrons bear out the statements of Riverview officials that the stands are throwing out an abundance of merchandise. The increased number of players that are thronging the games proves that their policy of giving the patrons something for their money is paying big dividends.

Novelties and Small Toys Going Strong

NEW YORK, June 19.—The demand for small toys and novelty items has increased considerably since the opening of the park season. Players have shown a preference for small merchandise novelties to small-point coupons which so many of them forgot to save. By throwing out the small awards the concessioners are not only able to give their customers something of tangible value that meets their favor but are also saved the obligation and worry which accompanies coupon use.

Morris Struhl, local wholesaler, reports that this preference for novelty merchandise has resulted in demands (See NOVELTIES & SMALL on page 96)

New Lamp Styles Proving Popular

CHICAGO, June 19.—What's new in lamps? According to exhibitors at the Merchandise Mart here, one of the most novel of the latest numbers is a new Lullaby Lamp, which has a music-box attachment that plays a simple melody to put the baby to sleep. Music continues for five minutes and gradually becomes softer and softer until it finally fades away. It is appropriately decorated in a motif suitable for the nursery or child's bedroom.

Some interesting wrought-iron lamps are on display at the "wholesale city." While wrought-iron lamps are by no means new, these particular ones swing far away from the conventional designs and are refreshingly different. They are

Retail Sales Gain; Wholesalers Active

NEW YORK, June 19.—Altho retail trade showed marked improvement last week in most of the Federal Reserve districts throughout the country, in some sections labor disturbances as well as inclement weather retarded the movement of business in general. While retailers in the strike-affected areas held up commitments, wholesale markets were more active as merchants in other sections sent in a substantial volume of reorders for summer merchandise.

Summer apparel and homewares were in strong demand in the New York area. The movement of business continued at a fast pace in the South and Southwest, while in St. Louis district low temperatures retarded summer goods trade as hailstorms and heavy rains caused severe damage to crops. Inclement weather also slowed down trade in the Kansas City district, but business was considerably cheered by forecast of the largest Kansas wheat crop since 1931.

especially adaptable to porch and bedroom use.

Chair reflector lamps are doing well, probably due to the fact that they reflect the light downward and fit in well with the new low furniture. The public is going for the better grade of lamps this year, according to reports. Another interesting observation is that the general public is definitely becoming light-conscious as well as style-conscious. The (See NEW LAMP STYLES on page 96)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

WHILE out in a search for novelties, the trail led me to the recent Inventors' Convention at the Edison Hotel. Plenty of new stuff was displayed to make the visit a worth-while one for enterprising novelty operators. Picking from my notebook, I wish to mention a loss-proof pocket, a novel bottle opener and a new idea in cigaret boxes. Maybe a snore eliminator will take with trailer folks. A novel foot-operated doorstop that cannot be reached from the outside was shown. A quick-change beach bag may appeal to some beach operators, even tho it must sell for \$3. Also deserving of mention is a geometric divider plate, which is useful to designers as well as being an instructive toy. Another ingenious device shown was one that holds a door open at any spot without injuring the door. A measuring device that can be attached to a coffee can might also prove a good seller. Cocktail glasses that positively won't tip over were also shown. Many of the articles exhibited are awaiting commercial development, but I believe the gadget inventors of the nation deserve a lot of credit and encouragement. The articles they develop increase the activity in the world of pitchdom and keep the business moving at a fast clip.

Looking over the many gadgets at the convention impressed me with the important work pitchmen are doing in making the American home what it is. There is no doubt that many of the articles now being used in American households would never have been known had it not been for the hard work of thousands whose enthusiasm and energy gave these products their chance.

"Don't forget," writes a game operator, "that the man who plays a game does so both for enjoyment and profit. No matter how interesting and attractive a game may be, it cannot hope to succeed unless there is a worth-while prize at the end for the player who wins and for the player who loses, too." This operator says that he has enjoyed a much bigger play since he began giving a souvenir to each player who plays a limited number of games. Not only does it advertise his stand, but it brings in customers. He doesn't suggest that a costly article be used, but just something that is a sign of good-will and makes friends for the giver.

I understand that displays have been set up by several operators of games in roadside restaurants. Kiddie stuff seems to be the best attraction, and the plan is subject to further study. Roadside stands and restaurants are making a bid for customers who spend the afternoon in one location. The games are said to be a profitable attraction. Wholesalers might well spend their time looking into the possibilities of developing these spots into new outlets for their merchandise.

I am also informed that excursion steamers and piers will be open to suggestions from pitch operators. If you have a good idea that will prove profitable both to you and the excursion lines, suggest it to them. It may be too late for this year, but you can start making connections for next summer.

Steady summer weather is helping business in all parts of the country. If this keeps up, there may be a rush for renewal shipments, which will be gladly received by the wholesale houses who were worried about the effect the spring weather would have on business.

Plans Set for Mdse. Exhibits

CHICAGO, June 19.—With legions of buyers planning to attend the various merchandise exhibits scheduled for Chicago and New York during July and August the wholesale merchandise industry is looking forward to its busiest season in years.

More than 11,000 buyers are expected to attend the five interlocking Summer International Homefurnishings Markets to be held at the Merchandise Mart here July 5 to 17. These markets will include furniture, floor coverings, housewares and major appliances—including toys, wheel goods, lamps and the curtains and draperies fields. Many exhibitors are planning to give new items their premier showing. Since attendance of buyers at the Merchandise Mart has been steadily increasing during the last year, the above estimated attendance figure is regarded as being a conservative one. Some maintain that the figure will be closer to 12,500 because of the growing tendency of small store buyers to attend. American Furniture Mart will hold its summer market here the same dates as the Merchandise Mart.

All available space is reported to be taken for the New York Housewares Show at the Hotel Pennsylvania July 11-17. Show will occupy four floors. Three will be devoted to housewares, electrical appliances and bathroom accessories and the remaining one to china, glass, pottery and allied merchandise.

More than 175 lines will be shown at the New York Lamp Show scheduled for the week of July 19 at the Hotel New Yorker. William E. Little, reservation manager, reports that demand for space has been so great that a group of parlors has been opened on the third floor of the hotel to accommodate exhibitors wishing additional space.

The weeks of August 2 to 14 will find Chicago playing host to the Merchandise Mart Gift Show and the China, Glass and Pottery Market. Eastern Manufacturers and Importers Exhibit will be held at the Palmer House, with the Chicago Market Toy Show being held at the Morrison Hotel for the same two weeks. The New York Gift Show is scheduled for August 23 to 27 at Hotel Pennsylvania.

Many firms planning to exhibit wares at these shows believe that the anticipated higher fall prices will act as a powerful stimulant for buying at these shows. Increased costs of labor and raw materials have made such increases inevitable in many lines and exhibitors are anticipating a banner crop of orders from firms who plan to load up before prices jump higher.

Camera Demand Causes Shortage

NEW YORK, June 19.—Candid camera craze, which has turned almost every American into a "snapshooter," has resulted in such a tremendous demand for cameras that merchandisers report the supply way below the present demand. Companies that usually carry a large stock of cameras and camera supplies report that the demand has been so great that they are far behind in filling orders.

Cameras have always been good, steady sellers, but the candid-shots craze has steadily increased the demand to a point where it now looks as tho the orders from resort spots will cause a real jam. Many roll-down games and bowling spots are reported to be using cameras as featured prizes, while diggers and rotary vendors are using the smaller varieties to great advantage.

New 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.

New Music Instrument

A new type of musical instrument, known as the VIVI-TONE Clavier, has recently been perfected by the VIVI-TONE Company for professional use. Instrument, which is somewhat smaller than a miniature console piano, is said to have a special tonal quality which combines the tones of piano, harp, organ and vibra-phone. Special control of the upper and lower registers can be established in a manner similar to that employed on better radio sets. Electrically controlled, the instrument may be operated from any standard wall plug. Has complete volume control and operates by means of special metallic reeds which are so tempered and treated as

never to get out of tune, it is said. Instrument is reported to have a wide variety of uses. Already it is said to have been adopted by several well-known orchestras, including Horace Heidt's Brigadiers. Karl J. Walker, of the Gay New Yorkers Revue on the Johnny J. Jones Exposition, is also reported to have installed one.

Quality Dogs

The L-Z line of Scotch and wire-haired terriers has been announced by the Persia Manufacturing Company. Made from choice kidskins, the numbers have hair similar to the real dog, but free of any animal odor. They are said to be washed easily and truly sanitary. This realistic quality line has leatherette nose, open upstanding ears and a voice in the body. Soft hair and attractive belts are said to make them distinctive. Both wire-haired terriers and Scotties come in black, white, beige, gray and brown colors. Scotties made in five different sizes and wire-hairedreds in four. With animal numbers proving popular at many resort stands this season, line should prove popular with concessioners who desire a fine-quality line of dogs.

Foolproof Shakers

Large salt and pepper shakers, designed especially for use in the kitchen, have been announced by Aluminum Goods Manufacturing Company. Shakers are of attractive spun-ray aluminum with black or red enameled wood bases. Outstanding feature is that the holes on the top are in the form of an S on the salt shaker and a P on the pepper shaker, making them easily distinguishable. It eliminates mistakes when the housewife is in a hurry. Item is reported to be attractively priced.

Bakelite Lamp

New bakelite lamp complete with bakelite shade which M. K. Brody Company is marketing is said to be an attractive number. It comes in assorted colors with shades to match. Low price is sure to meet the favor of concessioners and firm reports that it expects the item to be a big seller to ops of 5-cent bingo games.

Motoring Atlas

The new 1937 edition of Gallups Atlas of the United States, Canada and

NEW REDUCED PRICES **RUGS** 55c and Up ALL SIZES

IMPORTED ORIENTAL DESIGNS. REAL FLASH! BIG VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$1.00 today for 24" x 40" sample rug and circular giving descriptions, sizes and new reduced prices or write immediately for sample swatch of actual rugs and price list. M. SEIDEL & SON 243 W. 30 St., New York, N. Y. Established Since 1910.

GENUINE **FUR TAILS** \$5.00 Per 100 **FOX TAILS** \$45.00 Per 1000 Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT! H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.

JEWELLED LADIES BAQUETTE WATCH With 50 Sparkling Fac-Simile Diamonds SPECIAL No. 111—Model F From a \$300 Article. In 1/2 doz. Ea. \$4.50 Lots: Ea. \$4.50 Sample, 50c Extra. 25% Deposit, Bal. C. O. D. SEND FOR NEW 1937 CATALOGUE. 86 BOWERY, NEW YORK CITY

FRANK POLLAK 86 BOWERY, NEW YORK CITY

Genuine RABBIT'S FOOT

★EXCEPTIONAL PREMIUM
★SALES PROMOTER
★GIVE-AWAY

Best quality Rabbit's Foot on the market. Cured for four years. Selected for size and color. All feet beautifully shaded with brilliant nickel caps. Scrupulously cleaned and packed in camphor when shipped.

Prices Without Ad On Cap

RABBIT FEET (Plain) - - - - - \$3.00 per 100
MYSTIC KEY CHAIN AND RABBIT FOOT - 5.00 per 100
BEADED KEY CHAIN AND RABBIT FOOT - 5.00 per 100

SPECIAL PRICES FOR QUANTITY USERS

Genuine Rabbit's Foot mounted on Attractive SELF-SELLING CARDS \$35.00 per 1,000



Genuine Rabbit's Foot with YOUR AD On Top and Around Cap \$25.00 per 1,000 (Lots of 5,000)

MYSTIC OR BEADED KEY CHAIN and RABBIT FOOT

With Your Ad On Top and Around Cap. \$40.00 per 1,000 (Lots of 5,000) (Up To 40 Letters)

1/3 Deposit With Orders, Balance C. O. D. Send 10c For Ea. Sample 230 West 26th St., New York, N. Y. **J. E. BREWER** Sole Manufacturer.

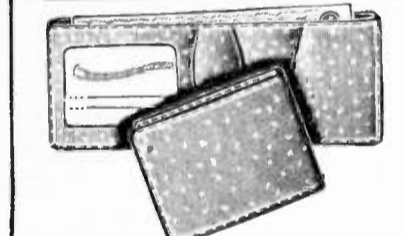
THE BUYING GUIDE OF THE SHOW WORLD

OUR NEW "CATALOG No. 128" IS READY FOR MAILING!

When Writing, State Business You Are In, As We Do Not Sell Consumers.

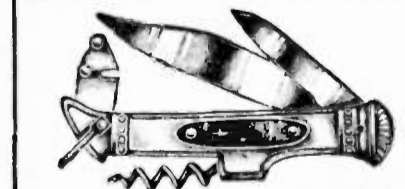


Just Look—only 1.50 each B1W78 INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



GENUINE PIGSKIN LEATHER BILLFOLD. Size Open 8 1/2 x 3 1/2 Inches. Has Large Pocket for Currency, Transparent Identification and two Card Pockets. One Dozen in Box. B44C55.

Per Gross 9.75



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew. Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

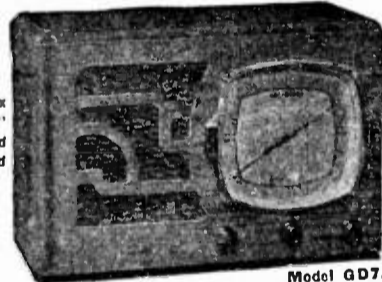
PER GROSS 12.00 PER DOZEN 1.05

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

N. SHURE CO. Adams and Wells Sts., CHICAGO, ILL.

R. C. A. LICENSED RADIO NEW! SMART!

Different!



Size 14 1/2" x 10" x 8 1/2" Hand Rubbed Bent End Cabinet.

Hand-Rubbed Walnut Cabinet. Large Oversized 7"x6" Gold Dial, 5 Tubes, Two Bands—550-1500 and 1500-4000 K. C. Both Set and Tubes R. C. A. Licensed and Guaranteed, AC-DC, 60 Cycle, 110 Volts, Oversize Dynamic Speaker, Extra Rugged Heavy Chassis, Packed in Air-Cushion Carton.

FREE CATALOG

Over 50 Beautiful Models From 5 to 11 Tubes, for Farms, Homes and Autos as Low as \$5.85.

\$10.00 Ea. \$10.95 Ea. Six or More. Samples. F. O. B. N. Y. 25% Deposit. **PLAYLAND SUPPLY CO., INC.** 14 W. 17th St. New York City

HERE IT IS THE NEW MOTO-SCOOT



\$109 List F. O. B. Chicago

Operators! Make money renting and selling the new MOTO-SCOOT. Can be rented just like a bicycle. Easily operated by any man, woman, girl or boy. Mr. A. of Chicago reports big earnings. Get on the bandwagon NOW with the biggest money maker in years. Write or Wire for Details! **MOTO-SCOOT MFG. CO.** Dept. BX, Chicago, Illinois. 219 So. Western Ave.

COMPARE! USE NATIONALLY KNOWN HIGH QUALITY CANDIES.. COMPARE!
Dolly Varden Chocolates
Oversize Boxes—Flashy Labels—Colored Cellophane Wraps—Specials in 10-15-20-25-30-40 and 50c boxes, and in-between sizes and prices. Samples at wholesale prices by parcel post. IMPORTANT—Send for Large Box No. 47, Our NEW "HOT WEATHER" Candy, 20c. When writing please state your requirements.
WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)



ANOTHER BIG CROWD STOPPER
by BLOSSOM
FUDGY

A great all fabric creation with washable hand-painted feature face. Debonaire High hat of denture. Gorgeous clown suit of assorted percale prints. Net ruffling with binding to match round neck. Trimmed with 6 pom poms.

Concessionaires, Bingo Operators, Premium Users — FUDGY will produce more business for you this summer than any doll you've ever handled.

RUSH YOUR ORDERS TODAY

And Don't Forget
"MISS CARNIVAL" DOLL

She is an eye-appealing, all-fabric creation in a riot of color and has gone big wherever shown. Doll 31" high.

\$15.75 Dozen — Sample, \$1.50
1/3 Deposit With Orders.
Balance C. O. D.

We have the most complete line of ALL-FABRIC Feature-Face Dolls in the country.

WRITE - WIRE - PHONE.
BLOSSOM DOLL CO.
45-47 East 20th St., New York.

1080
DOZEN
Sample 1.00

18" HIGH
FUDGY

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.	\$7.00
BB2 Gillette Style Blue Blades	Per 1000	3.50	BB7 Piggy Wiggy, Compo., 8 3/4 in. Doz.	Gro.	1.25
BB3 Flying Birds, Outside Whistle	Gro.	1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro.	8.50
BB4 Flying Birds, Inside Whistle	Gro.	2.35	BB9 Swagger Sticks, 36 in.	Gro.	5.50
BB5 High Hat Fur Monks, 8 1/2 in.	Gro.	3.75	BB10 China Head Swagger Sticks	Gro.	6.75
Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Game Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.			BB11 Jap. Cig. Cases, Pearl Inlay	Gro.	4.50
			BB12 Reach Bouncer Balls	Doz.	1.15
			BB13 Carnival Print Balloons	No. 8	Gro. 2.35
			BB14 Serpentine Balloons, 45 in.	Gro.	3.75

25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

Mexico is an item that should produce good results for direct salespeople, as well as prize users. The comprehensive volume contains maps of every State in the Union, as well as counties and towns. In addition, it gives road conditions, highway numbers and mileages; locates national parks, lakes, rivers and mountains and designates the best highway routes thru the principal cities. Furthermore, the guide contains road charts of Canada and Mexico, motor laws, and even a table of fish and game rulings, a feature which every sportsman will appreciate. The low cost gives the agent a nice profit as well as making the atlas an ideal award.

Igloo Ice Shaver

A brand-new item that combines both novelty and utility at low cost is the Igloo Ice Shaver just introduced to buyers of gift and prize awards by the Edith J. Meyer Company. Item has strong summer appeal, as shaved or crushed ice is required for the proper mixing and serving of many cocktails, juleps, fixes, fizzes and other refreshments. Item is made in heavy chrome finish to match other chrome accessories and comes complete with glass.

Scientific Solvent

United Soap Company is putting out a high quality hand soap which it calls Scientific Solvent. Item is put up in four-pound lithographed tins at reasonable price and offers an extraordinary opportunity to build steady repeat business.

Easy Bite Pipe

The Easy Bite pipe is W. P. Bushell & Company's answer to those who say there is never anything new in pipes. The pipe is so termed because of an inlay of pliable rubber top and bottom of the bit, permitting the teeth to sink in just far enough to give an easy grip on the pipe. Pipe is of quality briar and beautifully finished, and priced low enough for prize users to employ it to advantage in a wide number of promotions.

NOVELTIES AND SMALL

(Continued from page 34)

for rush shipments of small ivory animals, as well as the small comb and mirror sets and other merchandise of this type. One of the better known New Jersey park operators is reported to be using the small lead and ivory toys as give-aways to all the customers who play their games.

Much of this increased demand is said to be due to the strong comeback which arcades have made this year, both in parks and city spots. Formerly known as "slum", much of this merchandise has been so greatly improved that it is highly suitable for a wide variety of uses. Many concessioners and wholesalers believe that the use of this type of prize has definitely increased play, as the player has something to show for his money instead of a mere coupon.

NEW LAMP STYLES

(Continued from page 34)

various educational campaigns concerning the proper use of light seem to be having their effect.

Bridge lamps adjustable by cord are meeting with approval and are known here as floorettes. Walleets, their counterpart, are going nicely. Metal lamps in wood finishes and bleached mahogany with mahogany also seem to be going good. The lamp which glows in the dark after being turned off is still a popular favorite, with the blue after-glow attracting much attention.

RED HOT HEX ITEMS !!
FOR FIVE CENT BINGO !!

- Bridge Sets, 4 Napkins, Tablecloth, boxed. Doz. \$5.75
- Oriental Tablecloths, gold fringe, 44 in. sq. 5.75
- Turkish Towel and Wash Cloth Set, boxed. Doz. 4.50
- Large Velour Davenport Pillows. Doz. 4.75
- Fancy Guest Towel Sets, pair in display box. Doz. 3.50
- Wash Cloth Sets in display box, doz. boxes 2.50
- 13-inch Pottery Lamp, 9-inch Shade. Doz. 5.75
- 15-inch Maple Vanity Lamps, Pleat Shade. Doz. 6.25
- Glass Cereal Sets, 4 large, 4 small jars. Doz. 7.00
- Heavy Antimony Creamer Set with Tray. Doz. sets 5.75
- All Glass Vanity Lamps, asst. colors, 9 inch. Doz. 6.15
- Porcelain Coffee Maker, 6 cup size. Doz. 7.75
- Polished aluminum 3 pint Cocktail Shakers. Doz. 5.75
- 18x12 inch highly polished Chromium Trays. Doz. 5.75
- Chrome Ice Cube Set, blue glass bowl, tongs. Doz. 5.00
- Men's Set, Pair Brushes and Comb in display box. Doz. 5.00
- 3-qt. Aluminum French Fryer, heat-proof handle. Doz. 5.75
- Imported lacquered full-size Smokers, asst. colors. Doz. 5.50
- Large pieces, aluminum asst., 6 kinds, 2 each. Doz. 5.75
- 10-inch aluminum round Roasters, flashy label. Doz. 5.75
- Aluminum Dripolators, modern style, 6 cup size. Doz. 5.75
- Log Cabin design china Creamer Set. Doz. 6.00
- Men's Cigaret Case and Lighter, set in display box. Doz. 5.75
- China native Tea Sets, teapot and 6 cups. Doz. sets 5.50
- 12 Lb. size granite oval Roasters, flashy label. Doz. 7.00
- 3-piece Carving Set in display box, enamel handles. Doz. 5.75
- 4-Jar Kitchen Range Set in display box, new style. Doz. 4.00
- Large China Cookie Jars, reed handle. Doz. 5.75
- Blue glass three-piece Console Set. Doz. sets 5.75
- Extra large China Teapots, hand painted design. Doz. 4.50
- China Cake Plate with metal frame. Doz. 7.00
- Im. cut glass Salad Bowl Set, 12 in. plate, 9 in. bowl. Doz. 4.00
- Blue glass, ship design, Highball Set, 13 pcs. 8x12 ch. tray. Doz. 6.75
- 13-piece blue old fash. Highball Set, ship design. Doz. 6.75
- 5-piece Colonial Glass Breakfast Set, ch. tray. Doz. 5.75
- Special value Ringed 7-piece Water Set, large size. Doz. 5.75
- 6 Pink Sherbet Glasses on 8x12 Chrome Tray. Doz. 5.75
- 7-piece glass Berry Sets, boxed individually. Doz. 3.75
- 5-piece glass Mix Bowl Sets, ind., boxed. Doz. 4.20
- Fancy metal Cake Box with carrier, ind. boxed. Doz. 4.50
- 4-piece Cannister Set. Coffee, sugar, tea, flour. Doz. 4.50
- Fancy metal Bread Box, large size. Doz. 5.50
- Olive enamel Cash or Tackle Box, inner tray, large. Doz. 5.25
- Large step-on Garbage Cans, inner 10 qt. galv. pall. Doz. 6.50
- Fireproof Glass Coffee Makers. Doz. 5.75
- Colored glass Cocktail Sets, nickel top shaker, 6 ls. Doz. 6.50

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We Are the Largest Plaster Doll Manufacturers

We Deliver to Arizona, Nevada, Utah, Idaho, Oregon and Washington. Concessionaires, Get Together and Order a Load. We have load facilities of \$500.00 to \$1,500.00. One-third Deposit Required.

SEND \$15.00 FOR A 60-PIECE SAMPLE ORDER.

Including Small, Medium, Large Items and Six Lamps.
We also handle Canes, Balloons, Slum and Chinaware.

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Build profitable repeat business with Hand Soap packed in 4-pound beautifully lithographed yellow cans. Every Mechanic, Auto Worker, Driver, Painter, Plumber, Printer, Factory Worker, Home and Office buys this big value can. Order direct from manufacturer—\$1.20 per Dozen Cans, F. O. B. New York.

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MYER'S CIRCUS AND CARNIVAL SPECIALS

- Myco Special 7-inch Feather Doll. \$7.20 Gr.
- Large Outside Whistle Bird. 1.75 Gr.
- Large Inside Whistle Bird. 2.50 Gr.
- Fur Monkeys—\$3.50-\$4.00-\$4.50 Gross.
- Circus Special Balloons. 2.50 Gr.
- Swagger Canes. 4.75 Gr.
- China Head Swaggers. 6.00 Gr.
- Whistle Handle Lash Whips. 7.00 Gr.
- 10-Inch Cowboy and Drum Majors. 9.00 Gr.

A FULL LINE OF NOVELTIES, TOYS AND SUPPLIES
25% Deposit on All Orders, Balance C. O. D.
MILTON D. MYER CO. 332 Third Ave. Pittsburgh, Pa.
THE UNDERSELLING SUPPLY HOUSE

West Coast Specials

(Save the Express Charges.)

- TWO-PIECE CANES. \$7.20 Gr.
- SILK PARASOLS. 9.60 Gr.
- 7" TINSEL DOLLS. 9.00 Gr.
- SILK LASH WHIPS. 6.75 Gr.
- COMPLETE RODEO NOVELTIES, HATS, SILK HANDKERCHIEFS, BALLOONS.
- ASSORTED CHARMS. 5.80 Gr.
- ASSORTED SLUM. .75 Gr.

Write for Price List and Quantity Quotations.
Acme Novelty Company
325 S. Los Angeles Street, Los Angeles, Calif.

ZIP — The Perfect ALKALIZER
—30 on card—
25 cards at 25c
50 cards at 22c
100 cards at 18c

Terms: F. O. B. Boston, 25% with order. Balance C. O. D. Minimum order 10 cards.

PEPTO-SELTZER LABORATORIES
268 Northampton St., Boston, Mass.

Each Home In 50c Silver De Luxe Box.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Home Workers are made by the Goodrich Co. Est. 1884, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.

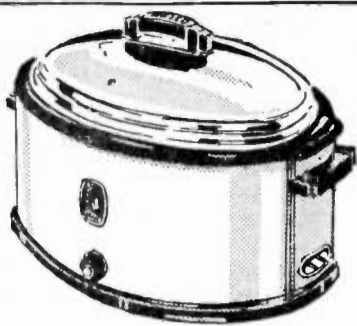
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1500 West Madison, Dept. BQ-6 Chicago.

FREE!! -- FREE!!
Just Off the Press
America's Lowest Price

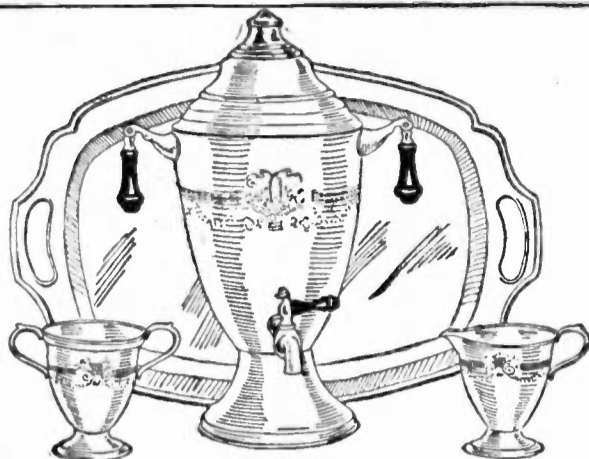
The WORLD PRIZE-PREMIUM BARGAIN BULLETIN

WORLD TRADING CORP.
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WORLD'S LARGEST NOVELTY HOUSE



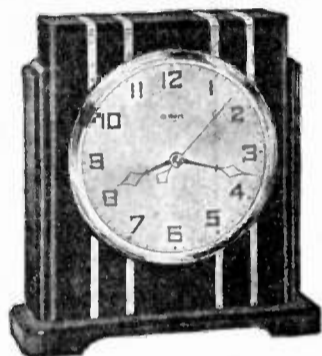
No. 648—The Ever Popular "Nesco" Roastmaster. Cooks, roasts, bakes, stews, steams or broils. Full 3 gallon capacity with high-crowned, double-shell, insulated stainless steel cover to accommodate large fowl. Complete with 4 position bake rack and cooky sheet. 1200 watt, A. C. only. 21 in. long, 12 in. high. Ea. \$16.63. Ea. (Lots of Six)... **\$14.97**



No. 986—Electric Chromium Plated Percolator Set. Four pieces chromed, 8-cup urn. 15 inches high. Cold water pump and guaranteed heating element. Red ebony handles. Chrome lined sugar and creamer. Tray 12½x18½ inches. Set..... **\$5.95**



No. 653—Naxon "Autochef" Cooker-Roaster. Prepares complete meal for 15 people. Heat reflector cover, self basting, guaranteed elements, dependable thermostat, single lift pan, rack and bake tray. Guaranteed a lifetime. **\$16.00** Each.....

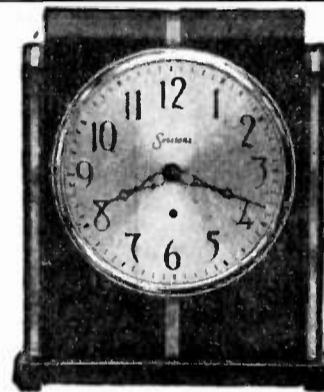


No. 712—Gilbert "Vinson" Mantel Clock. 50-hour lever movement. Richly finished with attractive inlay, 5-inch dial with raised numerals. 8¾ inches high. Ea. \$1.65. Doz.... **\$19.50**

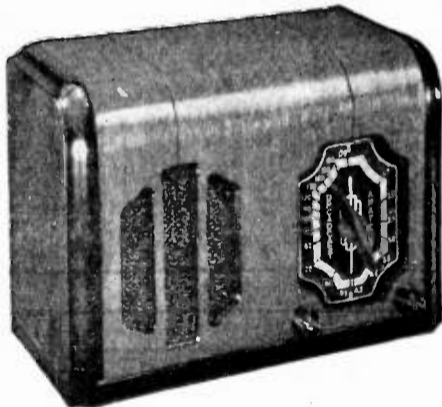
WHY EXPERIMENT BUY "DELUXE"



No. 732—Tambour Mantel Clock. Mahogany finished all wood case with two-toned inlay effect front panel. Raised gold and black numerals. 5-inch metallic silvered dial with convex crystal. 40-hour guaranteed movement. Length 17 in. Each \$1.70. Doz... **\$20.00**



No. 667—Sessions Midland Electric Clock. 5-inch dial with beautifully designed raised numerals. Mahogany finished case with chromium trimmed bands. 8½ inches high. Ea. \$2.15. Dozen **\$25.50**



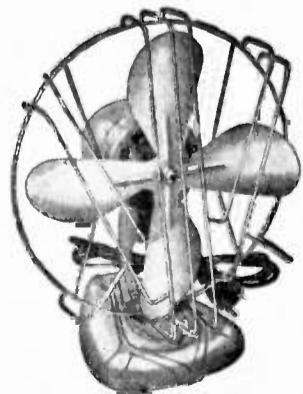
No. 9029—4-Tube Radio. Beautiful walnut cabinet. Same performance as a 5-tube Radio. 5-inch dynamic speaker. 4-color illuminated dial, built-in aerial. 7½ inches high, 10½ inches wide, 5¼ inches deep. Each.... **\$8.60**
No. 9030—Dummy Cabinet. Same design and finish as above radio. Each \$1.90. Dozen..... **\$22.00**



No. 977—8-Piece Cocktail Set. Chromium plated. Full size shaker with cap spout and strainer top. Six flared cups on an 18-inch oval chrome tray. Each \$3.50. Dozen..... **\$41.50**



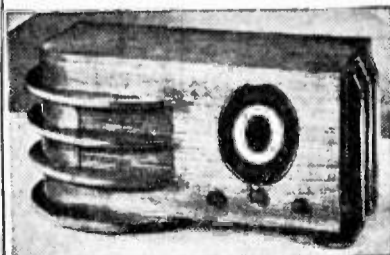
No. 570—Checkerboard Top Card Table. Three ply wood top, with full size checker board stenciled on top, complete with two inset ash trays. Walnut finished lacquered top makes it alcohol proof. Add 25 cents per table in lots of less than 6. Each..... **\$1.50**



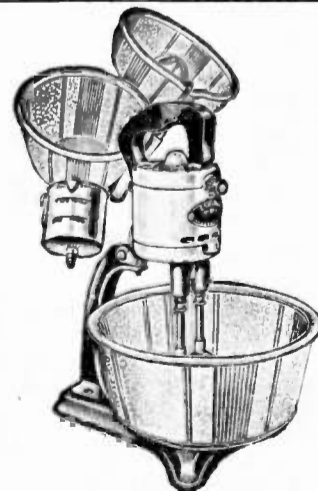
No. 633—Eskimo Electric Fan. Full 8-inch blades, chrome base, motor and guard. 110-120 volts A. C. Approved cord and plug. Each \$1.80. Dozen..... **\$21.40**



No. 639—Nesco Casserole. 2 qt. capacity. With hi-lo heat control. Non-chip ivory enamel finish. 325 watt A. C. or D. C. 11¼ in. wide, 7½ in. high. Ea. \$3.67. Each (Lots of 6)..... **\$3.30**



No. 9039—6-Tube Superheterodyne A. C. or D. C. Radio. All wave reception. Oversized dynamic speaker. Automatic volume control, meter range 540 K. C. to 1715 K. C., highly finished cabinet 17½x8¼x8½ in. Each. **\$15.50**



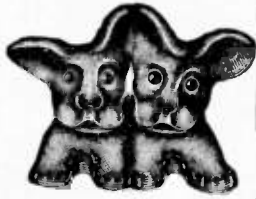
No. 641—"Eskimo" Mixer-Juicer. Self cooling, three speed motor. Complete with crystal glass juicer, two mixer bowls and a mayonnaise oil cup. Each..... **\$8.00**

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No. 2250—Twin Scot-ties. Highly lustered Porcelain. Height 1 1/2 inches. Gross. \$.90



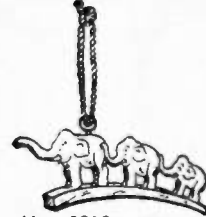
No. 2247 — Pin Cushion assorted animals. Height 2 in. Base 2 1/2 in. Gross. \$.95



No. 1282 — Ash Tray. Highly decorated. Size 3 1/4 x 2 1/4. Dozen 35c. Gross. \$3.75



No. 3030 — Baseball. For ball games. It's a winner. Doz. \$1.15. Gross. \$13.20



No. 2212 — Elephant Charm. Each on colored cord. Gr. \$.80

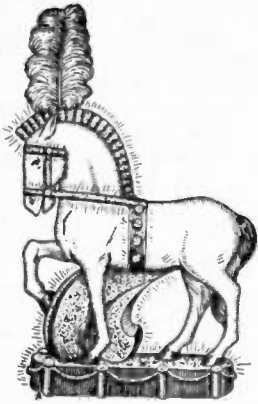
We stock a complete assortment of charms.



No. 2056—China Elephant. Highly glazed. Finished in assorted colors. 2 inches long. Outstanding value. Gross. \$.90



No. 12 — Sport Girl. Composition figure. Flashy colors, decorated with sparkling tinsel. Hgt. 15 in. Packed 12 to ctn. (No less sold.) Each \$.18



No. 52—Circus Horse with 6-inch ostrich plume. Decorated with tinsel. Height overall 17 inches. Packed 12 to carton. Each \$.15



No. 2626—High Hat Doll. Celluloid body decorated with plume and beads. Full 8-inch doll. Doz. 80c. Gross. \$9.00

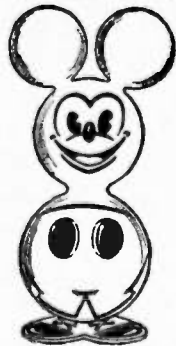


No. 1528 — Bell Boy Hat. Firm cardboard crown. Trimmed with bright colored crepe paper, elastic chin band. Doz. 45c. Gross. \$4.50



No. 51 — "Ranger" composition figure, painted features. Colored costume. Felt hat. Height 15 in. Packed 18 to carton. Each \$.25

WE STOCK A COMPLETE LINE OF BALL ROOM SUPPLIES



No. 1638 — Mickey Mouse Tossup. Genuine Oak brand. Head inflates to 7 inches. Ear 6 inches. Body 10 inches. Complete with feet. Gross. \$4.25



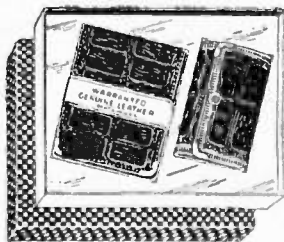
No. 1496 — Coupon Tickets. All denominations. Each 80c. Dozen. \$9.00



No. 1495—Single Roll Tickets. All denominations. Each 40c. Dozen. \$4.50



No. 3520—Candy Kisses. Shooting Gallery special. Size 2 3/4 x 5 inches. 250 Boxes. \$2.75. 1,000 Boxes. \$10.00



No. 3822—Billfold and Key Case. Genuine leather. Put up in gift box. Dozen \$3.00. Gross. \$35.00

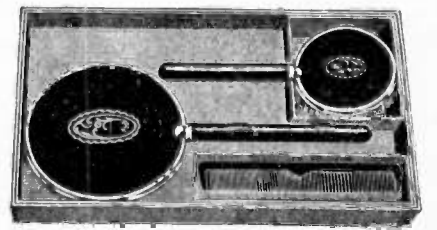
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No. 3821—Billfold. Genuine leather. Put up in gift box. Each with \$1.00 price mark. Doz. \$1.05. Gross. \$12.00



No. 582—Toilet Set. All Metal Assorted enamel colors. Chrome plated boards and handles. Each in cut-out box. Set 75c. Doz. \$8.75



No. 2586—Sailor Boy. Celluloid face. Plush material body. Height 12 in. Doz. \$2.00. Gross. \$22.50



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No. 3521—Taffy Kisses. Attractive cellophane wrapped box. 6 oz., size 4 1/4 x 9 inches. Packed 100 in carton. Each \$.06



No. 3522 — Peppermint Kisses. cellophane wrapped box. 2 oz. size 3 1/2 x 8 1/2 inches. Packed 100 in carton. Each \$.03 1/2



No. 291—Zipper Utility Bag. Made of suede, turn welt seams. 13 inches long, 9 inches high. Each 55c. Dozen. \$6.25

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 <p>No. 3025—"Duke Windsor" Two-Tone Cane. The ever popular Chesterfield Cane, 36 in. long, 1/2 in. thick. 5 gross to case. Gro. \$6.90. Gro. (Case Lots) \$6.75</p>	 <p>No. 3040—"Nobility Cane." Neatly lacquered two-piece construction. 36 in. long. 3/4 in. diameter. Packed 1 gross to carton. Dz. \$1.05. Gross \$12.00</p>	 <p>No. 3001—"De Lano Cane", American Made, thickest on the market. 36 inches long. Packed one gross to ctn. Dz. \$1.50. Gross \$16.75</p>	 <p>No. 3003—"Imperial" Bamboo Walking Cane. Heavy 3/4 in. stock. 36 in. long. Complete with metal ferrule. Dz. 75c. Gr... \$8.50</p>	 <p>No. 3007—"Royal Cane." Highly polished. Natural colors. 1/2 in. thick, metal tip. 1 gross to carton. Dz. 40c. Gross \$4.25</p>	 <p>No. 3014—"Embassador." The popular Convention Cane. 36 in. long, 7/8 in. thick. Dz. \$1.30. Gross \$14.90</p>
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No. 1566—"Tyrolian." The most popular felt hat of the season. 9 inches in diameter. Doz. 95c. Gross **\$10.80**



No. 1591—Rodeo Hat. The fastest selling felt hat this season. 7 1/2 inches in diameter. Doz. 65c. Gross **\$7.50**



No. 1579—Spanish Hat. Good quality felt in red and black colors with cotton balls in contrasting colors, 12 inches. Dozen \$1.90. Gross **\$21.50**




No. 1567—Kibitzer Hat. Assorted colors, well shaped. Complete with feather and comic band. Length 11 inches. Dozen \$1.25. Gross **\$14.50**



No. 2638—Jumbo Celluloid Doll. Tinsel breast and hair. Feathered plume and dress. Full 12-inch doll. Doz. \$1.75. Gross **\$19.80**



No. 3032—Lady Killer Hanky. Appears to be laced edged hanky when worn in coat. Victim receives surprise when they pull it out. Per 100 **\$4.00**



No. 3043—Fur Tail. Genuine fur tail mounted on color card with comic sayings for attaching to canes. Per 100 **\$4.00**



No. 1534—Genuine Straw Hats. Assorted bright colors, with feather. Put up in sets of 4 sizes, 7-6 1/4-5-5 1/4 inches. Packed 48 hats to box. Per Box (48), \$1.30. Gross **\$3.75**



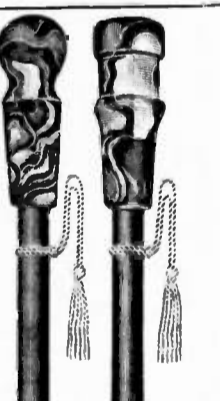
No. 3034—Jumbo Fur Monkey. 11 in. long. Wide variety of multi-colors. Clear cut features. Dz. \$1.35. Gross **\$15.60**



No. 3041—Fur Monkey. Comic colored face, moulded high hat 5 in. long. Doz. 30c. Gross **\$3.25**



No. 2603—Rayon Parasols. Bright colors, hand painted decorations. 22 inches in diameter. 8 steel ribs, wrist strap. Doz. \$1.30. Gross **\$15.25**



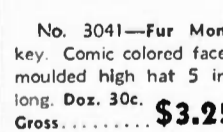
No. 3002—SWAGGER STICKS, 36" long, fancy wood handles in bright contrasting colors, with ferrule. One gross to carton. Dozen, 55c. Gross **\$5.75**



No. 2602—Floral Cloth Parasol. 21-in. spread, 7 steel ribs. Straight wood handle. Packed 1 dozen to a package. Dz. 80c. Gross **\$8.95**




No. 3018—Fur Monkeys. Bright multi-colored fur. Metallic high hats. 7 inches long. Doz. 35c. Gross **\$3.60**



No. 3041—Fur Monkey. Comic colored face, moulded high hat 5 in. long. Doz. 30c. Gross **\$3.25**



No. 3012—Bobbing Fur Monkey. Cardboard high hat. Brightly tinted fur. 8 in. long. Doz. 55c. Gr. **\$5.90**



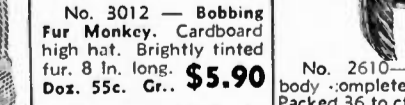
No. 2610—Flying Bird. Hummer concealed in body—complete with spiral wound stick. Packed 36 to ctn. Per box (36) 70c. Gro. **\$2.35**




No. 2650—High Hat Doll. Tinsel breast. Gold bead necklace and earrings. Full 8-inch doll. Dozen 75c. Gross **\$8.50**



No. 3015—China Head Canes. Six assorted styles mounted on a 36-in. cane with silk tassel. Doz. 60c. Gr. **\$6.60**



No. 3012—Bobbing Fur Monkey. Cardboard high hat. Brightly tinted fur. 8 in. long. Doz. 55c. Gr. **\$5.90**



No. 2656—Silk Braided Lash Whip. Total length 60 inches. 33-inch lash. Fancy braid in contrasting colors. Dozen 65c. Gross **\$7.50**



No. 3015—China Head Canes. Six assorted styles mounted on a 36-in. cane with silk tassel. Dz. 60c. Gr. **\$6.60**

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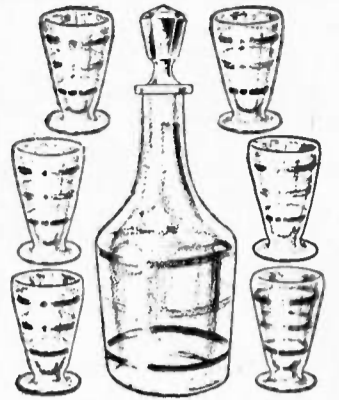
No. 8000—Double Boiler. 2-quart capacity in the new Ming design. Vitrified China inset and cover in pastel ivory colors. Bottom made of hammered aluminum. 6 to carton. Each \$1.25. Dozen **\$14.40**



No. 1025—14-Qt. Preserving Kettle. Polished pure aluminum, sun ray finish. Height 8 1/2 inches, packed 6 to carton. Each 85c. Dozen **\$10.00**



No. 499—Drip Coffee Maker. Six-cup size. Made of highly glazed pottery with aluminum inset. Latest designs. Packed 6 to carton. Each 70c. Dozen **\$8.00**



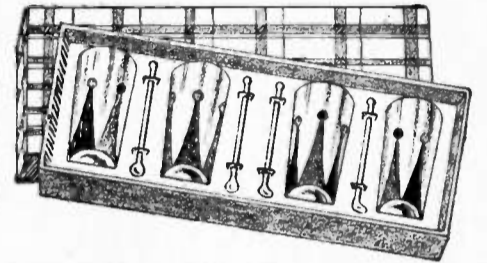
No. 388—Eight-Piece Decanter Set. Consists of one 32-oz. Decanter and six 3 1/2-oz. footed glasses. Neatly decorated. Sold in lots of 24 sets only. Each **\$4.45**



No. 7007—Pie Plate and Server. Made of highly glazed hard baked earthenware. Nickel silver filigree frame. 10 in. wide. Ea. 60c. Doz. **\$7.00**



No. 413—Combination Casserole and Pie Plate. 4-pint capacity. Highly glazed pottery with neat floral decals. 8 1/4 in. wide. Packed 12 to carton. Ea. 45c. Doz. **\$5.00**



No. 400—Eight-Piece Ice Tea Set. Consists of four 12-oz. glasses in neat two-tone colors. 4 6-in. stirrers. 12 sets to Box. Set 45c. Doz. **\$4.95**



No. 1093—Dutch Oven. Heavy gauge steel; blue enamel finish. 12 3/4 in. wide, 4 in. deep. For 5-lb. roast. Ea. 45c. Dz. **\$4.80**

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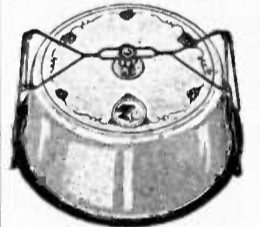
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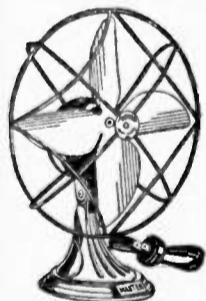
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No. 1112—Drip Coffee Maker. Full 8-cup size. Pastel ivory enamel with black trim and ebonized knob. Height 11 in. Packed 12 to carton. Guaranteed first quality. (No seconds.)

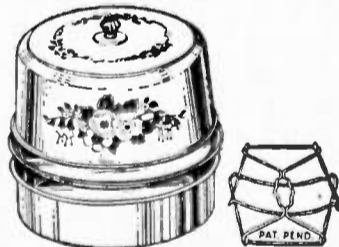
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No. 466—Cake Cover and Tray. Wire Holder serves as handle. 12 in. wide, 5 in. high. Packed six to carton. Each 53c. Dozen **\$6.00**



No. 625—Electric Fan. 8-inch blades. Quiet motor (stationary). Each **\$12.00**. Doz. \$1.05.



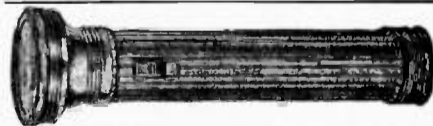
No. 442—Pastry and Food Cabinet. Consists of cake cover, tray and 2 pans. 11 1/2 in wide, 9 in. high. Packed 6 to carton. Each 85c. Dozen **\$9.90**



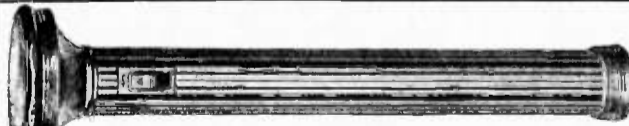
No. 767—Gilbert Alarm Clock. Assorted pastel colors. Six inches high. 30-hour movement. Ea. 95c. Dozen **\$11.25**



No. 7000—Cookie Jars, consists of 6 assorted designs. Height 7 inches. Each 30c. Dozen **\$3.25**



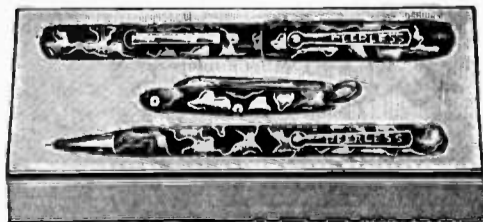
No. 617—10-Inch Nickel Flashlight. 3 cell, lock switch, complete with batteries and bulb. Ea. 60c. Doz. **\$6.95**



No. 595—Five Cell Focusing Search Light. Throws a 1,000-foot beam. All metal case, with bulb, no batteries. 14 inches long. Each 55c. Dozen **\$6.00**



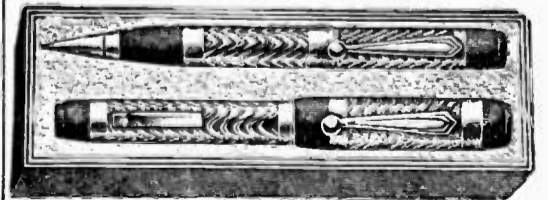
No. 611—Two Cell Flashlight. All metal case, finish in black and silver. Complete with bulb and batteries. Each 35c. Dozen **\$3.60**



No. 3112—Pen, Pencil and Charm Knife. Complete in neat gift box. Gold-plated trimmings. Hair line pearl finishes. Doz. \$4.00. Gross **\$45.00**



No. 1082—Enamel Mixing Bowl. Light blue enamel finish inside and outside. Guaranteed first quality. 12 inches wide. 5 1/2-quart capacity. 12 to carton. Dozen **\$3.00**



No. 3119—Two-Piece Pen Set. In the new mounted styles in black, with filigree mountings in gold or chrome. Durium points. Set 35c. Doz. **\$3.75**

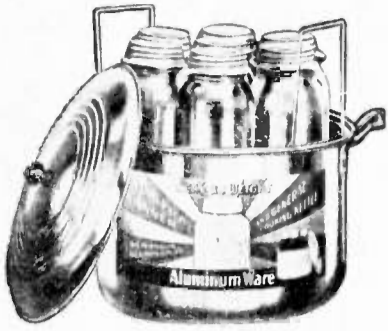
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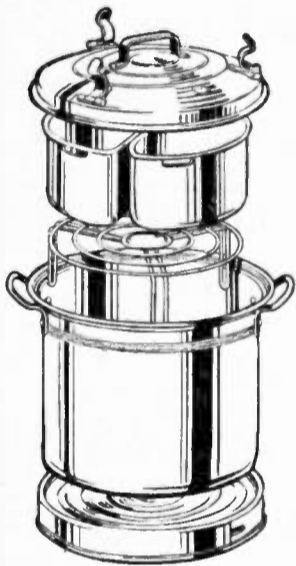
No. 1026—16-Qt. Aluminum Canner. Heavy gauge cold pack canner. Will hold 7 jars—jars cannot crack during cooking, water circulates around them. Ea. \$1.30. Doz. **\$15.00**



No. 1040—Utility Cooker. 5 In One combination as a sauce pan, pudding pan, covered pot, double boiler or casserole. Bottom, 3 qt.—inset, 2 qt. capacity. Each 95c. Dozen **\$10.80**

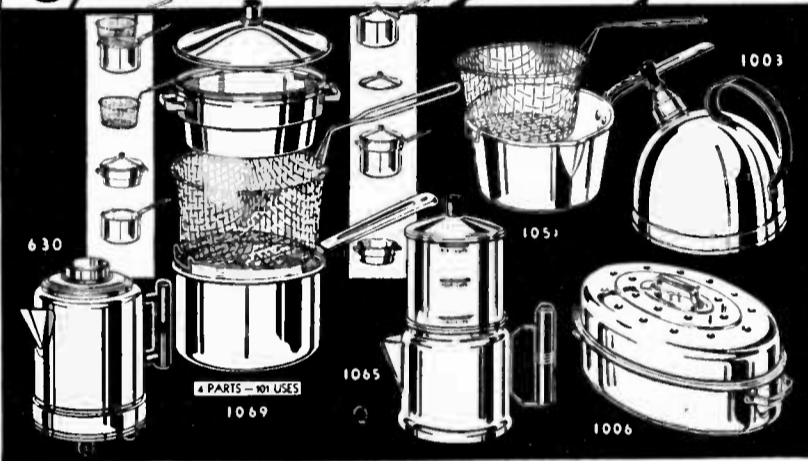


No. 1050—Deep Fat Fryer. Made of heavy gauge aluminum. Rolled rim edge, cool ebonized handle. Heavy gauge wire basket. Capacity 4 quarts. Each 85c. Dozen **\$9.60**



No. 1004 — 10-Qt. Cooker. Heavy gauge aluminum waterless cooker, double half pans, 1 1/2 qts. each. New patented clamps and steam vent on lid. Each \$1.80. Dozen **\$21.00**

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No. 1003—Whistling Tea Kettle. 2-Qt. capacity. Ea. 45c. Doz. **\$4.85**

No. 1051—French Fryer. 3-Qt. capacity. Rust proof wire basket. Each 55c. Doz. **\$6.00**

No. 1069—Combination Utility Pan. 4 parts. 101 uses. Ea. 85c. Doz. **\$10.00**

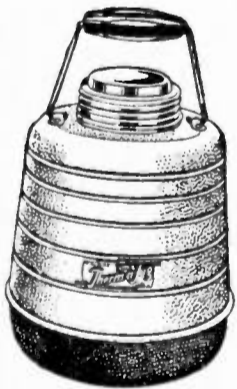
No. 630—Elec. Percolator. New design, 7 cup, flat element. Cord set not included. Each \$1.05. Doz. **\$12.00**

No. 1006—Oval Roaster. 12 1/2 x 7 3/4 for 5-lb. Roast. Ea. 50c. Doz. **\$5.40**

No. 1065—Coffee Drip. 2-Qt. Size. Each 70c. Doz. **\$7.80**



No. 556—Smoker Stand. Polish chrome support, chrome trim base. Catlin ornament snubber ash receiver. Height 19 inches. Packed 12 to ctn. (No less sold). Doz. **\$6.00**



No. 440—Therma Jug. One gallon size. Heavy two-piece construction. Modernistic design. Each, \$1.30. Doz. **\$15.00**



No. 3295—Honey Bear. Brown and amber plush. Height 17 inches. Each \$1.70. Doz. **\$19.80**

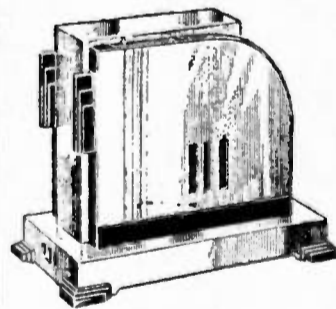
Same As Above.
No. 3294—21 inch high. Ea. \$2.00. Doz. **\$22.80**
No. 3293—24 inch high. Ea. \$2.75. Doz. **\$31.80**



No. 240—Hendryx Cage. Brass Cage, Duco colored. Base 14 inches high, 12 inches wide. Sold for \$4.50 list price. Only a few left. Close out at \$11.00. Each \$1.00. Doz. **\$11.00**



No. 1000—8-Qt. Cooker. Highly polished aluminum. Steel base distributes heat evenly. Can be used as a canner. Ea. \$1.00. Doz. **\$11.40**



No. 623—Electric Toaster. Two slice turnover type. Chrome doors, top and panels. Ebony black frame and base. Each \$1.60. Doz. **\$18.60**



No. 296—3-Piece Range Set. Beautifully decorated, floral design. Each 40c. Doz. **\$4.35**

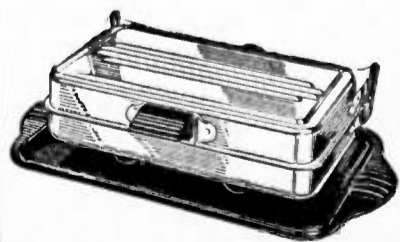
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No. 1002—6-Qt Convex Aluminum Kettle. Polished inside, sunray finish. Modern design. Each 55c. Doz. **\$6.00**



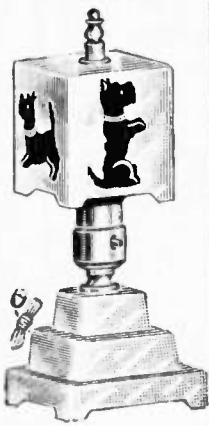
No. 610—Grill and Toaster. Has adjustable hinges. Nickel finish, removable spout. (Without cord.) 12 inch long. Each 90c. Doz. **\$10.50**

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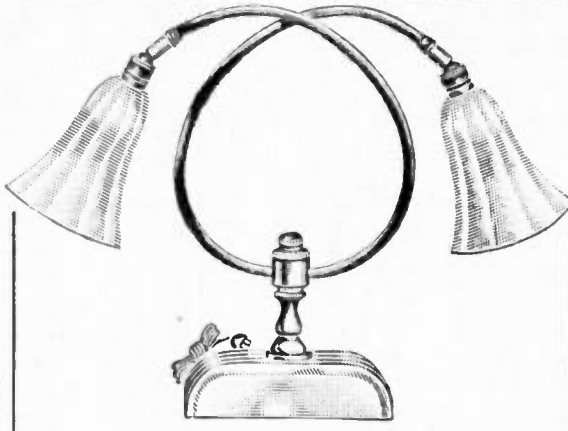
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No. 807 - Scotty. Opalescent glass. Height 9 1/2 inches. Ea. 80c. Doz. **\$9.00**



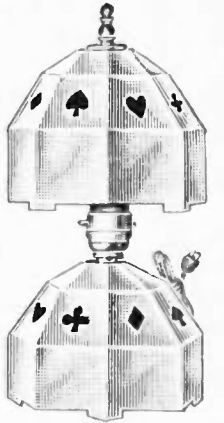
No. 843 - Golfer Lamp. Fully chrome plated. Height 12 inches. Ea. \$1.30. Doz. **\$15.00**



No. 9517 - Twin Tulip Lamp. High polished chrome base, frosted shade. Complete with bulbs. Height 10 1/2 inches. Each \$2.50. Doz. **\$28.80**



No. 9515 - Stratosphere. Colored frosted glass. Height 11 in. Ea. 95c. Doz. **\$11.25**



No. 892 - Card Lamp. Opalescent glass. Height 10 3/4 inches. Ea. 80c. Doz. **\$9.00**



No. 864 - Modernistic Lamp. Nickel base. Fluted shade. Height 13 inches. Each 65c. Doz. **\$7.20**



No. 55 - Mermaid Lamp. Frosted shade. Height 8 1/2 in. Packed 12 (no less sold). Each **\$.50**



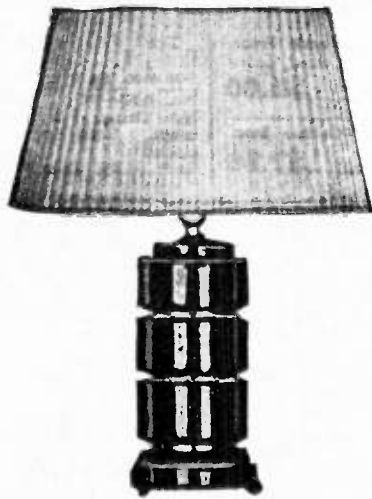
No. 9513 - Mushroom Lamp. Metal shade and opalescent base. Height 12 inches. Each \$1.15. Doz. **\$13.50**



No. 9527 - Modernistic Ball Lamp. Black and chrome base. 14 inch shade. Height 17 inches. Packed 12 to carton. Each \$1.00. Doz. **\$11.50**



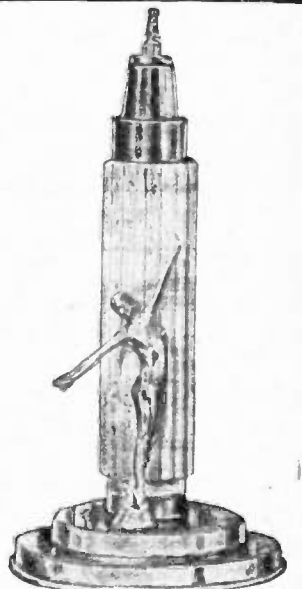
No. 835 - Radio Lamp. Chrome shade and base. Glass center. Height 12 inches. Each \$1.20. Doz. **\$14.00**



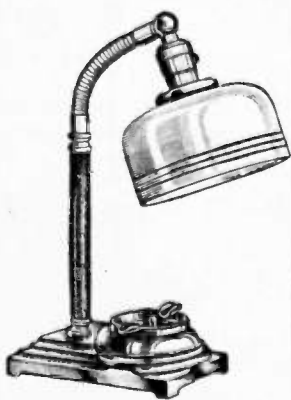
No. 9501 - Glass Table Lamp. Gold trim. 14 inch pleated shade. Height 19 inches. Packed 12 to carton. Each \$1.10. Doz. **\$12.60**



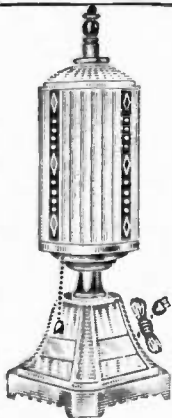
No. 57 - "Venus" Lamp. Composition base. Frosted shade. Height 12 inches. Packed 12 to carton. (No less sold.) Each **\$.50**



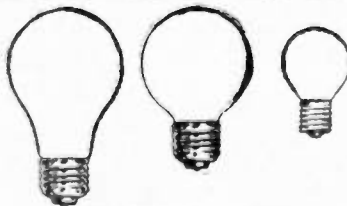
No. 849 - Torchier Lamp. Chrome figure and base. Opalescent shade. Height 12 1/2 inches. Each \$1.20. Doz. **\$14.00**



No. 9504 - Chrome Desk Lamp. Adjustable arm. Glass shade. Height 15 in. Ea. \$2.75. Doz. **\$31.20**



No. 891 - Console Lamp. Opalescent glass. Height 12 inches. Ea. 80c. Doz. **\$9.00**

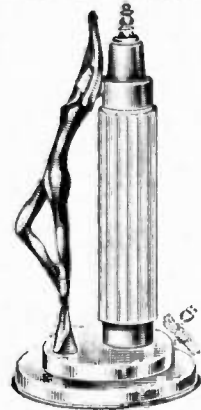


GENERAL ELECTRIC MAZDA BULBS

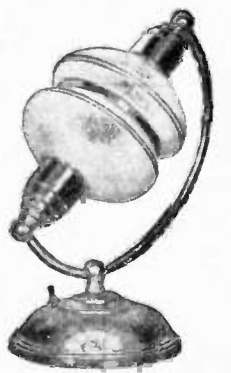
Distributors with 89 shipping points conveniently located thru-out the country. Complete line of all sizes and shapes. Special Ride Lights.

WRITE FOR FULL PARTICULARS AND DISCOUNTS.

SEND FOR OUR LATEST CATALOG



No. 896 - Nudist Lamp. Chrome base and figure. Height 11 inches. Ea. \$1.50. Doz. **\$17.80**



No. 9507 - Chrome Radio Lamp. Newest design. Glass shade. Height 12 in. Ea. \$3.90. Doz. **\$45.60**

W-5000-N-Z-5000-DE LUXE CORP. 1900-12 NORTH THIRD STREET MILWAUKEE WIS.

GO TO TOWN WITH DE LUXE MERCHANDISE

Merchandise Hit Parade of '37

WHAT'S new in merchandise for 1937? This question is on the tongue of every park operator, concession man and salesboard dealer; in fact, anyone who depends on merchandise as "the attraction" in getting players.

The year 1937 should bring a complete revival of prosperity to all those engaged in the amusement or merchandise field. It is with that thought in view that we assemble together in this article what concessioners have thus far selected to be the hit numbers of the year.

Naturally there will be new numbers cropping up later in the summer, but fortunately at present there is plenty of good numbers available for all concerned. However, a word of warning. While dealers' inventories may be ample at present, the anticipated increase of business will diminish the good numbers before long and those who have not prepared themselves accordingly will find themselves crying for merchandise.

The fact that 1937 is Coronation Year in England has already influenced us in merchandise. The inexpensive coronation or drum-major doll, a proudly decorated velvet-costumed officer with celluloid face, has already swept the country and we advise stocking this number at once.

Things military will receive a great deal of attention this year, and in that respect the American sailor doll introduced at Dallas last summer will be one of the biggest numbers of the season; in fact, operators will do well to lay in a supply now, because there will soon be a scarcity.

Also military, "watch the swords go by" this year. They range from the chromium 10-cent sellers to the large wood-sheathed swords decorated with gayly colored tassels and complete even with belt. There won't be a child in the country who will be able to resist one of these chromium swords this summer when the sun reflects its dazzling military appeal into his eyes.

Some operators last year used the small sword on a badge, and in that connection an old stand-by, the miniature rifle pencil which repels and expels simply by pulling the trigger, will be in demand for this same use.

While on the subject of rifles, I just finished talking with an operator who was leaving to set up his booths for Dallas. He was enthused about his new idea: that is, using a complete assortment of all the nationally advertised rifles as the flash for his wheel game. He contends that with military talk in the air people are gun-conscious and that this wheel game should attract plenty of play because of the gun background.

He is also going to use another entirely new game this year, believing that while blanket booths, radios, hams, grocery baskets, dolls, etc., would always be in demand, the public wants new merchandise. He is arranging a booth exclusively with Silver King bicycles as prizes. The 1937 streamlined Silver Kings, made of aluminum, chromium plated and all complete with lights, horns and similar accessories, make an ideal background. This should draw top money.

By way of mention, importers are showing a new blue and white china line with raised figures, which includes everything from artistic vases to ordinary kitchen articles. The main attraction is the new coloring and secondary consideration is the price. Articles in the line can be purchased in the neighborhood of 50 cents each. So write or see your importer right away.

Weather experts are predicting a hot summer. This being the case, the "hottest" item will be the colored straw

By MAURICE DAVIS

coolie hats with the adjustable headband. Concessioners this season will be able to display three sizes, ranging from 12 to 18 inches in diameter. This is one article concessioners should not miss, and if located near a beach it will prove a natural.

Speaking of beaches, one should not fail to stock the new 12-inch beach

glasses is that they have real merit and are equally suited for indoor or outdoor sporting events. This is an item for fairs, carnivals, parks—well, for any place where there is a gathering of people.

Also new is the three-section polished silver telescope which opens to approximately six inches in size and enlarges about three power. The price is cheap, only 10 cents each, and this will prove to be a real number.

While carnival and park operators will be using these items, nothing can replace the walking cane. Each year millions of canes are passed out to the American public, but when the next summer rolls around this seems to be forgotten and the public goes for the canes again. The best possibility outside of the inexpensive mahogany two-piece walking cane is a celluloid horse-head cane, complete with glass eyes and finished in a natural brown and white-tinted color. The horse head is real looking and one expects to hear it snort.

Also seen on the market lately is a gayly colored curved-handle kiddie's cane decorated with an attractive tassel. This should be the big kiddie number of the year, but one should not be without the china head children's assortment of swagger sticks, consisting of comic heads, such as Mickey Mouse, Orphan Annie, Smitty, Kayo, and not to forget the dice and baseball head canes. Incidentally, the prices of these canes have been reduced this summer because of the increased production. No tears now, concessioners.

No cane rack can be complete without the feather dolls or the fur monkeys. The feather dolls this year are finer than seen before and complete with all the trimmings, besides the colored feather dress. Introduced this year is a new 11-inch number with bead necklace, earrings, celluloid cane and even a gayly decorated metallic paper high hat or clown hat. These chubby dressed feather dolls on the thin Jap cane make a real flash and an inexpensive giveaway. Don't fail to stock them.

Then there is another old favorite, the fur monkey. This year's stock features brightly colored hats which set off the monkeys. One importer introduces a splendid seven-inch all-fur baboon extended on a wire coil which is a little bit out of the ordinary. It is a full-length King Kong fur monkey with a realistic composition head and movable wire legs and arms. Concessioners who have seen this pet pronounce it the real thing.

The miniature straw hat with feather and the elastic band will predominate as an inexpensive carnival giveaway this year and no doubt operators will welcome the news that dealers are showing two new styles in this miniature. One is a man's sailor straw, duplicating the real thing in everything but size. It has a two-color rayon hatband, inside lining and leather sweatband. Yes, it's a copy of a much higher priced Italian number and will bring in the money. The other is a miniature Fedora, made of straw, and nested in three different sizes. It, too, is a good copy and is decorated with a black ribbon band just like daddy wears.

In the domestic plaster line, the latest thing is the girl sailor doll which comes in two sizes. The doll is attired in a cute sailor costume and cap. Predictions are that she will outsell the best number of last year, a copy of a popular Hollywood young actress who is famous for her dimples. Runners-up this year will be the cowboy doll with the felt hat and, of course, the old "spinach eater," Popeye—"I yam what I yam."

The public likes it, so why not give it to them.

Undoubtedly operators of ball games will be glad to know that there is a new bouncer ball which has a layer of rubber under the cloth cover, thus making the cover more lasting. Concessioners report that the ball has double the life of the average bouncer and is only slightly higher in price. Thus you can understand the shift.

Rich man, poor man, etc., will rejoice in charms, the celluloid lucky pieces which are putting rabbit's feet on the (See MERCHANDISE HIT on page 106)

MATRICULATING from the Medill School of Journalism, Northwestern University in 1932, Maurice Davis immediately went into publicity work. One of his clients, a night club dancer, gained most of his attention and he publicized to the world Sally Rand.



MAURICE DAVIS

In 1933 he entered the merchandise field with N. Shure Company, Chicago, largest novelty house, as special sales representative. Covering the vast Century of Progress both years at Chicago gave him a real insight into concessioners' problems. Last summer Davis had charge of the N. Shure Company's office in Dallas, opened especially for the Texas Centennial. Here Southwest trade members toasted him when he succumbed and was married under a Texas moon.

balls. Finished in a tan and brown combination of exceptionally heavy rubber, these beach balls should bring real money to hustlers just as they did several years ago.

The newest thing in rayon parasols is one covered in checkered plaid designs. There is no better seller during the hot weather than the parasol and this attractive checkered plaid in neat color combinations will outsell all others. In second place should be the 28-inch hand-painted floral design rayon parasol decorated in lustrous colors. This was No. 1 last year and will retain its popularity.

No. 1 on our hit parade in the sun-glass line is the one with the attractive white celluloid frames. The white frames lend themselves to all types of dress, both for men or women. In fact, these white glasses make any woman look attractive, and by flattering their vanity make them easier buyers.

Late last summer in the South I saw men attired in white suits and shoes wearing these white glasses and making a neat appearance. If stock of the white glasses does not last it is advisable to shift to the glasses which come in assorted colors, usually red, green, blue and yellow. Women will snatch them up to match their outfits, children will like them for their color, and men will purchase them for their attractiveness.

Leaving the sunglasses and traveling to the binocular section, the concessioner who passes up the new imported opera glass, which can be purchased in quantities at \$18 a gross, certainly can't blame anyone but himself. These opera glasses have good quality lenses. They are approximately two power and can't be told from a dollar retailer. The body is leather covered and the tubes nickel-plated. The beauty part of these

TIES

OUR MEN MAKE BIG MONEY

FAMOUS MARGIN LINE

No. 600—Our famous margin line. Exceptional assortment in attractive patterns. Full cut, full shape. Made for long wear. Very popular with the men. And their Women-folk, too. Clean up.

\$1.40 sample dz.
\$16.50 per gross

MEN'S FRENCH SHAPE TIES

No. 1000—Full cut. Large assortment, attractive patterns. Fast sellers.

90c per dozen
\$10.00 per gross

25% With Order, Balance C. O. D.

FREE! NEW CATALOG

Lists Complete Line of TIES, HOSIERY and other MONEY MAKING ITEMS.

CONTINENTAL

MERCANTILE CO 414 B'WAY
NEW YORK, DEPT. U N. Y.

Embroidered Kimonos

B51T2—These satiny rayon Kimonos, hand embroidered in pure silk, packed 1 doz. asst. popular colors to the box. Well tailored and a big flashy premium.

\$8.50 Per Doz.

3 Doz. Lots, Doz. \$7.75.

B51T6—Brocaded rayon Pajama Sets, Embroid. back. Packed asst. sizes and colors.

\$10.00 Per Doz.

25% Deposit on C. O. D. Orders.

Ask for Our Big New Catalog 373, containing 128 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.
"The World's Bargain House."

217-225 W. Madison St., Chicago, Ill.

69c EACH

No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 In.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
223-225 W. Madison St., Chicago.

DESPITE RISING PRICES MILLS OF CHICAGO IS STILL THE BARGAIN CENTER

- Self-Threading Needles, 10 to paper, 100 papers, \$1.35
- Self-Threading Needles, English, per 1,000, 1.65
- Crewel Embroidery Needles, English, 100 papers, 1.30
- Broadway Sharps, 25 to paper, per 1,000, .30
- World's Fair Needle Books, with Needle Threader, Gross, 5.25
- Broadway Style, 1,000 Needle Book, Gross, 2.15
- Broadway Transparent Needle Book, per 100, 1.90
- Shoe Laces, 27 inch, Black & Brown, Gross, .32
- Deal, White Shoe Polish, Cello with pair White Laces, Doz. sets, .60
- Adhesive Plaster, 1/2" x 1 yd. in carton, Gross, 1.44
- Adhesive Plaster, 1" x 1 yd. in carton, Gross, 1.95
- Adhesive Plaster, 1/2" x 5 yds. or 1" x 2 1/2 yds. in carton, Doz., (All adhesive guaranteed fresh first quality stock.), .39
- Rx Chocolate Laxatives, 8 tabs in tin, Doz. tins, 8 in tin, bargain value, Doz. tins, .27
- Chocolate Laxatives, 8 in tin, bargain value, Doz. tins, .23
- Rio Rita Asst. Cosmetics, Creams, Lotions, Rouge, etc. Doz., .58
- Piccadilly Large Lather Shaving Cream, New special, Dozen, .60
- "Mills" Double-Edge Blades, "The Repairer" Blades, Per 100, .45
- "Mills" Single-Edge Blades, Every sale earns a friend, 100 Blades, .75
- "Time" Double-Edge Blades, incomparable value, 100 Blades, .35
- Many thousand other fast-moving seasonal items—Sun Glasses, Moth Goods—Fly Killers, Insecticides, etc. Listed in our catalog. Send for your copy, Free.

ORDER FROM NEAREST PLACE
MILLS SALES CO.
27 So. Wells St. Chicago, Ill. 76 Washington St., Boston, Mass.

A PREMIUM with APPEAL!



BEAUTIFULLY NEW! PATENTED LANTERN DESIGN MIRRO-SILVERED 17-INCH TABLE LAMP.

Equal to Any Lamp. \$5.00

COMPLETE With Shade. \$10.50 DOZEN F. O. B. Chicago. Sample Sent Postpaid for \$1.25. 25% Deposit, Balance C. O. D. CALUMET NOVELTY MFG. CO., 4030 No. Cicero Ave., Chicago, Ill.

A New Treat In Candy SWEET TREAT KARAMEL CHEW

Large Box—1 1/2 x 5 1/2 x 2 \$11.75 Per Hundred

Smaller Box—1 1/2 x 5 1/2 x 1 1/2 \$8.25 Per Hundred

Beautiful Line of Concession Boxes

FINDER BROS.
1131-41 No. Wood St., Chicago, Ill.

SPECIAL Elgin & Waltham Rebuilt Watches

IN NEW CASES.
7 to 15-J. \$2.25
Special \$2.25
16-Size... \$2.95.

Write for Illustrated Catalog
Tucker-Lowenthal, Inc.
5 So. Wabash Ave., Chicago

CANDY CANES

(Mint Flavor, each cello wrapped)
FINEST QUALITY MERCHANDISE
2 1/2 c Each in Quantities.

OLD TIME STICK CANDY CORP., B. N. New Jersey, INDIANAPOLIS, IND.

NOTES from SUPPLY HOUSES

A revived activity is reported by agents, salesmen and canvassers, handling Social Security pay-roll systems. Word to this effect comes to us from Robert Hershfeld, president of Fine Arts Manufacturing Company, maker of a simplified Social Security pay-roll book. Book is especially desirable and easily salable because all the records required are before the user at one writing.

Reason for the renewed activity, of course, is the recent decision of the Supreme Court, declaring the Social Security Act entirely constitutional in all its phases. Salesmen, agents and employers wishing to avail themselves of the profit-making possibilities offered by the Social Security books are urged to get in touch with the company.

"Animals on wheels built sturdily enough to carry a 200-pound man", is the slogan of the new numbers recently announced by Silver Manufacturing Company. Dogs and bears made of fine quality close-pile rayon plush are mounted on a steel frame, which is equipped with oversize four and one-half inch rubber-tired wheels. Items have leather collar and leash and natural looking eyes. St. Bernard dogs are 20-inches long and 19 high. Strolling

bears are 21 inches in length and 14 inches high.

Sales of confectionery and competitive chocolate products by 348 firms reporting to the Federal Foodstuffs Division were valued at \$217,644,308 in 1936, as compared with \$199,193,302 in 1935, according to a report just made public by the Commerce Department.

The 348 firms represent approximately 70 per cent of the total production of confectionery and competitive chocolate products. Sales of fancy package goods by manufacturer-wholesalers were valued at \$9,426,374 in 1936, the first year in the last several that sales of such goods have increased compared with the preceding year at a greater percentage rate than did plain package goods.

Inexpensive domestic china, once associated in the housewife's mind with heavy unbreakable pieces, has not only gone streamlined, but is airy and light enough to rival fine thin bodies of the more expensive semi-porcelains. The line, which has produced the new egg-shell thin tableware, is one of the oldest among commercial lines and with-in a price range that makes it suitable for prize uses. Solid colorware, created a year ago and expected to be a fad for a day, is making rapid strides and bids fair to be an important feature in the homes of every housewife. More than 36,000 pieces of gay service is reported being turned out daily in one company's factory alone.

The Mirror-Silvered, lantern-designed lamp of Calumet Novelty Company announced in a recent issue of *The Billboard*, packs plenty of eye-appeal. Base

ATTENTION! CONCESSIONERS, PARKS, AND PREMIUM USERS



Our new 1937 catalog will be ready soon. Write today and send permanent address and we will mail catalog when ready. We have a larger variety in plaster and better prices than ever offered.

LOUISVILLE STATUARY CO.,
118 Stoll Ave., Louisville, Ky.

OUTSTANDING VALUES!

IN CARNIVAL MERCHANDISE
NEW CORN GAME ITEMS
PITCHMEN'S SPECIALTIES
PREMIUM GOODS

Write for New 1937 Catalog
State Your Line

WESTERN NOVELTY COMPANY
1729-31 LAWRENCE ST.
DENVER, COLO.

NOVELTY LAMPS HEADS LIGHT UP!

A hit wherever shown. Durable cast metal bases in flashy colors with painted bulbs for faces and felt hats. Height 14". Complete with cord and on and off switch in base. These snappy numbers will light the way to bigger profits. Choice of two styles.

B10E88 Mexican \$1.25 each
B10E85 Cowboy

25% Deposit. Balance C. O. D.
New Catalog Is Out

These and 12 more pages of specialties in our new catalog 373. Ask for it and mention your business.

JOSEPH HAGN CO.
"The World's Bargain House."
217-225 W. Madison St., Chicago, Ill.




CIRCUS AND CARNIVAL WORKERS

WORK FAST—THIS IS GOING TO BE A BIG SEASON

Junior Mickey Mouse Balloons.....	Gross \$ 4.50	Curve Handle Canes, Black and White Gro. or Brown and Black.....	\$ 7.50
Junior Mickey Mouse Toss-Up.....	4.50	Walking Cane—Grey and Black Handle. 18.00	
Mickey Mouse Toss-Up, Large Size.....	8.40	Lash Whip with Whistle.....	8.00
No. 8 Mickey Mouse Head Balloons.....	3.25	Loop Handle Whip.....	7.50
No. 10 Mickey Mouse Head Balloons.....	4.00	Fur Monkey.....	4.00
Streetmen Special Printed Balloons.....	3.25	Large Hi-Hat Monkey.....	8.00
Streetmen Mickey Mouse Printed Ball's	3.25	Silk Parasols.....	Doz. .85
Popeye Inflated Toy.....	8.40	Silk Parasols, Medium.....	Doz. 1.50
Balloon Reeds.....	.25	Silk Parasols, Large.....	Doz. 1.75
Feather Dolls, with Earrings, Bead Neck-lace, Hat and Cane.....	8.00	No. 701 Cowboy Hats.....	Doz. 1.50
Large Size.....	15.00	No. 702 Cowboy Hats.....	Doz. 2.00
Flying Birds, With Inside Whistle. Special Price, This Week Only.....	2.25	No. 245 Spanish Hats.....	Doz. 2.00
Swagger Canes.....	5.00	10-Gallon Hats.....	Doz. 2.50
Jap Swagger Canes, With Figure Head.....	8.50	Sailor Hats.....	Doz. .70
China Head Cans.....	8.50	Yacht Hats.....	Doz. 1.75

We also carry a variety of Novelties for all Games and Sea Shore, such as China, Dolls, Stuffed Animals, Jewelry, Aluminum, etc. All orders shipped promptly same day, 25% Deposit must accompany all orders, balance C. O. D. Positively no order will be shipped without deposit. Write for latest free circular.

NASELLA BROTHERS, Dept. 6-26, 46 Hanover St., Boston, Mass.

SUMMER SPECIALS

Flying Birds.....\$2.20 Gross
Chesterfield Cans.....\$7.50 Gross
Heavy Parade Cans, \$1.50 Doz.; \$16.50 Gross
Assorted Gum......80c Gross
Indian Pattern Blankets.....\$1.20 Each
Largest Variety Statuary (all new patterns).....\$8.00 to \$15.00 per 100
Golden Dreams..... (that popular give-away and shooting gallery Candy), freshly packed, \$1.00 per 100; \$9.50 per 1,000 boxes.
Apex Darts.....\$1.25 Doz.

WE CARRY A COMPLETE LINE OF CORN GAME MERCHANDISE, HOOP-LA BLOCKS, DARTS, ETC., ETC.

SCHREIBER MERCHANDISE CO.
1102 Broadway, KANSAS CITY, MO.

Boudoir Dolls

\$24.00 Doz.

WINDOW BOXED

Beautiful Dolls attract business. Doll 32 in. high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. No Catalog.


STANDARD DOLL CO. Inc.
No. 77B—Miss Movie Star. 36 E. 22 St. N. Y. C.



ELGIN & WALTHAM

MEN'S WRIST WATCH—O Size, 7 Jewels, new fancy chromium case, leather strap, in gift box. In lots of 3. Each..... \$3.95
Samples, 50c Extra. Send for New 1937 Catalog.

PLYMOUTH JEWELRY EXCH.
163 Canal St., New York, N. Y.



Perfumes SPECIAL Cosmetics

VENETIAN PERFUMES, Individually Boxed..... @ \$3.75 Per Gross
BEAUTY MUD PACK..... @ 3.75 Per Gross
FACE POWDER AND PERFUME COMBINATION..... @ \$4.90 and 14.40 Per Gross
FLORAL PERFUMES—1/2-Oz. Size..... @ 2.95 Per Gross

SEND FOR OUR ILLUSTRATED PRICE LIST — FREE ON REQUEST.

BROOKLYN NOVELTY CO.
4924 111th Avenue, BROOKLYN, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Put NEW LIFE Into Your Display of Prizes

with this SPARKLING COLORFUL HOSTESS TABLE



Flashy, Bright, Choice of 6 Colors

Handles and Legs Genuine CHROMIUM - PLATED

Big, roomy—has removable ash receiver of large capacity. Made by world's largest smoker manufacturers. Regular retail price, \$2.98. Ask your jobber for special price on No. 787 Hostess Table . . . and on 14 other numbers retailing from 75c to \$5.00. Sold by all leading jobbers. Daystrom Corporation, Olean, N. Y.

of lamp is an authentic reproduction of a lantern and is finished in a silver preparation that makes it gleam with mirror brightness. Standing 17 inches high, it is ideal for table use. Company maintains that item lends itself to a wide variety of salesboard and prize uses.

Rosart Gifts is the title of an attractive illustrated catalog now being distributed by Franklin Artcraft Company. Book is reported to feature the firm's complete line of alabaster and metal gift creations.

Stymograph Camera Works has moved into the offices of the Pacific Biscopce Company at 505 West Stocker street, Glendale, Calif., where better facilities are available for the manufacture of its strip photo portable cameras.

Pacific Biscopces, pioneer all-metal camera builder of the automatic button cameras of the duo-type, is reported to be building the box type for direct paper camera. Company also reports a big export business on its products.

Pacini Novelty Statuary Company is putting out several new attractive numbers in plaster. One of the latest eye-catchers is a colorful cowboy doll that has all the earmarks of a sure-fire hit. Company reports that the increased use of merchandise awards on many stands this year has had a decided reaction on its sales to date.

Superior Pen Company, in business for more than 12 years, is making a drive for new accounts. Morris Fink, of the company, knows from long experience what the boys want and is ready to fill their needs at all times. Company carries a complete line of pens and pencils for instant delivery. A new price list is available.

After shipping rugs to demonstrators, canvassers, concessioners and operators all over the country, M. Seidel & Son have learned that the smallest and largest sizes are the most popular. The 24 x 400-inch and the 9 x 12-foot sizes are by far the leading sellers in all sections of the country.

Seidel's policy of sending all inquirers actual sample swatches of the rugs they offer has also proved exceedingly popular because it gives the buyer an opportunity to see exactly what he is getting for his money. Rugs are imported, heavy-pile numbers in fine Oriental designs. Sample swatches and prices can be secured by writing the company.

False Teeth

60 DAYS' TRIAL

LOW PRICES



A Few of Over 10,000 Satisfied Customers

Here's Proof

I am a minister of the Gospel. I have been preaching for 26 years. I can say you did good work for me. My teeth fit good and give good service. G. M., W. Va.

I am 64 years old. Most of my teeth have been out for 25 years. My health was not good until I got my teeth. I weighed only 118, now I weigh 135 lbs. and feel better than in 20 years. I can't say enough for your fitting my teeth and the beauty they have. My wife gained 22 lbs. since she started wearing your teeth. L. D. K., So. Car.

My teeth have already been worth ten times the price I paid for them. My friends can't understand how I obtained such beautiful teeth at such a small price. MRS. W. T. S., Texas.

I HAVE thousands of satisfied customers all over the country who cannot afford to pay big prices. I have been making dental plates that really fit for many years by mail. I guarantee you satisfaction or they do not cost you one cent, and I take your word. My plates are very beautiful to look at and are constructed to give life-long service and satisfaction. You can look younger at once. They are made with pearly white genuine porcelain teeth. Well-fitting and guaranteed unbreakable. Teeth made especially for you personally can be tried for sixty days.

In one Pennsylvania town alone 131 people are wearing plates made by me and they are completely satisfied and have saved big money.



SEND NO MONEY

I make your teeth from your own impressions. You try them 60 days at my risk. I guarantee you satisfaction or they do not cost you one cent. I take your word; you are the sole judge.

FREE Remember, you do not send one cent with the coupon—just your name and address, and we send you free impression material and full, detailed directions. Be sure to write today for my low prices and complete information. Don't put this off. Do it today. Just mail coupon.

DR. S. B. HEININGER, D.D.S.,
440 W. Huron St., Dept. 6505,
Chicago, Ill.

Please send me your FREE impression material, price list and full information on your dental plates without any obligation.

Name
Address
City State

OUR PRICES REMAIN LOW

WHILE THEY LAST!
MEN'S WRIST WATCHES — Assorted Shapes: 4 1/2 Ligne, 10K Rolled Gold, Plate Case. 8 Jewels, Each \$3.50
15 Jewels, Each 4.50
ELGIN or WALTHAM 7J, 12x8 Octagon Shape, in Doz. Lots, Each \$2.75
Less than Doz. Lots, Ea. \$3.00
15J, in Dozen Lots, Ea. \$3.50
LADIES' GENUINE DIAMOND RINGS—10 Karat Bold Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up.
ELGIN & WALTHAM—12/3/0 Size. Knife Edge. Thin Model Case, Black Enamel. 7 Jewel, Each \$4.00
Same 15 Jewel, Ea. \$6.00. Chain to match 50c Ea.
SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
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PLAY NUTHOUSE!

The new laugh sensation. Touch a lighted cigarette to the paper and watch the big race to the Nuthouse, Bughouse, Doghouse or Chic Sale's House on the Hill. The Finish is not fixed and 4 players can bet on each race. Brand new! Wonderful to demonstrate or pitch. Ideal consolation prize or premium for concessionaires. Your cost low as 4c doz. Sells like wildfire at 5 for a nickel or 10c a doz. Sample doz. prepaid 10c. 100 doz. \$5.00. 1,000 doz. \$40.00 fully prepaid. This game is exclusive with us and fully protected by copyright and patent for your protection. CASTERLINE BROS., 1916 Sunnyside Ave., Dept. A, Chicago.

AMBER COMBS (American Make)



Price Doz.
No. 102 Clip Pocket Comb, 5" 40c
No. 101 Pocket Comb in Case, 5" 40c
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No. 200 Dressing Comb, 7 1/2" 60c
No. 600 Gent's Comb, Heavy, 7" 65c
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No. 237 Bobby Comb, 4" 35c
Terms: 25% Deposit, Balance C. O. D.
ELCRAFT, 1261 Broadway, NEW YORK CITY.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

MEN'S SOX

Rayon Silk Plated Sox, second and third quality. 12 pairs assorted patterns to bundle, big flash! 30 dozen pairs to case, price \$18.00 per case. F. O. B. 10 dozen pairs sent to you prepaid for \$8.50.

MEN'S MISPLATES

Rayon Silk and Cotton, second and third quality. 12 pairs assorted patterns to bundle, 30 dozen pairs to case, price \$12.75 per case. F. O. B. 10 dozen pairs sent to you prepaid for \$5.00.

Terms: 25% deposit with order, bal. C.O.D.

FALLS CITY MERCANTILE CO.
Box 305, NEW ALBANY, IND.

REMEMBER

CENTRAL'S GUARANTEED REBUILT WATCHES
are the year's greatest profit makers. Each watch is thoroughly reconditioned, recased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our NEW CATALOGUE TODAY.

CENTRAL
WATCH MATERIALS & SUPPLY CO.,
INC., 134 South Eighth Street,
PHILADELPHIA, PA.

MONEY MAKING SENSATION

Ladies Pure Silk Sheer Chiffon Fine Fashioned Hose, full and knee length, menders, \$1.85 doz.; seconds, \$1.45 doz., cellophane wrapped. Men's Rayon Silk Hose and Anklets, fancy assorted patterns, menders, 75c doz.; seconds, 60c doz. Ladies' and Children's Anklets, rayon silk, menders, 60c doz.; seconds, 55c doz. Ladies' Hdkchs, 16c doz. D. E. Blades, 23c, 100; S. E. Blades, 45c, 100. Aspirin, 20 pkgs. cello, envelopes to cart. 8c. Write, wire for catalogue. Hundreds other sensational bargains.

UNITED MDSE. COMPANY
8 N. Broadway, Oklahoma City, Okla.

BRONCHO BUSTER

(As Illustrated)

25c EACH

Biggest Ass't. of Plaster Items at 15c.
Also 5c-8c-20c and 25c.
Latest Plaster Items.
SAME DAY SERVICE
PACINI NOVELTY STATUARY CO.
1424 W. Grand Ave., Chicago, Ill.

BINOCULARS

With Shoulder Straps.

Just the thing for Track Events, Travel, Etc. Very Clear Vision and Exceptional Magnifying Powers.
PRICE PER DOZEN \$8.50

We also have Job Lots of Toys and Novelties to Close Out.

Amalgamated Importers,

1504 Broadway, Detroit, Mich.

BARGAINS

UNITED Razor Blades, Double Edge. 100 Blades \$.45
With Modern Card. 100 Blades .50
CONTINENTAL Razor Blades, S. E. 100 Blades .75
SHOE POLISH, Liquid White. Guaranteed Not to Rub Off. 4-Oz. Bot. Doz. .50
SHOE LACES, 27", Black, Paired and Band. Gross. .32
ASPIRIN TABLETS, Tins of 125, 6-grain, Gross. 1.75
MIRACLE Can Opener, A Fast Seller, Doz. .80
SHAVING CREAM, Palm & Olive Oil, 35c Size, Gross. 4.95
DENTAL CREAM, Dbl. Mint, 35c Size. Gross. 4.70
All Prices F. O. B. Flint, Mich. Deposit with all C. O. D. orders. Write for Bargain List of Hundreds of Fast Selling Items.
National Sales Co., Dept. 603, 4101 Buick St., FLINT, MICH.

HAMMER BROS.

114 PARK ROW, NEW YORK CITY.
Write for Catalog containing Mdse. for Carnivals, Circus and Fair Workers at Lowest Prices.

CANDY ROUTE CARD MEN DOUBLE YOUR SALES AND PROFITS

THE NEW MAGIC SALESMAN

BABY RUTH CANDIES, HERSEY BARS, WILBUR BARS, PENNY CANDIES COM- PLETE LINE 5c
NEW CASTERLINE Candy Selling Invention . . . the "Magic Salesman" sells famous Casterline Candy Deals and Nut Meat Line like "hotcakes" in every grocery, tavern, drug store, road stand, cigar store, poolroom, candy store. BAKER'S ORDERS \$2,800.00 in 5 MONTHS—ANDERSON'S 2d ORDER \$250.00—DEMARCO'S ORDERS for MONTH \$321.00—HARRIS 1st ORDER \$25.95, 1 WEEK LATER \$105.60—COVERT PLACED 52 REPEAT ORDERS. Dealers buy at wholesale. You make DOUBLE PROFITS—often up to 100%. Can't renew from anyone but you. Fast, quick repeat orders practically GUARANTEED. Best known candies—Hershey's, Baby Ruth Bars, Casterline Specials, O'Henry Caramels, Peanut Maid, others. Sta-Fresh Nut Meats.
FREE! Send now for special free offers and details about "Magic Salesman" that sells and gives away Free Gifts. Our latest "gold mine" for wide-awake salesmen. WRITE QUICK while it's sizzling "hot."
CASTERLINE BROS.,
Dept. 1G, 1916 Sunnyside Ave., Chicago, Ill.

TEDDY THE DRUM MAJOR

Going Great with Sales Boards and Wheels.

\$21. Doz.

36 In. High

\$9. Doz.

26 In. High

1 Doz. to Case, 25% Deposit, Balance C.O.D.
Order today and get going. Just out and on tests has attracted unusual attention, with big business.

Also Dogs, Cats and Goats.
PERSIA MFG. CO., 416 N. Sangamon CHICAGO

SALESMEN! DISTRIBUTORS! CARDMEN!

\$10⁵⁴ **RCA** LICENSED RADIO
New! Smart! Different!

Antique Ivory
 \$1.00 EXTRA

ORDER NOW!
 MONEY-BACK GUARANTEE

RUSH \$2 DEPOSIT. Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.



TAKING THE COUNTRY BY STORM!

Meet the demand for IVORY with this beautiful radio (Also available in hand-rubbed two-tone walnut.) 5 tubes, including one Metal Tube. Both Set and Tubes RCA licensed. AC-DC, 60 cycle, 110 volts—ONE YEAR GUARANTEE. Oversize SUPER-Dynamic speaker. Long and short wave—gets police calls, amateurs, etc. Size 15" x 8 1/2" x 6 1/2". Complete with aerial. **FREE CATALOG JUST OFF PRESS!**

25 beautiful models, 5 to 15 tubes, for farms, homes and autos, as low as \$6.70.

GIVE-AWAY RADIOS FREE! Make \$15.82 on every deal. Send 10c for push card, photo and plan.

Sold exclusively by
SILVER MFG. CO.
 612 N. Michigan, Dept. 55,
 CHICAGO.

MERCHANDISE HIT
 (Continued from page 103)

back shelf. The beauty part of the charms is their price, approximately a half cent apiece.

Thus far there is on the market about 60 different numbers but the demand has far outstripped the supply and importers are rushing new subjects daily.

The most popular charms at present are Popeye, Mickey Mouse, greyhound dog, scottie dog, rooster and white horse. It is even rumored that movie star charms bearing likenesses of Clark Gable, Greta Garbo, Joan Crawford and others will be offered to the trade in the near future.

Charms lend themselves to many uses. They are ideal as a giveaway, as a prize in a premium package and for actual selling purposes. Many street men have revived the old badge boards, displaying the charms on them and selling them assorted, three for 10 cents. Quite a few of the boys have written telling that they have made a big living all winter from the small charms.

far back as 18 months, thus insuring merchandise at about the same level as the prices of last year. Fifty million Americans seeking amusement and entertainment can't be wrong and if you have the right items everything will turn out all right in 1937.

2 FAST NUMBERS

THE REAL ALKALIZER. Packed 30 Alkaline Tablets to a Display Card. Retail Value, \$1.50. Each Card \$2.25

SQUIRTING CIGARETTES. The Original 3 Cigarette Imported Type —Sells on Sight. Dozen \$5.00

JOBBERS, WHOLESALERS SEND FOR QUANTITY PRICES

BENGOR PRODUCTS CO., 578 BROADWAY, NEW YORK CITY



BLUE STEEL BLADES 25c Per 100
 Double Edge, Finest Quality Cello, 5 In. Pack.

FALCON CONTINENTAL MADE. Single Edge, Per 100... 65c

DOMINO Blue Steel, Double Edge. For Repeat Business, Per 100... 30c

GILBERT BLADES WILL BRING REPEAT BUSINESS.
 Double Edge 50c Per 100, Single Edge 65c Per 100.
GILBERT AUTO STROP. Per 100... 80c

GILBERT TOOTH PASTE. Per Doz. 65c
SHAV. CREAM. Per Doz. 90c

SINGLE EDGE BLADES. Per 100, 44c

AUTO STROP TYPE. 45c

MIRACLE CAN OPENERS For Demonstrators. Red Hot! Per Doz. 75c

SHAVING DEAL 10c Per Deal
 15 Blades—Giant Palm and Olive Shaving Cream—Styptic Pencil, All Cello. Wrapped.

"FIRST AID" DEALS 160 Per Doz Deals
 Large Box Absorbent Cotton, 6 Pieces Ready-Made Bandages, 10 Yards Gauze, 5 Yards Adhesive Tape, 15c Bottle Mercuriochrome, All Cello. Wrapped.

Send for Free Samples and Price List.

YOUNG NOVELTY CO., Inc.
 100 Hanover St., Boston, Mass.
 25% Deposit. Smallest Order, \$1.00.

HONEY BEARS


For Flash, Elegance and Eye-Appeal Honey Bears represent the last word in stuffed animals. Concessions flashed up with these Bears have an eye-stopper value that brings instant play—to see them is to want one. Look this line over and you will find the merchandise you have been searching for.

Honey Bears are soft-stuffed, with movable legs, heads and arms, felt soles and paws, large glass eyes, embroidered nose. All completely finished in silk plush with large Ribbon Bow. Colors: Brown and Rich Orange Combination.

22 Inch \$27.00 Doz. 25 Inch \$30.00 Doz.
 Sample, \$2.75 Sample, \$3.00

All Bears Individually Wrapped in Cellophane. 25% Deposit With Order, Balance C. O. D.

LASKY SALES SERVICE, 360 West 23d St., NEW YORK CITY



While not exactly new, the snake rose should be included in everyone's stock. The latest number in this line is the small size magic rosebud, to all appearances a lovely red rose in a buttonhole, but suddenly when the concealed bulb is pressed, out jumps a snake. This new small rosebud is just half the price of the larger snake rose which should make it attractive to all operators inasmuch as many people have not yet seen this item.

Remember the rubber money of a few years back? The latest item today is a small latex rubber glove three and a half inches long. It is proving to be one of the best joke makers of the season and is displayed in a gentleman's lapel pocket. The victim usually snatches it out of the pocket and when he does, the laugh is on him. These gloves wholesale at little more than the price of balloons, thus giving the worker a sweet profit.

No discussion can be complete without a report on mechanical toys. There is at present on the market an astonishing number of good sellers including the mechanical waiter that hurries along with a tray in his hand and the playful scottie dog that shakes a shoe in his mouth.

Other exceptional numbers are the tumbling clown, the dressed crawling baby, the hula dancer and the mechanical seal that wiggles a ball in its mouth. To miss on any of these items is just like throwing money away.

ARE YOU LOOKING FOR

PREMIUMS AT Rock Bottom PRICES

Write Today for Our **FREE CATALOG**
 Listing Hundreds of Money-Making Items.

DRUG DISTRIBUTORS Inc. (Dept B)
 235-4th AVE., NEW YORK CITY

NECKWEAR

ONE PRICE—ONE QUALITY

\$18.00 Per Gross

Margin Lined—Full Cut—New Silks

10% per order, balance C. O. D. Money refunded if not your best value. Immediate shipment.

KEYSTONE MFG. CO., Atlanta, Ga.



With two major expositions in progress this summer, at Cleveland and Dallas, another item which will be popular as a souvenir, other than already enumerated, is the chromium salt and peppers with red or green catalin trim. These salt and peppers come in various novel shapes such as teapot styles, coffee percolator styles, boat styles and even in the shape of dice. Another new salt and pepper set which will make money for concessioners is an imported crystal glass set decorated with floral designs. The bakelite caps come in lively colors and add contrast to the shakers. This salt and pepper set lends itself well to decals and can be purchased to retail at 25 cents with a real markup in price.

Exhibitors in their souvenir line should not miss the fireside ash tray, the kettle ash tray and the new stork design ash tray. The metal 10-gallon style cowboy hat ash tray in copper or silver finish, which was so popular the country over last year, will still be one of the biggest items of the season in that line.

Another cowboy item, which will be just as popular in the East as well as the woolly West, is the large size rayon cowboy handkerchief bearing the picture of a bucking broncho. Children have begun collecting them at present and this promises a tremendous demand.

The story of all merchandise is first come first serve, no matter what the field may be. Prices should be fairly stable this year because orders for today's merchandise have been placed as

CONCESSION AND CARNIVAL SUPPLIES

Case of 48 Assorted Dolls, three styles, \$7.20. Half deposit with order, balance C. O. D. Flashy Plaster Novelties. The Right Premiums at Low Prices. New Radio Lamps, Dogs, Dolls etc. Send for Free Catalog.

CLEVELAND STATUARY MFRS
 3921-27-33 Payne Avenue, Cleveland, O.

WALTHAM

CHROMIUM CASE ENGRAVED, LINK OR LEATHER BAND.

7J... \$3.95
 15J... 4.95

SAMPLE WATCH. 50% MORE ILLUSTRATED CATALOG ON REQUEST. SPECIAL PRICE TO QUANTITY BUYERS.

BERK M D S E CO. 145 W. 45th St., New York City.



ROOFLESS PLATES

ARE COMFORTABLE BEYOND BELIEF

When in Need of **FALSE TEETH** ORDER by MAIL at MONEY SAVING PRICES. Don't pay a fancy price! Get facts about my money back GUARANTEED direct-from-LABORATORY-to-YOU plan.

FREE Sanitary Wrapped Impression Material and FULL INSTRUCTIONS How to Order By Mail!

Multitudes of pleased users say my plates saved them many dollars—improve the appearance. Aids you with your speech. **SEND NO MONEY!** Just send name and address TODAY. Don't delay.

60 DAYS TRIAL **Dr. J. S. LIPPETT**
 Pres. Dr. Jas. S. Lippett Dental Lab., Inc.
 Dept. 398 24 E. Van Buren Street, Chicago

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

NOVELTY PILLOWS

DOLL PETAL PILLOWS

No. 145—Made Entirely of Real Silk. Doll's Head in Center. K a p o k F i l l e d, P a s t e l Shades. Wrapped in Cellophane. Size 15x15".

DOZEN \$7.75
 Sample 1.00 Ea.

25% Deposit with Orders, Balance C. O. D. We have 10 other beautiful Pillow Items. Also French Flapper Dolls. Write for Catalog.

SILK NOVELTY CORP.
 22 West 21st St., NEW YORK, N. Y.



GORDON'S SUMMER SPECIALS

SUN GLASSES, 25c Seller, Doz... \$ 75
 TROPICAL HELMETS, Straw, Doz. 1.50
 MECHANICAL AIRPLANES, Doz... .50
 FIREMAN HATS, Doz... .70
 BEACH BALLS, 12 In. Doz... 1.80
 SWIMMING TUBES, 18 In. Doz... 1.80
 SAILOR HATS, Cloth, Doz... .40
 SAILOR DOLLS, Doz... .70
 SAILOR DOLLS, large size, Doz... 1.85
 YACHT CAPS, Doz... .80
 FOLDING FANS, 12 In. Gr... .85
 SLUM ITEMS, Ass't, 1,000... 3.00

1/3 Deposit on Orders, Bal. C. O. D. Send for New Large Summer Catalog.

GORDON NOVELTY CO.
 933 BROADWAY, NEW YORK CITY

CARNIVAL NOVELTIES

Our Prices Are Always Lowest

High Hat Fur Monkey, 8 In. Gro... \$4.50
 Cell. Feather Dress Doll, 7 In. Gro... 6.50
 China Head Swagger Stick, Gro... 6.50
 Swagger Stick, 36 In. Gro... 6.50
 Water Guns, New Style, Gro... 3.50
 Oak Balloons, Streetmen Special, Inflatos 10 inches, Gro... 2.75
 Rayon Parasols, 8 Rib. Doz... 1.50

SPECIALTIES
 Get Our Price List.
 Blue Blades, D. E. 1,000... \$3.25
 Aspirin, Tins, Gro... 1.75
 Sun Glasses, Shell, Convex Lens, Doz... .90
 Send 25% Deposit on C. O. D. Orders.

OPTICAN BROTHERS
 All Orders Shipped Same Day Received
 300 W. 9th St., Kansas City, Mo.

BASE BALL BAT TIE CLASP

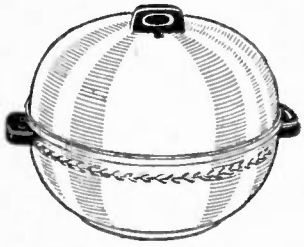
TIGERS

Three inches long. Any club or player name can be placed on bat. Write for particulars, stating name to go on bat.

ROY A. MANKER, 3071 Newport, Detroit.

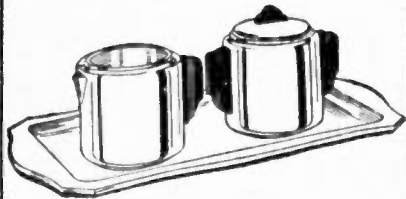
NEW! PRIZES FOR GAMES

Entirely different! Marvelous for display—with the richness and flash of items costing considerably more.



Serving Oven

There's nothing like it! For heating buns, muffins, etc., on top of the stove—crisping crackers—baking potatoes. Keeps food hot at the table. Made of Satin-Ray Aluminum.



Sugar and Creamer Set

Latest in metal design! Satin-Glo Aluminum with solid walnut handles. Capacity, 8 ounces. Tray, 7 1/2 x 12 1/2".

Ask Your Jobber or Write! Ask your jobber about these and other new West Bend items. If he cannot supply you, write direct for the name of our nearest jobber!

WEST BEND ALUMINUM COMPANY

Dept. 636 West Bend, Wisconsin

GUARANTEED TIRES! FREE! LANTERN

World's Lowest TIRE PRICES. Tire users by the thousands all over the U.S.A. vouch for the Long Hard Service of our Standard Brand tires recon-ditioned with high grade materials and latest methods by our tire experts. Our 21 years experience makes it possible to offer tires at lowest prices, with legal agreement to replace at 1/3 price any tire that fails to give 12 Mos. Service.

EVERY TIRE GUARANTEED!

BALLOON TIRES	REGULAR CORD TIRES	HEAVY DUTY TRUCK TIRES	TRUCK BALLOON TIRES
Size Rim	Tires Tubes	Size Tires Tubes	Size Tires Tubes
28x4.40-21	\$2.15 \$1.00	30x3.90-14	\$3.45 \$1.45
28x4.50-20	2.35 1.00	30x4.15-14	3.45 1.45
30x4.50-21	2.40 1.00	30x4.25-14	3.45 1.45
28x4.75-19	2.45 1.00	30x4.35-14	3.75 1.75
29x4.75-20	2.80 1.20	30x4.45-14	3.95 1.75
29x5.00-19	2.85 1.20	30x4.55-14	3.95 1.75
30x5.00-20	2.85 1.20	30x4.65-14	3.95 1.75
28x5.25-18	2.90 1.20	30x4.75-14	3.95 1.75
29x5.25-19	2.95 1.20	30x4.85-14	3.95 1.75
30x5.25-20	2.95 1.20	30x4.95-14	3.95 1.75
31x5.25-21	3.25 1.20	30x5.05-14	3.95 1.75
30x5.50-18	3.35 1.20	30x5.15-14	3.95 1.75
29x5.50-19	3.35 1.20	30x5.25-14	3.95 1.75
30x5.50-20	3.35 1.20	30x5.35-14	3.95 1.75
30x6.00-18	3.40 1.20	30x5.45-14	3.95 1.75
31x6.00-19	3.40 1.20	30x5.55-14	3.95 1.75
32x6.00-20	3.40 1.20	30x5.65-14	3.95 1.75
32x6.25-20	3.45 1.20	30x5.75-14	3.95 1.75
32x6.50-20	3.65 1.20	30x5.85-14	3.95 1.75
32x6.75-20	3.75 1.20	30x5.95-14	3.95 1.75
32x7.00-20	3.75 1.20	30x6.05-14	3.95 1.75

SEND ONLY \$1.00 DEPOSIT on each tire ordered. (\$3.00 on each Truck Tire.) We ship balance C. O. D. Deduct 5 per cent if cash is sent in full with order. To fill order promptly we may substitute brands if necessary. ALL TUBES BRAND NEW - GUARANTEED - PERRY-FIELD TIRE & RUBBER CO. 2326-3D S. Michigan Av., Dept. M-14, Chicago, Ill.

Close Buying

Have you heard this one? At any rate here's a rib-tickler which Leonard Lyons recently recounted in his Lyons Den column in *The New York Post*: "Reggie Gardiner is telling of the circus strong man who held an orange in his right hand, squeezed every drop from it and then offered \$50 to any one in the crowd who could squeeze another drop from the fruit. . . . A six-footer in the crowd tried squeezing the orange in vain. He was followed by a short, thin man, who succeeded in squeezing out three more drops. . . . The manager of the show paid the \$50 and then said: 'This is the first time anybody's ever been able to do this. What business are you in?' . . . 'I,' the man explained, 'am a buyer for Woolworth's.'"

Big Season Ahead For Live Turtles

CHICAGO, June 19.—Increasing popularity of turtles as evidenced by the large numbers sold for souvenir purposes by concessioners at various fairs, parks, carnivals, etc., indicate that live pet turtles will enjoy a banner season this year. Many people are fascinated by the little pets and will spend hours watching them. Ever since they soared to popularity at the World's Fair they have continued to grow in popularity.

The demand for turtles is reported as being so great that many of the concessioners have been unable to secure prompt delivery. According to officials of the H. Fishlove & Company, one of the largest firms engaged in supplying live turtles, they expect a big demand for these souvenirs this year and have stocked a large quantity.

The turtles are about two inches long and have attractive pictures painted on their shells in waterproof colors. Designs include flowers, bathing girls, scotties and similar catchy pictures. They also can be obtained with a hand-lettered name at no extra charge. The name can be either that of the attraction, resort, town or a person's first name. As the turtles can be sent thru the mails they are popular with souvenir hunters who wish to send something back home to their friends.

Pan-American Expo To Boost Premium Sales

DALLAS, June 19.—Pan-American Exposition, which opened here last week for a run of 142 days thru October, is expected to create a great market for wholesale merchandise in the Southwest territory for the next several months. Unlike many international fairs, the Pan-American is not exclusively educational. Quite to the contrary. It has a generous sprinkling of fun and amusement. More than \$1,000,000 is being poured into entertainment features alone.

Influx of tourists from every part of the nation has already begun. More than a minor portion of the daily crowd will be attracted to exhibits of attractive merchandise prizes awards, and the wholesale merchandise industry is looking upon the exposition as a vital factor in setting a new record of volume sales in the Southwest.

Rural Sales Up

WASHINGTON, June 19.—Daily average sales of general merchandise in small towns and rural areas for May were about 11 per cent higher in dollar volume than for May, 1936, Department of Commerce preliminary figures indicate. Sales for the first five months of the year were about 12 1/2 per cent above the same period for 1936.

AGRICULTURAL

(Continued from page 48)

in living costs. Several European countries have substantially lowered barriers on wheat because of extremely short supplies and high prices in these countries.

HIGHEST IN SEVEN YEARS
Total cash farm income in April, including government payments, was the highest in seven years. The total for the first four months of the year was also the highest for any similar period

in seven years. The decline from March to April was less than usual this year. The increase in income from marketings was general for the different groups of farm products but was greatest for wheat, cotton, potatoes and eggs. The increase in income during the first four months of the year was caused by higher prices, since the volume of marketings was 5 per cent smaller than in 1936.

The general level of prices received by farmers dropped slightly between April 15 and May 15. Prices averaged the same on May 15 as they did on March 15. Since the first of the year farm prices have held fairly close to 30

per cent above the pre-war level. Prices paid by farmers have been rising, but have also averaged around 30 per cent above the 1910-14 level. Thus the purchasing power of farm products has averaged at or slightly below parity during the first five months of 1937.

Prices of all grains except corn dropped sharply between mid-April and mid-May, as did prices of cotton, dairy products, chickens and eggs. Fruit and truck crops were the only groups to make substantial advances. In the live-stock group declines in prices of calves, sheep and lambs were offset by higher prices for hogs and cattle.

LIVE TURTLES

Souvenir Sensation!



Individual Self-Mailing Boxes, Postal Approved, 1c each. Wonder Turtle Food in Cellophane Envelopes (10c seller) \$3 per 100.

They're different—attractive—appealing—a sensation wherever offered! These tiny live turtles measure about 2" long, decorated with flashy designs, flower, bathing girl, Scottie, etc. Waterproof, hand-lettered with name of your Attraction, Town or people's names like John, Mary, etc. Fastest selling souvenir for Fairs, Expositions, Carnivals, Circuses, Resorts, Parks, Pools, etc. Clean up at 25c each!



Immediate Shipments
Rush Your Order at Once!
H. FISHLOVE & CO., 1429 Orleans St., Chicago, Ill.

\$10 Per Hundred
F.O.B. Chicago
Including hand-lettering of Name. Weight approx. 6 lbs. per 100.
Sample Doz. \$1.50 Postpaid.

Estab. 1915

HOLLYWOOD BARKING DOG SENSATION OF THE MIDWAY.

He Opens His Mouth. He Barks. He Wags His Tail.

Stops the crowds and keeps them playing till they win, because they all want one of these fascinating dogs that bark and wiggle for almost two minutes each winding. Real black mohair fur. Hgt. 15". Wgt. 4 lbs. Individually packed. Durable metal construction. Order a few dozen today and watch your receipts skyrocket.

No. B16X32 IN LOTS OF 6 OR MORE. \$3.75
Terms: 25% Deposit. Balance C. O. D.

CONCESSIONAIRES—We have available an Electric Powered Barking Dog (as above) for demonstration purposes. Each \$25.00. Be sure to ask for our new Catalog No. 873 just out.

JOS. HAGN CO., 217 - 225 W. Madison St., CHICAGO, ILL.



Immediate Delivery!

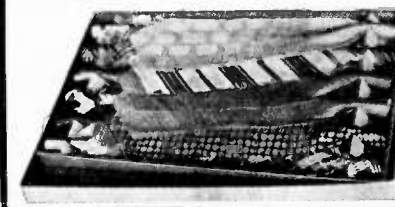
ZIP-ON The Ready-Made-Tie with the Tapered Knot

"Zip-On is the perfect tie, beautifully tapered and perfectly shaped, it leads the field."

SELLING CASES FREE

As illustrated, all ties packed in a special free case from which you sell. Makes a beautiful display. No handling.

Sample ZIP-ON 25c Prepaid. Write for Catalogue. ZIP-ON NECKWEAR CO. 425 Market St., PHILADELPHIA, PA.



BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty.

A NEW BASEBALL POOL BOOKLET, Large Profits. Send 25c in stamps for sample and quantity prices.

Two-Tone Parade Cans, Gross \$7.50. Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 60c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936. New Carnival Catalog soon.

MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI

WATCHES ELGIN and WALTHAM

PRICED FROM \$1.75

Send for our Free Catalogue, showing you the biggest values in rebuilt watches.

ROSEN & MALTZ

801 Sansom St., Dept. L, Philadelphia, Pa.

GET YOUR SHARE OF EXTRA PROFITS!

- SUN GLASSES, on Disp. Cards. Gro. \$9.50
- SIDELINE GOODS, A-1 Qual. Gro.95
- MOTH CAKES, Giant. 100 for 3.50
- SWATTERS. Gro. 2.50

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For—No Substitution. No order too small or too large. Free Sample Case. Write for Details and Catalog.

25% Deposit, Balance C. O. D.

CHAMPION SPECIALTY CO., 814-U Central St., Kansas City, Mo.

CARNIVAL MEN ATTENTION!

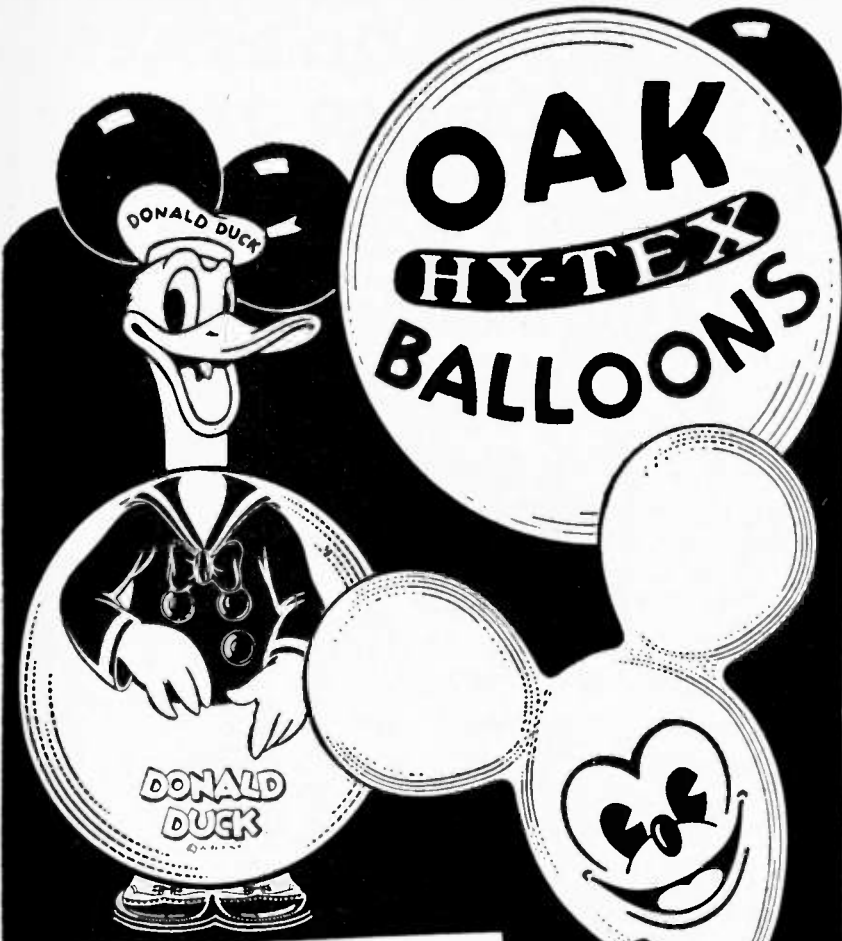
We have a Complete Line of Canses, Whips, Balloons, Beach Balls and Yacht Hats. SEE US FIRST.

Standard News Company

255 West Jefferson Ave., - Detroit.



SMASH BARGAIN FOR CONCESSIONERS, BINGO OPERATORS, ETC.
Blue-White Comb. Fireside Fur CAT \$18.00 \$1.75
Made of real goat white fur. 5" Doz. - \$1 Sample
Size: 20" long, 11" high. Life: 25% Deposit. Bal. C.O.D.
like, appealing. A real hit for all Premium and Novelty Users. WRITE FOR FREE CATALOG.
Complete line of Stuffed Fur Animals, Novelties. All Finest Quality and Workmanship. Lowest Prices. Write Today.
MAJESTIC NOVELTY CO., 2487 Valentine Ave., Bronx, N. Y. C.



OAK OFFERS:

- The world's foremost line of toy balloons—proved by the fact that OAK-HYTEX balloons far outsell all others.
- The only genuine Mickey Mouse and other Walt Disney character balloons.
- The finest variety of novelties, fancy prints and standard numbers—all in brighter colors.

Sell OAK-HYTEX—just as the majority of vendors and concessioners do—and you'll make more money!



Sold by the Leading Jobbers
Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.
Send for Oak's colorful catalog
The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

OLD GAS BILL . . .
is in receipt of a newsy pipe from a med show operator now playing North Wilkesboro, N. C., but it bears no signature. Once again boys, unsigned communications are pigeonholed and finally find their way to the wastebasket.

"HAVEN'T SEEN . . ."
a pipe from a sheetwriter in ages," pencils Johnnie Emerson from Casper, Wyo., "Saw two oldtimers, Bill Hough and Slim Gorman, working the stock convention here recently. They were certainly gathering in the shekels. I'm still working trades and doing fair."

NOW THAT we are embarking upon another summer suppose we take a few moments time and give a little thought to last winter.

PROFESSOR JACK SCHARDING . . .
inks from Hannibal, Mo., after a long silence: "Since leaving Florida I've made a few towns on the route and a few in Southern Illinois recently to fair business. Boys, you must be finger-printed in Decatur before you can secure a reader. Worked Quincy, Ill. on a \$5 reader to good business. This city has a \$3 per day reader. Plan to work thru Iowa and then go into Wisconsin, where I will make the fairs. Then to the West Coast and Los Angeles, where I plan to settle next winter. I'm still pitching the horoscopes and health books."

EARL B. WILSON . . .
who is working Ohio towns, blew into Cincinnati last week and visited the pipes desk. He says he is still working auto and furniture polish, but plans soon to spring a new wallpaper deal, which he prepared some months ago. He also advst'd the boys that High street, in Columbus, O., is n. g. since the city dads effected a no-parking law. "Only ones working the artery," says Earle, "are a few boys selling song sheets." Earl is anxious to read pipes from his brother, Mack Wilson, formerly of Cleveland, and who he has not heard from in three years.

HOT WEATHER? Sure, but don't let it affect your energy.

HAPPY ROY WARE . . .
letters from Lafayette, Ga., under date of June 1, that he has just closed with the Doc H. W. Gardner Health Show in order to fulfill a contract he signed earlier in the season with the Kinsley Bros.' Circus. Ware says he had been out with three shows this season, but Gardner's was the first and only one to pay his salary as agreed upon. He was with the organization for six weeks.

BOB KELLEY . . .
tells from Vinton, Ia., that he is planning to make the fairs this fall.

MADALINE E. RAGAN . . .
is again working the farm sales after spending three weeks making openings on Dr. Garfield's Hall of Science with the Cetlin & Wilson Shows. Writing from Lebanon, Pa., under date of June 16, she says: "Met Chico and the princess doing a clever act on the Jack Hoxie Circus. Certainly are a lot of workers making the sales here, with everyone getting some money, but it's nothing to write home about. Have just taken delivery on a Chev and will be hitting the road in about 10 days. Pat Dauria has returned to New York. Among the pitchfolk here are Tommy Adkins, Harry Busch and Archie Rosenberg. Would like to read pipes from Curly Bartok, George (Heavy) Mitchell, Guy Warner and Dick and Honey Jacobs."

HOW CAN a fellow call himself a successful pitchman if he cannot sell corn punk at a dime a copy?

TWO COMMUNICATIONS . . .
written in identical hand, on the same stationery and apparently in the same ink, were received four days apart at

the Pipes desk last week. Mailed from Chicago, each letter carried a different signature, with one letter hanging a lot of paper for the writer of the other. We have no place in the Pipes column for such communications.

KEEP YOUR EYES PEELED . . .
on the dairy product stations in Wisconsin and Minnesota. Reports emanating from that neck of the woods indicate that farm product prices are okeh and the farmers are in a jovial and buying mood.

ED MOSELY . . .
writes from Detroit that he met Blanche Belanger, of Hartford, and her partner.

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices.
IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.



Sample 15c.

RADIO STROPPER CO.
SANDWICH, ILLINOIS

UNDERWOOD



JUMBOS ASSORTED COLORS.
FREE! 1 Gross Boxes with Each Gross Order.
SPECIAL \$21.00 PER GROSS.
25% With Order, Balance C. O. D.
GRODIN PEN CO., 398 Broadway, New York City.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-81, Box 353, Hamilton, Ontario.

Special Prices PENS—PENCILS—COMBOS

Two-Tone Durlum Point If Desired.



FREE—NEW SPRING PRICE LIST. Complete Line.

ADLER PEN and PENCIL CO.
395 Broadway, New York.

Slip--Not--Ties

New Spring and Summer Colors—Silk Lined.
\$2.50 Doz., Post Paid.
Send for Sample Dozen.
Money Back Guarantee.
Free Catalog.

Original. Patented. 13 N. 13th St., Phila., Pa.
GILT EDGE MFG. CO.

PEN WORKERS

SPECIAL: PLUNGERS \$18.00 and JUMBOS \$18.00 and up

Fitted With Durlum Points.
SEND FOR OUR LATEST PRICE LIST ON PENS-PENCILS-COMBOS AND SETS.
SUPERIOR PEN CO. 15 Beekman St., New York City.

SOMETHING NEW! THE PENCIL WITH 48 INCHES OF LEAD
NOW \$3.00 DOZ.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

HISTORY REPEATS! HERE ARE TWO GOOD DEALS GETTING BIG MONEY LIKE IN THE GOOD OLD DAYS!

Here are two deals going over at every stop with the boys who have the nerve to flash them in the old way. A flashy store set-up, a snappy worker behind the counter, plenty of newspaper advertising or coupons. Don't be afraid of either these deals—they're hot, and are really getting the dough. Don't lose time waiting for samples. Take our word for it. You know that we know what we are talking about when we say a deal is hot. If we are not right, we will refund your money on any unsold merchandise if returned to us in salable condition. What more can we say or do to convince you that we are right?

GLAD FOOT TREATMENT DEAL



A deal that appeals to everyone in every walk of life. Statistics show that 85% of the people suffer from some kind of foot ailment, so cash in on this with our Glad Foot Treatment Deal. It really does the work. A wonderful flash deal for coupon workers, pitchmen and street workers. Get on this deal today and cash in on it while it is new.

ILLUSTRATED COUPONS, 85c PER M.
SELLS ON COUPON FOR 49c.
WHOLESALE PRICES: DOZ. LOTS, 21c; 100 LOTS, 20c. SAMPLE POSTPAID, 35c.

WHITE GARDENIA DEAL



One of the most beautiful, appealing deals ever offered on a coupon or pitch basis. Instant desire is created upon seeing these items. Each item created exactly as a \$1.00 value.

1-oz. modern bottle of alluring White Gardenia Perfume, with seal label, packed in dainty white box, showing the true beauty of the Gardenia Flower represented in two colors.

A snow white beauty pack of the finest of texture. Will keep the skin soft and young. Package is one of sheer beauty—white jar with black cap, beautiful label showing the Honeymoon Couple at the altar. Honeymoon Beauty Pac will appeal to every woman.

White Gardenia Face Powder—the very finest of texture, bottled through pure silk, in all popular colors, daintily odored with White Gardenia, and packed in an absolutely new idea box—3-ounce drum, sealed, packed in beautiful white box, with the White Gardenia flower represented in two colors.

DEAL SELLS ON COUPON FOR 79c.
WHOLESALE PRICES: DOZ. LOTS, 32c. LOTS OF 100, 30c.
ILLUSTRATED COUPONS, 85c M. SAMPLE DEAL, POSTPAID, 50c.

WRITE FOR OUR NEW 104-PAGE CATALOG, CONTAINING OVER 1,000 FAST-SELLING ITEMS. VISIT OUR NEW DOWNTOWN STORE.

For the convenience of our workers, we have opened a downtown store located at 1812 Main Street. When you visit the Pan-American Exposition, make this store your headquarters. We have on display over 1,000 fast-selling money makers. Look them over.

ATTENTION COUPON MEN, PITCH MEN!

We have all the fast-selling coupon and special sales deals which are now getting the money. Wm. A. Woodbury deals; Recamier Deals; all size Hose Deals; Perfume and Powder Deals; Simulated Pearl Necklace Deals; flash bottles of 4-ounce Perfume, with appearance and package of regular \$5.00 bottle; Irene Lamonte 10-piece Flash Cosmetic Deal; Lucille Grey 7-piece Vitamized Cosmetic Deal; Cynthia 9-piece Friendship Deal. In fact, we have the Deals that are selling. Write us today.

WAGONMEN---DEALERS!

We have the most attractive and complete line of merchandise for your needs on the market, and at prices which defy all competition. We list a few items:

- 3-Oz. BRILLIANTINE \$0.40 Doz.
 - 1/2-Oz. NAIL ENAMEL45 Doz.
 - 3-Oz. FACE POWDER45 Doz.
 - 6-Oz. WAVE SET FLUID45 Doz.
 - 4-Oz. ANTISEPTIC45 Doz.
 - 7-Oz. Can HAIR DRESSING45 Doz.
 - 12-Oz. BAY RUM (Alc. 61%) 1.35 Doz.
 - 2-Oz. GOLD CREAM45 Doz.
 - 2-Oz. WHITE PETROLATUM30 Doz.
 - 3-Oz. LOTIONS (Almond, Rose, Lemon)45 Doz.
 - 8Oz. VANILLA FLAVOR70 Doz.
 - 4-Oz. FLAVORS (Assorted)55 Doz.
- Complete Carded Merchandise at Attractive Prices. Write for Our Complete Literature Now.

UNIVERSAL LABORATORIES

515-17-19 BROWDER ST. DALLAS, TEXAS

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS SUMMER with our New Designed Mounts and Folders.

SOMETHING NEW! Photo Pocket Mirrors with Catchy Sayings! Also Leatherette Double Photo Holders!

Fresh Stock of Improved **BLACK BACK CARDS**, 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment.

BENSON CAMERA CO. 166 Bowery, New York, N. Y.
Catering to Quick Finishing Photographers for Over 30 Years.

SLUM JEWELRY \$1.00 gross

Full Line of Rings, ladies' and gents' (signets) \$1.00 doz. up

Waldemar Watch Chains, assorted \$1.00 doz. up

Knives, Chromium plated \$1.25 doz. up

Collar Holders, assorted \$1.50 gross up

Tie Holders, assorted \$1.50 gross up

Pen and Pencil Sets—Chromium or colors, 14-k. plated points; handsome display boxes \$3.75 doz. sets

25% Deposit With Orders—No Catalog

FELDMAN BROS., 159 Canal St., New York

ENGRAVERS

New 1937 Catalogue being mailed. If your copy has not been received write today. New Numbers, New Patterns. The most complete line of Signet Jewelry and Electric Engraving Equipment. Always Something New At

EDW. H. MORSE & COMPANY
Attleboro, Mass.
We Lead, Others Follow.

★ ★ **UNITED LEADS** ★ ★

Cocoon Tar Shampoo, 35c per gallon; Furniture Polish, 50c per gallon, just add water; 4 oz. tin Foot Powder, \$1.50 per 100; Aspirin 12's tins, \$1.60 a gross; 100 in bottle, \$11 per gross; 35c size Tooth Paste, 3 1/2 c each. 25% deposit with all C. O. D. orders.

UNITED PRODUCTS SUPPLY
Southwick Street, Fitchburg, Mass.

Apex Knife Sharpeners, Gr. \$ 7.00
Apex Pocket Sharpeners, Gr. 3.25
Run Menders, Gr. 2.00
Ring Tricks, Gr. 3.80

CLOSE OUTS

Ladies' Pen & Pencil Sets, Gr. \$18.00
Ladies & Gents Gold-Plated White Stone Rings, Gr. 4.50

BERK BROS. 28 East 17th St., New York, N. Y.

looking over territory with a ball game and corn game in mind. He reports that they sold out both of their stores at Cleveland a week after they opened, the buyer paying a good price to get the space. They are planning to add perfumes as a separate store if they can get the right location.

PITCHMEN'S SAYINGS: "Get rid of the donkeys."—Dr. Martin Black.

RICHARD LEROY . . . and wife are working Illinois with oil and liniment to good business.

LEONARD ROSEN . . . Harry Carr and Robert Mochrie loaded into Leonard's newly repaired Chev in Dayton, O., last week and hit the highway, Baltimore bound, to take care of the folks working for Uncle Sam in that town and Washington.

FRED J. McFADDEN . . . has been clicking in chain stores with his jewelry layout of crosses, chains, ear rings and other ornamental wear.

AMOS THE MEDMAN . . . has been clicking with the tonic, oil and novelties at the farm sales thruout Ohio and Indiana.

LUTHER FRY . . . according to reports, has purchased a housecar and a new coupe, and with his parents, has taken to the road for the summer. Fry was reported as doing a tremendous business at Huntington and a few other spots in Indiana.

BERT CLAYTON . . . working Ohio territory with his med sales, is reported to be clicking.

FAMOUS LAST WORDS: "This is my last day in town and you had better get one while you can."

JOE WALL . . . of ginseng fame, closed his Dayton, O., chain store spot and headed for Detroit, where he plans to take on an amplifier set to work some hot spots.

DOC GEORGE LONG . . . who has worked with such great med impresarios as Chief Redwood and

Cooper, of Tanlac fame, and who in his heyday operated some outstanding med emporiums, is contemplating a comeback. The doc, who is past 70, is organizing a 10-man minstrel show at Dayton, O. He plans to take to the road as soon as his transportation facilities arrive.

LOGAN DAVIS . . . is resting up until the fair season opens, when he expects to bang away with the leafs, taking the subs on the sports papers.

"JUST MOVING ALONG . . . about the same as ever," lines Bob Posey from Battle Creek, Mich. "It's still too cold for comfort in this territory and the readers are high. Good spots are hard to find. I'd like to read some pipes from the boys making the Pennsylvania sales, and Al Decker, Jack Carrant, Gummy Johnson, L. Edwards, Jim Osborne and Roundy Carrothers."

MONEY SPOTS: The distilleries at Lawrenceburg and Aurora in Indiana are mighty good spots. Batesville and Brookville, both open to good corners, are excellent Saturday workouts. These spots are all within 50 miles of Connorsville or Newcastle and may be worked in an emergency.

H. TENNEY . . . is still working on the same sheet and clicking as usual, getting his share of the subs and driving routes. He has just celebrated his 50th birthday.

MADAME MAYFIELD'S . . . health concerts have again opened on the same old platform in Emlenton, Pa., according to Melvin (Jake) Mayfield. Northwestern Pennsylvania will be the organization's stamping grounds for the season, according to the Madame. She info's that she would like to read pipes from Doc Weiss, Bill Barnes, Doc Manville and Fred Grant.

"STILL HERE . . . in Long Beach," inks Mary Ragan from the California city, where she has resided for the last eight months. "Business has been slow thru the week, but Saturdays and Sundays have been big. There are 30,000 sailors now in port.

PEARL \$24.00 PLUNGERS

Ink Gauge—Tells When to Refill—Fillfree Band—Streamline Design.

New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready. 5 Different Samples. **50c** Prepaid

JACKWIN PEN COMPANY
50 W. 28th St., New York, N. Y.

MEDICINE MEN

Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish.

Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty Margin for You.

BECKER CHEMICAL CO.
(Established 1890)
235 Main Street, Cincinnati, O.

Self-Starter PLUNGER PEN

ONE PULL-IT'S FULL

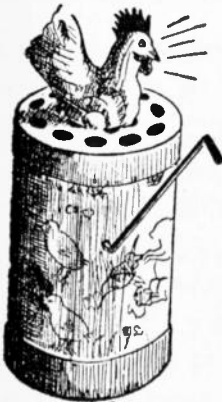
An Extraordinary Value! 5 times greater ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! LEAK PROOF!

LIFE-TIME GUARANTEE

BUY DIRECT FROM MANUFACTURER. Better Quality—No Extra Cost!

NUPOINT PEN & PENCIL 11 EAST 19 ST. NEW YORK, N.Y.

Cackling Hen Sets New Sales Record!



ONE STORE SELLS 10,000 IN A FEW WEEKS!

Big Profit Maker. Retail for 25c. Ideal for Carnivals, Pitchmen, Concessionaires. Sure-fire hit wherever crowds gather. Great for kids and grown-ups, too!

THIS IS A REAL CACKLING HEN VOICE . . . NOT to be confused with any similar item shown in the past.

Quantity Price . . . Minimum of 6 Dozen as trial order at this price. **\$18 per gross.** ★ 25% With Order, Balance C. O. D.
We will send one dozen samples (no less) parcel post prepaid, on receipt of \$2.00.

HURRY! BE THE FIRST IN YOUR VICINITY!
AYWON TOY AND NOVELTY COMPANY
892 BROADWAY, NEW YORK.

This illustration is about half size

Their Better Quality Means Quick Sales!

Competition takes a "back seat" when STARR Pens and Pencils are available. It doesn't require an expert to see their superior quality. It is evident in their fine finish and modern streamline design. Every STARR is guaranteed. Durable, smooth-writing points and maximum ink capacity make STARR Pens general favorites. Yet STARR Pens and Pencils cost you no more than ordinary kinds.

STARR PEN CO. Dept. 16
300 W. Adams St., Chicago, Ill.



WRITE TODAY FOR NEW PRICE LIST.

STREET PHOTOGRAPHERS FULL LINE OF CAMERAS AND SUPPLIES



We carry the largest assortment of attractive mounts that have ever been made. Tu-tone mounts—fancy sayings—bright colors—any style—any design. Folders, new and popular. Black backs, fresh and perfect. Developer, our own secret formula. CAMERAS starting at \$18.50; guaranteed perfect.

SERVICE: PROMPT AND EFFICIENT
KEYSTONE FERROTYPE CO.
734 SOUTH ST., PHILADELPHIA, PA.

DEAL DIRECT WITH LEADING MANUFACTURER

STARTS YOU IN BUSINESS TIES

NEW SUMMER SELLERS! NEW EXTRA BONUS PLAN!
Wash Ties—Sample Tie 90c. . . . 85c doz.
Silk Lined Ties—Sample Tie 12c, \$1.25 doz.
Custom Made Ties—
Sample Tie 19c. . . . 2.00 doz.
Exclusive Hand Made Ties—
Sample Tie 30c. . . . 3.00 doz.
Leather Ties—Sample Tie 35c. . . . 3.60 doz.
We pay postage on all orders.
Send remittance with order.
A small handling charge of 15c is to be added on orders for less than \$8. Satisfaction Guaranteed or Money Refunded.
FREE SAMPLE SWATCHES and **FREE Illustrated Descriptive Catalog** showing complete line of fast-selling Ties, Men's Hosiery, Boys' Ties and Jewelry Novelties. Tremendous values! Unbeatable quality! Wide range of patterns. Many exclusive numbers. Our **LOW PRICES** enable you to make **OVER 100% PROFIT!** See for Yourself Why Our Men Are **BIGGEST MONEY MAKERS.**
BOULEVARD CRAVATS 22 West 21st Street, Dept. B-17, New York.

FREE CATALOG showing New Styles in Rainbow-Crystal & Novelty Jewelry. Send \$2.00 for line No. 24 of Crosses, Pendants, Bracelets, Pins, etc.
OLYMPIC BEAD CO., 307 Fifth Avenue, New York City.

LONDON TIE FORMS WITH TIES Are Not Artificial Looking. Beautiful Ties, all tied on form with adjustable bands, regular 25c or 5-\$1.00 Sellers, \$1.50 Doz. 35c or 3-\$1.00 Sellers, \$1.75 Dz. Sample Doz., including 3 35c Ties, all tied with bands \$1.85 Doz., Postpaid.
MONEY BACK GUARANTEE. Write for More Information.
TIE FORM SETS, \$3.50 Gross.
LONDON SPECIALTIES CO., 2719 Holland St., Erie, Pa.

SUBSCRIPTION MEN

Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer is a prospect. Women are interested. Good side line for rural territory. \$1.00 deal. Good territory now open. Write today.
POULTRY TRIBUNE, Mount Morris, Ill.

ELGIN & WALTHAM WATCHES \$1.85

In New Cases, As Low As . . .
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

Promoters, Salesmen, Concessionaires, Agents
Cash in with the **GREATEST NOVELTY IN YEARS**
Absolutely New. Sweeping the country like wildfire. Territories being allotted to producers. Send for descriptive literature and dealer's proposition.
SMITH-DAWE CO.
Dept. B-2, ATMORE, ALABAMA.

NEW PERFECTED "QUICK-ACTION" AUTOMATIC GAS LIGHTER
No Flint or Friction. Lights Gas Instantly. Individually Boxed.
500% PROFIT
Retail 25c. Costs You \$1 a Doz. or \$8 for 12 Doz. Postpaid. Sample Free.
NEW METHOD MFG. CO.
Box BB-26, Bradford, Pa.

6 LEADERS
SUN GLASSES. Each on Card. Assorted Lenses. Doz. 60c
DOUBLE EDGE BLADES, 5" Cello. Per 1,000 \$2.80
SINGLE EDGE BLADES, 5" Cello. Per 1,000 4.25
EVER READY SHAVING CREAM. Large Size. Doz. .72
POCKET COMBS. In Cases. Gross 3.50
BAKELITE D.E. TYPE SAFETY RAZORS, Ea. in box. Doz. .60
25% With Order. Send for Catalog.
OWL TRADING CO., INC.
867 Broadway, New York, N. Y.

MEDICINE MEN, AGENTS, STREETMEN
"ALL SET AND SATISFIED?"
If not, get our prices on Merchandise of Quality. Tonics (Liquids or Herbs), Oil, Family Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success.
Ask any Medicine Man About Our Service.
Col-Ton-Sa Medicine Co.
Col-Ton-Sa Building, CINCINNATI, O.

Doc McKay, of soap fame, is improving from the effects of a stroke which left his left side paralyzed. Pops Ludwig, who owns the kiddie ride and manages the lot here, is a real trouper and is always ready to spot a good clean worker. Mayberry, with coils, has worked the lot for several months, while Lions just left for San Francisco after being on the lot for six months. See Ollie Myers, of jam fame, now and then on Sundays. McKenney is still here with the Lord's Prayer. He's been on the lot for more than a year."

TRIPD OPININGS: "A good hustler will boost himself and the game. A poor one is a bar to progress."

SUNSHINE ROGERS . . . blasts from Rochester, N. Y., under date of June 9: "Ran into my old friend, Dr. Less Williams, last week, while en route from Texas to Rochester. I was with Doc nine years ago and it was the first time I had seen him since. He has a swell layout and says business has been fair."

E. J. GOODIER . . . has returned to his Universal Laboratories and is quite busy assembling a new coupon deal which he believes will rival the old four-piece pearl set.

RICTON . . . Barnum of the sticks, still has his organization rolling merrily along in Tennessee territory.

THINGS WE NEVER HEAR: "We love a jam man."

HARRY AND DAISY DeGRACE . . . scribe from somewhere in the Middle West that they opened their med show May 19 to good business, despite much rain. Personnel is the same as last four seasons, and includes Harry DeGrace, lecturer; Daisy DeGrace, candy sale lecturer; Lew and Klitty Green, blackface, jugglers and magic; Al and Wanda Vale, piano and singing specialties; Slim Jim and Grace Wordly, singers, dancers and comedy; Montana Foy, cowboy songs, and P. Goodwin, lot man. Harry says they plan to work Texas this winter. He adds that they were sorry to learn of the accident which befell Happy O'Curran and wife and Smoky and Mary Pittman recently.

AFTER A SUCCESSFUL . . . winter season in the West, Mae Lithgow and Harry and Lida Doby have returned east, where they are preparing to take out their Indian medicine show, comprising 18 people. Opening was scheduled for June 1, but owing to the sudden death of Mae Lithgow's brother the show will now open late this month. Organization has all new stage settings, new p.-a. system, two Ford trucks and a Ford sedan and trailer. Roster includes Mae Lithgow, Princess Bright Eyes, Lida Doby, Princess Blue Moon, Harry Doby, Chief Running Moon, Klitty Smith, treasurer and hostess; Madam Jewell, Johnny Hubert, Catherine Cameron and Fred Duly. Present plans call for the show to open in Connecticut and later play Massachusetts. Company will then return to the West Coast.

"JUST NOTICE . . . the pipes from the 'Gold-Plated Packard Pitchman' who gets all the long green in the world," tells H. M. (Duke) Doebber from Omaha. "In an effort to give other pitchmen like myself, who

For your own good and that of Pitchdom, please stay clear of the strike-stricken areas. With the "disperse the crowds" orders flying fast and furious in the strike-torn districts, it is foolhardy for a pitchman to attempt to make a pitch. Some of the boys in this business, however, who don't care what happens now or in the future, are as much danger to the public as they are to Pitchdom.

For a person to get hurt in a pitchman's tip means the end of pitching in that district. With police on their toes and their nerves taxed to the limit, one can expect a policeman to become a bit stern in enforcing his orders.
You will benefit by staying away from those spots, because by such action you evade the possibility of getting the authorities down on you, with the result that fewer spots will be closed to you and the rest of the lads now and in the future.

Jewelry for Engravers also Gold Wire Jewelry

Can be bought from us at reasonable prices. Let us mail you our new catalog now. Keep in touch with us for new numbers. We have something new every week. Satisfaction guaranteed or money refunded.

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EST. 1920
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Always Something New at
EDW. H. MORSE & COMPANY
Attleboro, Mass.
WE LEAD—OTHERS FOLLOW.

CHEWING GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—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.

Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, Name Plates, Sample, with name and address, 25 cents.
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BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.
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Write us your needs.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.
End your correspondence to advertisers by mentioning The Billboard.



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25% With Order. Balance C. O. D. NU-DELL MFG. CO., INC. 501 W. Huron St., Chicago, Ill.

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New Chromium Engraved Loco Open-Face Cases. 7-Jewel, 16 Size... \$3.75 17-Jewel, 16 Size... 6.25 Send 3c stamp for our free catalogue—New Plan.

THE NEW YORK JOBBERS, 74 Bowery, Dept. B, New York, N. Y.

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Makes \$34.50 in 5 Hours. You Will Do It! With the "BIASCOPE-NICKEL-PLATED CAMERA." Loads with 200. Filmless. Positives in Daylight. Snaps. Develops on the Spot. Automatically discharges Two One-Inch Button Photos Simultaneously in One Minute. No Photo Experience needed. Men, Women. Cash in with this fast money maker. Write for Free Illustrated Booklet right now. PACIFIC BIASCOPES, Glendale, Calif.

605 W. Stocker St., Glendale, Calif.

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Lowest prices on coupons for Pen Workers, Ring Workers, Cosmetic Workers, Medicine Shows, Handbills and Dodgers. Coupons as low as 45c per M.

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Hand-made, White and Maze. Every woman wears one instead of a hat. Give them a trial. \$21.00 Gross; \$2.00 Doz. Silk Handkerchiefs, 18 Inches (Army & Navy Design), \$18.00 Gross (Special Park Name at Same Price). 25% Deposit.

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ATTENTION

MEDICINE MEN, STREET MEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in Flashy 3-Color Carton, at \$15.00 A GROSS; \$8.50 A 1/2 GROSS; \$2.00 A DOZEN. Clip this ad for future reference.

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Newest Line of Rings

CAMEO, WHITESTONE and NOVELTY—10 Different Samples—\$1.00 Send for Illustrated Circular.

U.S. JEWELRY CO. 19 E. Jefferson, Detroit, Mich.

SILVERLEAF

GENUINE SILVERPLATING COMPOUND GUARANTEED PERMANENT. The only genuine Silverplating compound made that plates metals with 100% pure mint-silver! Every can fully guaranteed. Demonstrates quick. It sells easily. The plating is permanent. Sales guaranteed—unsold merchandise returnable. Sample can, 25c; \$1.50 per doz., Chicago. GILFORD LABORATORY CO. 4931 N. Hamlin Ave., Chicago, Ill.

go along from week to week making a living and keeping in stock, an even break, here's a list of towns and readers I have worked in the last two months. Illinois: Decatur, \$2 per day; Springfield, \$2.50 per day corner Eighth and Washington streets; Bloomington, free on private property; Joliet, \$25 per day; Kankakee, closed; Mattoon, \$10 per day, o. m., free; Jacksonville, \$3 per day, o. m. free; Quincy, \$3 per day and \$5 per week; Galesburg, \$3 per day, not welcome on Saturday; Taylorville, free, one block from square; Moline, free, private property; Rock Island, \$5 per day. Jake Martin with rad and transfere ne just left here and headed east. Ray Redding was in for several days en route to the Dakota fairs. Would like to see some pipes from Slim Rhodes. Bob Henley, Jack Flowers, Matt Herman, Louis Chapman, Bill Goforth and Leonard Rosen. I'm still working watches and getting a little money."

MEMORIES: Remember when Joe Wall and Jim Powell rented the storeroom at Second and Main streets, Tulsa, Okla., for \$200 per week and came out on top despite the high rental? It was a daring gamble, but they took the chance and won.

WATCH THE LETTER LIST in each issue and send forwarding address promptly. The mail-forwarding service is gratis and is probably the quickest way for acquaintances to get in touch with each other when whereabouts are not known.

THE LAST FEW YEARS have seen a noticeable increase in the number of good old-time Fourth of July celebrations. Just a reminder: have plenty of stock on hand and take your best hold.

DOESN'T IT LOOK foolish for local merchants whose daily receipts run into three or four digit figures to attempt to have laws passed against the pitchman, whose daily receipts wouldn't make a good patch on a circus tent when compared with their own? There's been a lot of hue and cry about the money that the itinerant merchant takes out of town. It's difficult for us to realize that a big-time merchant can find time to make such a statement against a man selling a dinky (See PIPES on page 113)

Pitchmen I Have Met

By SID SIDENBERGG

Herbert (Bunny) Carroll, clever knife-sharpener purveyor, is not only a successful money-getter, but a mighty good money-keeper.

About two years ago I had the pleasure of meeting him and his wife working a court day in Southern Kentucky. Things at that time were not so forte and I asked Bunny how he had weathered the hard winter. In reply he showed me a waddle of Government Baby Bonds, a few extra keisters loaded with stock, and some advertising literature on new housecar trailers, meanwhile seeking my advice on what looked best. I didn't tell Carroll what to buy, but from descriptions I have read in the Pipes column of the trailer he purchased, he has one of the best money can buy, with a new car to boot.

Carroll didn't fail to mention that he is one of the boys in the game who wasn't promoted to get past the portals of Pitchdom.

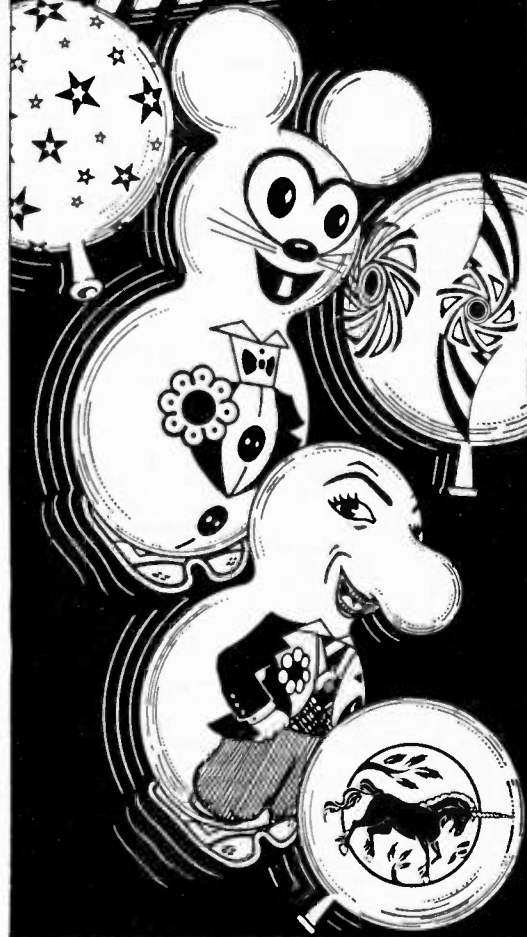
He started his road career doing the talking on the fronts of the Metropolitan Shows, and afterwards adorned fronts on Sutton Greater and Nasser Shows.

After his experience in that line he took a fling at the rolldowns, etc., under canvas on the midway. Soon after, he decided that he could get as much out of a single small keister loaded with stock as a big top loaded with merchandise.

Rad, flexible hones, magic boards and revelation boxes when he happens to light in territory where the sharpeners have been hammered to death. He has been showing that he has the required speed that is necessary to put a sales talk over with any of the items. He gives a good account of himself every time he expands his tripods for a money-garnering session.

The Carrolls call New York home. Bunny, who is 41 years old, has been in the game for 15 years.

BALLOONS made to MOVE!



FLASHY NUMBERS CREATED ESPECIALLY FOR CONCESSION, CIRCUS AND STREET MAN PURPOSES BACKED BY THE BARR STANDARDS OF QUALITY. YOU WILL WANT DETAILED INFORMATION.

Ask your jobber for the better BARTEX Balloons. Complete descriptive literature sent on request.

THE BARR RUBBER PRODUCTS CO. SANDUSKY, O.



LATEST NOVELTY HATS

THE WINNERS OF THE

Recent Winchester Festival

No. 218—MEXICAN STRAW SOMBRERO. Made of Imported Hand-Woven Straw, with Eight Eyelets and Adjustable Head Band. Leather Sweat Band braided around entire brim with Silk Chenille Balls in Two-Tone Combinations. \$24.00 Gross

SEND \$1.00 FOR COMPLETE SAMPLE LINE OF NOVELTY SUMMER HAT SPECIALS, PREPAID.

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Everything you have been wanting in worth-while publications. (Mention experience when writing—postcards will be disregarded.) Real proposition.

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Is Your Subscription to The Billboard About To Expire?

This and That About Pitchdom

By TOM SIGOURNEY

I WAS requested to write an article on Pitchdom, but think the job should have been given to someone better qualified, because I will, naturally, give only my angles, which many will probably think all wrong.

In the course of a year I see a lot of territory and meet many pitchmen. Those I have recently met, who are real workers, are more optimistic, and in most cases more prosperous, than they have been in many years.

During the deep depression pitching was tough work. The country was overrun with unemployed men who cluttered up the scenery and closed so many towns

by mere force of numbers it became difficult to work in towns that previously had not regarded a pitchman a nuisance.

Now, however, with the many Public Works Projects and partial resumption of industrial activity, tens of thousands of former peddlers, doorway sitters and near-pitchmen are out of the profes-

"never buy anything from street fakers." So, hats off to the successful pitchmen!

It may be superfluous to say anything about how much a neat appearance counts. Speaking for myself, if I had only two-bits in my pocket and needed my suit pressed, or my breakfast, I would have my suit pressed. Try "fixing" a city clerk or a chief with a frowzy "front" and you'll know why.

As to the items we sell, that is each man's own business. I know the sensible pitchman usually gives the buyer his money's worth. Personally, I believe anything is worth what it can be sold for, that is if the buyer is an adult and has his eyes open. I, for instance, have been selling little pieces of printed paper that cost me a fraction of a cent each, and haven't had a "beef" in over 30 years.

Downright junk items, no sensible pitchman will sell. Those who sell items of the junk variety come under a category different from ours.

I do not censure or deride what is termed the jam man. To me the jam man is the super-super-salesman. His only loud critics are those who would like to be clever enough to do what he does. Generally the jam salesman gives the buyer his money's worth, but he sells a dollar or several dollars' worth of merchandise to buyers who originally expected to spend only a dime or two. Hats off to the jamster! To my mind he is the king of salesmen.

Regardless of how this old world rolls on, there will always be pitchmen, some good, others not so good. Those who survive will be the ones who handle legitimate items, who leave the towns and spots as clean or cleaner than they found them, and who have learned that it may be a little further around the corners of a "square" deal but the road back is better. Only a foolish, near-sighted business man will knowingly fool a customer.

The antagonism of some small-town merchants is a problem that can, in many cases, be overcome. In the first place, the pitchman should handle items not in direct competition with them.

I had occasion to intercede for a friend of mine in a small Southern town. My friend was selling a novelty household utility. The local merchant told the "law" to stop him. I called on the merchant and convinced him it was a distinct advantage to him to have this item publicly demonstrated because it was an item he would, undoubtedly, carry in his store as a steady seller later on, and he would already have the advantage of the introduction of the item at no expense. The merchant saw the point and "sicked" the "law" off. I cite this incident only to show there is a way if a fellow will use the brains God gave him.

I could write a lot of history of the old days of Pitchdom—the days when a pitchman could pick his corner or spot and go to work without seeing "The Man" first. Even in those days we had our problems. I have a world of memories of old friends who have passed on to wherever pitchmen go. They say "Reminiscing is a sign of old age," so we'll skip it.

However, there were some grand workers from "Big Foot" Wallace down—great fellows, marvelous money-getters; may their weary frames rest in peace. We'll meet them all in the "Last Big Tip." It's up to us to live in the present and try to make the future a little better for all of us.

I am not as active with my tripes and keister or show as I was a few years ago. I have my family comfortably off my mind, and I am doing more writing

than heretofore. Am now sort of "vaga-bonding," making a pitch now and then when my publisher's checks are a little slow in arriving.

To *The Billboard* I extend a deep bow and a whole handful of orchids. Good old *Billboard* has been my friend since the first issues. As a kid I worked at the old Academy of Music in Chicago. This theater and the one in Buffalo were considered America's finest theaters when Dan Shelby built them.

Around the corner from the Academy, on Monroe street, was the bill room of the Broadway & Treyster Billposting Company. From there I used to "swipe" my copy of *The Billboard*, and caused much profanity when it turned up missing. In those days *The Billboard* was strictly a billposters' periodical. But HOW it has grown!

A last word of greeting to the worthy fraternity of med men. Watch your step, boys! The American Medical Association, 176,000 doctors, is quietly working in every State to make it hard or unlawful to sell medicine, or even mention symptoms, if you are not a registered pharmacist or physician. I think your only salvation is to include one or the other, or both, in your organization.

Probably some plan can be worked out to prevent interference with the med man's right to struggle for a livelihood. As it is now, many towns have put up the shut sign, or demand exorbitant readers from med men, which is, to say the least, a shame.

There was a Texas high court decision rendered recently in a case where a med man was arrested and fined for telling a customer his remedy was good for a certain ailment. The med man appealed the case to the higher court and he was dismissed. The court held that the med man had a legal right to recommend his remedy inasmuch as any druggist will not hesitate to state to anybody that the medicines he sells will relieve what ailments one has. In case of an arrest have your lawyer look up this decision and cite it as a precedent. It will help.

I will not stretch this article into book length, so will close with these words: Depressions may come and go, but the boys and girls of the tripes and keister will go on forever. The present generation will pass on; others will take our places. When we do go on may we make a good passout and may our big pitch to St. Peter at the gate not be a bloomer.

TOM SIGOURNEY is one of the best known men in Pitchdom. He started his career on a Chicago theater front in 1884 and three years later conducted a mystery show in Europe. After showing in the principal cities there he returned to this country to take charge of an anatomy museum. Immediately following the museum tour he traveled to the West Coast, where he bought, built and sold a number of movie houses. He next took a Passion Play into Mexico and then entered the real estate field. For years Sigourney conducted sex shows for which he became famous. He made his first sex-book pitch in New York in 1906 on Union Square. Enlisting in the Canadian forces at the outbreak of the World War, Sigourney saw service overseas. He returned to this country at the end of the war and married. His wife died about six years ago.

sional pitchman's field. The country was loaded with oceans of flukum, gummy, rad and other items of dubious merit or value by the amateur workers, for which the legitimate workers will suffer a long time, as the average town "law" measures every transient salesman with the same yardstick.

It seems to me, and I think I am right, we are getting a better break today than in many years and things will improve steadily for clean-working pitchmen. I notice one after-effect resulting from the "depression deluge" of temporary pitchmen, and that is the public has become what may be termed "Pitchman Wise." By that I mean it is not as easy to build "tips" now as it was before the depression. This is especially noticeable at factories where "gangups" of pitchmen were, and are, a daily occurrence. During the deep depression days I have seen as many as 30 pitchmen at factories employing only a handful of workers. That condition we see less of nowadays.

There has been much said and written about forming a pitchmen's union. I do not think it can ever be done, nor could a union be of real benefit to anyone. Essentially, the pitchman is a "free-lance." He goes where he pleases and when he pleases. He would not abide by any rules of conduct made for him by any union, so why rehash a subject that any sensible person knows is entirely impracticable.

The pitchman's destiny and success is in his own hands. His good sense will tell him what to sell, how to sell, and where to sell.

Of course, we can and should help one another in a friendly way by giving "right-handed" information about good and bad spots and other things, but in no way could a union do us one bit of good.

To my mind, the successful pitchman is a super-salesman, a keen judge of human nature, and an opportunist of the first water. He presents an article his prospective buyer has never seen before, and much less thought of buying. Then, by the pure artistry of salesmanship, he not only creates a desire for the article, but closes a sale and collects the cash, all in a few minutes' time—in most cases selling to people who may have proudly boasted they

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A BRAND NEW FILTER
NEW ADDED FEATURES
Contains Genuine DUCO Condenser. All connections soldered. Newly Designed Plugs with Brass Contacts. Patent Number Stamped on Prongs.
A Beautiful 8-page DUCO Catalog supplied with quantity orders. These Catalogs create confidence and will positively help to increase sales 25%.

Improved SUPER POWER FILTER
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Pitchmen Make Top Money with Radio Filters that Positively Kill Noise. Beautiful New Radio Demonstrating Outfit at Wholesale Price. **DON'T BE PENNY WISE AND DOLLAR FOOLISH.** With honest-goodness merchandise any good spot can be worked for two months instead of two days. A trial order will convince you. Send for Illustrated Circular Quoting Rock Bottom Prices (6 Different Type Filters). Special to Pitchmen. **OUR QUALITY CANNOT BE MATCHED. OUR PRICES CANNOT BE BEAT.**
MASTER RADIO LABORATORIES, 132 Bloeker St., New York. (Note our new address)



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NEW Reproductions from DIAMOND PLATINUM RINGS.
Our line is famous! Highest grade of WHITE-STONE and Cameos. Send \$2.00 for 20 samples.
SIGNET JEWELRY FOR ENGRAVERS!
Beautiful Line of RINGS, BRACELETS, GUARDS, PINS, LOCKETS, BROOCHES, Etc. Send \$3.00 for Sample Line No. 28.
FREE CATALOG.
OLYMPIC NOVELTY CO.,
307 Fifth Avenue, New York City.



ELGIN or WALTHAM \$1.95 Ea.
7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size Elgin and Waltham, \$2.75.
Flash Carnival Watches that do not run. 50c each. Send for Price List.
Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
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ENGRAVING MACHINES!
New Signet Jewelry for Engravers. \$2.00 brings 20 ass't. Brooches, Bracelets, Rings, etc., with lowest prices. Special: Gold-plated Identification Bracelet, \$7.50 Gross. Send for circular on latest model Diamond Point Engraving Machine.
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KNIFE SHARPENERS,
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Brings a Perfect coat of tan right in the home. No liquids or chemicals. Sample device, with full details and quantity price to agents, 50c.
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Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 5c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashcs, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

PIPES

(Continued from page 111)

toy (which the merchant does not carry in stock) on the street corner. Another beef is: "We are home merchants, pay heavy license and should be protected." Protected? What does the term imply in this case? License? What about the demonstrator who pays from \$1 to \$5 per day for about a four-foot space to make a meager wage? We have no yell to make about bad features being eliminated, because they should be. But it seems like pretty small-time stuff to us for big business men to kick on little individuals who are trying to sell their wares and make an honest wage.

Pitchdom Five Years Ago

It was vacation week for Hoot McFarland. He was up in Bingham, Me., fishing. . . . Al Eisenberg was grabbing off some real gelt, working perfume with coupons. . . . Business in Alexandria, Ind., wasn't so hot for Mr. and Mrs. George Grooms. . . . Doc Charles Meter was doing a swell business with his auto polish in Alton, Ill. . . . Chief Eaglefeather was working med in Indianapolis to fair business. . . . Chief Sweetwater was holding the fort in behalf of the firm bearing his name in San Antonio, while Buffalo Cody, of the same firm, went to New England territory to establish a branch. . . . J. L. Garver was manufacturing and selling a hot-pan lifter up Michigan way. . . . J. P. Wallace was still working rad to swell takes on West Madison street, Chicago. . . . Conditions in Detroit were plenty rosy for W. Smith. . . . Edwin Riley was slinging his keister around New York and doing okeh. . . . O. A. Aubin had just concluded a successful nine weeks' engagement at Tredeke's, Toledo, with his wire jewelry. . . . Sir Thomas Rodgers was clicking in Scranton, Pa. . . . Dr. Kreis' med show had just concluded its first engagement on lots in Fleetville, Pa., to swell business. . . . Madame Lanier was receiving treatment at the State Hospital, Milledgeville, Ga. . . . Morris Kahntroff was making Indiana and Ohio territory to some swell passouts. . . . George Perkins was covering the trucking section of North and South Carolina with *The Progressive Farmer*. . . . Mendelson and Barris closed their pitch store on Washington street, Brooklyn, after a long run. . . . Silent Bob Lynn and his co-workers were making their pitches thru loudspeakers at Coney Island, N. Y. They had for opposition a hamburger concession, the clerks of which attempted to outbark each other. . . . Ike and Mike pitch store in the boro of Manhattan was playing to big crowds and huge takes. . . . Bartone's Ideal Comedy was making its annual tour of Southern Ohio. . . . That's all.

A GEOLOGIST finds that Scotland is drifting towards us at the rate of eight feet a year. To which a well-known pitchman remarked: "That guy didn't make some of the spots we have made lately. If he had he'd probably say that someone picked Scotland up and dumped it right in on us."

LITTLE CHIEF WHITE EAGLE . . . fogs thru from Marshall, Tex., under date of June 10: "Show has been making the tomato country thru East Texas, playing two and three-week stands to reported swell business. Have been presenting eight vaudeville acts at each performance, with a change nightly. Roster includes Little Chief White Eagle Sr., Little Chief White Eagle Jr., Rosie White Eagle, Jakey and Minnie Price, Polly Purcell and Joe Toby Purcell. Doc McKee and wife were also with the show. Slim Cantrell and wife were recent visitors. Would like to read pipes from Happy King and wife."

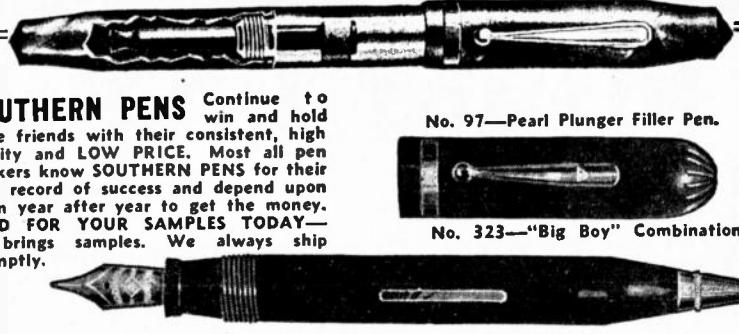
DICK ADKISON . . . and Paul Allen, working the dots and dashes on streets and a cosmetic deal in stores, report that they have had good luck in Canton and Akron with both items. They worked Cincinnati recently and are ready for a rap at Middletown and Hamilton, O., soon.

WILLIAM BERNARD . . . of peeler fame, is going to town with that item at the Great Lakes Exposition. He has embarked on a new enterprise, opening offices in Cleveland. Bernard intends to put over a health proposition, which has all the earmarks of a winner.

BROPHY . . . has been popping it to the natives up in Maine with his mental act, after enjoying a successful winter and spring in Brooklyn and New York.

MARTIN ARCHER . . . working the disk peeler in chain stores, reports that he has been getting some real takes. Marty just hopped into Chicago and then Dayton and Steubenville, O.

TEX ST. JOHN . . . is producer for a med opry, in which he has an interest and which is being prepared to take to the road for the summer campaign. Tex, who has been in the performing end of the business for



SOUTHERN PENS Continue to win and hold more friends with their consistent, high quality and LOW PRICE. Most all pen workers know SOUTHERN PENS for their long record of success and depend upon them year after year to get the money. SEND FOR YOUR SAMPLES TODAY—\$1 brings samples. We always ship promptly.

No. 97—Pearl Plunger Filler Pen.
No. 323—"Big Boy" Combination.

SOUTHERN PEN CO., Mfrs., 16 North Union St., Petersburg, Va.

RADIO DEMONSTRATORS

We Have the Most Complete **LINE** in the Country at **LOWEST PRICES**




Filters That Do the Work
STROMBERG ROUND PLUGS OCTAGON PLUGS with new flashy 600-Volt Stromberg Condensers. We have a few Closeouts of **RADIO DEMONSTRATING OUTFITS** at **BARGAIN PRICES**. Write for information. We will ship 4 diff. sample filters for 80c. **Super Engineering Co.** Under New Management 600 W. 125th St., N. Y. C.

DEMONSTRATORS PEELER WORKERS

The Mincer with 10 rust-proof Blades all double sharpened on both sides. Approved by Good House-keeping Institute.

We also manufacture Garnishing Sets — Rotary Mincers — Orange Juicers — Spiral Slicers — Rosetta Cutters — Kitchen Tongs — Can Openers — Sharpening Stones — Gas Stove Lighters, etc. Attractively packed — prices right — reliable service.

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

MICE WORKERS ATTENTION!!

THE MYSTERIOUS WONDER MOUSE

\$3.00 per gross Sample, 10c

In three-color boxes. Gray with rubber tail. Perfectly balanced. Everyone a worker. Increase your sales 100%. Made by Emil, The Original Mouseworker.

EMIL SEIBOLD, 422 24th STREET GUTTENBERG, N. J.

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES

Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sun-dries, Toilet Goods, Cosmetics, Notions, Novelties — including Layman's Aspirin — awarded Good Housekeeping Seal of Approval — advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. **World's Products Co., Dept. 688-C, Spencer, Ind.**

a decade, promises to become a figure to be reckoned with as a producer and owner. The show is being organized in Detroit.

PITCHMEN ARE CONSPICUOUS . . . by their absence at the parking lots in Detroit. Very few of them are still there.

JOE MILLER . . . will head for Chicago shortly, to visit with his sister and invalid brother in that city.

JESSE MALONE . . . is clicking with a soap demonstration in the Hoosier State.

THE CARLYLES . . . are reported to be going big with their mental act in a large department store in the Motor City.

MILT BARTOK . . . has his working trailer equipped with pitching facilities and will be real competition to the boys in the med line on the fairs this fall. Curly has some important State fairs already booked and indications are that this will be a banner year for that ace worker.

ROSS DYAR . . . and his 25-minstrel-man med emporium is holding forth at Ashland, O., and drawing huge crowds.

CLAUDE OLIVER . . . is building new flash and equipment for the fairs this fall.

FRANK SULLIVAN . . . and wife, Dorothy, are going good with the sheet and perfume sales in the stores at Kansas City, Mo.

IT IS easy to determine when a mooch is getting by. He'll tell you that good advice is a lot of bunk.

MARTIN BLACK . . . is still holding the oil metropolis in Oklahoma but threatens to take to the road shortly.

MRS. JACK LARUE . . . is reported to be getting plenty of sugar working the astrological charts and forecasts single-o.

GEORGE BEYER . . . is still going strong with his corn med layout in a St. Louis chain store.

AMONG THE . . . are pitchfolk in Detroit at present are Zemle Phillips, Sanny Shon, Sammy Berman, The Carlyles, Bert and Mrs. Glauner, Soapy Williams and wife,

This MAGIC-DISC HEATS WATER INSTANTLY!

UP TO **\$30** PROFIT DAILY

For MEN — WOMEN, Full or Spare Time. EVERY HOME CAN AFFORD THIS AMAZING LOW COST ELECTRIC WATER HEATER. Amazing New Principle. New, Improved—boils water steaming, sizzling hot in less than 2 minutes! Vivid, dynamic demonstration sells LUX instantly! FREE Sample Offer. NO INVESTMENT. Write at once for full details. **THE LUX COMPANY, Dept. 751, Elkhart, Ind.**



Hot TIES with NUDES

A sensational novelty. Beautiful nudes, 6 poses hand-painted on rayon silk tie. Redi-Tied, patented feature, as illustrated, keeps tie always neat. **\$2.00** Doz. 50c Seller

Sample Tie (Any Color) 50c Postpaid 25% with order. Bal. C.O.D. Postpaid if full amount with order.

LEGION TIE COMPANY
703 Broadway (Dept. G.) N. Y. C.

MAKE MONEY

Get into the Street Camera Business—We will start you in this Big Paying, all year Business.

Street Cameras and Supplies. Write for List.

FREEDMAN CAMERA CO. 227 East 119th St., NEW YORK.

FREE SHIRTS

Agents wanted to sell genuine broadcloth shirts. Make \$1.00 commission on each order. Free Shirt with every third order plus your commission. Write today for **FREE SAMPLE OUTFIT**. Also de luxe quality, mesh weave, Polo Shirts, \$7.50 per doz. Sample, \$1.00. **EUREKA SHIRT CO., (Dept. B), 307 W. 38th, N. Y. C.**

SIGN PAINTING MADE EASY WITH LETTER PATTERNS!

ANYONE CAN DO IT. SIZES AND STYLES FOR ALL PRACTICAL USES. WRITE FOR FREE SAMPLES!

JOHN F. RAHN 11330 CENTRAL AVE. CHICAGO, ILL.

COMBINATION GLASS CUTTER KNIFE SHARPENER

Metal or Wooden Handles, Improved Selsors Sharpener. Krags Jar Wrenches at low prices. Write for samples.

Mfd. by **APEX NOVELTY CO.** 1924 West Adams, CHICAGO, ILL.

★ A 1c POST CARD ★

Will bring our Free Special List of 300 Items. **SUNDRIES, RAZOR BLADES, ETC.** DEPT. SALES CO., 25 E. 17th St. (Dept. B-1), New York City.

BLADES DELIVERED FREE \$3.50

Guaranteed First Quality D. E. Blue. Packed 20/5s, Cello. Send 1/3 Deposit or Cash With Order.

NATIONAL BLADE CO., 37 South Avenue, Dept. 1-H, Rochester, N. Y.

PAPER MEN

Attractive Club **NATIONAL FARM MAGAZINES** Liberal proposition for producers in all States.

F. AL. PEARCE 15 Shukert Bldg., KANSAS CITY, MO.


Cartoon Booklets

New designs, 50c per doz.; \$2.50 per hundred. Imported French Photos. Burlesk Girls, actual contact prints, no junk, 60c per doz.; \$3.50 per hundred assorted. Big assortment, \$1.00. Samples, 50c; Catalog, 10c. **UNISCO, Box A84, Peoria, Ill.**


COIL WORKERS

— TWO SHAPES —

LOTS OF FLASH




SANDBERG IGNITION BOOSTER
Non-Breakable. \$9.00 per 100, Omaha. Sample 25c.





CLIPPER IGNITION AMPLIFIER
Bakelite. 7c Each. Gross Lots, Postage Paid. Sample 25c.

M. TOMPSETT CO., Post Office Box 1043, Omaha, Neb.

NEW BEST SELLERS—Write for Catalog No. 21







Featuring big values in
 • Whitestone Rings
 • Cameo Rings
 • Engraving Merchandise
 • Photo Jewelry

HARRY PAKULA & CO.
 5 No. Wabash Ave., CHICAGO, ILL.

BACK TO LIFE! WIGGLING SNAKES
 Selling Bigger Than Ever Before

Immediate Deliveries — Doz. 75c. Gross \$8.50.
 SAMPLE DOZEN PREPAID UPON RECEIPT OF \$1.00.
 SEND FOR MAMMOTH FREE ILLUSTRATED CATALOG OF 1,000 OTHER LIVE NUMBERS.

FRANCO AMERICAN NOVELTY CO., 1209 Broadway, N. Y. City



In Business Since 1910

THE Star Seller

PLUNGER PEN COMBINATION

The PEN The Pencil

A plunger that fills in a jiffy. Writes immediately. Gold-plated durium point. Gold-plated un-finishable clips.

Propels, repels, expels. Eraser and storage chamber. Precision made.

5 1/2" from tip to tip (open).
 SAMPLE 25c.
 Write for catalog of biggest pen line.

EVERLAST DEPT. B., 303 Fourth Ave., N.Y.C.

Yoder, Cavanaugh, Young, Tex St. John, Joe Miller, Gypsy Brown, Jack Rushin, Bill Meader and the McCulloughs.

DICK AND HONEY JACOBS and Doc McCool and wife have left the covered wagon city in the park outside the Gem City and are up and at them, to make some of that winter hay.

PRINCE YOGI and assistant are headed for some spots in Wisconsin with their mental act.

CARL NEWHOUSE is clicking with the eye-glass cleaner and getting some real tips in Kenosha, Wis.

GEORGE SHIELDS sex book purveyor, worked the Chrysler plant at Connorsville, Ind., recently to a good take.

FRANKLIN STREETS and his med aggregation are reported to be clicking in spots in Illinois.

BERT DOTO is organizing his med show for the summer. Bert made the farm sales last winter and spring and is getting ready to embark with his stage and performers for the summer months. Doto is organizing in St. Louis.

ONE THING is certain in this business. When the mercury begins to soar sales are bound to climb. Do right by yourself, boys, and order plenty of stock now.

VAN RED FEATHER is getting some big crowds at Dayton, O., with his med show, with Boston and Kiwi Webb as the producers and the main attraction.

BILL DuBOIS has left Dayton, O., for Chicago with his run-mender layout. The new territory should be beneficial to Bill as he has held down Dayton for the major part of the year.

TOM SIGOURNEY is opening his sex exhibit on the Hodge Shows under canvas. Tom infos that he is well satisfied, as the show is booked well on the fairs. He also includes his weekly epigram: "Some people make money to spend, others make it to use or abuse."

GUY WARNER and George Rabbitfoot are reported to be getting some real scores in spots that have not been hammered in Kentucky and Tennessee.

THE WRITER lamped Dayton, O., and vicinity recently and found that the factory workers have their cars parked four and five deep around the plants, which indicates

WHOOPEE!

JUST LOOK WHO'S ON TOP OF THE WORLD!



OLD KING "SOL"

SUMMER TIME HIMSELF brings you the season's great SUMMER SPECIAL subscription offer

27 ISSUES ONLY \$2.00

Six whole months, count 'em, at less than half the newsstand cost.

This offer expires MIDNIGHT July 15. Offer applies only to subscriptions mailed to a PERMANENT ADDRESS.

Regular rates: 1 year, \$5;
 Single Copy, 15c.

Subscribers may use this offer to extend their subscriptions.

JULY						
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29	30					

THIS COUPON SAVES YOU \$2.05

The Billboard, 25 Opera Place, Cincinnati, Ohio.

Please enter my subscription for the next 27 issues, your SUMMER SPECIAL offer, for which I inclose ONLY \$2.

Name..... New
 Address..... Renewal
 City..... State.....
 Occupation.....

YOU SHOULD PUSH THESE WINNERS

"Lemonalder" Juice Extractor. Big Selling Season Now On... \$ 5.00
 Taplin Can Opener, Each

In Box, Green Wood Handle... 10.80
 Baseball Scorecard, Movable Discs, Made of Cardboard... 2.55
 Apex Knife Sharpener and Glass Cutter... 7.00
 Prices F. O. B. New York. Deposit Required on C. O. D. Shipments. Samples at Wholesale, Plus Postage. Prompt Shipment.

CHARLES UFERT SQUARE DEALINGS SINCE 1913
 49 East 17th Street, NEW YORK.

that prosperity has returned, and on a silver platter, too.

LET'S HEAR . . .
from you fellows working the early fairs.

HAROLD BROOKS . . .
of sex and astrology fame, pens from Warren, O., that Youngstown and Canton are in a bad way and that he has

found the going tough in both spots since the labor rumpus began in that section.

FRANK O'NEAL . . .
and wife are holding down Muskegon, Mich.

KING LAMAR . . .
and Jake Branholtz are heading for the Dakotas to take in some of the early fairs.

Bunker Hill Day Fireworks Pull Over 200,000 to Beach

REVERE BEACH, Mass., June 19.—More than 200,000 people jammed this amusement water front at a night-before fireworks display celebrating Bunker Hill Day, June 17, Charlestown, Mass. Business was good with concessioners, a large portion of visitors being spenders.

Nautical Plaza, former Nautical Gardens swimming pool and roller-skating rink, made its debut as a dine and dancery and cocktail lounge spot under direction of Howard Johnson and the Ridgway Corporation. Benny Meroff's Ork is here nightly with a bill of entertainers.

On the other side of the amusement strip the resort's two skating rinks, Michael Della Russo's Revere Skating Arena and Alex MacLean's Rollaway Rink, were crammed to the rails. Ideal weather permitted hundreds to take to the surf. The holiday day itself had sparse crowds, it being chilly enough for a topcoat. Hot-dog stands took biz that ordinarily would have gone for custard, ice cream and cold drinks. Other beaches and amusement centers, including Paragon Park, Nantasket Beach, had augmented crowds in the daytime.

Seeking George Laughlin

CINCINNATI, June 21.—Mrs. Edward Steins, in a communication to *The Billboard*, asks anyone knowing the whereabouts of George Laughlin, alias Ryan, to contact her at 908 Nassau street, Walnut Hills, this city. She says that Laughlin's wife is critically ill in a local hospital.

Property Man Stabbed

QUINCY, Mass., June 19.—Ernest Williams, 35, of Jacksonville, Fla., circus property man, was stabbed last Sunday night in a cafe melee in Water street here and is in a serious condition at the Quincy Hospital, according to latest reports. Robert Palmer, 52, of Denver, circus worker, was arrested by the Quincy police and charged with assault and battery with intent to kill.

First Loop-o-Plane Wedding Performed At Richmond, Calif.

RICHMOND, Calif., June 19.—Many a couple feel that everything is in a whirl when they get married, but here's one couple who actually were. They are Roger Warren and Katherine Boynton, employees of the show which played this city last week.

They filed their intention to wed upside down at the office of the Contra Costa county clerk at Martinez several days ago and were married on Thursday at the carnival, which was sponsored by the Eagles' Drum Corps of Pt. Richmond.

The ceremony was performed in one of the cars of the Loop-o-Plane while it spun round and round and they were pronounced man and wife while suspended upside down in mid-air. Warren, a former carnival stunt man, and his bride, a showgirl, gave a new thrill to hundreds of spectators who came to see this unusual wedding.

Woman in Samson Act Hurt; The Unicis Join Gruberg

KINGSTON, N. Y., June 19.—Samson, who catches Mile. Marguerite when she is shot from a cannon on midway of World's Exposition Shows, was toppled over and lady somewhat injured when cannon, using new shells too heavily charged, precipitated her into his arms with too much velocity. She fell to ground and Samson carried her in his arms to hospital tent, where Dr. John Fisher brought her around and found that she was suffering from a dislocation of shoulder, a slight concussion and bruises. She will be unable to perform for a while, but like a real trouper discounted her injuries.

The Unicis Flying Quartet joined Monday and scored a hit with management and the public in general. Act is performed by three males and one female. It covers a routine of aerial casting, somersaults and pirouettes. Finale is participated in by three of troupe passing and repassing in air simultaneously.

Increasing attendance nightly and number of persons remaining for free act, which is put back every day to a later hour, testify to popularity of free acts.



Height, 18-ins. Flash Silvertite. Sample, \$1.00; Doz. Lots, \$8.75.

Premiums and Prize Mds. of All Types at Lowest Prices. Write for Catalog.

Mfrs. Outlet Syndicate

4 S. Clinton Ave., CHICAGO.

HANDKERCHIEFS
Over 100 Styles.

Make big profits. Easy sales to stores, customers, etc. Staple articles, also catering to Jobbers and Quantity Buyers. Write for particulars. Send \$2.00 for COMPLETE AGENTS' SAMPLE ASSORTMENT, 7 Doz. Handkerchiefs, Ladies and Men. Postage prepaid.

GLOBE HANDKFS CO.
22 E. 17th St. (Dept. B-64), New York City.

COST 5c (In 100 LOTS) SELL 25c

Up to 400% Profit—Silverite Signs—Sparkling. Brilliant.—Size 8 1/2"x10 1/2". Order today at the Amazingly low prices. 100 signs cost \$5.00. 50 signs \$3.00, 16 signs, \$1.00, none free. Postpaid in U. S. A. Send money order only, none C.O.D. (Don't send Cash).

- No. 53—We thank you, call again.
- No. 75—We appreciate your patronage and hope to please you always.
- No. 102—Mary had a little lamb, what'll you have?
- No. 743—If you Believe in Credit, Loan Me \$5.00.

Send for Free Slogan List Today
Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

PHOTO MENI

Cash in on our sensational new line of Photo Jewelry. For \$1.00 we will send complete sample line of Photo Rings, Brooches, Bracelets, Pendants, Tie Holders and Stick Pins. Don't delay. Write today. **BIG PROFITS AWAIT YOU.**

J. N. HUGHES CO.
Box 47, East Side Station, Providence, R. I.

SOAPS for Medicine and Streetmen

For more than 35 years we have specialized on pure Coconut Oil Soaps for Streetmen. Large assortment. Stock Brands, also Private Brands to order. Write today for price list and samples.

Indianapolis Soap Co., Dept. 37, Indianapolis, Ind.

PITCHMEN—DEMONSTRATORS

Everywhere cleaning up with "spitsaligone". Absolutely the greatest pitch item all over the country. Removes ink, iodine, grease, etc., from clothes like magic without injury to the finest fabric. Demonstration Workers' Outfit free with first order. Jars labeled 50c seller. Sells fast for 25c. Takes in \$36.00 per gross, cost you \$9.00 per gross—\$27.00 profit. Many sell from two to six gross daily. Samples and Workers' outfit 50c postpaid. 50% cash with order. Balance C. O. D. **J. I. GOLDBERG & CO., 513 East 173rd St., New York City.**

Medicine Men Sell Our

Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price, \$1.00 a Pound. Samples, 10c. Write for prices on Tooth Powder, Corn Rubbing Oil, Salve and Compound in package form.

FINLEY LABORATORIES, Inc.
4205 Olive Street, ST. LOUIS, MO.

OUR CIRCUS SIDE SHOW

Pitch Catalogue is now ready. Contains all fast-selling Slum Magic, Puzzles, Pitch Books, Horoscopes, etc. **NEW RED-HOT SELLERS—Merry Widow Hanky, \$1.20; No. No., a Thousand Times No. In pocket form, 80c; Rubber Glove, 35c; Squirt Cigarettes, 40c; Hope Chest, \$1.85; NEW COMIC MIRROR "HAIR BOBS," 35c; NEW and VERY FUNNY IS OUR IMITATION ICE CUBE (for HIGHBALLS), 40c; 4th of JULY BANG SPECIALS: WIZZ BANGS, 80c; EXPL. MATCHES, 30c; BINGO BOMBS, 85c, etc. All above items are listed at Dozen Price. **MAGNOTRIX NOV. CORP.,** 136 Park Row, New York.**

LETTER LIST

(Continued from page 33)

MAIL ON HAND AT
ST. LOUIS OFFICE
800 Arcade Bldg.,
Parcel Post

LaBarie, Babe, 5c Nelson, Harold E.
Thurman, Billie, 5c

Ladies' List

- Badger, Mrs. Harry
- Bianchard, Mrs. T. A.
- Brooks, Mrs. Ethel
- Conyer, Mrs. Mozell
- Crowley, Mrs. Johnnie
- Curtis, Mrs. Peggy
- DeForte, Bonnie
- DeGraw, Mrs. Steve
- Dana, Mrs. Doyle
- Davis, Mrs. Rose
- Deck, Madge
- Dempsey, Charlotte (Babe)
- Garza, Mrs. Billy
- George, Anna
- George, Mary
- George, Rosie
- Goad, Vera
- Hall, Dorothy E.
- Hardy, Mrs. A. V.
- Hester, Mrs. Mae
- LaFare, Jewell
- Little, Mrs. C. T.
- Mackey, Mrs. V.
- Martin, Helen
- Miller, Mrs. F. G.
- Mills, Mary M.
- Milstead, Joyce
- Nelson, Grete O.
- Oliver, Mrs. Catherine
- Pumroy, Mrs. Billie
- Pumroy, Mrs. H. L.
- Roland, June
- Shannon, Babe
- Shannon, Mrs. Ethel Mae
- Shinn, Mrs. Nellie
- Smith, Mrs. Rose
- Stanley, Dorothy
- Stirke, Cloo
- Straukman, Norma
- Strong, Mrs. Mildred
- Vernon, Mrs. Mildred

- Wight, Amber
- Williams, Mrs. Dee
- Wilson, Mrs. Alice
- Wilson, Mrs. Bill

Gentlemen's List

- Alfred, Jack
- Allen, Doc Harry
- Allen, Ethan
- Allen, Oliver J.
- Beard, A. R.
- Belmont, Frank
- Berna, H. Bernie
- Brown, C. Edgar
- Brunk, Wallace
- Bryer, Bill
- Buffkin, Emmet
- Burk, Earl
- Burk, Harry
- Butcher, O. J.
- Canfield, Jim
- Carr, John & Irene
- Castigan, Edward
- Connors, Biddy
- Connors, John
- Conyer, Ted
- Corington, Johnie
- Craus, Sid
- Cronk, C. E.
- Crowell, H. W.
- Cummings, Julius
- Davis, Cecila
- Davis, Ed
- Davis, James N.
- Deerr, Kenneth
- Delmar, Jane
- Eckhardt, Everette
- Edrich, Sam
- Fiameng, John
- Goad, Dude

- Wylie, Mrs. E. V.
- Zeidman, Mrs. Minerva

- Minor, Frank
- Mitchell, Ray
- Moore, Claude E.
- Morton, Jack
- Mullin, Joe
- Murray, Blackie
- Nelson, H. F.
- Nickolus, Francis
- Paschall, Mac
- Pasha, T. G.
- Pope, Charlie
- Procter Bros.
- Fulliam, Ed
- Quick, J. W.
- Rawlins, Everett
- Raymond, George
- Rhodes, Fred
- Rodgers, Robt. J. (Dutch)
- Sayvilla, Henry J.
- Seymour, C.
- Slak, Pat
- Skrypec, John T.
- Sloate, Joe
- Smith, Lenard V.
- Stanley, Paul
- Stuzett, John
- Sullivan, Roy
- Twohouse, Chief
- Verdon, Mark
- Wallace, B. P. (Snakes)
- Webster, Fred
- Wilson, Charlie
- Marcell
- Wilson, Ed L.
- Wilson, Perry
- Wise, R.
- Wright, H. P.
- Shows
- Zeidman, Al
- Zonnyville, M.

WRITE FOR OUR NEW CATALOG JUST OFF THE PRESSES!

Thousands of NEW Items! Latest and Best Merchandise for Operators, Pitchmen, Carnivals, Concessionaires, Diggers, etc. All pictured and clearly displayed.

Get this NEW, BIG, FREE CATALOG TODAY! LOWEST PRICES IN HISTORY! When in New York—SAVE MONEY—VISIT the Morris Struhl Building.

★ **MORRIS STRUHL** ★
24 West 23rd St., (Morris Struhl Building) NEW YORK

FASTEST SELLING, BIGGEST HIT ITEM EVER PRODUCED

FOR TAVERNS PITCHMEN FOR CARNIVALS CONCESSIONS

FOR OPERATORS HOMES FOR ROAD SHOWS STORES

THE BERG PRECISION DART BOARD

The greatest Sales Stimulator in history EVERY TAVERN BUYS on sight! Greatest idea for speeding up business ever originated! Selling by hundreds every day! 20 different games in One! Something new and different happening every minute! RUSH YOUR ORDER NOW!

SAMPLE ONLY \$12.50 EACH

Complete with Darts and full Directions! DOZ. LOTS—\$135.00.

HERCULES SALES ORG.
1175 BROAD ST., NEWARK, N. J.
Cable Address: HERMEX

LEGALLY APPROVED

PLAY SAFE!!
Sell legally approved Guaranteed Alkalizers. May be legally sold in all General Stores, Luncheonettes, Beer Parlors, Road-Stands, etc. Each card bears a seal of authorized approval. The only legally approved tablet on the market. Packed 30 tablets on card—Takes in \$1.50. (Minimum orders, 10 cards). Special 22c per card.

SPECIAL---FREE DEAL!
A crystal cut-glass Salt Shaker FREE with every card of Alkalizers.

SUMMER SPECIALS!

- ANT CAPS—Mounted on cards. Fast summer seller. Kills ants, insects, etc. Dozen, 60c. Gross, \$6.50
- CITRONELLA—Baites mounted on cards. For protection against mosquitoes, etc. Hot seller. Dozen, 60c. Gross, \$6.50
- FOOT POWDER—Metal cans (4 ounces). Special! Dozen, 29c. Gross, \$2.50
- FLY RIBBONS—Imported brand. \$.88 Per 100
- FLY RIBBONS—U. S. A. brand. \$.80 Per 100

BIG 1937 CATALOG (3,000 items) FREE
25% deposit with order, please. Balance C.O.D.

ROSS PRODUCTS 69 W. 23rd St. New York City Dept. B-4-26

NEW JERSEY'S HEADQUARTERS FOR BINGO

SUPPLIES AND PRIZES

- 1,000 BINGO SPECIAL CARD— .95c
- 25,000 MARKERS .80c
- 5,000 AWARD CERTIFICATES—\$.00
- PENCILS, Per Gross— 50c

1/3 Deposit with all orders, Balance Shipped C.O.D.
WRITE FOR NEW FREE CATALOG!

NEW PRIZE BOAT

Beautiful replica of the SAMPLE Santa Maria, 22" Long and 23" High. A real prize item! Big! Flashy! Individual! Original!

ORDER NOW While They Last! \$1.75 EA. \$1.50 Lots of 6 for more.

JERSEY TRADING CO.
11-15 East Runyon St., Newark, N. J.

NOTICE
TO TICKET BUYERS FOR
CARNIVALS - THEATRES - PARKS
Use the DALY Quality Ticket for Your 1937 Season
ORDER NOW!
DALY TICKET CO., COLLINSVILLE, ILL.

WANTED

For Hudson, Mich., American Legion Annual Four-Day Celebration, June 28 to July 1, and Montpelier, Ohio, Mammoth Celebration, July 3, 4 and 5—Shows of all kinds with own outfits, Concessions of all kinds. Want A-1 Bannerman to join on wire. Celebration and Fair Committees, we have some open dates; look this show over. All address

M. R. WEER SHOWS

Garrett, Ind., week June 21; Hudson, Mich., June 28 to July 1; Montpelier, O., July 3-4-5.

WANTED, CONCESSIONS AND LEGITIMATE GAMES OF SKILL

For Carnival at Cypress Hills Swimming Pool, July 18-31.
Open 7 Days a Week.
Located in the Heart of Brooklyn on B. M. T. Subway. Excellent opportunity for Reliable Concessionaires.
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Heller's Acme Shows, Inc.

INTERNATIONAL AND GOOD WILL WEEK—Malone, N. Y., 8 Big Days, 8 Big Nights, Free Gate 4th of July—June 28 to July 5, Including Sunday—Location, Fair Grounds. Utica, N. Y., This Week.
WANT Frozen Custard, Legitimate Concessions of all kinds, Good Ride Help on Whip, Chairplane. Will book Kiddie Rides, also Loop-o-Plane. Want Shows. Have 15 Fairs, New Jersey, Pennsylvania, Virginia, North Carolina, Georgia, South Carolina. Long season; good treatment to all. Address as per route.
HELLER'S ACME SHOWS, INC.

CLINT'S EXPO. SHOWS

Can place 5 or 10-in-1 Show or any Grind Shows. Concessions, come on. Want Banner Man that can do Second Work. Long season assured.
CLINT ROBERTS, Monongahela City, Pa., June 21-26.

GROVES SHOWS

Rockville, Ind., June 22-29; Boswell, Ind., Fair, July 3-4-5
Want Side Show People. Will furnish top for Geek Show Can place Candy Floss, Snow Balls, Long-Range Lead Gallery, Diggers, Concessions that work for stock. All communications ED GROVES, as per route.

Anna-John Budd Wants

Magicians that can handle inside Punch and Judy, attractive Tattooed Girl, Freaks and Working Acts. Winter work on Pacific Coast for Acts joining now. Ticket if I know you. ANNA-JOHN BUDD, West Coast Shows, week June 21, Ellensburg, Washington; week June 28, Everett, Washington.

POLLIE & KENOSIAN SHOWS

PORT AUSTIN, MICH., DUAL CELEBRATION-BASS FESTIVAL, JUNE 25-27; MAMMOTH HOMECOMING, JULY 2-3-4-5.
Midway right in the heart of everything. Limited Midway Space.
CAN PLACE few more Concessions, either or both Celebrations. Also ST. JOHNS, CLINTON COUNTY FAIR, and several Fairs and Events. Telegraph
POLLIE & KENOSIAN SHOWS, Port Austin, Mich.

Hartmann's
Broadcast

SHOWMEN with the most experience, as a rule, are those who are heard the least. But when they do speak it means something. Take, for instance, Harry F. Gilliam (Ah! Ha!). Harry has had about 40 years of observation of the outdoor show world and when he waxes enthusiastic over any modern amusement enterprise there must be something to it.

About a year ago Harry asserted that it was worth a 1,000-mile trip to see the Royal American Shows. This year the show made an even greater impression upon him and he now asserts it's worth a trip halfway across the continent to see it. Says Harry:

"I had the pleasure of seeing at Davenport, Ia., what is undoubtedly the greatest amusement organization of its kind that has ever toured any part of America. Naturally an institution that is awe-inspiring to the average amusement lover would make the average trouper enthuse to its greatness. The Royal American is positively America's masterpiece of outdoor showmen. The three guiding intellects not only have maintained their same high standard of talented artists within each individual show, but have added many new shows, more modernistic fronts and the latest riding devices. Big? My God but she's BIG. Looking across the Mississippi River from Rock Island side it appeared more like the Chicago exposition than it did a traveling institution. Beautiful beyond description.

"Upon entering the midway you immediately step upon that magic carpet of baled shavings with their nice, clean-appearing effect upon you. But to the right of you and to the left of you, with a few open stands in center, you gaze upon the finest line of concessions that only a master mind in that business could assemble and 'dare' spend a fortune upon before a dollar's worth of stock was placed in them, but did he stop there? I'll say not. Thousands of dollars' worth of the better quality merchandise is in great abundance in every concession top. The personnel of each concession makes a pleasing impression upon you. None of that annoying wisecracking—just nice, neat-appearing clerks behind the counters trying in their own earnest way to build up a degree of anxiety in you to give their game a try and get that mental diversion that is so essential after his or her hard day grind in this old work-a-day world of ours. There must be 40 or more of the best flashed stores that ever graced a midway in any age. Nothing of their type in such abundance has ever been presented to the American people anywhere, no, not even on permanent locations such as parks and beaches. Even when Skip Dundy connected with Thomas Fortune Ryan for that million dollars to put into Luna Park at Coney Island the job was not done as well as these three master showmen have done at this day and age.

"On and on thruout that mile or more of the bright-as-day Broadway of Shows your two senses of hearing and seeing are constantly kept on the alert by the expounding of the sanest, soundest and convincing logic that was ever heard upon any 'avenue of amusement.' Not by a lot of 'wind-blown' humans, but intelligent, well-groomed ladies and gentlemen that pick their words and choose their sentences with knowledge that experience brings. This institution merits a description by the best feature writer in America. Even the working crews are clean, well dressed and apparently very well satis-

fied. It matters little whether these three master showmen die rich or poor, they will never experience any greater satisfaction or feel a greater glory inwardly than when they gaze upon such a wonderful institution with the realization that it is their very life-blood expended therein—and that they have given all showmen in the ages to come really something to shoot at. Give us more of their type."

† † †

OFFICIALS of the Bloomsburg (Pa.) Fair are sold on the showman-censor plan of conducting their midway. They had J. F. Murphy perform these duties last year for the first time at their fair and he did such a good job that they want him back this year.

As Carl H. Fleckenstine, Register and Recorder of Bloomsburg and superintendent of concessions at the fair, put it in a letter to J. F.: "We are counting on you being with us again this year to censor our fair. We appreciate very much the good work you did for us last year and it would be a shame to not follow up the good work." J. F. will be on hand, to be sure. Strates' Shows will be on the midway.

The Bloomsburg Fair immediately precedes the York (Pa.) Fair, where J. F. has acted as midway censor the last three years and will officiate in the same capacity this year.

† † †

HARRY A. ILLIONS never will forget the time when some income tax men checked his books to see if he made a correct return. Coming across an item for five gallons of castor oil for Bozo, they said: "Nothing doing—we will not allow it—there is no animal that requires that much castor oil." However, when they found out that Harry used it to lubricate the new in-closed drive gears of the riding device called Bozo they okehed it.

† † †

AT THE Pan-Pacific Exposition in Japan there is a statue 53 feet high and constructed of steel and concrete. Inside the statue, which is known as "The Newsmen" and represents a Japanese newsboy, is a loud-speaker for the purpose of giving the crowds attending the exposition the important news of the day. The statue was built by the newspaper Nagoya. There might be an idea here for world's fairs in this country.

Dodson World's Fair Shows

Wheeling, W. Va. Week ended June 5. Location, Island Circus Grounds. Auspices, American Legion. Weather, hot and sultry, rain Saturday night. Business, fair.

Show played here at centennial last August. There was a reunion on grounds among townfolk and troupers all week. A sesquicentennial celebration held at Martins Ferry, O., just across river, divided showgoers' attention. Good cooperation was had from newspapers. C. Guy Dodson entertained Steve Boyd, world traveler and former U. S. Army aviator, but now member of *The Wheeling News-Register* staff. Harry Thomas, Pittsburgh promoter and outdoor booking agent, visited the show to confer with C. G. and M. G. Dodson on dates in Pittsburgh territory. Olive Hager, lady motordrome rider, is quite an attraction and she gets good business. Slim Curtis, skeleton dude and manager of International Congress of Oddities, dressed in top hat, white tie and tails, lectures on features exhibited. Slim recently added a new cross terrier to his group and, under his tutelage, it is learning a new routine of tricks. Howard Piercy learned thru a letter that his brother, George, who is a former trouper, is operating a barbecue at Auburndale, Fla., airport. Ray Balzer, who is confined at Huntington Sanitarium undergoing medical treatment for throat trouble, is recovering. Little "Moses," billed as the strongest man for his size, creates much comment. Ladies of auxiliary, dressed in white, were ticket takers at main entrance. Nearly 6,000 were on the lot Saturday night when a thunder-shower spoiled the night.

DAVE CARROLL.

Notes From the Crossroads

By NAT GREEN

TAKING with her many American carnival attractions which she purchased during the past 11 months on her visit to the United States, Mrs. George Edwards landed recently at Bombay, India, via the Dollar liner President Harrison. She was greeted at the dock by her husband, who a dozen years ago was teamed up with Mrs. Edwards (as the team of Edwards and Edwards) on the American vaude stage. In India they are operating the American Variety Shows and it is interesting to note that pretty much the same attractions with which we over here are familiar also are popular in India. For instance, among the purchases made by Mrs. Edwards in America were a large size Merry-Go-Round, a miniature railroad, kiddie cars, automatic pop-corn machine, coin-operated machines, diggers, steam calliope and a quantity of small equipment. "The only thing I forgot to buy and wanted to get," said Mrs. Edwards, "was a candy floss machine, but I guess I can find one advertised in *Billyboy* when I get home; for, tho we are half way round the world from the home of *The Billboard*, we read it regularly."

The Circus Fans of San Antonio are to be commended for the kindnesses they showed the scores of midgets stranded in the Texas city when the Graham Midget Circus folded. Burt L. Wilson, writing from San Antonio, says: "Over 140 people stranded. Majestic Theater gave a midnight benefit the other night and some of the midgets got out of town. Another benefit is to be held at the City Auditorium. Met Colonel Sturtevant. He and all the fans have been busy all week looking after the little people and they have fed and cared for a lot of them. Too bad the show folded. Another case of nobody ahead, no paper or publicity and poor work on the front door. Show had a fine lighting system with modern ideas but no light plant. Had to gilly off the lot. Move at Dallas cost \$270 to get show off the lot to the runs; then, of course, Graham had just regular railroad cars and everything had to be stored just like side-show baggage. Not a truck or baggage horse on the trick. The tent was a dandy but a 'bastard' size. Overhead was terrific. Just can't see how an old showman like Graham could even think of such a thing." "The grass always looks greener on the other side of the fence, Neighbor Wilson; the other fellow's game looks so much easier than our own that we are prone to jump into something new, forgetting that experience is one of the prerequisites of success."

The 4-Paw poster continues to interest readers of this pillar of light. Among communications received the past week was one from "Doc" George (Boyce), comedy ventriloquist, of Waterloo, Ia. Doc tells of having seen the Forepaugh Wild West Show in Waterloo on July 15, 1903. "I was *The Billboard* correspondent at that time," he says, "and caught the show, but just can't recall who had it or put it out, as it was new that season. The show was billed as 'Forepaugh Wild West,' but on most of the billing the title read 'Luella-Forepaugh-Fish Wild West,' with the words Luella and Fish in smaller type, to bring out the Forepaugh W. W. The show had a fine line of paper, billing, etc., fine performance, a very neat outfit and looked like real money back of it, but it folded latter part of August of same season. I understood there was some difficulty over the use of the title Forepaugh and I fully remember the words Luella and Fish were used on most all billing, probably on that account." During 1913-1915 Doc George owned and ran the Hagenbeck-Wallace Circus in Motion Pictures. Played the picture 592 nights in Iowa and says he's the only fellow who ever made any money out of the State's rights to the picture.

Robert Emmett Hickey celebrated a birthday anniversary June 14. . . . Lions Club will stage a big ice carnival at the Chicago Coliseum next month. . . . J. D. Newman is keeping up his

Sunday performance record for the Al G. Barnes Circus, with nary a miss to date, Salt Lake City being his latest. . . . Genial Rob Roy, who has been running De Kalb County Fair, Alexandria, Tenn., for 10 these many years, is going to give 'em a circus as one of the fair attractions this year. . . . "This will be the third straight year to play an entire circus in front of the grand stand," says Rob. . . . "One price sees all and they are taking no collections for me and I have not been on relief." . . . In addition to his fairs, Rob manages to keep busy with his print shop, weekly live-stock sales on the fairgrounds and various financial interests. . . . C. W. Finney flitted thru Chi on H-W biz.

Los Angeles

LOS ANGELES, June 19.—Frank W. Babcock Shows enjoyed what was said to be the largest attendance in years at the Cherry Week in Beaumont, Calif. A. C. Barton had the concessions at the show. George Moffatt, with the United Shows, dug up one that proved a winner in the Altadena, Calif., Fiesta Week. The spot had long been overlooked.

C. H. Steffens Shows opened to a reported good business in Watts, Calif., Monday night after a good week at Bellflower.

Reports via the grapevine indicate that Joe Krug is now sole owner of the Golden Gate Shows. Max Harry Bernard, who was associated with him, is reported to be manager of the World's Fair Shows.

Will Wright reports a good opening at the Gilroy, Calif., Stampede. He returns to Menlo Park, a skipped date, and then plays Watsonville, Calif., for July 4.

Phil Williams writes that he has been kept very busy routing three shows.

George Silver, with the Flying Squadron, is making spots in the North.

Ben Dobbert has returned from a tour of the North and reports that the shows in that section have encountered much rain, but are doing good business despite that handicap.

American United Shows, according to Ted Le Fors, are going along nicely.

Paul W. Richmond, just back from a short trip to Arizona, reports a cleanup there.

Harry Wooding has part of his pony string out on special engagements.

Jack Bullock has the Hanscom rides at Willow Lake.

California Zoo and Cawston Ostrich Farm enjoyed large attendance last Sunday.

Will McMullen is readying the jewelry store for his wife's annual trek to contracted spots.

John T. Backman and Will Z. Smith, busy with special events, announce that they are planning to make a number of fairs with the glass engine and glass house.

Jim Cooley is reported to be doing an okeh business with his concessions on the United Shows.

Doc Harris is doing week-ends at Ocean Park.

Bob Winslow is here awaiting the re-opening of the Yankee-Patterson Shows. Harry Sussman will handle the advance and plans to take the show to the Orient in the fall.

John Zwilner has returned here after sojourning in the East and in Middle West for several months.

Jimmie O'Brien has returned and is working at the beaches.

Reports emanating from the North indicate that the C. F. Zeigler Shows, Monte Young and Mel Vaught State Fair Shows are having a real battle royal.

Will Wright reports the Pacific Coast Showmen's Association, of which he is president, is meeting with much success in its drive to raise funds for Showmen's Rest.

Ada Mae Moore has been released from the hospital and is set for two picture jobs.

Laurence Allen, retired as a free act, will leave soon with concessions to join Harry Bernard.

High Brevello Bennett is now associated with the Federal Theater Project. Cal Lipas has the Copenhagen Flea Circus going over in a big way at Long Beach Pier.

Bill Koehler is with the United Shows. Al Ronnow has the cafe with Whitey Olsen and Flo Appels concession.



YOU NEED THIS!

SEND FOR YOUR COPY TODAY.

Our new 1937 Catalog just off the press contains thousands of new items—Novelties, Concession Goods, Specialties, Salesboards, Premiums, Imported and Domestic Merchandise—at exceptionally Low Prices. One day service. Don't fail to send for your Free Copy Today.

BADGER NOVELTY COMPANY
2546 N. 30th ST., MILWAUKEE, WIS.

KEYSTONE SHOWS WANT

For twenty weeks of Fairs and Celebrations, including 8 Southern Fairs, starting Kittanning, Pa., June 28-July 3. Want Minstrel, Platform Shows or any show not conflicting with what we have. Will buy or book Fun House. Can use two good Freaks and Acts for office Ten-in-One Show. Concessions—Want Diggers, Short or Long-Range Shooting Gallery, Grind Stores, Wheels that will work for 10c. No racket. Jack Melrose wants two good Wheel Agents to deal percentage. Want Workmen and Ride Help for rides. Want Octopus Foreman to join on wire. All address
C. A. HARTZBERG, Mgr., Brookville, Pa., this week.

MODERNISTIC SHOWS WANT

FOR FOURTH AND BALANCE OF SEASON. OLEAN, N. Y., BIG FOURTH CELEBRATION, JULY 3rd TO JULY 8th.

Red Man's National Convention in Heart of City, Jamestown, N. Y., to Follow. Get With It. RIDES AND SHOWS. Loop-O-Plane, Kiddie Ride and one more Flat Ride. Good proposition to right party. Shows with or without outfit. Real proposition. Fun on Farm, Pit Show, Platform, Wire, CONCESSIONS: Open Diggers, Custard, Pitch To Win, Ball Games, Fish Pond, Scales, Candy Apples, Shooting Gallery, Candy Floss, American Palmist. No Gypsy. Fair Secretaries in Southeast, we have two open dates. Write or wire. Will have agent call on you. Owing to Light Co., Steubenville, O., being unable to secure light for show, we are playing Burgettstown, Pa., this week.
R. O. McCARTER, Gen. Mgr.—S. T. CARSON, Bus. Mgr.—RED HICKS, Gen. Agt.

MURRAY MODERN MIDWAY WANTS

Legitimate Concessions of all kinds. Also will book or buy Tilt or Flat Ride Shows with or without own outfits. Have complete Side Show Outfit due to disappointment. Address SHOW, Maryland Park, Columbus, O., this week; followed by Mammoth Moose Celebration at Dayton, June 28 to July 10.

WANTED FOR WEST VIRGINIA'S GREATEST 4th CELEBRATION

PENNSBORO, W. VA., JULY 1, 2, 3, 4 and 5, and BALANCE OF SEASON. Concessions, Novelties, Scales, Candy Floss, etc. Good proposition for Shows with own outfits. Wire or write. **FRANK GRIFFITH, Pennsboro, W. Va.**

WANTED! ORGANIZED CARNIVAL

Or Individual Rides, Shows and Concessions

For July 3, 4 and 5—Fair Grounds, Darlington, Wis.

F. F. McCONNELL, Secy., Darlington, Wis.
Chicago Acts, get in touch with Gus Sun Office, Woods Building.

WANTED---CONCESSIONS---TENT SHOWS

Brownstown Soldiers' Reunion and Home Coming

AUGUST 2 TO 7, 1937, INCLUSIVE.

TENTH ANNUAL EVENT, AUSPICES AMERICAN LEGION.

Roll-Downs, Buckets, Skillos, Girls' Shows, Egyptian Mitt Joints save stamps. Good spot for all types of shows, but communicate first. Big Crowds. Located on Paved Streets on Public Square. Ninth season for Gooding Rides. Address
H. A. VERMILYA, Secy., Brownstown, Ind.

MODEL SHOWS, INC.

Want for Fourth of July American Legion Celebration, Appalachia, Va., in town, July 5-10th, any Shows not conflicting, Acts for Side Show; strong Half-and-Half. Loop-o-Plane Foreman. Concessions open such as Fish Pond, Bowling Alley, Hoop-La, Blower, Candy Floss and Grind Stores. Helen Barfield wants high-class Readers for Mitt Camp, men or women. Long, sure season. Playing coal fields with no strikes. FOR SALE OR TRADE one all-steel 72-foot box car. Write or wire **W. W. (Dick) HARRIS, Mgr., Prestonsburg, Ky., this week; Pikeville, Ky., next.**

Wanted for New Bethel, Ind., Aug. 3-4-5-6-7

For Marion County 7th Annual Free Fair, five miles southeast of Indianapolis, Indiana, Marion County; Rides, Shows and All Kinds of good, clean Concessions that work for Stock, Bingo and Frozen Custard booked. Our attendance last year was 75,000 with our main road from Indianapolis closed for repair. This is a yearly event, sponsored by the business men of New Bethel and all of Marion County. We are getting bigger and better every year. We have fine Free Acts and music furnished by famous Newshy Band of Indianapolis. All newspapers and business men of Indianapolis are boosters for this fair and help to put it over in a big way. Would consider a good, clean Carnival this year. Wire or write to **HARRY C. ROBERTS, WANAMAKER, INDIANA.**

Kansas City

KANSAS CITY, Mo., June 19.—Mr. and Mrs. Ed Ward and baby, of Ward's Tent Show, stopped over Sunday while show was playing Blackwater, Mo.

E. (Slim) Johnson, of Midwest Merchandise Company, is calling on carnival trade in Southwest and will be out for several weeks.

W. L. Millor, president of Baker-Lockwood, is on three weeks' business trip in East.

William (Bill) Giles is organizing a new carnival here and expects to take to road in a few weeks.

W. J. (Doc) Allman is making a business trip to Minneapolis and will visit Fairly-Martone Shows at Waterloo, Ia.

H. F. Pennington, of Fort Crook, Neb., an auditor with United States Army, is visiting his brothers here, J. F. and W. J. Pennington. Mrs. J. W. Hale, who is a sister of the gentlemen, is critically ill at her home in South Ingelwood. H. F. Pennington's daughter, Margaret, left for San Antonio, Tex., where she will spend summer with her sister.

Roy Marr and Jockey Stevens were here for several days. They are from W. A. Gibbs Shows.

I. J. Polack, of Polack Bros.' Circus, and Sam Stern together with Katzle Katz were here visiting with W. J. Allman. George Pugh, of West Coast, also

a visitor here.

B. F. Parks, formerly with Side Show of Graham's Midget Show, stopped over on his way to Cleveland where he will have production work for Sterling Amusement Company. Parks had Duchess Leone, midget, that was on Johnny J. Jones Exposition for 17 years, and 14 other midgets as a side-show attraction.

Morris Ventling arrived here from Florida.

Philadelphia

PHILADELPHIA, June 19.—Weather still remains somewhat favorable for carnivals operating in this vicinity. Endy Bros. did very well at Westmoreland and Armigoo streets last week, gate was very big. Marks Shows arrived in city this week and opened at Tenth and Bigler. Monday night was lost by rain.

William Benner, bingo operator, is at present in Camden, N. J., awaiting opening of his season.

Johnny Hurd reports very good business with his Motordrome on Marks Shows; others reporting nice business are Al Paulert, Girl Show; Doc Anderson, Minstrel Show, and Jack Meton, Side Show.

Dave Gillian, who operates a shooting gallery in city during winter months, has opened his rides and concessions at Ocean City, N. J., for season.

Joe Logue, former carnival concessioner, is now conducting an orchestra at resorts in vicinity.

Danny Gorman, in the city during the week, has closed his show at Revere Beach, Mass., on account of poor business.

Playland-at-the-Beach Is Haven for Those of Stage

SAN FRANCISCO, June 19.—One of the greatest collections of show people and ex-show people in the country can be found at Playland-at-the-Beach here. The great Frisco amusement center seems to act like a magnet for those members of traveling shows, circuses and carnivals who wish to stop for a season, or permanently, and still work among people they know and in an atmosphere they have grown to love.

At the Pop the Balloons and Shoot the Lights concession on the midway Herman Schweitzer and his wife, May, two old dyed-in-the-wool performers, hold forth. Herman was a member of the renowned family of Seven Malvernes, trick acrobats, whose feats of daring and skill thrilled audiences of every vaudeville circuit for more than 27 years. May, known to theater patrons as May Dixon, was a member of the famous Dixon Sisters, foreign musical act that drew great acclaim all over the world.

Another vaudeville favorite now lives in a palling memory of fame—lost in a maze of bins and counters—among bolts, nuts, tools and motors in Whitney Brothers' Supply Shop is Cliff Sigler. For 17 years he trod the vaudeville stage as a member of the Queen City Four, Melody Trio, and later with his wife, Imogene McDonald, as Clifford and McDonald. When Cliff retired Imogene continued her career as a star of the legitimate stage. She toured with Raymond Hitchcock in the *Cafe* and with the Duncan Sisters in *Topsy and Eva*.

For sheer dare-devilry many will recall Leonard Mendoza, who is now cashier at Playland. His *Globe of Death* act, which held audiences in the grip of chills, shudders and gasps, was without parallel. He was astride a motorcycle which shot around the inside of a steel-meshed globe at bulletlike speed.

While appearing in New York on the same bill with Taylor Holmes, the late Lou Telliger and Fritzie Scheff, Mendoza fell off his iron-horse and went skidding around the globe, his uncontrolled motorcycle just falling to destroy him at every loop. Fritzie grasped the opportunity to faint! Cold water and the roar of the engine revived her and she awoke to see Len riding again. During a tour of Scotland, Mendoza, imbued with the beauty of Princess street, the street of statues at the end of which rises Edinburgh Castle, decided to film it from the air. Flying pleased his palate for excitement. With the new-found thrill of cloud dodging, coupled with his *Globe of Death*, Mendoza opined that he was getting the maximum amount of mortal thrills.

Since his retirement he has held down the duties of exchequer at Playland. Still a young man, probably in his early 40s, he retains his love for action and



Heart of America Showmen's Club

Coates House Hotel

LADIES' AUXILIARY

KANSAS CITY, Mo., June 19.—Due to the fact that it has been several months since the last meeting of the club, members in and near Kansas City thought it about time to get together socially. The summer luncheon and bridge party at Green Parrot Inn June 15 was the result.

Those present included Elizabeth Yearout, Hattie Howk, Margaret Haney, Gertrude Allen, Lucille Heminway, Myrtle Duncan, Bird Brainerd, Sally Stevens, Harriet Calhoun, Thelma Froncke, Margaret Jewett, Helen Brainerd Smith, Louise Allen. Mrs. C. W. Parker and Blanche Francis.

Mrs. Ellen Cramer, who wrenched her back, and Toots Riley, whose mother received a bad fall, were unable to attend. Mrs. Duncan is acting secretary while Etta Smith is out of town. She had application cards with her and urged all to try to secure new members.

Rose Midgets in Cincinnati

CINCINNATI, July 21.—Rose's Royal Midgets, under personal direction of Mrs. Ike Rose, opened an engagement in a building on the Mall at Coney Island here on Saturday.

Conklin To See Fight

CHICAGO, June 19.—J. W. (Patty) Conklin, past president of the Showmen's League of America, will leave Toronto Monday for Chicago with Elwood A. Hughes and a number of other Canadian fair men to attend the Brad-dock-Louis championship bout at White Sox Park Tuesday night.

New Banners for Goodman

CHICAGO, June 19.—While in Chicago last week Max Goodman, owner of Goodman Wonder Show, left an order for a number of new banners with Nelman & Eisman. Max is dressing up his shows considerably for his fair season, which opens Monday in Grand Forks, N. D. While in Chicago Max also engaged a number of new people for the show.

Schell Having Good Biz in Western Okla.

CINCINNATI, June 19.—Al Burdick, general agent of Schell Bros.' Circus, reports show doing good business in Western Oklahoma. Strawed them at Ringwood.

Show is owned and operated by George Engesser; Mrs. Vates Engesser is secretary-treasurer; Mrs. Al Burdick on banners. Moves on five trucks, four sedans and carries 20 people. Big top is an 80 with two 30-foot middles. Among acts are Engesser's trained ponies, camels and lions.

gets it in riding the Loop-o-Plane and the Rocket Speedway.

According to Carl Nunan, director of publicity of Playland-at-the-Beach, show-folk come and go in a never-ending stream; some staying for a few weeks and some permanently.

**HOW A TOWNER FEELS
WHEN HE SEES AN
AMUSEMENT JOB
WELL DONE**

*Watch for
The Show That's
Never Finished*

**By Gene Whitmore
Editor "American Business"**

In an Early Issue

WANTED

RIDES FOR THE
JEFFERSON COUNTY FAIR
SEPT. 8-9-10
AT VALLEY FALLS, KANSAS.
BERT W. BOOTH, Secy.

RIDES AND CONCESSIONS NOTICE

LOVE POINT, MD., TWO HOURS DOWN BEAUTIFUL CHESAPEAKE BAY.

Six Boats per Day. Park Right at Landing. Large Hotel. Excursions from Everywhere. Thousands of dollars being spent in improvements. WANT Live Concessions, Rides. Opening Saturday, July 3. Penny Arcade, Frozen Custard, Novelties. (Bathing Privilege and Boats To Let.) Have Bingo, Pitch Till Win, Penny Pitch, Cigarette Shooting Gallery. WANT: Scales, Wheels (Merchandise Only), American Mitt Camp, Hoopla, Ball Games and other concessions. Free Acts. A real live spot. May buy or lease Rides. Address

JOHN T. McCASLIN

125 E. BALTIMORE ST., BALTIMORE, MD.
Builders of Novel Rides get in touch immediately. Candy Apples, Floss Candy, Ice Cream.

WANTED FOR O. C. BUCK EXPOSITION, INC.

For the Biggest Celebration in New England—Keene, N. H.—7 days and nights, starting Tuesday, June 29th through July 5th. Concessions: Candy Floss, Novelties, Scales, Lead Gallery. Legitimate Grind Concessions, must work for stock only. Will book one High Class Feature Show for entire season. Have one of biggest celebrations in the East last of July and all fairs from then until November. Like to hear from Mable Mack Mule Show. Help in all departments wanted. R. F. McLendon, communicate with Jack V. Lyles, Hotel Cadillac, New York, N. Y. All address O. C. BUCK, General Manager, Hempstead, L. I., N. Y., week June 21; then Keene, N. H.

JOHN R. WARD SHOWS WANT

SULLIVAN, ILL., CELEBRATION, WEEK OF JULY 4
Have 15 Bona-Fide Fairs, Starting In July.

WANT Manager and People for Girl Revue and Athletic Shows; Performers for Minstrel. Al-Alfredo wants Second Opener. Fanny Lowry wants to hear from Geo. Gregg, Jack Hanson and Zella Bortz. CAN PLACE Stock Concessions. Will sell X on Frozen Custard. WANT capable Concession Agents CAN PLACE good Ride Help. Address Washington, Ind., this week.

MILLER AMUSEMENTS

WANTS sober Show Electrician, Ride Foremen for Wheel, Chairplane and Leaping Lena. WILL PLACE capable Concession Agents for Wheels and Grind Concessions. WANT Operator for Fun on Farm. All new equipped. Will give 50% of gross to anyone capable of getting money. J. C. McGowan come on. WILL BUY OR BUILD Motordrome for reliable operators. 50% of gross. We have 15 weeks of Real Fairs, starting at Sparta, Ill., July 26, including McComb, Miss.; Franklinton, Donaldsonville, Eunice, Jennings, La. October and November Fairs. HAVE FOR QUICK SALE Little Beauty and S-Abresat Allan-Herschell Merry-Go-Rounds. All communications to
RALPH R. MILLER, Manager, Bardwell, Ky., This Week.

LAST CALL PAINTSVILLE, KY., ANNUAL CELEBRATION

EIGHT DAYS, JUNE 28 THROUGH JULY 5.

Want Shows, especially Grind Shows, Motordrome, Loop-O-Plane, Chair-O-Plane, Grind Stock Concessions. Acts for Sire Show, especially Tattoo Artist and Half and Half, Colored Performers and Musicians. Also Talkers. Wire:

BARFIELD'S COSMOPOLITAN SHOWS, Manchester, Ky., This Week.

WANTED J. L. LANDES SHOWS WANTED

SHOWS AND CONCESSIONS FOR TWO OF THE BEST JULY 4TH CELEBRATIONS IN STATE. LYNOON, KAN. (City Park), JULY 3-4-5. — PITTSBURG, KAN. (City Park), July 5. Plenty of shade at both places. Candy Floss, Snow Cones, Photo Gallery, Ball Games, Cigarette Gallery, Pitch-Till-You-Win, Scales and what have you? Can use Pony Track at Lyndon. Athletic Show also. Concessions write. We can place you at one of the two spots. No G.

Write J. L. LANDES SHOWS,

Coffeyville, Kan., Week June 21 to 28; Independence, Kan. (Four Days), June 28-29-30-July 1.

WANTED ----- WANTED

BELLINGHAM, WASH.—THE BIGGEST 4th IN THE NORTHWEST

SEVEN DAYS ON THE STREETS, INCLUDING DOMINION DAY, JULY 1. Legitimate Concessions of all kinds. Shows with or without own outfits. Have complete outfit for 10-in-1. Will book independent Rides.

Wrestler for Athletic Show. Al Rosberg answer or come at once.

WHITE CITY SHOWS, Inc.

MARYSVILLE, WASH.,
June 21-26.

**O. F. COREY, Manager,
BELLINGHAM, WASH.,
June 28-July 5.**

WANTED

FOR SOUTHAMPTON, LONG ISLAND

JULY 5-10, INCLUSIVE, AUSPICES AMERICAN LEGION,

Ten-In-One Show, Novelties, High Striker, Photo Gallery, Stock Wheels, or what have you? CAN USE one or two more Rides. We have Carrousell, Ferris Wheel and Swings. Ten good spots to follow.

PRUDENT AMUSEMENT SHOWS


124 CEDAR AVE.,

PATCHOGUE, N. Y.

WHEN WRITING TO ADVERTISERS MENTION THE BILLBOARD.

Deep Sea Diving Show Help

Wanted at once. All season and winter's work. Big Swede, I can use you. **FRED SIMS, Mgr.,** Marine Exhibit, Great Lakes Exposition, Cleveland, Ohio.



Out in the Open
by **Roger Littleford Jr.**

FOLLOWING the recent statement by President Grover Whalen that types and caliber of attractions at New York's 1939 World's Fair would be closely scrutinized in order that entertainment standards therein should be maintained on an unprecedented high plane, *The New York Times*, certainly one of the most conservative and respected publications in the world, editorialized:

"Our own World Fair will have an amusement section of 280 acres. That is a lot of ground, but if Mr. Whalen keeps his promise there will be no ground for complaint by moralists. Items like the Oriental dance of the Chicago Fair of 1893 or the super-Oriental dancing of the more recent Chicago Fair will not be featured, or perhaps not even tolerated, on Flushing Meadows.

"Whether it is possible to maintain a policy of impeccable propriety over an area of 280 carnival acres is a different matter. It is even a question whether a policy of 100 per cent correct behavior is altogether desirable in a World's Fair. After all it is a fair and from the dawn of history such events have been regarded as occasions for a certain measure of harmless folly.

"Of one thing Mr. Whalen may be sure. He may keep his World Fair amusements, in Hamlet's words to Ophelia, as chaste as ice and pure as snow. He shall not escape calumny from the hard-boiled social philosophers. They are the men who explain a Presidential election exclusively in terms of \$50 per precinct, and a war exclusively in terms of munition makers and the success of a World Fair exclusively in terms of Little Egypt and her kind. They will tell you that the last Chicago Fair was a flop until the art of Sally Rand came to the rescue.

"Something trivial is sure to happen in the 1939 fair which will be seized upon to prove that its success was due to a reformed striptease dancer and not to the might and riches of New York and of America."

A PIECE such as this appearing in *The Times* set many New Yorkers to wondering just what is happening to their 1939 event. It recalled to this commentator the reaction a similar statement had on several nationally known columnists several months ago. At that time word came from the Empire State Building that there would be no nudity at New York's Fair. Quite a lot of space was devoted to the subject and without exception the writers emphasized the point there must be sex appeal of some sort in a world-wide exposition to attract the intense interest of the masses. They seemed to think that the halls of science, art and industry were okeh in their own way, rather harmless and subdued, but definitely the right thing, and that money spent in their erection was certainly money well spent. But the columnists also agreed that a fair needs more than an educational aspect, citing, of course, Chicago's A Century of Progress and its Sally Rand.

At that time we agreed with the columnists, agreed heartily, but in the same paragraph pointed out that we were certain the New York moguls knew what they were about and in time would see to it that the necessary amount of sex appeal (we will call it that) was injected into the fair setup. We wrote: "After all, who ever heard of Sally Rand until the Streets of Paris opened in 1937? Always remember that Sally Rand made the Chicago Fair, but the Chicago Fair also made Sally Rand. Frank Darling, who knows plenty about the inner-workings of the amusement division, recently stated publicly that he wondered why so many people were of the belief that the 1939 exposition would have no nudity. . . . 'There will be nudity, lots of it,' commented Darling, 'but it will appear on large open stages, artistically displayed as part and parcel of a beautiful show along the lines set by *Ziegfeld Follies* or more nearly by the French Casino and Billy Rose's Casa Manana.'"

We went on to say that we agreed with the columnists, and so did fair officials, "that elaborate and expensive

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 19.—A special meeting of the board of governors was held on the 18th, with President J. C. McCaffery in the chair. Those in attendance were Sam J. Levy, C. R. Fisher, M. H. Barnes, M. J. Doolan, O. W. Hennies, Denny Howard, Carl J. Sedlmayr, Elmer C. Velare, Barney S. Gerety, Sam Bloom, Harry Coddington, John Lorman and Nat S. Green.

Action was taken that on all applications received from this date a 1938 membership card will be issued. This action cancels the form of accepting reinstatement cards for \$10. No application or reinstatement will be accepted unless accompanied by the regular fee of \$20.

The house committee were given final instructions to proceed with the necessary alterations and decorations that the rooms may be in nice shape when the members return in the fall.

Applications presented and accepted for membership were George Davis, Sol Geffen, Bernard Renn, Edward C. Evans, Edward Philbert, Harry Spitzer, Ted Zerbick, Ross Thomson, Carl Erlindson, William Haller, R. E. Restall, Harry Hogan, Mark A. Collins, William Spinelle, Don W. Miller, James Nicholson, Ray Chorney, William Thurgood, H. William Jones, Eugene B. O'Donnell, Eugene Davidson, Harry Meldon and Frank A. Hrubetz.

The membership drive speeds merrily on. Applications received during the week were from Vice-President Frank R. Conklin, Fizzle Brown and Morris Lipsky.

Brother Ben Pardo writes that he is vacationing in his native Holland. Other welcome letters were from Almon R. Shaffer, Lincoln J. Dickey, Charles A. Doak, Morris Lipsky and Fizzle Brown.

Brother Al Kaufman flew in from Winnipeg to attend the burial of his father, who passed away suddenly in Chicago.

Theodore Dukoff and Fred Potenza have formed a partnership in promoting on the local lots. Harry Coddington is improved and has left the hospital. Brother Colonel Owens still confined to his home. Fred B. Meyers still at the American Hospital.

Visitors during week: Irving Matlitz, Charles H. Hall, William Young, Jack Pritchard, Julius Wagner, Sam Bloom, Zebbie Fisher, Harry Coddington and Beverly White. Lou Leonard in town for a day dropped in to clubrooms.

McDonald, Carnival Worker, Not Victim of Train Wreck

SAINT JOHN, N. B., June 19.—It is now believed that Clarence McDonald, 25, a carnival worker, of this city, was not one of the unidentified victims of a wreck on the Canadian National Railways, near Springhill Junction, N. S., as was recently reported. A passenger train struck a string of runaway box cars on the main line, resulting in six deaths and many injured. Two of the bodies were not identified and it was thought McDonald, who had been headed for Halifax in hopes of joining the Bill Lynch Shows, was one of them. He had been employed with carnivals each season for some years.

Harold Barnes 'in Hospital

CHICAGO, June 21.—Harold Barnes, wire walker on Cole Bros. Circus, is in St. Luke's Hospital here. He was injured at Lowell, Mass., June 16. He is getting along nicely.

halls of science and invention are vitally important to a world exposition, but it's gals and more gals that put them on a paying basis."

And so at this stage of the game we still feel confident that Flushing Meadows will offer all sorts of entertainment during the summer of 1939 for all sorts of people. Nobody will know who she is or they are who will be seized upon to sell the fair until the exposition is actually in operation. Something of a breezy and carefree nature is almost bound to crop up, so this commentator is not worrying. If, perchance, a Rand or Little Egypt flare is lacking at New York—well—then there's San Francisco. The public is bound to be taken care of in 1939.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Its initiation and dues are the lowest of any institution of its kind in the world; so small in fact that every reputable outdoor showman should be a member out of respect for his pride in his business.

TILLEY SHOWS

WANTS SHOWS, With or Without Outfits. Concessions. Mark Williams wants **SIDE-SHOW ACTS** for Side Show. Ottawa, Ill., next week; then Centennial Celebration at Farmer City, Ill.

WANTED

2 or 3 Good Shows To place with 5 nice Rides Play Picnics and Celebrations. WANT good Wheel Operator.

CHAS. OLIVER 1417 Grattan Street, St. Louis, Mo.

GREAT SUTTON SHOWS

Will furnish outfit for swell Geek Show to party that has Geek and can run show. Will furnish Tents and Fronts to showmen that want to make money. Would like to book one more Flat Ride. We got 9 Rides, 9 Shows, 25 clean Concessions, 10-piece Band. Charleston, Ill., 21-26; Pana, Ill., 28-July 3; Centralia, Ill., July 5 to 10.

WORLD OF FUN SHOWS

Want Cook House. All in tickets. Can Place Legitimate Concessions. Want Kiddie Ride. Also Tilt-a-Whirl or Caterpillar. Work Virginia coal fields until Fair time. Address this week, Eckman, W. Va.

RIDES WANTED FOR CELEBRATION AND HOME COMING

JULY 3, 4 and 5 AT MECOSTA, MICH. Sponsored by Post 2335, Veterans of Foreign Wars and Business Men. Will furnish complete outfit for one-ring circus and side show. Wire or come on. Amboy, Illinois. Contact **EARL SMITH**, Mecosta, Michigan.

SPERONI SHOWS WANT

LEGITIMATE CONCESSIONS Agents for Pitch-to-Win, Dart Gallery, Erie Diggers and Blower. Will furnish complete outfit for one-ring circus and side show. Wire or come on. Amboy, Illinois.

MAMMOTH AMERICAN LEGION CELEBRATION

Springfield, Vt., June 28-July 3. Wanted Rides and Shows. All Concessions except Bingo, Pop Corn and Cookhouse. Communicate **KING REID**, Ludlow, Vt.

WANTED

SHOWS, RIDES, CONCESSIONS FOR THE BIGGEST FOURTH OF JULY CELEBRATION IN SOUTHERN WISCONSIN,

Three Big Days, 3, 4, 5. All Wheels work. No exclusives. Free Barbecue. Five Steers given away. Pageants, Parades every day. \$500.00 Fireworks Display. Water Pageant. Only Celebration in one hundred miles. Write **H. C. WILBUR**, Fire Dept., So. Beloit, Wis.

MONTGOMERY COUNTY FAIR & RACING ASSN

MT. STERLING, KY.—WEEK JULY 26th WANTED—A RAILROAD SHOW CARNIVAL WITH THEIR OWN TRAIN OF CARS. Nothing too big for this FAIR; grounds in CITY, only three blocks from COURTHOUSE on MIDLAND TRAIL; 12 COUNTIES to draw from with excellent roads.

NOTE—Mt. Sterling, beyond a question of doubt, is the best show town in the State. The people of this community CARNIVAL EDUCATED, will eat a big carnival up, but will not fall for small ones and fakes. Little ones and "orized need not apply.

FOR REAL MONEY get in communication at once with **F. M. ALLEN**, Secretary. On Governor's Day we are expecting 30,000 people and big crowds all week.

WANTED FOR CONVENTION PIER ARCADE

WILDWOOD, NEW JERSEY. Opening on June 28. We have the only space available on the Boardwalk. **GAMES OF SKILL — NOVELTY STANDS, BALL GAMES — DEMONSTRATORS — GLASS BLOWERS PHOTO STUDIO** — or any other legitimate concessions. (No strong joints). **Joe Fisher**, wire. **CAN USE BALLYHOO OR FREE ACTS FOR FRONT OF PIER AT ALL TIMES.** Address **JACK GOLDBERG**, (Room 808), 830 9th Ave., New York City, or **FRED LA REINE**, Wildwood Pier.

GRAPHOLOGY CHARTS

We have the best one on the market. The boys are **CLEANING UP** working our handwriting chart. Price \$5.00 per 1000. Orders shipped promptly. 50% Deposit required with all orders. **BERK BROS. NOVELTY CO.,** 28 East 17th St., New York City.

ROBBINS CIRCUS WANTS

Account enlarging White Band, strong Trombone and Bass. House car sleeping accommodation, good cookhouse. Address **VERNE PERRY**, leader, Albano, 24; Oregon City, 25; Silverton, 26; Albany, 28, all Oregon.

Stoneman's Playland Shows

For Old-Timer's Reunion, June 28, Gateway Great Smoky Mountain National Park, Gatlinburg, Tenn., can place Chairplane, Auto Kiddie Ride, Popcorn, Ball Games, Erie Diggers, Fish Pond, Snow Cone, Bowling Alley, Geek Show, Pit Show, Other Celebrations to follow.

Dyer's Greater Shows

WANT Ride Help for Octopus. First job taken. Shows with neat outfits and own transportation, all open. Rides with transportation not conflicting. Cambridge, Ill., this week; Mineral Point, Wis., July 3-4-5; Monster Celebration, Free Gate, Saturday, July 3.

WANTED QUICK

Two Cornets. Useful Performers write. **MIGHTY HAAG CIRCUS,** June 24, Clarion; 25, Rimersburg; 26, Knox; 27, Pennsylvania.

WANTED COOK

Must be sober and reliable. **H. BARKOOT** WORLD'S EXPOSITION SHOWS, Gloversville, N. Y., this week.

GOLDEN GATE SHOWS

Oakland City, Ind.; Princeton, Ind., July 4. Stock and Grind Concessions, Ball Games, \$10. Good Talker for Geek Show and Jig Show. Musicians and Performers for Colored Minstrel, Jimmie Howard come on. Ride Help and Truck Drivers come on. **F. A. OWENS, Mgr.**

HUGHEY BROS.' SHOWS

Want for Big 4th of July Celebration, June 29 to July 5, Ghatsworth, Ill. Concessions: Can place Frozen Custard, Scales, Hoopla, String Game, Shum Spindle, Knife or Cane Hack and Cotton Candy. Address **Gilman, Ill., this week.**

End your correspondence to advertisers by mentioning *The Billboard*.

ROUTES

(Continued from page 36)

- Donahue, Al: (Radio City Rainbow Grill) NYC, nc.
 Donalson Boys: (Lawrence) Erie, Pa., h.
 Donnelly, Rex: (Crest Pier) Wildwood, N. J., b.
 Dornerberger, Charlie: (Peabody) Memphis, h.
 Dorse, Jimmy: (Congress) Chi, h.
 Dorsey, Tommy: (Pavilion Royal) Lynnbrook, L. I., b.
 Duchin, Eddy: (Palmer House) Chi, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Duffy, George: (Mayfair) Niagara Falls, nc.
 Dutton, Denny: (Chez Paree) Indianapolis, nc.
- E**
 Earl, Glenn, & Ork: Sand Lake, Mich.
 Edmund, George: (Loyale) NYC, c.
 Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., c.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Engels, Charlie: (Harry's New York Cabaret) Chi, c.
 Evans, Milt: (Markham) Gulfport, Miss., h.
- F**
 Familant, Mickey: (Biltmore) Wildwood, N. J., h.
 Farber, Ellis: (Lookout Mt.) Chattanooga, h.
 Farley, Harry: (Embassy) Indianapolis, nc.
 Farmer, Will: (Leon & Eddie's) NYC, nc.
 Felix, Don: (Pines) Newtown, Conn., h.
 Felton, Happy: (Wm. Penn) Pittsburgh, h.
 Ferd, Don: (Stratford) Bridgeport, Conn., h.
 Fernando, Don: (Oriental Gardens) Chi, re.
 Fields, Shep: (Surfside) Atlantic Beach, N. Y., cb.
 Flo-Rita, Ted: (Casino) Dallas, t.
 Fisher, Jack: (Steuben) Boston, h.
 Fisher, Mark: (Cocoanut Grove) Waukegan, Ill., ro.
 Fosdick, Gene: (Mon Paris) NYC, nc.
 Fray, Jacques: (St. Regis) NYC, h.
 Frederic, Marvin: (Commodore Perry) Toledo, h.
 Freeman, Jerry: (Paradise) NYC, cb.
- G**
 Gaines, Charlie: (Morocco) Phila, nc.
 Garnett, Bill: (Glenn Rendezvous) Newport, Ky., nc.
 Garrett, Jimmy: (Narragansett) Providence, h.
 Gates, Jerry: (Riverview) Des Moines, p.
 Gentry, Tom: (Graystone) Detroit, h.
 Goho, Billy: (Checkerbox) Buffalo, c.
 Goldman, Neil: (Brass Rail) NYC, re.
 Gorodetsky, Teva: (Russian Kretchma) Phila, nc.
 Graff, Johnny: (Anchorage Inn) Phila, nc.
 Graham, Roger: (Gull Lake) Kalamazoo, Mich., h.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bobby: (Gunter) San Antonio, h.
 Grenet, Eliseo: (Yumuri) NYC, nc.
 Grier, Jimmy: (Biltmore Bowl) Los Angeles, cb.
- H**
 Hall, George: (Taft) New York, h.
 Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.
 Hamilton, George: (Peabody) Memphis, h.
 Hamilton, Johnny: (Piccadilly) Phila, nc.
 Hampton, Jack: (Green Mill Cafe) Saginaw, Mich.
 Hardie, Dick: (Club Frolica) Albany, N. Y., nc.
 Harmon, Frank: (Knickerbocker Club) Flint, Mich.
 Harrington, Clem: (Indian Cafe) South Bend, Ind., c.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Ken: (Rendezvous) Battle Creek, Mich., re.
 Harris, Tommy: (Bertolotti's) NYC, re.
 Hauck, Carlton: (Sak's) Detroit, nc.
 Haven, Bee: (Chickasaw Gardens) Columbus, Ga., nc.
 Hawaiian Serenaders: (Versailles) NYC, re.
 Hayes, Bobby: (Greyhound) Louisville, nc.
 Hayton, Lennie: (Roosevelt) New Orleans, h.
 Headricks, Pearl: (Manhattan) Johnstown, Pa., b.
 Heidt, Horace: (Biltmore) NYC, h.
 Henderson, Fletcher: (Grand Terrace) Chi, nc.
 Henderson, Stutz: (Wonder Bar) Port Huron, Mich., nc.
 Hendrick, John: (Outpost Inn) Ridgefield, Conn., ro.
 Herbeck, Ray: (St. Paul) St. Paul, h.
 Herbert, Marty: (Village Brewery) NYC, nc.
 Herman, Woody: (Willows) Pittsburgh, h.
 Herron, Bob: (Southern Club) Pampa, Tex.
 Hessberger, George: (Old Heidelberg) Chi, c.
 Hill, Ted: (Cafe des Ambassadeurs) Paris, nc.
 Hines, Earl: (Cotton Club) Culver City, Calif., nc.
 Hirado: (La Rue) NYC, re.
 Hoefflinger, Al: (Clementon Inn) Phila, ro.
 Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.
 Hogan, Tweet: (Frog Hop) St. Joe, Mo., b.
 Hollander, Will: (Congress) Chi, h.
 Holmes, Herbie: (Club Lido) Tulsa, Okla.
 Holst, Ernie: (El Morocco) NYC, nc.
 Hope, Hal: (Montclair) NYC, h.
 Howard, Hal: (Old Country Club) Phoenix, Ariz., cc.
 Hudson, Dean: Wrightsville Beach, N. C., p.
 Hudson-DeLange: (Playland) Rye, N. Y., p.
 Hullinger, Vic: (Manhattan Grill) Sarasota, Fla.
 Hummel, Ray: (Frank's Cafe) Silver City, N. M.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
- I**
 Imperial Trio: (Imperial) NYC, h.
 Iowa Ramblers: (Longville) Longville, Minn., nc.
- J**
 Jackson, Jimmy: (Chateau C. C.) Milwaukee, Wis., nc.
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 Johnson, Jerry: (Schroeder) Milwaukee, Wis., h.
 Juan, Don: (El Tornado) NYC, nc.
 Jurgens, Dick: (Cesario) Catalina Islands, ro.
- K**
 Kahn, Al: (Overbrook Villa) Phila, ro.
 Kassel, Art: (Claridge) Memphis, h.
 Kay, Bob: (Martini) Wildwood, N. J., c.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kevvin, Eddie: (Shawnee) Springfield, O., h.
 Kellern, Milton: (Arcadia) Phila, re.
 Keller, Jack: (New Kenmore) Albany, N. Y., h.
 Kendis, Sonny: (Stork) NYC, nc.
- L**
 Kent, Peter: (New Yorker) NYC, h.
 Kimball, Ellis: (Topsy's Toast, Playland-at-the-Beach) San Francisco, p.
 King, Henry: (Westchester C. C.) Rye, N. Y., ro.
 King, Ted: (Scaroon Manor) Schroon Lake, N. Y., h.
 King's Jesters: (LaSalle) Chi, h.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Statler) Detroit, h.
 Klein, Mike: (Mike's Tavern) Jamestown, N. Y., ro.
 Knight, Harold: (Adelphi) Phila, h.
 Knowles, Jesse: (DelRio) Nashville, Tenn., nc.
 Kocian: (Dick's Danceland) Green Bay, Wis., b.
 Kress, Andya: (Avon Inn) Asbury Park, N. J.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kyser, Kay: (Ritz-Carlton) Boston, h.
- M**
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trionan) Mobile, Ala., nc.
 Lan, Lester: (Park Lane) NYC, h.
 Landy, Joe: (Bala Inn) Bala, Pa., nc.
 Lane, Eddie: (Shelton) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lang, Sid: (Hi-Hat) Chi, nc.
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
 LeRoy, Howard: (Westwood Supper Club) Richmond, Va., re.
 Lee, Bobby: (Parrish) Phila, c.
 Lee, Ted: (Carmichael Club) Pittsburgh, nc.
 Lewis, Ted: (Chez Paree) Chi, nc.
 Lewis, Vic: (Brightview) Rochester, N. Y., nc.
 Liebling, Tod: (Jack-o-Lantern Lodge) Eagle River, Wis., ro.
 Light, Enoch: (Jones Beach Casino) Long Island, N. Y., b.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Royale Frolics) Chi, nc.
 Lombardo, Guy: (Waldorf-Astoria) NYC, h.
 London, Jack: (Royal Pines) Albany, N. Y., nc.
 Luncford, Jimmie: (Casino) Larchmont, N. Y., ro.
 Lyon, Russ: (Lookout House) Covington, Ky., nc.
- M**
 McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McCoy, Clyde: (Graystone) Detroit, b.
 McCune, Bill: (Bossert) Brooklyn, h.
 McDowell, Adrian: (Wagon Wheels) Nashville, nc.
 McGill, Billie: (Huntington Inn) Detroit, nc.
 McLean, Connie: (Kit Kat) NYC, nc.
 McRae, Jerry: (Three-Mile Inn) Monroe, La., nc.
 MacPollack: (Sha-Wan-Ga) S. Fallsburg, N. Y., h.
 Mack, Ed: (Martin's Tavern) Lima, O., c.
 Malanga, Albert: (Arcola Inn) Arcola, N. J., ro.
 Manning, Sam: (Melody Gardens) Elmira, N. Y., c.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Mariano, Hugo: (French Casino) NYC, nc.
 Marsala, Joe: (Hickory House) NYC, nc.
 Martel, Gus: (Stork Club) NYC.
 Martin, Bob: (Chez Florence) Paris, nc.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Slim: (Zenda's) Los Angeles, c.
 May, Henry: (Evergreen Casino) Phila, nc.
 Maybew, Nye: (Glen Island Casino) New Rochelle, N. Y., nc.
 Mazie & Her Melody Boys: (Five Points) Union, N. J., re.
 Meli, Larry: (Lamb's) Phila, c.
 Melton, Earl: (Edgewood) Albany, N. Y., c.
 Melvin, Jack: (Man About Town) NYC, nc.
 Meroff, Benny: (Nautical Plaza) Reverse Beach Mass., b.
 Messner, Johnny: (McAlpin) NYC, h.
 Meyer, Gus: (Woodland Tavern) Ardsley, N. Y., c.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miliker, Joe: (Silver Lake Inn) Clementon, N. J., nc.
 Miller, Halsey: (Four Towers) Cedar Grove, N. J., ro.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (O'Neal's) Vicksburg, Miss., nc.
 Molina, Carlos: (Stevens) Chi, h.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morell, Leo: (Times Square Supper Club) Rochester, N. Y., nc.
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Moyer, Ken: (Tybrisa Pier) Savannah Beach, Ga., b.
- N**
 Nagel, Harold: (Pierre) NYC, h.
 Navarro, Al: (Belvedere) Baltimore, h.
 Nehr, Harold: (Crystal Natchez, Miss., nc.
 Neibaur, Eddie: (Wiltshire) Chi, b.
 Nelson, Ozzie: (State) NYC, t.
 Newton, Bill: (Club Verdona) Cleveland, nc.
 Nickles, Billie: (Club Rico) Los Angeles.
 Niles, Don: (Earle Club) Baltimore, nc.
 Noble, Edna: (El Patio) Las Cruces, N. M., nc.
 Norman, Vincent: (Evergreen Casino) Phila, nc.
- O**
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Osborne, Will: (Fairmont) San Francisco, h.
 Ostot, Amos: (Severin) Indianapolis, h.
- Q**
 Quaranta, Charles: (Mile-a-Way Pavilion) Grand Junction, Colo.
- P**
 Palmer, Freddy: (Colonial Inn) Singas, N. J., re.
 Palmer, Skeeter: (Park Plaza) St. Louis, h.
 Pancho: (Plaza) NYC, h.
 Pantono, Mike: (Canton) Albany, N. Y., re.
 Paull, Don: (Orph.) Davenport, Ia., t.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Peters, Johnny: (Shupack's) Clifton, N. J., ro.
 Pettit, Emil: (Savoy Plaza) NYC, h.
 Phelan, Frankie: (Ponce De Leon) Dayton, O., nc.
 Pickard, Jimmie: (Empire) Brussels, nc.
 Pitman, Jack: (Fort Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Polo, Mickey: (Birch Grove) Bridgeport, Conn., nc.
 Pryor, Roger: (Pal.) Cleveland, t.
- R**
 Rainey, Dud: (Brass Rail) Parkersburg, W. Va., nc.
 Ramos, Ramon: (Ambassador) NYC, h.
 Rand, Orval: (Bertolotti's) NYC, re.
 Rapp, Barney: (Beverly Hills) Newport, Ky., cc.
 Rausch, George: (Melody Mill) Chi, b.
 Ravell, Carl: (Lexington) NYC, h.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Rebec, Don: (Paradise) Phila, c.
 Reucci, Paul: (Sands Point Bath) Long Island, N. Y., cb.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricci, Al: (Club Kekko) South Bend, Ind.
 Ricardel, Joe: (Monseigneur) NYC, nc.
 Richards, Hal: (St. Moritz) NYC, h.
 Richardson, Frankie: (Avalon) Wildwood, N. J., nc.
 Riley, Mike: (New Penn) Pittsburgh, h.
 Rimoldo, Nino: (Yacht) Chi, nc.
 Rio, Rudy: (Girard Cafe) Phila, c.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rodrigo, Nino: (Riveria) Ft. Lee, N. J., nc.
 Rodriguez, Jose: (Montparnasse) NYC, nc.
 Rogers, Eddie: (French Casino) NYC, nc.
 Romer, Bill: (Beckley) Beckley, W. Va., 23-24; (Mideburg) Logan, W. Va., 25-26, t.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Rosenthal, Harry: (Versailles) NYC, re.
 Ross, Tluy: (Gypsy Tavern) NYC, nc.
 Rowe, Earl: (White Way) Atco, N. J., h.
 Russell, Jack: (Golfmore) Grand Beach, Mich., h.
 Rust, Ray: (The Dells) Lansing, Mich., nc.
- S**
 Sabin, Paul: (Blossom Heath) Detroit, ro.
 Sanders, Hal: (Le Montparnasse) NYC, re.
 Saunders, Bob: (Gurnewood Park) San Francisco, p.
 Schooler, Dave: (Blossom Heath Inn) Larchmont, N. Y., ro.
 Scoggin, Chic: (Euclid Beach) Cleveland, p.
 Scott, William: (Lido) Atlantic Beach, Long Island, cc.
 Sears, Walt: (City Park) Cambridge, O., 24-26.
 Septeto, Canto: (San Souci) Havana, nc.
 Shaw, Art: (Plaza) Wildwood, N. J., nc.
 Sherr, Jack: (St. Moritz) NYC, h.
 Sievers, Hans: (Schnitzelbank) Bridgeport, Conn., nc.
 Sillman, Phil: (Cocoanut Palms) Eastwood Park, Detroit, p.
 Sissle, Noble: (Coney Island) Cincinnati, p.
 Skiles Boys: (Town House) Reno, nc.
 Smith, Joe: (Mayfair) Boston, nc.
 Smith, Charles: (500) Virginia Beach, Va., nc.
 Smith, Lloyd: (La Casina) Jamaica, L. I., N. Y.
 Snider, Billy: (Gibson) Cincinnati, h.
 Soldwell, Dutch: (Dawn) Benton Harbor, Mich., h.
 Sommers, George: (Chateau Monterey) Wildwood, N. J., ro.
 Sorey, Vincent: (Mori's) NYC, re.
 Southern Gentlemen: (Pines) Pittsburgh, nc.
 Sparr, Milton: (Merry-Go-Round) NYC, nc.
 Speciale, Sam: (Renaud) Atlantic City, c.
 Sprigg, Jack: (Netherlands Plaza) Cincinnati, O., h.
 Stanfield, Jack: (Schlitz Gardens) Hammond, Ind., cb.
 Starr, Freddie: (Roosevelt) NYC, h.
 Steel, Blue: (Blue Moon) Tulsa, Okla., nc.
 Stein, Maurie: (Chez Paree) Chi, nc.
 Stevenson, Tommy: (Southland) Boston, re.
 Strong, Benny: (Brown) Louisville, Ky., h.
 Stroughton, Jeff: (Moonglow) Syracuse, N. Y., nc.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Swanson, Billy: (Edison) NYC, h.
- T**
 Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Taylor, Dick: (Sun Ray Gardens) Phila, b.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thoma, Wit: (Excelsior Park) Minneapolis, p.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thomas, Noel: (Mayfair) Oakland, Calif., nc.
 Thompson, Ellis: (Zelli's) NYC, nc.
 Tinsley, Bob: (Colosimo's) Chi, re.
 Tompkins, Tommy: (Raymor) Boston, b.
 Thornton, Bill: (Parakeet) Phila, nc.
 Thrun, Otto: (Alpine Village, Great Lakes Expo.) Cleveland.
 Tract, Al: (College Inn) Chi, nc.
 Travers, Vincent: (French Casino) NYC, nc.
 Trent, Jack: (Sweet's) Oakland, Calif., b.
 Tucker, Tommy: (El Patio) San Francisco, b.
 Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
- V**
 Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.
 Valle, Rudy: (Astor) NYC, h.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Veil, Tubby: (Brans) Chi, re.
 Ventura, Ray: (Palais des Beaux-Arts) Brussels, nc.
 Venuti, Joe: (Billy Rose Aquacade) Great Lakes Expo., Cleveland.
- W**
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Wagner, Bill: (Jimmy Kelly's) Brooklyn, re.
 Wain, Prince: (Ambassador) NYC, h.
 Wardlaw, Jack: (The Pier) Jacksonville Beach, Fla.
 Warren, Frank: (Cocoanut Grove) Phila, nc.
 Watson, Bill: (Alabama) Paterson, N. J., nc.
 Webster, Ralph: (Puritan Springs) Cleveland, ro.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 West, Neil: (Lewiston) Lewiston, Mich., b.
 Whalen, Jimmy: (Bertolotti's) NYC, cb.
 White, Billy: (Ball-Ball) Chi, nc.
 Whitman, Bernie: (Pocono Grille) Mt. Pocono, Pa., cb.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, George: (Craig Beach Park Ballroom) Diamond, O., p.
 Williams, Griff: (Aragon) Chi, b.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Hod: (Club Edgewood) Albany, N. Y., nc.
 Winters, Charley: (Tony Murray's) Phila, re.
 Winton, Barry: (Sapphire Room) Rumsen, N. J., nc.
 Wintz, Julie: (Village Barn) NYC, nc.
 Wood, Kitty: (España Club) Chi, nc.
- Woods, Howard:** (Hollywood) West End, N. J., h.
Woods, Kitty: (Mitchell's Playhouse) Chi, nc.
Woodward, Eddie: (White City) Chi, b.
Woodworth, Julian: (Asbury Park Casino) Asbury Park, N. J., b.
- Z**
Zelman, Rubin: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Brother Rat: (Geary) San Francisco 21-26.
 Dead End: (Biltmore) Los Angeles 21-26.
 Lunt & Fontanne: (Curran) San Francisco 21-26.
 You Can't Take It With You: (Harris) Chi.

MISCELLANEOUS

DeCleo, Magician: Port Clinton, O., 21-28.
 Hunsinger, Harry, Magician: South Haven, Mich., 21-26.
 Long, Leon, Magician: Flat Creek, Ala., 23-26;
 Praco 27-30; Parrish July 1-3.
 Malloy, J. R., Circus Revue: Culmerville, Pa., 21-26.
 Modern Noah's Ark: Kewanee, Ill., 21-23;
 Princeton 24; Streator 25-26; Morris 27;
 Kankakee 28-30.
 Ricketts' Show: Spring City, Tenn., 21-23;
 Decatur 24-26; Tellico Plains 28-30; Vopore July 1-3.

REPERTOIRE

Baxter-Leonard Players: Willis, Va., 21-26.
 Billroy's Comedians, Billy Wehle's: Woods-ville, N. H., 23; St. Johnsbury, Vt., 24;
 Barre 25; Randolph 26; Montpelier 28;
 St. Albans 29.
 Brown Dramatic Co.: Chetek, Wis., 21-26.
 Bryant's Show Boat: New Matamoras, O., 23.
 Choate's Comedians: Carmi, Ill., 21-26.
 Ginnivan, Frank, Dramatic Co.: Blissfield, Mich., 21-26.
 Ginnivan, Norma, Dramatic Co.: Edon, 21-26.
 Rohnour, J. B., Players: Butternut, Wis., 21-24.
 Toby's Players: Galena, Kan., 21-26.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Logan, Utah, 22; Park City 23; Evanston, Wyo., 24; Ogden, Utah, 25; Provo 26; Price 27; Grand Junction, Colo., 28; Salida 29; Pueblo 30; Alamosa July 1; Trinidad 2; Las Vegas, N. M., 3; Santa Fe 4.
 Beers-Barnes: Antwerp, N. Y., 24.
 Cole Bros.: Montreal, Que., Can., 22; Ottawa, Ont., 23; Kingston 24; Belleville 25; Hamilton 26; Toronto 28; Brantford 29; Kitchener 30; London July 1; Chatham 2; Windsor 3; Detroit, Mich., 4.
 Eddy Bros.: Woodstock, Vt., 23.
 Federal: Newburyport, Mass., 24-26; Lowell 28-30; Woburn July 1-3.
 Fort Peck Rodeo Co.: Camp Point, Ill., 27-July 1.
 Haag Bros.: Mishawaka, Ind., 22; Columbia City 23; Decatur 24; Portland 25; Sidney, O., 26; St. Marys 27; Fiqua 28.
 Hagenbeck-Wallace: Springfield, Ill., 22; Peoria 23; Danville 24; Terre Haute, Ind., 25; Newcastle 26; Kokomo 27.
 Hall's Animal: Elma, Ia., 22; New Haven 23; Riceville 24; Grafton 25; Nora Springs 26.
 Hinkle's, Milt, Rodeo: Batavia, N. Y., July 3-6.
 Howe Bros.: Langdon, N. D., 24; Rolette 25; Bottaeneau 26.
 Hoxie, Jack: Waynesburg, Pa., 23.
 Mix, Tom: Glens Falls, N. Y., 22; Herkimer 23; Oneida 24; Seneca Falls 25; Wellsville 26; Bradford, Pa., 28.
 Polack Bros.: Marshalltown, Ia., 21-26; Sioux Falls, S. D., 28-July 3.
 Ringling Bros. and Barnum & Bailey: Lewis-ton, Me., 22; Bangor 23; Portland 24; Worcester, Mass., 25; Springfield 26; Albany, N. Y., 28; Schenectady 29; Utica 30; Bing-hampton July 1; Syracuse 2; Rochester 3.
 Seal Bros.: Cresco, Ia., 22; Decatur 23; West Union 24; Hampton 25; Iowa Falls 26; Eagle Grove 28; Emmetsburg 29; Algona 30.
 WPA: Maspeth, L. I., N. Y., 22-27.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mauling points are listed.)

All-American: Kingfisher, Okla.
 American Expo.: South Bend, Ind.
 American United: Great Falls, Mont.
 Anderson-Strader: Emporia, Kan.
 Arena: Culmerville, Pa.
 Atlas: Villa Grove, Ill.
 Bach, O. J.: Brandon, Vt.
 Bantly All-American: Monessen, Pa.; Mead-ville 28-July 3.
 Barfield's Cosmopolitan: Manchester, Ky.; Paintsville 28-July 5.
 Barker: Rochelle, Ill.
 Barkoot Bros.: Mt. Pleasant, Mich.
 Bazinet, Wm., & Sons: Chisholm, Minn., 21-27; (Fair) Cannon Falls July 2-5.
 Blue Ribbon: (Pa. & Morris sts.) Indianap-olis, Ind.
 Blue Ridge: Redbud Mines, Harlan County, Ky.
 Bremer: Virginia, Minn., 21-27; Duluth 28-July 5.
 Broadway Shows of Amer.: Grantsville, W. Va.
 Brown Family Rides: Pembroke, Ga.
 Brown Novelty: Eastman, Ga.
 Buck, O. C., Expo.: Hempstead, L. I., N. Y.
 Buckeye State: Florida, Ala.
 Buffalo Bazaar Co.: Susquehanna, Pa.; Hall-stead 30-July 5.
 Bullock's: Whitesville, W. Va.
 Burdick's All-Texas: Summerville, Tex.; Bel-ton July 2-6.
 Bushay Am. Co.: Gardner, Mass.
 Byers Greater: Chillicothe, Mo.
 Byers & Beach: Washington, Ia.
 Cetlin & Wilson: Lock Haven, Pa.
 Chaiklas Bros.: Quincy, Ill.; Platteville, Wis., 28-July 3.

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New number Bakelite and Metal Lamps, with asst'd colored shades; each 50c; dozen \$5.50
 Turkish Towel and Wash Cloth Set, boxed, dozen \$5.50
 Polished Enamelware, large pieces, dozen \$6.00
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 Large-size, new-style Cookie Jar, dozen \$5.00
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Christ United: Germantown, O.
 Coleman Bros.: Norwich, Conn.
 Conklyn's: Moosejaw, Sask., Can., 23-26;
 Weyburn 28-29; Carman, Man., 30-July 3.
 Colley, J. J.: Chickasha, Okla.
 Corey Greater: Emporium, Pa.; Mt. Jewett 28-July 3.
 Crowley's United: Council Bluffs, Ia.
 Crystal Expo.: E. Radford, Va.; Pulaski 28-July 4.
 Cunningham's Expo.: St. Clairsville, O.
 Curl Greater: Greenfield, O.
 Dalley Bros.: Glasgow, Mo., 21-28.
 Dixie Belle: Dugger, Ind.
 Dixie Expo.: Mt. Pleasant, Tenn.
 Dixie Model: Dubois, Pa.
 Dodson's World's Fair: Niagara Falls, N. Y.
 Douglas Greater: Hoquiam, Wash.; Sedro-Woolley 28-July 3.
 Dudley, D. S.: Quanah, Tex.; Bridgeport 28-July 3.
 Edwards, J. R.: North Baltimore, O.; Upper Sandusky 28-July 5.
 Ellman: Mauston, Wis.; Ladysmith 28-July 5.
 Endy Bros.: (11th st. & Erie ave.) Philadelphia, Pa., 21-28.
 Evangeline: Vinita, Okla.; Nowata 28-July 5.
 F. & M.: Gallitzin, Pa.
 Fairly-Martone: Sioux Falls, S. D.; Aberdeen 28-June 3.
 Frisk Greater: Cass Lake, Minn.; Fosston 28-July 1; Crookston 3-5.
 Gibbs, W. A.: Osawatomie, Kan.; Ft. Scott 28-July 1; Columbus 3.
 Gold Medal: Logansport, Ind.; Crawfordsville 28-July 3.
 Golden State: Menlo Park, Calif., 22-27; Watsonville 29-July 5.
 Golden West: Black Duck, Minn., 21-28; Walker July 1-4.
 Gooding Greater: Ellwood City, Pa.
 Gooding Greater: Yorkville, O.
 Goodman Wonder: (Fair) Grand Forks, N. D.
 Graham, Hal. Shows: Ringstead, Ia.
 Greater American: Des Moines, Ia.
 Greater Expo.: Gary, Ind.
 Greater United: Tulsa, Okla., 21-30; Dewey July 2-5.
 Groves: Rockville, Ind.
 Gruber's World Expo.: Groversville, N. Y.
 Hames, Bill: San Angelo, Tex.
 Happy Attrs.: Coshocton, O.
 Happy Days: Guthrie, Ky.; Carbondale, Ill., 28-July 3.
 Happyland: (St. Jean & Vernor) Detroit, Mich., 21-29; Ypsilanti July 1-5.
 Harris: Hillsboro, Ind.; Iroquois, Ill., 28-July 4.
 Heller's Acme: Gloversville, N. Y.; Malone 28-July 5.
 Henke Attrs.: (Lake Front) Racine, Wis., 21-27; (Zoo Park) Racine 28-July 6.
 Hennies Bros.: Waukegan, Ill.
 Heth, L. J.: Dayton, O.
 Hilderbrand's United: Port Angeles, Wash.; Aberdeen 29-July 5.
 Hine Am. Co.: Barrett, Minn., 21-24.
 Hodge, Al G.: East Chicago, Ind.
 Hoffner, Wm., Am. Co.: Roanoke, Ill., 25-July 1.
 Honest Bert's: New Windsor, Ill.
 Howard Bros.: Rochester, Pa.
 Hughey Bros.: Gilman, Ill.; Chatsworth 29-July 6.
 Hurst, Bob: Mineola, Tex., 21-30; Dialville July 1-5.
 Hyde, Eric B.: Jeffersonville, Ind.
 Imperial: Aurora, Ill.
 Jones, Johnny J., Expo.: Toledo, O.
 Kaus United: Waterford, Conn.
 Kaus United, No. 2.: Washington, N. C.
 Keystone: Brookville, Pa.
 LaVern United: Murfreesboro, Tenn.; Fayetteville 28-July 3.
 Landes, J. L.: Coffeyville, Kan.; Independence 28-July 1; Lyndon 3-5.
 Lang, Dee, Famous: Barnesville, Minn., 21-23;
 Ada 24-26; Hallock 28-30; Warren July 1-3.
 Lawrence, Sam: West Fairview, Pa.
 Lewis, Art: Webster, Mass.
 Liberty National: Brownsville, Ky.; Livermore 28-July 3.
 McClellan: Flora, Ill.; Vincennes, Ind., 28-July 5.
 McKee Am. Co.: Canton, Kan.
 McMahon: Columbus, Neb.
 Majestic Expo.: Kalamazoo, Mich.
 Marks: Camden, N. J.; Nanticoke, Pa., 28-July 3.
 Marshfield Attrs.: Jasper, Ind.; West Baden 28-July 3.
 Martin's United: Vancouver, Wash.
 Middleton, Karl: LeRoy, N. Y.
 Midwest: Bismarck, N. D., 21-23; (Fair) Jap 25-26; Killdeer July 3-5.
 Miller Amusements: Bardwell, Ky.
 Miner Model: Bridgeport, Pa., 21-23; Ambler 25-July 3.
 Model: Prestonburg, Ky.; Pikeville 28-July 3.
 Modernistic: Steubenville, O.
 New England: Lowell, Mass.
 O'Brien's Greater: Peabody, Mass.
 Orange State: Honaker, Va.
 Pan-American: Peru, Ill.
 Patrick: Clarkston, Wash.
 Peerless Expo.: Fairmont, W. Va.
 Pollie & Kenosian: Port Huron, Mich.
 Ray Bros.: Caribou, Me.
 Reading's United: Cave City, Ky.
 Regal United: Sterling, Neb.
 Reid, King, Attrs.: Ludlow, Vt., 21-25; Springfield 28-July 3.
 Reynolds & Wells: Berlin, Wis.
 Roberts, Clint: Monongahela, Pa.
 Royal American: Cedar Rapids, Ia., 20-24.
 Royal Palm: Vincennes, Ind.
 Rubin & Cherry Expo.: Appleton, Wis.
 Santa Fe Expo.: Bingham Canyon, Utah.
 Sheeley Midway: Green Bay, Wis.
 Shugar, Dr.: Caney, Okla., 23-26; Hartshorne July 3-5.
 Silver State: Shelby, Mont.
 Six, J. Harry: Hardinsburg, Ky.; Hartford 28-July 3.
 Skerbeck Am. Co.: Rhinelander, Wis.
 Smith's Greater Atlantic: Broadway, Va.
 Sol's Liberty: Sheboygan, Wis., 21-27.
 Sparks, J. F.: Mt. Vernon, O.; Elyria 28-July 3.
 Spencer & Clark Expo.: East Palestine, O.
 Spencer, C. L.: Peru, Ind.
 Speroni, P. J.: Amboy, Ill.
 Stanley Bros.: Burlington, Vt., 25-July 1; Woodside, N. H., 2-5.
 State Fair: (Rodeo) Alliance, Neb., 21-27; (Rodeo) Valentine 29-July 5.
 Strates: Cohoes, N. Y.; Plattsburg 28-July 3.
 Sunset Am. Co.: Oskaloosa, Ia., 21-30; Tama July 1-5.



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\$200,000 FLOOD
 (Continued from page 3)
 the Northern Hotel for a luncheon at which time booths were assigned and general plans discussed. Community clubs sponsoring displays this year are Lockwood, Blue Creek, Duck Creek, Hillcrest, West Side, Huntley, Billings Bench, South Billings, Shepherd and Middle Bench, Canyon Creek and county home demonstration council.
 J. A. Schneck, general agent of the Western State Shows, who is here, said he visited the grounds on June 12 and is in doubt as to whether the damaged buildings and other equipment can be replaced at Manager Fitton's estimated \$200,000. Schneck was marooned for a time in his hotel, and Billy Gear, general agent of the Silver State Shows, was in the same fix in another. Silver State Shows, billed to open here on June 14, were able to open on June 15 and went thru with the engagement.

CIRCUSES DOING
 (Continued from page 3)
 Creditors attached the tent and fixtures. Roberts' Circus, out of Somerville, N. J., which started latter part of April, recently closed and has returned to that city. Stated that it may go out later.
 Manager R. W. Rogers of Wallace Bros.' Circus reports that show has played in North Carolina, West Virginia, Ohio, Pennsylvania, back into Ohio and is now in Michigan. With weather, business has been good, better than last year. There is no CIO activity around the show.
 Cole Bros.' Circus has been in Indiana, Ohio, Pennsylvania, New York, Massachusetts, Connecticut, New Hampshire and Vermont. "Business," Jess Adkins and Zack Terrell state, "has been equal to last year, but cannot say regarding remainder of the season. Muddy lots and rain only obstacles encountered. Have had no labor trouble whatsoever and everyone here is satisfied."
 From C. W. Webb, manager of Russell Bros.' Circus, comes word that "territory covered so far looks prosperous, but our early-season business is way under last year, mainly on account of bad weather. Labor situation is no worse than usual and no CIO activities are noticeable."
 S. L. Cronin, manager of Al G. Barnes-Sells-Floto Circus, advises that owing to good business show has added three weeks to its customary stay on the Pacific Coast. Continuing, he says: "We are finding conditions and general feeling improved over the last several years in this territory. Our business to date is about 25 per cent better than last year, which may be partly due to stronger performance and no opposition. We always have obstacles to overcome with a circus. They are no worse this year than usual. Expect our usual good business in Utah, Colorado and Wyoming, where the Barnes show is always a favorite. No labor troubles with us to date."
 Dan E. Turney, manager of Tom Mix Circus, states: "Finished 12 weeks June 16 and gross is 30 per cent above last year for the same period. Last season we had 11 Sunday stands, this year only two. CIO tried to make contact with employees on several occasions; no results. Prospects are great for remainder of season and have no reason to believe why we should not double our net of 1936."
 S. W. Gumpertz, general manager of Ringling Bros. and Barnum & Bailey Combined Shows, says: "New England is giving us 20 per cent better business than last year. Cannot tell about remainder of the season, it all depending on strikes. If strikes are settled look for good business rest of season with usual route. No CIO activities; we are 100 per cent Federation."

leans labor situation to indicate any effect upon business."
 Manager Hoyt Hawke, Capitol Beach, Lincoln, Neb., said 1937 business has attained a 60 per cent increase over early grosses last year.
 For the period since opening in the middle of May Jefferson Beach Company, Detroit, reports new highs every week in the face of very adverse weather conditions.
 Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, declares the big park had the best opening in years on May 22 and by far the best Decoration Day week-end and that crowds continue to come to view the rehabilitation work done since the January flood and that spending is consistently liberal.

President George A. Schmidt, River-view, Chicago's only amusement park, remarks that unfavorable weather so far precludes making any estimate as to ultimate earnings for the season and that no labor troubles appear in the offing. Manager Fred W. Clapp, Excelsior (Minn.) Park, reports that a backward spring has had a deterrent effect upon early business there.
 "Business in Elitch Gardens to date is favorably ahead of the same period in 1936," reports Manager Arnold B. Gurtler from Denver. "This is despite bad Decoration Day weather. Elitch Gardens Theater is also sharing in this increased business. No labor trouble is in prospect in Denver to affect the box office."

Whitney Brothers, at Playland-at-the-Beach, San Francisco, say that gross business to date has taken a slight lead over that of last year due to the celebration of Golden Gate Bridge Fiesta. "It is still too early in the season," they report, "to predict which way business will swing, but we are bending every effort to maintain the increase."
 Jefferson W. Asher, general manager of Ocean Park (Calif.) Pier, reports: "Our business to date has increased on an average of 25 per cent compared with last year and our heavy season is just beginning, altho we operate 12 months. On the strength of the first six months of this year it appears that it will be the most prosperous since 1928 and optimism prevails thruout our community."

"Lakeside Park, Denver, has enjoyed 20 per cent increase in business over the corresponding period last year in spite of three weeks of bad weather," declared Manager Benjamin Krasner. "Business outlook is excellent for remainder of the season, dependent, of course, on good weather. This territory has not been affected by the labor situation."

RAINY WEATHER
 (Continued from page 3)
 very bad. CIO caused us some trouble and we have changed our route to keep out of strike areas. Prospects look very good for this show."
 J. W. Wilson and I. Cetlin, associate

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 Texas Longhorn: Beaumont, Tex.; Austin 28-July 3.
 Texas Pan-American: Ranger, Tex.
 Thomas, Dug: Conway, Mo. (Twin Oaks P. O.); Salem 29-July 5.
 Tidwell, T. J.: Oklahoma City, Okla.
 Tilley: Ottawa, Ill.
 Toffel, Johnny: Freeport, Ill.
 Tothill, C. H., Attrs.: Rochester, N. Y., 21-27.
 Valley: Brownwood, Tex.
 Wallace Bros.: Goshen, Ind.; Coldwater, Mich., 28-July 3.
 Ward, John R.: Washington, Ind.
 Weer, M. R.: Garrett, Ind.
 West Bros.' Am. Co.: Grafton, N. D., 21-23;
 Rolla 24-26; Bismarck 28-July 3.
 West Coast Am. Co.: Bend, Ore.; Klamath Falls 28-July 5.
 West Coast: Ellensburg, Wash.; Everett 28-July 5.
 West, W. E., Motorized: Plattsburg, Mo.; Unionville 28-July 3.
 Western State: Basin, Wyo.
 West's World's Wonder: Sharpsburg, Pa.; New Brighton 28-July 3.
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 Wonder State: Rock Island, Okla.
 Work, R. H., Rides: Ashboro, N. O.
 World of Fun: Eckman, W. Va.
 World of Mirth: Elton, N. Y.
 Zeiger, C. F., United: Weiser, Ida.; Rupert 28-July 5.
 Zimdars Greater: Ft. Wayne, Ind.

- Additional Routes**
 (Received too late for classification)
 Bell Show: Sylvania, Ga., 26.
 Bishop's Tent Show: Meyersdale, Pa., 26.
 Claire, Ted: (Colonial) Dayton, O.
 Daniel, Magician: Alpena, Mich., 21-26.
 Ellis Tent Show: Rosen, Mich., 26.
 Favorite Players: Neoga, Ill., 21-26.
 Gooding Am. Co.: Canonsburg, Pa., 21-26.
 Harris Road Show: Fergus Falls, Minn., 21-26.
 Light Hawk Remedy Co.: Standard, Ill., 21-26.
 Lodi Troupe: (Colonial) Dayton, O.
 McNally's Variety Show: Hampton, N. Y., 21-26.
 Miller, Al H., Show: Grantville, Ga., 21-26.
 Miller, Ted & Art (Colonial) Dayton, O.
 Morris, Chet, Show: Monroe, Ga., 21-26.
 Princess Edna Show: Ft. Stockton, Tex., 21-26.
 Rhythm Girls: (Colonial) Dayton, O.
 Roberta's Circus: (Summit Beach Park) Akron, O., 21-26.
 Roysters Show: Meherrin, Va., 21-26.
 Sandra & Wynters: (Colonial) Dayton, O.
 Sharpsteen Show: South Haven, Mich., 21-26.
 Walker Family Show: Charing, Ga., 21-26.
 Walker's Hav-a-Laf Show: Stigler, Okla., 21-26.
 WLW Radio Revels: (Lyric) Indianapolis.

BIG INCREASES
 (Continued from page 3)
 between rival labor organizations, I am optimistic in feeling that this ratio of improvement will be maintained thruout the season."
 In Glen Echo (Md.) Park, near Washington, General Manager Leonard B. Schloss reports that his 1937 business is keeping even with the record grosses rolled up last season.
 Manager Harry J. Batt, Pontchartrain Beach, New Orleans, who is featuring a full season of sensational free attractions, said: "Business since opening on May 2 is up 25 per cent over last season at this period. Everything appears okeh for remainder of the summer and there is nothing at present in the New Or-

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HARRY KELNER & SON, INC.
50 Bowery, New York City.

owners and managers Cetlin & Wilson Shows, Bradford, Pa.: "Have exhibited in North Carolina and Pennsylvania nine weeks. Business off from last season on account of rain. Weather permitting, business prospects look better. No CIO trouble so far, but considerable unrest with workingmen. Having a hard time holding them, altho we are paying more money than any previous year. All old-timers satisfied, but new help will not stay."

Noble C. Fairly, general manager Fairly-Martone Shows, Fort Dodge, Ia.: "Business not as good as last year on account of weather, but for days of showing business is better. Remainder of season should be good. Crops in our show territory best in years. So far no CIO activity."

A. B. Miller, associate manager American United Shows, Missoula, Mont.: "Out nine weeks and show has had 30 per cent increase over last year. Future looks good. No CIO activities as yet."

J. F. Reid, general manager Happyland Shows, Detroit: "Operated in vicinity of Detroit since April 3. Business to date considerably less than last year in same territory. Rain, cold weather and industrial strikes are reasons for decrease. Prospects for remainder of season in Michigan, exclusively in small towns and fair dates, look very good. No CIO activity around this show to date."

John D. Kilonis, associate owner and manager, New England Shows, Lowell, Mass.: "We have played in New York, Connecticut and Massachusetts. Business as a whole for the 10 weeks of operation is 30 per cent above last season, altho we have had rainy weather. Prospects for remainder of the season look very encouraging. We are pleased to report that we have not encountered any obstacles other than the usual in show business. Have not suffered in any way from any CIO activities."

Eric B. Hyde, general manager Eric B. Hyde Shows, Louisville: "Business over route covered by this show excellent when weather permitted. Believe conditions have improved over last year. Only obstacle encountered is the excessive taxation in Kentucky. The State demands a \$1,000 bond and 10 per cent of gross of all attractions and gate. This in addition to all other licenses. We do not believe the tax on 10-cent tickets is legal, but have paid same under protest and are seeking a court decision. Prospects for future are bright from our viewpoint and we are looking forward to a good season. No CIO activity here."

Max Gruber, general manager Gruber's World's Exposition Shows, Kingston, N. Y.: "Over the territory covered by this show, which includes stands in Virginia: At Alexandria business was very good, altho hampered by rain. Annapolis, Md., a complete blank due to rain and local conditions. Winchester, Va., business big last two days of Apple Festival, other days poor. Milton, Pa., it rained all week except Saturday, which was very big. Schenectady, N. Y., first week only fair as show was hampered by rain. Second week had good business, considering holdover. Herkimer, N. Y., had one day of rain, but remainder of week was very big. Newburgh, N. Y., banner week of season, business being excellent and weather ideal. Kingston, N. Y., some rain, but fair business. Prospects for remainder of season look good. Mississippi fair secretaries state that with the present prices of cotton and if fair weather prevails they are looking forward to record-breaking crowds and business. Only obstacles encountered were at Kingston, N. Y., where a show played previously and left a bad impression. No trouble with CIO so far."

C. E. Barfield, general manager Barfield's Cosmopolitan Shows, LaFollette, Tenn.: "Our business to date has been somewhat below that of last year, due principally to adverse weather conditions and possibly certain local strike situations, all of which have been cleared up in this territory. I see no reason why business should be as satisfactory during the remainder of this season as it was last year. Have heard only vague rumors of any CIO activities."

E. O. Douglas, general manager Douglas Greater Shows, South Bend, Wash.: "Territory in Washington and British Columbia so far business has been just fair, but we expected more. Do not know what to expect for remainder of year. Regarding CIO, we were compelled to use union truck drivers in Seattle only."

From the above reports it is gleaned that weather has been the only real obstacle encountered by the carnivals contacted by *The Billboard*. All are optimistic about the remainder of the season and some report gains over last season.

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Concessions of all kinds. Farmer City Centennial, June 28, 29 and 30; Chillicothe Home-Coming, July 1, 2 and 3; Henry, July 3, 4 and 5; all Illinois. Want experienced Cookhouse Help, Griddle Man, Talkers and Grinders for shows. Address Ottawa, Ill., this week.

GREAT OLYMPIC SHOWS

Can Place for Menomonie, Wis., Fourth of July Celebration and a long string of Fairs in Wisconsin and South. Banna Man, must have car. Concessions all open, except Corn Game and Ball Games. No grift or controlled games. Will Book Shows with or without outfits. Can Place any Flat Ride. Lake Geneva, Wis., this week; Menomonie, Wis., next.

A. SPHERIS, Mgr.

EDDY BROS. CIRCUS WANTS

To join on wire. Sousaphone, Trumpet; clean, sober Cook Combination; Billers that drive truck. Address on wire Montpelier, Vt. Mail forwarded.

CHAS. T. HUNT, Eddy Bros.' Circus.

2 DAY CELEBRATION

Sunday—Monday, July 4-5
Farmer City, Illinois

Rodeo and fireworks at fairgrounds. Want Rides, Shows, Concessions. Everything open.

Write E. F. WIGHTMAN

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Can place Shows and Concessions for 12 straight weeks at fairs and celebrations; commencing at Livingston Manor, N. Y., July 5. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED

Concessions and Shows for Windsor, N. Y., Legion Fair, July 5-10; Nicholson, Pa., 150th Anniversary, July 26-31; New Milford, Pa., Firemen Convention, September 3, 4, 5 and 6. Free Acts write for Fair Dates. Write

F. EUGENE BYKES, Harford, Pa.

LOOP-O-PLANE FOR SALE

Late model single Loop-o-Plane used two seasons, cable, perfect condition, complete with motor, fence, ticket booth, tools, lights, \$750 cash. Real flash. Can be booked on this show. Wire and come look it over. Can be seen in operation.

Address: **MANAGER, Loop-o-Plane, care JACK MURRAY'S SHOWS, Columbus, O.** this week; Dayton, O., week June 28. N. B. Loftstrom Monkey Circus wire.

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BIG 4TH JULY CELEBRATION WITH FREE GATE THIS YEAR.
EIGHT BIG DAYS AND NIGHTS — JUNE 28TH TO JULY 5TH.
WANT ALSO FOR THE FOLLOWING FAIR CIRCUIT OF OUTSTANDING EASTERN FAIRS:

JULY 28—Delaware State Fair, Harrington, Del.
AUGUST 30—Bedford County Fair, Bedford, Pa.
SEPTEMBER 6—Cambria County Fair, Ebensburg, Pa.
SEPTEMBER 13—Great Reading Fair, Reading, Pa.
SEPTEMBER 27—New Jersey State Fair, Trenton, N. J.
OCTOBER 4—Wilson County Fair, Wilson, N. C.
OCTOBER 11—Tidewater State Fair, Norfolk, Va.
OCTOBER 18—Greater Greensboro Fair, Greensboro, N. C.
OCTOBER 25—Sampson County Fair, Clinton, N. C.

And Other Fairs Which Are Pending and Will Be Closed in the Near Future.

WANT—Double Loop-O-PLANE, 9-Car Whip (New), Lindy Loop, Ride-co.
WANT—Grind Shows with or without own equipment. No Sex Shows wanted. Want Penny Arcade, Fun House, Working World or any other money-getting Attraction that can and will know what to do at a big fair.
WANT—Legitimate 10c Grind Concessions only. We have a limited amount of space at Trenton, N. J., State Fair and will place Legitimate Merchandise Wheels and Grind Stores only at this and all other fair dates.
WANT—Experienced Working Men in all departments. Merry-Go-Round Men.
WANT—Acts and Performers for the Streets of Cairo.

ALL ADDRESS THIS WEEK, LOCK HAVEN, PA.

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WANTED WANTED WANTED

For real money spots in Pennsylvania, where they are not striking. High Aerial Acts, Shows with or without own outfits, Girls and Musicians for Girl Show, or will place Organized Girl Show. Tom Mehl wants Plant Show Performers. Rides: Kiddie and U-Drive-It. One more Major Ride. Concessions: Photo Studio, Lead Gallery and any Stock Stores. Have real Fourth of July spot.

Write As Per Route.

SAM LAWRENCE SHOWS
WEST FAIRVIEW, PA., THIS WEEK; MIDDLETOWN, PA., TO FOLLOW.

WANTED FOR AMERICAN LEGION STREET FAIR

AND 4TH JULY CELEBRATION AROUND COURT HOUSE SQUARE IN BLOOMFIELD, IND., STARTING SUNDAY NIGHT, JULY 4TH, TO SATURDAY NIGHT, JULY 10TH.

Will book Candy Floss, Candy Apples, Shake Ups, Grab, Ball Games and Stock Concessions of all kinds that work legitimate. Percentage works but flaties save your stamps. You can't work. Will furnish tops for money-getting Shows. Will book one more Kid Ride if nice. Sam Bentley wants Geek that will work and not drink. Drinks stay away from this show. Address:

DIXIE BELLE ATTRACTIONS. LOUIS T. RILEY, Owner.
Dugger Street Fair This Week. This Show Has Good Spots To Follow. Plenty Fairs.

WEST BROS.' AMUSEMENT CO.

CAN PLACE MONEY-GETTING SHOWS.

Ride Help come on. Concessions that work for Stock come on. FOR SALE—Caterpillar Ride, Also Loop-o-Plane. Rides can stay with show for low percent. Rolla, N. D., June 24 to 26; Bismarck, week June 28; Dickinson, week July 5; Valley City, week July 12.

TWO OF THE BEST 4th OF JULY CELEBRATIONS IN THE STATE

PULASKI, VA., JUNE 28 TO JULY 3. — GALAX, VA., JULY 5 TO JULY 10.
Both Real Celebrations, not Just Promotions.

WANT a few legitimate Concessions that work for Stock. Ferris Wheel Foreman for Eli Wheel. Side Show. WANT Working Acts. Salary from the office. Colored Musicians or Midway Band. All address East Radford, Va., This Week.

CRYSTAL EXPOSITION SHOWS
P. S.—Can Use two good Free Acts. State price for balance of season.

BYERS & BEACH SHOWS WANT!

FOR TWO BIG FOURTH OF JULY CELEBRATIONS.

Fairfield, Ia., June 28 to July 3; Memphis, Mo., July 4 to 10. This will be the biggest Celebration in Missouri. Six big days and nights, with Fireworks, Free Acts and Prizes given away each night. This is a bona-fide Merchants' Celebration. WILL BUY OR BOOK small Motordrome. WANT Eric Diggers for five weeks in Missouri. Good opening for Snake, Illusion, Mechanical Show, or any Show of merit. Our Fairs and Celebrations start July 26. Washington Ia., June 21-26.

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 Best of Salary and Treatment. Reply
CIRCUS BRIGADE AGENT,
 Western Union, Cortland, N. Y., Wednesday
 June 23; Sidney, Thursday, the 24th; One-
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Season Opens WANTED FOR June 26 CONVENTION PIER THEATRE

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 Seating Capacity, 5,000—Large Stage.
ATTRactions OF ALL Kind
 Opera—Drama—Musical—Concerts—
 Bands—Vaudeville, Etc.
 Flat Rental or Percentage Basis.
**ALSO WANTED—Marathon—Carnivals—Roller
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 or any Unusual Attractions for Convention Hall.**
**ADDRESS JACK GOLDBERG (Room 609), 630
 8th Avenue, New York City, or
 FRED LA REINE, Wildwood Pier.**

CARNIVAL WANTED

By American Legion Drum and Bugle Corp, Wis-
 consin Rapids, Wis. Five to eight shows, five to
 eight rides, 10 to 15 permissible concessions, in
 heart of city, July 3d to 10th. **KUEHNEL,
 Sec., Treas., Wisconsin Rapids, Drum and Bugle
 Corps, American Legion.**

WANTED

A Good Carnival Show that carries their own
 electricity for Country Park and Pool. Good for
 one to two weeks. Will give you 75% of **GLENN
 WOOD PARK AND POOL,** near Chillicothe, O.
 Communicate with Dr. Slagle, 1488 N. High St.,
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WANTED

Real Cookhouse, exclusive given for Grand Circuit
 Races at Old Orchard Beach, Maine, July 18th to
 Aug. 1st; \$150 or 20% gross to reliable party.
 Write to **HARRY CUMMINGS, Mgr. Concessions,
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WANTED

**MINING COMMUNITY,
 JULY 4th AND 5th.**
 Rides, Toy Balloon Man, Novelty Stand, Dime
 Photo, Bingo. **COMMERCIAL CLUB, T. F. LEE,
 Shullsburg, Wis.**

WANTED

**RIDES AND SHOWS FOR
 NORTH VERNON, INDIANA, FAIR,
 JUN 29 TO JULY 4.**
 Address **FRANK DORAN, Secy.**

Want Ride Help

For Parker Merry-Go-Round, Hey-Dey and Ferris
 Wheel. Join or hire. Will book Chiropractors,
**T. L. DEDRICK, Mgr., Happy Days Shows,
 Guthrie, Ky., this week; Carbondale, Ill., Fair,
 next week.**

PEARSON SHOWS

Wants Snake Show Talker, Working Act for Pit
 Show, Punk Rack, Penny Pitch, Lead Gallery, Nov-
 elties. Few Exclusives Open. Winchester, Ill., this
 week; two Fourth Celebrations—Week June 28, Bar-
 ry, Ill.; week July 4, Whitehall, Ill.

McMAHON SHOWS

Want Pit Show, any Small Show that don't con-
 flit; Legitimate Concessions, Grab and Juice, Candy
 Floss, Custard and Ice Cream Sandwich. Also Ride
 Help. Mapleton, Iowa, July 1-2-3; Rock Rapids,
 Iowa, July 5-6-7; two of the Biggest Celebrations
 in Northern Iowa. If you want live spots for the
 Fourth get with it. Columbus, Neb., week June 21.

WANTED MUSICIANS FOR BAND

Piano doubling, some instruments; Chorus Girls,
 Hula Dancers, Mind-Reading Act.
**E. D. STROUT, Fairly-Martone Shows,
 Sioux Falls, S. D., June 21st till 28th;
 Aberdeen, S. D., following.**

WANTED--CARNIVAL

47th Annual Soldiers, Sailors, Marines Reunion.
 Mammoth Springs, Ark., Aug. 18-21, inclusive.
 Can Use a Large Carnival.
E. E. STERLING, Secy.

WANTED for 4th of July Celebration

Antwerp, O., June 29, 30—July 1, 2, 3,
 On the Street.
 Concessions and Shows of all kinds except Eat,
 Bingo and Crackerjack. Want Girl Show and 10-in-
 1 and any others. We own 5 rides. Nine weeks
 booked all on the streets. Wire and come on. **THE
 GREAT WHITE WAY SHOWS, 1414 Maumeo
 Ave., Ft. Wayne, Ind.**

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Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 19.—Monday night's meeting attracted 41 members. It being flag day the clubrooms were appropriately decorated and as the meeting opened members saluted the colors. Doc Cunningham paid a tribute to Old Glory after which all present sang *The Star-Spangled Banner*. Roll call disclosed that none of the officers were present and John Miller, old stalwart of the club, pinch hit for the absentees. Later, however, Frank Downie, Ross R. Davis, treasurer, and Dr. Ralph E. Smith put in appearance. Since Smith is very seldom late, he was asked what kept him from missing the opening. He replied that he was on a "storking" job that refused to happen.

Miller did a fast job of handling the meeting. Usual business procedure was gone thru with dispatch. Communications: Phil Williams lettered that he is busy keeping the several shows he represents away from each other. Ted LeFors infoed that he is going to make some of those "in the bag" winners go at a rapid pace in the membership drive.

Phone callers seeking the routes of several carnivals interrupted the meeting on several occasions. No members, however, knew the whereabouts of the shows. Members then suggested that the shows send their routes in to the club. They contend that it would aid the club in locating the shows and their members especially in emergencies such as getting news of illness and death to those for whom it is intended.

New members: Carl Clinton Leasure, credited to Ted LeFors and L. A. Godfrey. Hugo Brevette Bennett, credited to Frank L. Bennett. Laurence Murrell Allich, credited to C. R. Bryant. James L. Cooley, credited to Joe Metcalfe and Jack Bigelow. To Dick Stover goes the distinction of being the first to pay his 1938 dues. P. W. Richmond gets second honors.

At this juncture, Doc Cunningham took time to further comment upon the coming gigantic celebration. He said that there had been too much talent offered and that Virginia Schaller and Anna Metcalfe had contacted Bill Richards, of the California Zoo, for one of the bulls that would be worked by Anna's 12-year-old son. Tickets have been mailed to many shows and the profit accruing from the event will go to the Emergency Sick and Relief Fund. Other members of the committee are Harry B. Levine, John J. Klein and Dick Stover.

President Will Wright lettered that the response from several shows regarding the drive now on for the Cemetery Fund was most flattering and he stressed the fact that Showmen's Rest is the pride of the members of the organization. Bonuses awarded for the sale of the Cemetery Fund drive books will be in direct proportion to the response received in the sale of them. Weekly award went to Jack Bullock. Lew Keller donated the lunch and refreshments. Jack Bigelow, Chet Bryant, Harry Wallace and Laurence M. Allen did the serving.

Ladies' Auxiliary

Meeting opened with President Peggy Forstall presiding and Tillie Palmateer at the door. Ruby Kirkendall, secretary, was among those present. Much time was spent in discussing plans for the lawn party to be held soon at the home of Jack Schaller.

First award of the evening went to Peggy Forstall, who drives 80 miles each week to be in her chair. Tillie Palmateer brought in a new member in the person of Margaret Welsh. It's vacation time for Roberta Korte and she has gone by plane to join her parents, Mr. and Mrs. Lou Korte, with Crafts' Shows. Mrs. John Ragland and daughter have returned from a visit on the World's Fair Shows at San Francisco.

Ruth Fowser returned here after a year's absence. Several piano numbers were played by Emily Lucksinger, a guest and sister of Alfreda Avalon. Miss Janson also visited. Coffee, cake and sandwiches were served by Minnie Fisher and Etta Haden. The party which was held June 10 in the men's clubrooms was well attended. Bridge was the chief diversion with first prize going to Katie Lee. Second and third prizes were won by Mora Bagby and Stell Brake, respectively. Men's prize went to Earl

Woodring, door prize to Mora Bagby and the grand prize to Ada Mae Moore. A huge cake, donated and baked by Mrs. Welsh, 84-year-old mother of Marie Morris, was won by Frank Downie. Minnie Fisher was in charge of refreshments.

New Beach for Baltimore To Be Piloted by McCaslin

BALTIMORE, June 19.—A new beach for Baltimore, Love Point, Md., has been purchased by a \$250,000 corporation headed by L. L. Hubble, Baltimore. John T. McCaslin, Baltimore, has been engaged as manager for five years. Reconstruction and erection of a large dance hall and concession buildings is on. Bathing and boating privileges will be leased. Pennsylvania Railroad operates six boats daily from Baltimore to the Point, from which all trains for the eastern shore of Maryland leave.

Dancing, free acts and fireworks will be presented nightly. Cottages will be erected and excursions booked from Maryland, Delaware, Washington and Pennsylvania. The 75-room hotel is undergoing rejuvenation. There is one mile of bathing beach and new bathhouses and showers.

Management intends to make this a year-round resort, with night club features during the winter.

Notes From Paris

PARIS, June 14.—Only recent circus event in Paris was the annual benefit circus for race track jockeys at the Cirque Medrano on June 5. Acts were Jean, Gilbert and Nadia Houcke, horse numbers; Chrysis de la Grange, aerial; Bobby May, the American juggler; Athenas, acro comedy; Will, Hay, Will, tumblers, and Van Leer, with the Kavaljo stallions from Holland. Jockeys, stage and screen stars also appeared.

Joan Tanya, trapezist; Two Edolos, equilibrists, and Salva's dogs are at the Petit-Casino. Chrysis de la Grange, aerialist, is at the Alcazar. Birdie Daen, American contortionist, is at the Monseigneur. The Roxea-Loyals, jugglers, are at the Cigale.

The Flying Banvards, trampoline; Old-erays, aerial; Two Yvanoffs, horizontal bars; Alto and Yette, balancing, and Two Arcos, acrobats, are at the Casino Municipal in Nice. The Three Marellys, perch, and Charles Hoover, contortionist, are at the Moulin Rouge in Strasbourg.

Opening Best for Seccaium

BUCYRUS, O., June 19.—Manager R. A. Jolly, Seccaium Park, between here and Gallon, O., reports that the season's opening over Decoration Day was best in history of the park, with Walt Sears and ork playing for dancing three nights. Park is open four nights a week, featuring Irv Wiley Ork Saturdays and Sundays. Tal Henry and his Carolinians played on June 16. Austin Wiley and his NBC Band are scheduled for June 23 and Art Morgan and ork on June 26 and 27. Rides taken by Manager Jolly to Dayton University Stadium did excellent biz despite some rainy nights.

General Agent Lesley of Murray Shows in Cincinnati

CINCINNATI, June 19.—Robert H. Lesley, general agent for the Murray Modern Midway Shows, visited here today and visited *The Billboard* offices. He stated that Jack L. Murray has quite an assemblage of carnival attractions and that business has been very good when weather permitted.

Lesley joined the shows April 20 and is well pleased with his connection, he stated. He emphasized the fact that it is one show that does not keep its agents in a quandary waiting for action from the management and that he always received prompt replies to his wires.

Glen Osborn Operated on At Rugby, N. D., Hospital

BOTTINEAU, N. D., June 19.—Bruce Barham on arrival here last Saturday reported that Glen Osborn, business manager West Bros.' Amusement Company, was recently operated on at the Rugby Hospital, Rugby, N. D. At time of this statement Barham said that Osborn was suffering with the results of acute appendicitis and would have to remain at the hospital for several weeks. Osborn is well known in the Western carnival world.

MARRIAGES

(Continued from page 34)

Coleman Bros.' Shows, at Harrison, N. Y., June 7.

LESTER-STANLEY—William Lester, nonpro, to Bright Stanley, daughter of Mr. and Mrs. Fred Stanley, in Las Vegas, Nev., June 12.

LITTLEFIELD-SMITH—Frank Littlefield, Gloucester, Mass., to Ellen Smith, of Maquoketa, Ia., and sister of the Smith Brothers, acrobats, recently.

MILLER-BAYLESS—Fred Miller, concessioner, known as Blackie, of Kokomo, and Iris R. Bayless, trapeze performer, at Indianapolis June 5.

RAYMOND-MACDONALD—Gene Raymond and Jeanette Macdonald, film players, in Hollywood June 16.

STAD-HAVENS—Maurice Stad, violinist and member of the American Society of Ancient Instruments and the Stringart Quintet, musical organizations heard over NBC, and Mary Catherine Morris Havens, nonpro, in Philadelphia June 9.

WALSH-RICCI—John Walsh, WBBM-CBS radio actor, and Roma Ricci, nonpro, at St. Charles, Ill., June 12.

WYNN-MIERSE—Ed Wynn, stage and radio comedian, and Frieda Mierse, former Ziegfeld showgirl, June 16 at New York.

Coming Marriages

Earl J. Gillespie, New York, nonpro; and Florence G. Trask, Boston, sing, soon.

Percival H. Lombard Jr., Brookline, Mass., nonpro, and Eugenia F. Frothingham, Boston musician, soon.

Edward F. Mayberger, music supervisor, and Ruth G. Wentworth, nonpro, both of Boston, soon.

Felix Berces, musician, and Mary A. Hart, nonpro, both of Boston, soon.

Robert F. Bertram, musician, and Clara C. Cripp, nonpro, both of Boston, soon.

William F. Brown, Canton, Mass., theater manager, and Elizabeth D. Craven, Boston nonpro, soon.

Earl A. Chamberlain, musician, and Carolyn D. Hamant, both of Boston, soon.

John J. Stevens (Little Lord Leo), with Dan Rice Circus, to Princess Reba, Indian oil heiress, late in August.

James A. Brunton, Boston musician, and Alice C. Murphy, nonpro, in Framingham, Mass., soon.

Eddie Klein, artist with advertising department of Warner Bros.' theaters, Philadelphia, and Mickey D'Espinosi, nonpro, soon.

Yolanda Pezzetti, of the sister team of Yolanda and Stella, vaude and night club entertainers, and Nicholas De Vincents, nonpro, in Philadelphia August 1.

Stella Pezzetti, of the sister team of Yolanda and Stella, vaude and night club entertainers, and George De Vincents, nonpro, Philadelphia August 1.

Ivan J. (Champ) Champion, carnival concessioner, to Lillian Pellom, nonpro, of St. Louis, soon.

Dave Kaplan, partner in the Theatrical Advertising Company, Detroit, to Muriel Beard soon.

Births

A son to Mr. and Mrs. George Anthell at Cedars of Lebanon Hospital, Hollywood, June 8. Father is composer for Paramount.

An 8½-pound son to Mr. and Mrs. Perry J. Fisher June 15 at Coney Island (New York) Hospital. Father is a member of the AFA.

A seven-pound son to Mr. and Mrs. "Travel" Wooster recently. Father is member of Henry Busse's Band.

To Mr. and Mrs. Frank Gill Jr. an eight-pound daughter recently in Hollywood. Father is former Detroit radio comedian and now writes script for Eddie Cantor. Mother is the former Verna Hille, stage and screen actress.

Divorces

Richard L. Abbott, former owner of the Richard L. Abbott Players, from Clayton Elizabeth Abbott, actress, in Los Angeles June 4.

Peggy Ashcroft, actress, from Theodore Komisarjevsky, producer, in London June 14.

Charles R. Burch, straight man and producer of stock burlesque in Canton, O., and now at the Great Lakes Exposition, from Geneva Burch, burlesque principal, in Canton June 12.

Howard V. Bishop Jr., nonprofessional, from Alice L. Bishop, pianist and leader of a girl dance band, in Camden, N. J., June 11.

HIGHEST GATE

(Continued from page 50) predecessor, that drew a gate of 1,300,000 at Texas Centennial Exposition last year. Set, props and sound equipment have been improved and sound and pantomime casts are well trained.

Cavalcade of the Americas obviously has suffered from the Pan-American aspects of the fair, as deference to the Latin nations has demanded that historical accuracy in some of the scenes be dropped in favor of diplomacy. The only thread of sequence is the liberation era that began in the Western hemisphere in the 16th century.

Volcanic Eruption Shown

While Texans predominating audiences so far have appeared to be just a little let down afterwards, in spite of the deluge of shooting, flag waving and other spectacular stunts, that feeling is apparently caused by the fact that they are unfamiliar with many of the incidents depicted. To the non-Texan this new show would be every bit as satisfying as the Cavalcade of Texas, which dealt with scenes with which the natives were thoroughly conversant.

A new center stage is pulled from the ramp in the background for the first scene, a reproduction of an Aztec human sacrifice, which is suddenly broken up by very realistic eruption of the volcano Popocatepetl, one of two peaks in background scenery. Next scene is of Spaniards viewing the arrival of Columbus' ships. A large part of the background in arm of the sea. The three ships, viewed to perspective and equipped with small bright lights, work their way across, one giant model coming full onto the corner of the set a few moments later to allow Columbus to land and claim the new world.

Following scenes are Balboa claiming Mexico for Spain, arrival of Cortez and the other conquistadores and their inquisitions upon the people of Montezuma. Then scenes are shifted north to the Boston massacre and surrender at Yorktown. General George Washington is portrayed in the latter scene. Plot then goes south again and shows Generals San Martin and Bolivar uniting to liberate the countries of South America and the Mexicans winning their freedom from Spain.

Gay '90s Scene Scores

Texas revolution against Mexico is tactfully omitted. Instead Moses Austin and Stephen Austin are shown founding their Texas colony, followed by a scene of wholesale immigration to this region. Spirit of that time is revived with cowboys herding cattle, including six real longhorns. Only scene carried over from Cavalcade of Texas is General Sam Houston's refusal to join Texas in the Confederacy and the highly dramatic blessing he gave Texas soldiers as they left for the Civil War.

A stagecoach hold-up scene more comical than realistic follows as an introduction to organization of Teddy Roosevelt's Rough Riders for fighting in the Spanish-American War. Crowning blood and thunder of the show reveals United States troops taking San Juan Hill under leadership of Roosevelt.

Biggest hit with every audience so far, however, has been the Gay '90s scene, in which a row of false fronts effaces the

sea and peaks of the background. It is a small city street of the '90s and gives a chance for antique autos, fire engines, horse-drawn pleasure vehicles, a hootchy-kootchy dancer, street peddlers and other props and personalities to be worked in together.

Innovation in Sound

Last scene is President Roosevelt delivering his speech at the Buenos Aires peace conference in 1936. Finale is a cavalcade of the flags of all 21 American nations thundering past the President's stand.

Author of the show is Jan Isbell Fortune, who also wrote Cavalcade of Texas. Mr. Vollman, producer and director, formed this show from equipment and props left from last year. Other executives are Joe W. Brandon, general manager; Ed V. Goodin, co-director; Vincent Avery, casting director; Lloyd G. Kerr, assistant to Mr. Vollmann in charge of music and signal directions; Birdie Meyer, office manager and assistant; Bernie Meyer, properties and lot superintendent; Lee W. Jarchow, master of makeup; John A. Hart, stage manager; Byron Walters, assistant to Mr. Brandon and manager of animals. Tol Ware is narrator of the story. Show has a roster of about 250 employees.

A water screen shot thru with colored lights is used between scenes. Sound pylons have been dispensed with, as all speakers are concealed. Set is about 250 deep by 300 feet long. Sound perspective is an innovation, with dialog and music being switched from speaker to speaker to match the distance of the action from the audience. No lines are heard from the cast on the set.

FRISCO EXPO

(Continued from page 50) 000 persons thru the fair's turnstiles. It was predicted that visitors to the fair itself would spend at least \$60,000,000 while it is in progress.

No method of compiling statistics has been perfected to show the bypaths of this enlivened currency, gaining, as it does, in scope as it gains momentum. Additional millions will be spent by exhibitors, the money coursing in many channels. Other millions will be turned into the marts of trade.

No less than 34,560,000 hot dogs will be eaten by visitors to the fair, according to estimates made by Frederick Weddleton, concessions director.

"Judging by the gastronomical feats of visitors to fairs of the past, about 2,880,000 pounds of hot dogs will be consumed at the exposition here," he said. "This means 34,560,000 hot dogs, which, if laid end to end, would stretch 17,280,000 feet or some 273 miles. And it would take about 4,680 head of cattle to supply them. So far nearly 100 persons have made application to disburse hot dogs."

FOX ASSUMES

(Continued from page 50) Gerry Cobb and other key employees of the publicity organization are expected to remain.

Exhibits Held Up

High spot of the first week-end is formal opening Sunday evening of Pan-American Palace, exhibit hall reserved strictly for displays of foreign nations. Opening is being made a special event and all visitors wearing Latin-American costumes have been promised free admissions.

Altho no previews of the hall have been permitted, an outstanding exhibit will be that of Panama, a 60-foot-long model of the Panama Canal, Ernesto J. Canales, director of Latin American participation, said. Altho exhibits of some of the foreign nations were in transit when the exposition opened last Saturday, a number of others were being held up by customs inspections.

Almost Night Show

Bill Robinson, the tap dancer, was star of the Emancipation Day program today. Events included a Negro baby doll parade; concerts by Ninth Cavalry (Negro) Band from Fort Riley Kan.; a tap dancing contest with Robinson as judge and a Negro fashion revue followed by a dance, where Robinson was emcee. Exhibit halls have been whipped into shape during the first week, and many exhibits caught unfinished at opening are now operating.

The fair has taken on all symptoms of an almost exclusively night show, and there is some agitation to set general opening hour as late as 4 or 5 p.m. every day except Saturday, Sunday and holidays.

C. N. PEARCE Concessions Good business on a good show. JOE "KID" BENNETT AND HIS STARVING HAWAIIANS. 10 Years with the Joyland and still satisfied. HUDSON FIREWORKS Used Nightly to Utmost Success, on the Joyland Shows. Nick Zerves Dorothy Pullman's The Pop Corn King of Detroit. Ballgames. We're Both Doing Business. JOHNNY QUINN'S NINE STAR CONCESSIONS and CORN GAME DELUXE. Likes Being "First In."

A Nine - Star Attraction JOYLAND SHOWS Michigan's Most Modern Show Organization playing CREAM OF MICHIGAN FIRST IN 9 Rides Shows 9 Fairs Celebrations 9 2 BIG FREE ATTRACTIONS CONCESSIONS 40 Michigan's All-Star 100% Carnival Lee Moss Fred Biddle Erie Diggins and Midget Cars Cotton Candy We Like Being With a Modern Show. PETE PULLMAN'S Cookhouse Best in years. Thanks to the Management. Mrs. Rex Allen Bush—Photos. Nickolas—Mystery Camp. of Detroit. Wells—Penny Pitch. Cole—Long Range Gallery. Novelties and Hoey—Penny Pitch. Penny Pitch. Happy Hooper—Penny Arcades. Hilgenga—Kiddie Rides. PAUL HOUCK and his Five Shows. With It and For It. MADAM CHAMBERLAIN with her K-9 REVUE and T-N-T. — CONTENTED —

Imperial Shows, Inc. Want High Class Cook House to join at once. Want Girl Revue or Hawaiian Show. Acts for Side Show. Fully organized Jig Show. Can place one more good Grind or Bally Show with or without outfits. Can place American Palmist and a few Legitimate Concessions. Committees—We have last week in August open and one week in September. Come look us over or wire and we will send representative to call on you. Want Fast Second Man that can deliver. Berwyn, Ill., week June 21st; Huntington, Ind., week June 28th; Joliet, Ill., week July 5th; then Fair Dates balance of season. Address all mail and wires to CECIL C. RICE

WANTED SENSATIONAL FREE ATTRACTION For balance season. Want Talkers. Also Girls for Girl Show. Want one more Show. Complete Minstrel or Musical Comedy. Mechanical or Large Snake. Useful Carnival People, all kinds. Concessions all kinds. Marshfield, Wis., Centennial, week June 26th; Beaver Dam, Wis., July 4th. Write or wire. MILLER BROS. SHOWS FREEPORT, ILL., THIS WEEK.

ELITE EXPOSITION SHOWS WANT FOR JULY 4TH CELEBRATION AND BALANCE OF SEASON Shows with own outfits and transportation. Good proposition. Can also place Legitimate Concessions. Cook House still open. Will book, lease or buy Eli Wheel and Loop-O-Planes. This Show Booked Solid—All Fairs and Celebrations. Address: ELITE EXPOSITIONS SHOWS, Coffeyville, Kan., This Week.

KAUS SHOWS, INC. WANTS Octopus, Eli Wheel No. 5 (To Make Twin Wheels), Loop-the-Loop and Kiddie Plane. Organized Minstrel Show With Band. Shows that don't conflict with what we have. Candy Floss and Legitimate Concessions of All Kind. Want Foreman for No. 5 Eli Ferris Wheel and Experienced Men in all Departments. ALL ADDRESS WATERFORD, CONN., THIS WEEK.

CALLIOPE BARGAINS To reduce our large inventory, we offer for cash some very exceptional bargains in factory rebuilt Calliope outfits, including 43-whistle and 53-whistle automatic or hand-played instruments. Will give cash customers an unusual discount on new 1937 models in either size for 30 days only, with or without power equipment. These prices will not last long. Act quick. Communicate immediately. Remember "NATIONAL CALLIOPE" are the world's finest and most dependable instruments. NATIONAL CALLIOPE CORP. 729 BALTIMORE, KANSAS CITY, MO.

WANTED CARNIVAL Rides, Shows, Concessions for Fennimore Legion-Firemen Field Days July 17-18 Rodeo and Fireworks in connection Write GERALD SCANLAN, Secy., Fennimore, Wisconsin.

BARLOW'S SHOWS Kingshighway and Bircher Bldgs., St. Louis, Mo., until June 30; Kampsville, Ill., Celebration, July 1-5; Pearl, Ill., Merchants Celebration, July 7-10. Playing 18 Consecutive Celebrations. Have outfits open for Hawaiian, Athletic, Snake, Half-and-Half and Side Shows. Want Concessions. No gift. Will book one more Ride. Herman Q. Smith answer.

Wanted Carnival FOR ANY WEEK IN JULY. Good, clean Carnival with Rides, Shows and Concessions. Address JUNIOR CHAMBER OF COMMERCE, CHEROKEE, IOWA.

WANTED FOR OLD SETTLERS DAY THURSDAY, AUGUST 19 Acts—M. R. LORBER, Concessions—A. R. LUCKENBILL, Columbia City, Indiana.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

TOLERANCE

Progress in civilization may be measured by the growth of tolerance among those who claim to be civilized. Or the bugbear of civilization may be the spread of intolerance. It is no wonder that students of history lose their faith in mankind when they see intolerance spreading from group to group faster than the slow plodding of civilization itself.

The passing of time reveals certain basic ideas of tolerance as an everyday necessity in the lives of the people.

As population increases more attention must be given to the underdog, to distributing the fruits of industry more equitably and to charitable consideration of unfortunates.

As business becomes more complex more attention must be given to relieving the pressure of ever-growing competition and if possible new ideas of co-operation developed.

As life itself becomes more tense, new ideas and methods of amusement and diversion must be developed, with greater tolerance for all such means of diversion.

These principles are self-evident in the very nature of progress and become more important with the passing of time. Regardless of party, religion or race, as time passes the fact becomes more plain that every person must give more attention to these things for his own good—even tho he may care nothing for others.

These idealistic principles have their meaning for the coin machine industry. Its members are usually in the position of begging for tolerance, but they must also learn to give as well as take.

Translated into the language of the street tolerance means a live-and-let-live policy. It arouses sympathy for the underdog and creates real sympathy for those caught in the wheel of circumstance so as to lose out entirely. The idea can be applied to business and to pleasure and is, in fact, necessary in every walk of life.

How it works out in relation to the coin machine industry may be illustrated by the history of the past five years in such an area as metropolitan New York. The largest market center for coin-operated machines in the world and the most concentrated operating field, I have said that the New York area has in its setup the possibilities for every unfavorable development that might kill the coin machine business. The complexity of its business and the competitive interests involved all provide seeds for every imaginable difficulty that could beset the operating profession.

Yet for five years operators of amusement games in particular have been able to conduct their business under reasonable regulation and control. It is an example to operators all over the country and it is an example to public officials in other cities as well.

To the outside observer it suggests that New York officials have been tolerant. They no doubt have seen that operators are generally small business men who have left other overcrowded fields to enter a comparatively new business. They have recognized that proprietors of small business places are also a part of the amusement games trade because

they provide locations for such machines. Officials no doubt have recognized that there is a definite and large group of operators who are trying to conduct the operating business according to the rules of the game. Officials have also recognized that the machines provide a means of diversion for a large section of the people who seem to prefer mechanical games.

Under the stress and strain of New York City life it certainly is tolerant consideration that games have been permitted to run for five years when the total amount of the license fee paid was not a drop in the bucket for the city treasury.

The newspapers have shown consideration, too. Some of them have plainly made an effort to do a job of fair reporting of news about the games. The New York Times in July, 1935, published a conservative but favorable editorial statement on games of skill. This statement by an outstanding conservative newspaper has served to abate the misguided attacks of newspapers in other cities.

In such an example of tolerance in modern times the conduct and policy of the operators themselves will be of interest to the trade. Organization has been an important factor during the entire period. It must be said that only by the work of businesslike organizations of operators has it been possible to co-operate fully with officials and civic interests in complying with necessary regulations in a great city.

Organized operators in New York have faced more serious problems, within and without, than would be possible in any other city in the United States. But reputable and businesslike organizations have meant the preservation of their business and livelihood. Recent reports estimate there are possibly 800 professional operators of amusement devices in New York; of these about 400 are active members of an organization. This division of organized and unorganized operators in itself has presented serious difficulties. Any violation of rules agreed upon for operating games would surely bring trouble and the presence of a large group of unorganized operators has always been a source of potential danger.

Outside interests have time and time again also sought to enter the field and violate regulations as to types of machines. Only by the closest co-operation and watchfulness by officials and organized operators has it been possible to keep trouble to a minimum.

The organizations have done a good job of removing the old racket stigma attached to the trade. Their membership rolls have been open to inspection as to name and address at all times. They went still further and employed a reputable accounting firm to check on the bona fide location and business of their members. In other words, thru reputable business methods they have attempted to set up creditable standards for the amusement games business.

Thus tolerance is a give and take proposition. How can we expect tolerance from officials and the public unless we show some consideration for the rules of the game?

EXHIBIT WINNERS FOR EVERY LOCATION

BY POPULAR DEMAND

"TRACK MEET"

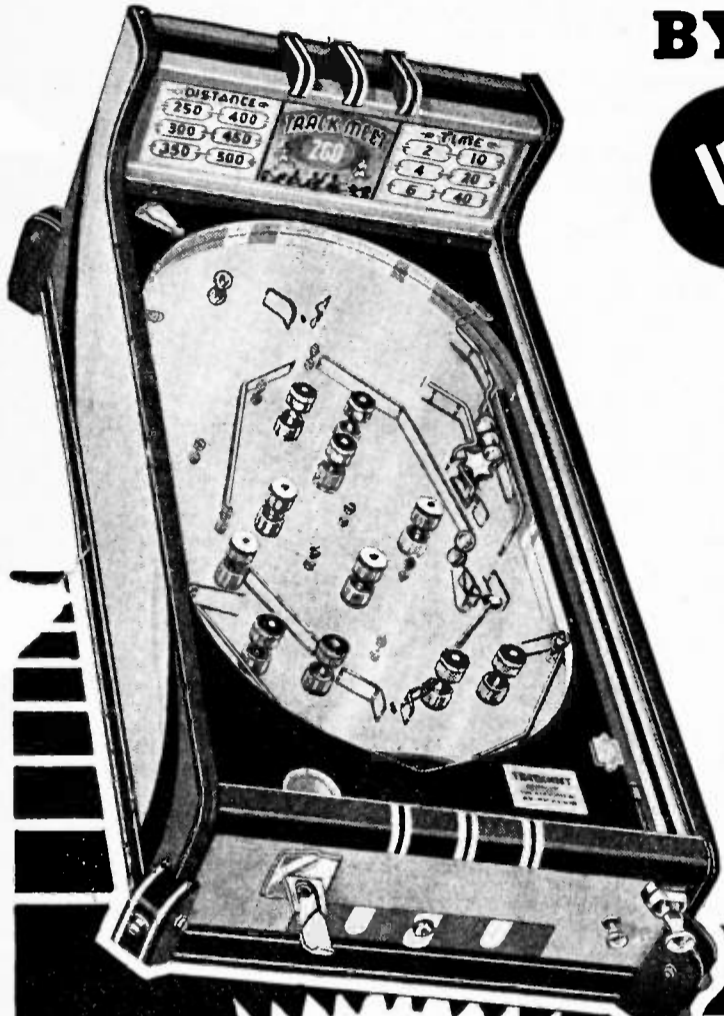
The Public Demanded It—That's why "TRACK MEET" is sweeping the country like wildfire. Everyone wants to Play "TRACK MEET". It's the greatest amusement skill-thrill of the age. Consider these sparkling money-making features:

- NEW ... MIRRO-METAL—PLAYING FIELD.
- NEW ... DOUBLE REFLECTING ACTION.
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Summer crowds are waiting for it. Don't hesitate. Don't wait for further particulars. ORDER NOW and you'll be banking big money for months to come.

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"SKILL-DRAW"

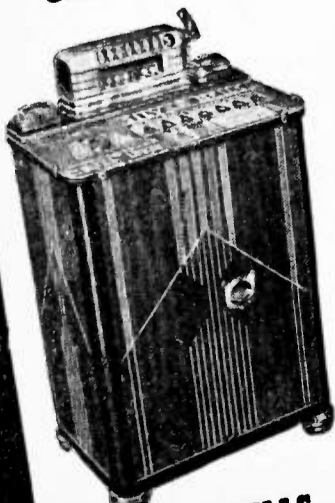
NOW—the Great American Game of Draw Poker available for every counter Exhibit's "SKILL DRAW", with 5 spinning discs, automatically deals exciting card hands with one push of the coin slide—press button to hold likely cards—pull out coin slide to complete the draw, gives the player the most fascinating counter game ever desired.

Hundreds of these machines already on locations prove its mechanical perfection. Users already proclaim it the greatest of counter money-makers. Give your location the best—order "SKILL DRAW" for them today.



23⁷⁵

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SILVER BELLS

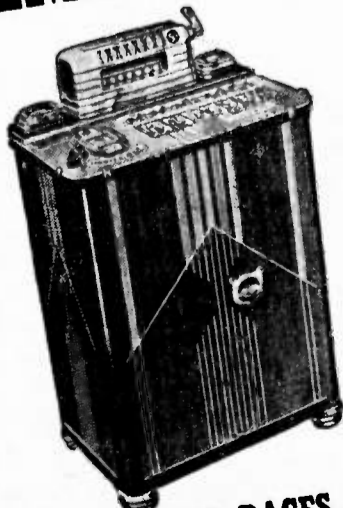
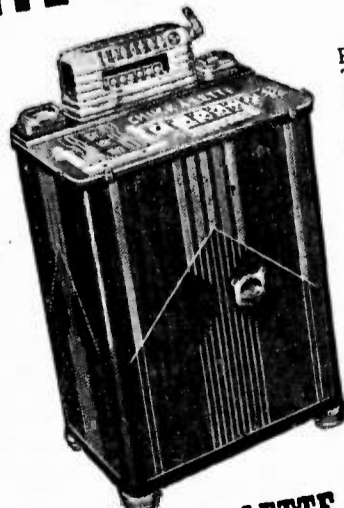


EXHIBIT RACES



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Players want JACKPOTS. That's what they go after. There's SEVEN of them with SILVER BELLS and EXHIBIT'S RACES. Each is equal to seven slots or pay tables for INTAKE. SEVEN can play at one time. Every day you are without these high speed profit reapers, means \$50.00—\$70.00 or \$100.00 daily loss to you. Stop losing money... Start making money now with these proven, location favorites. SILVER BELLS—(Bells and Cherries)—EXHIBIT'S RACES, the speediest horse race game ever invented—Just 30 seconds from post to finish—CHUCK-A-LETTE—no different from the real game—entirely automatic in play and payoff. Can be had with TICKET VENDER or CHECK SEPARATOR at small extra charge. For BIGGER INTAKE on your spots—ACT NOW. Proven and acknowledged the SUPREME in consoles for earnings—and perfect mechanical performance.

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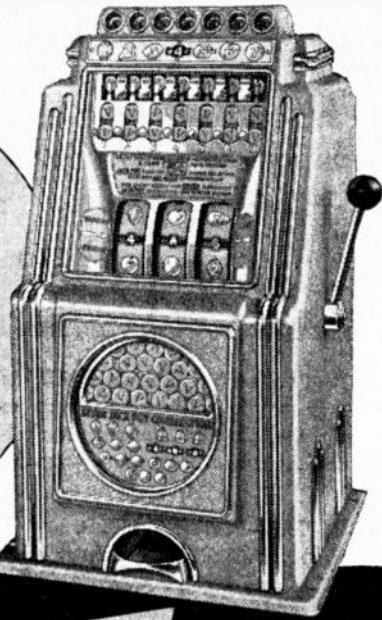
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- 7 JACK-POT COMBINATIONS
- 7 TIMES THE FUN
- 7 TIMES THE PROFIT

Huber Arbitrates With Employees

CHICAGO, June 19.—Quick reference to his executive's desk book (reduced to \$1.69) saved Joe Huber, Huber Coin Machine Company, in a very embarrassing situation recently. He came in from his farm one morning to find his entire force on a stand-up strike. Every girl on the staff, it is reported, refused to sit down all day, so that business was at a standstill.

Huber says he was almost paralyzed for a while but then happened to think of his desk book. Following the directions in detail, he summoned his seven department heads behind closed doors

for a conference, which lasted more than 23 hours.

When the office force reported for work next day they presented thru their leader an ultimatum for longer hours, more work and shorter pay. Huber countered with an offer of more work and longer hours but steadfastly refused to grant any decrease in pay to his employees. By carefully following the manner of suggesting compromises as made in his desk book he was able to arbitrate successfully with the striking group.

"Everything is under control," he stated today when asked about the developments. He is spending considerable time this summer, he said, in working on an experimental model of a coin-operated cabbage out on his farm.

Gummersheimer Reports Unusual Phono Business

ST. LOUIS, June 19.—Walter Gummersheimer, Missouri and Southern Illinois distributor for Wurlitzer phonographs, reports a phenomenal business on Simplex phonographs. Gummersheimer says he is far behind in deliveries at this time.

He has his offices with the Wal-Bil Novelty Company, of which he is an officer, where he maintains a big display of all Wurlitzer automatic phonos. The latchstring is always out to operators. Gummersheimer is noted for being an ace entertainer and knows how to welcome the operators when they get to St. Louis.

Diamond Fans Cheer Baseball Machines

CHICAGO, June 19.—The enthusiasm of wildly cheering crowds is fanning baseball interest to white heat. This spirit is reflected in the steadily mounting volume of returns flowing into the cash boxes of coin-operated baseball games. Many operators are banking heavily on these games for their choice locations.

Jack Nelson, vice-president in charge of sales of Rock-Ola Manufacturing Corporation, states enthusiastically: "Sea-

Varied Line Best, Advises Bennett

CHICAGO, June 19.—According to Roy Bennett, general sales manager of the Pacific Manufacturing Company, the coin machine business is no different from any other. "Changes have occurred," he maintains, "which have caused operators to change their tactics, particularly in selecting and buying a variety of equipment in accordance with the needs of their territories." He points to Pacific's De Luxe Bell as a product holding high possibilities for operators in straight payout and bell machine territory. He claims that console equipment of this type is bringing the heaviest kind of earnings for ops and that the firm's companion games, Coronation and Rosemont, are doing likewise. He also points out that the same operator can take Pacific's new automatic pay tables. Phantom and Pamco Races, and share the glory of the console trio in other locations, even next door, where, perhaps, the location owner or conditions call for the table type of game.

"Such conditions call the operators to diversify his line," says Bennett. "One location owner may favor consoles, while another will countenance only payout tables or even novelty games. So to get the most out of any territory it is advised as good business judgment to vary here and there, not to restrict one's self to a single type of equipment."

"The strictly amusement trade," Bennett continued, "is giving quite a hand to our Ball Game, which offers still another class of location installation. Then Mystic, the new novelty game, represents another opportunity to get all there is out of one's territory. A man may have a dozen payout tables in a certain city or county and still be able to take up a lot of slack with a number of novelty games in any near-by territory where pay tables are not in use."

Along the same line of reasoning for diversification of products Bennett recommends the merchandising machine business, with Pacific's Gum Merchant lending a new slant to the sale of gum and premium goods. He cites the gum merchandising idea as another example of flexibility for added revenues. He mentions that Pacific has something for every operator in every territory and that the company has achieved its purpose of assuring its clientele a product to suit every operating situation either in part or in its entirety.

sonal interest makes games of this nature among the best money makers of all skill games. The volume of World Series baseball games turned out all spring has been increased five times to meet the demand for summer. Now that the big leagues are well under way and every sand-lot team is defending its laurels, popular interest in World Series is increasing even more than was anticipated when this game came out." World Series machines have been placed in many locations because the operators sensed the seasonal baseball interest and because they feel it is a game that will sustain high earnings.



HERBERT BESSER, gentl owner-manager of the Besser Novelty Company, St. Louis, and one of the most popular members of the coin machine fraternity in the Mound City. Besser reports that the summer weather hasn't affected his business one iota.

SUMMER SPECIALS

Every Machine Guaranteed To Give Satisfaction

PHONOGRAPHS	
Mills Dance Masters	\$ 85.00
Seeburg Selectophones, 35s	80.00
Seeburg Symphonias, 35s	124.50
Wurlitzer 312 and 412s	185.00
Capehart Orchestrope, 36	145.00
AUTOMATIC PAYOUTS	
PAGE RACES	\$180.00
RAVS TRACKS, Like New	185.00
BALLY CARM	82.50
BALLY ROVER	75.00
BALLY BREAKERS	72.50
BALLY MULTIPLE, Like New	32.50
BALLY JUMBO	12.50
BALLY CHALLENGER	27.50
CREDIT	17.50
DELUXE 46	12.50
DOUBLE SCORE	14.50
GIANTS	9.75
TEN GRAND	18.50
SNAPPY	32.50
SARATOGA	22.50
REPEATER	12.50
WHEEL OF FORTUNE	32.50
FLYING HIGH	32.50
FLICKER	27.50
ALL STARS	22.50
ELECTRIC EYE	37.50
SPORTSMAN, 10 Ball	7.50
BOWIE	22.50

COUNTER GAMES	
Beat It	\$4.50
Penny Pack	7.00
Daval Races	8.00
Daval Reel 21	7.50
Horse Shoe	4.50
King Six	\$8.50
Sportland	6.50
Sandys Horses	7.50
Arithmetic	5.50
Chi-Club House	4.00
NOVELTY GAMES	
Bumper	\$27.50
Roll Over	20.00
Three Star	27.50
Wizard	27.50
Cross Line	37.50
Bally Booster	30.00
Happy Days	\$17.50
Lights Out	15.00
Gusher	11.00
Neck'n Neck	15.00
Excel	15.00
Mad Cap	9.75

Beam Lite, Cannon Fire, Barrel Roll, Cheer Leader, C.O.D., Combination, Crazy Lane, Cyclone, 5 & 10, Domino, Signal, Sr., Screamo, Spit Fire, Sure Shot, Torpedo. **\$5.75** Each **10 for \$50.00**

25 Mills Junior Scales, Reconditioned Like New **\$25.00**

SLOTS	
MILLS BLUE FRONTS	\$55.00
MILLS WAR EAGLES	50.00
MILLS EXTRA ORDINARYS	62.50
MILLS WOLF HEADS	32.50
MILLS SILENTS, F.O.K., J.P.	37.50
MILLS FRONT VENDORS	15.00
PACE COMETS, Double Jacks	35.00
PACE COMETS, Blue Fronts	45.00
JENNINGS 10 DUKES	17.50

ALL SLOTS REBUFFED AND RE-PAINTED LIKE NEW. Immediate shipment from our large stock on Pace Slots, Mills Slots, Bally Games, Wurlitzer Phonographs. Latest Games from Leading Manufacturers at Lowest Factory Prices.

Terms: 1/3 with order, balance C. O. D.

AUTOMATIC AMUSEMENT CO.
101-103 N. Fulton Ave., Evansville, Ind.

Groetchen Offers A Ginger Machine

CHICAGO, June 19.—The announcement of Ginger has been delayed until enough stock had been completed at the factory to supply all demands, according to Karl Klein, sales manager of the Groetchen Tool Company. Announcement to the trade is being made this week and the attractive counter devices in an array of bright colors are now stocked in the factory warehouse ready for prompt shipment to customers everywhere.

According to official announcement, Ginger is a three-reel counter device of small size, having the automatic token payout system. The machine is offered in two models, straight penny and straight nickel play. Choice of three sets of reel strips are offered, baseball, cigaret or fortune. A Veeder register is standard equipment and the token system also permits an easy method of determining net receipts to be divided between operator and location. The operator may leave key with location if desired, since a double door is offered.

Company has worked out a suggested assortment of stacking tokens in the tube, which permits the operator to regulate his awards. The capacity of the token payout tube is sufficient for at least \$50 of gross receipts. "We are suggesting that the operator be as generous as possible with the player to encourage repeat play," Klein said.

The Groetchen firm is building a quantity of the Columbia counter machines for shipment to India. These machines are being equipped with a special coin chute that accepts the square coins commonly in use in India. Groetchen claims to be the only firm supplying such chutes.

Midwest's Most Reliable Distributors

OPERATORS!!!
WE CAN SAVE YOU MONEY AT ALL TIMES.
Deal With a Firm Which is Owned and Managed by Thoroughly Experienced Operators.
We Pride Ourselves on Our A1 Service.
ANYTHING IN COIN-OPERATED MACHINES.
CALL NOVELTY CO.
2330 PINE ST. ST. LOUIS, MO.

PHONOGRAPH OPERATORS

9 MILLS DANCE MASTERS Like New, Perfect Condition, Multi-Coin (5, 10, 25c Slots)...	\$ 60 EACH
6 MILLS DE LUXE Like New, Perfect Condition, Multi-Coin (5, 10, 25c Slots) Multi-Selector	\$100 EACH

All can be seen on request. Write today!

Will also sell locations if desired.
GAREY AUTOMATIC MUSIC CO.
859 3rd Avenue, New York, N. Y.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,
OPERATORS!

IT'S ONLY common sense to provide your locations with the best games—the kind that get repeat play and assure a steady income. Our Extended Credit Plan provides the convenient way to improve and expand your locations. **YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!
Leo D. Jones

P. S.—Big-time actors, tourists, farm owners, people with children and pets—lay off.

MEN MACHINES

Perhaps the best way to start our weekly gossip on Men and Machines is to quote a letter from a reader who asks about coin-operated machines which are not listed in our files. We'd like to have information about them to bolster the reputation of our information service: "We would appreciate any information about where the following games can be purchased: coin-operated Craddock baseball game (operating in Luna Park, Coney Island); coin-operated Electric Pen fortune-telling machine (vends a card); coin-operated Automatic Palm Reader (vends cards copyrighted by Fletcher, New York.)"—The Beverly Beach Club, Inc., Maryland.

I notice you are heartbroken because you could not mention any girls in your column. Being very sympathetic I hereby give you authority to mention my name in the future any time you are stuck as you were last week. Say anything, good or bad, but put my name in it. Yours for more and better women coin machine personalities."

Another girl, Estelle Wexler, who became Mrs. Siegel two years ago, June 16, had an anniversary party at her home and many friends helped the young couple celebrate. Estelle is one of the popular girls in the trade, being the veteran of the Modern Vending, New York, office staff.

In Chicago for a brief visit, Dave Robbins, of Brooklyn, says wild vending machine promotion schemes are a perpetual menace to the reputation of the industry. Robbins may put his ideas on paper some day and favor us with an article.

George Ponsler's mother passed away June 15. Ponsler is head of the distributing organization which bears his name in New York City and Newark. The sympathy of his friends and of the members of the trade is extended to him in his bereavement.

Says *The Literary Digest*, June 5, page 17: "The Ronson Company last year sold 750,000 cigaret lighters to the coin machine trade. Ladies' compacts, lipsticks, jewelry, jack-knives in amazing tonnage slip thru the delivery chutes of the diggers. . . . A digger which takes in \$50 weekly usually will distribute only \$25 worth of merchandise."

Says operator Sol Boesky, of Detroit: "Perhaps the manufacturers are encouraging too frequent change of machines right at the present time. One way to solve the problem without hurting either manufacturer, operator, location or public would perhaps be to make a more expensive type of machine in general, as the music operators have a machine costing \$200 or \$300 which rarely needs to be changed. As a result their business is more stable."

If you think the age of miracles is past, note that the British are reported to be accepting the prospect of an additional tax of 5 per cent on business profits with hardly a whimper. The extra tax is to run for five years and is a national defense contribution. This 5 per cent is over and above a 25 per cent income tax, mind you, which means 30 per cent in taxes for many companies. Such a tax in the United States would bring an explosion.

R. W. (Dick) Hood, H. C. Evans & Company, postcards from Mexico City: "Just introduced Dominos here. Came via Miami and Havana. Mrs. Hood and I are enjoying an interesting trip in this delightful country of flowers and fruit. Will see Chicago before the Fourth."

My plaintive plea last week for more girls' names to mix in with Men & Machines was not in vain. Babe Kaufman, New York, rallied quickly to my side with the following: "Dear Walter—

The feminine interest in the Detroit music field is increasing rapidly, with Bertha Houseman as one of the newer names. She is operating Mills phonos, does most of the work herself from reports, but is not planning any expansion at the present time.

That is a good showing for the automatic sorority girls—three in one week. Thanks also to the girl who wrote about her experiences with cigaret machines, but begs "no publicity, please."

Willis D. Taylor, district manager of Mutoscope Reel Company, New York, for the States of Virginia and the Carolinas, reports he has recently placed a Photomatic machine at Natural Bridge, Va. Among the many prominent persons who have already been photomated is none other than Mrs. Franklin D. Roosevelt.

An announcement June 2 by Rudolph Wurlitzer Company says that, effective June 1, 1937, Robert B. Bolles has been made advertising manager of the North Tonawanda division, with offices at the factory in North Tonawanda, N. Y. He fills the place vacated by Bob Norman, who recently went to Florida.

Genco Operating On 24-Hour Basis

CHICAGO, June 19.—While the entire force at the Genco, Inc., plant in Chicago labors around the clock, distributors for the two latest Genco novelty games hits, Auto Derby and Home Stretch, flash frantic signals for faster and faster deliveries for more and more games, say officials of this popular organization.

"From East, West, North and South, wherever there's operating, come reports on the remarkable performances being turned in by Auto Derby and Home Stretch," said Dave Gensberg, "and every letter, wire and telephone message of praise carries an order for more machines. The reaction of the public to the playing appeal incorporated in the games has been so out of the ordinary that frankly and honestly we are at a loss for words to describe our surprise. Naturally we are happy over the success of the games, because again here is definite proof that Genco style, Genco ideas and Genco quality are of inestimable value to operating.

"The factory is now operating on a

KEENEY'S Track Time

The **Biggest Seller** of all **Console Cabinet Games!**

7-PLAY SLOT
3 DIALS

CHANGING ODDS UP TO 140 TO 1

4 Interchangeable Tops:

KEEN-BELL (BELL FRUIT)
KEENETTE (NUM-BERS)
KEEN-KUBES (DICE)

OPERATORS \$279.50
Check Separator or Ticket Models \$15 Extra

Order Direct or Thru Keeney Distributors



J. H. KEENEY & CO.

2001 CALUMET AVENUE, CHICAGO, ILL.

24-hour basis and deliveries on the two hits are being made as fast as careful construction will permit. The increased time of the working day has enabled our shipping department to keep step with orders to date. Since orders are expected to continue indefinitely in the same quantity as they have been received during the past few weeks we have made arrangements to augment our assembly equipment and to add to the assembly staff. Our personnel is now 50 per cent above the normal number of employees and if necessary we will double the present force."

Noteworthy features on Home Stretch and Auto Derby, five-ball bumper-type games, include giant new type backboards with an exclusive Genco light-up action, special bumper springs, changing odds and an original double and triple award system devised by Genco engineers, Gensburg states.

Complete Summer Line by Exhibit

CHICAGO, June 19.—Exhibit Supply Company is announcing the addition of a new table game called Bazaar to a rather complete line of machines, in keeping with the stated policy of being able to supply every need of the average operator. In addition to Bazaar, such machines in the major group as Chuck-a-Lette, Track Meet, Silver Bells and Exhibit Races offer a varied selection so that the operator can supply almost any type of location with a machine adapted to its needs, Exhibit officials state.

The summer sales drive being inaugurated by Exhibit is based on the idea of wide variety in machines. An Exhibit customer can stick to Exhibit and always get a machine for any purpose, Exhibit officials say. This message will be carried to operators during the next several weeks as the best policy for getting the cream of summer business.

The well-known line of counter machines made by Exhibit is also offered as a complete grouping of devices in this field. A specialty with the firm, the line is kept complete by novel additions at intervals. Novelty Candy Vendor is also

LOOK!

We offer you \$100.00 to \$150.00 in trade on any of the following machines for Evans Galloping Dominos, Bang Tails, Rolletto Jr. Every machine factory packed and of the latest model at regular list prices. Instant shipment.

BALLY FAIRGROUNDS,
BALLY EAGLE EYE,
PACES RACES (up to \$150.00)
RAY'S TRACK (up to \$150.00)
WURLITZER P-12s.

We will also buy used Galloping Dominos, Bang Tails, Chuck-a-Lettes, Mills Railroads, Post Times, Bally Fairgrounds and Preakness machines. Spot cash paid for any of the above.

Canadian operators: We give your orders special attention. We carry all the latest and best in coin-operated equipment—get our price before buying elsewhere. Send your list—we have it.

28 SKIPPERS, \$47.50 Each
1/4 Deposit With Order. Balance C. O. D.
All machines F. O. B. Superior, Wis.

JERRY SCHAFER

1212 Banks Avenue, Superior, Wisconsin.

4 "B" SPECIALS

GOTTLIEB SCOREBOARD	\$30.00
BALLY BUMPER	30.00
BALLY SKIPPER	50.00
PEERLESS (1 Ball Ticket)	17.50
JENNINGS GREAT GUNS	5.00
TORPEDO	5.00
TRAPPER, SR.	7.50
DRAW BALL	7.50
NECK 'N' NECK	7.50
BIG BANK NITE	7.50
JENNINGS HUNTER	7.50
COUNTRY CLUB	7.50

1/3 Deposit, Balance C. O. D.

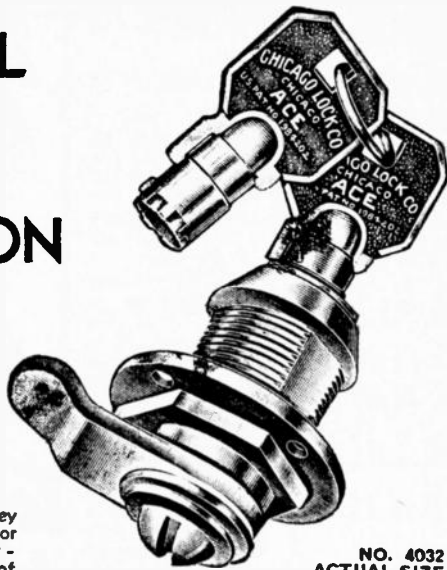
BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

maintaining a stable record as a basic machine for many locations.

According to Leo J. Kelly, of the Exhibit firm, such a complete lineup of machines will make it possible for any operator to "air-condition" his earnings during the summer and get the very best in everything.

- POWERFUL
- POSITIVE
- PROTECTION

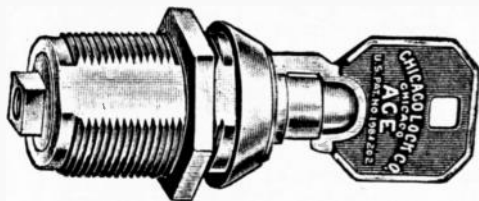
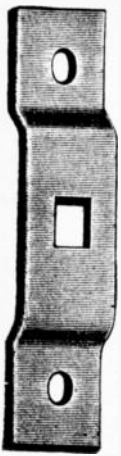
Practically all the better coin machines, phonograph and vendor manufacturers are now using Chicago Locks as standard equipment. And shrewd operators are insisting on Chicago Locks on the



NO. 4032 ACTUAL SIZE

new machines they buy — as well as for replacement purposes. Thousands of ACE locks are shipped daily to all parts of the United States. This is indicative that more Chicago Locks are used on Coin Machines than any other kind.

Order ACE Locks today through your Distributor, or direct from us, and write for new Chicago Lock Catalog, illustrating and describing over 100 different locks, single bitted, double bitted, padlocks, etc., including ACE 7 Pin Tumbler locks with their famous ROUND KEY.



No. 4102 with double throw cam, a type of lock becoming increasingly popular on the newer amusement games.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

WHAT-A-SALE!

BUMPER TYPE GAMES	\$19.95	5—ROLL-A-SCORES	\$39.50
MAD CAPS	4.95	3—SENIOR BOWLETTES	69.50
BANK NITES	5.95	10—RAY-O-LITES, A-1	189.50
BOLOS, EXCELS	6.95	2—JUNGLE OODGERS	49.50
DRAW BELL, like new	9.95	2—ROTARY MERCHANDISERS	110.00
CRACK SHOT, California Exhibit	9.95	1—NOVELTY CANDY VENDER,	
PACES RACES, RAY'S TRACKS	150.00	nearly new	175.00

Bells and Venders, large selection of bargains, both new and used. Big Variety Counter Games and a few new wrinkles. All the new Pacific, Bally and Stoner Games for immediate delivery. One-Third Deposit, Balance C. O. D.

KENTUCKY AMUSEMENT CO., Inc., 226 W. Walnut St., Louisville, Ky.

5c JENNINGS ESCALATOR DOUBLE JACKPOT FRONT VENDERS	\$29.00
5c-10c MILLS REBUILT DOUBLE JACKPOT BELLS	15.00
5c MILLS ESCALATORS DOUBLE J. P. FRONT VENDERS, Serials 285,000 to over 300,000	30.00
5c-10c-25c MILLS GALLE, WATLING SINGLE RESERVE JACKPOT BELLS	10.00
5c-10c JENNINGS ESCALATOR TRIPLE JACKPOT BELLS	38.00
5c-10c JENNINGS DUCHESS DOUBLE JACKPOT BELLS	19.00
5c WATLING BLUE SEAL Dbl. J. P. GOLD AWARD FRONT VENDERS, Serials over 54,000	25.00
1c MILLS GREY FRONT GOLD AWARD ESCALATOR BELL	35.00
25c MILLS GREY FRONT GOLD AWARD ESCALATOR BELL	40.00
5c MILLS GOOSENECK DOUBLE JACKPOT FRONT VENDERS	20.00
5c MILLS DIALS, SIDE VENDERS	30.00

1/3 Deposit Required. Send for Complete List. CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.

Bally Gets Call For Padded Cell

CHICAGO, June 19.—“Ship one sample padded cell,” said a telegraphic order received by Bally Manufacturing Company recently. Officials were puzzled by the order, they state, as they did not list a machine called Padded Cell. Then someone recalled a recent advertisement placed by the firm.

According to the story, a big headline in the ad asserted “the padded cell pro-

tests your profit,” and the copy went on to describe a testing laboratory at the Bally plant nicknamed the padded cell because of the many curious contrivances for testing materials. If the operator had read a little farther he would have found the statement that “your profits are protected in the padded cell testing laboratory at Bally. By means of strict tests conducted there Bally engineers reject materials which are not up to the standard of Bally quality . . . and select only the best materials available regardless of cost.” But evidently the Bally enthusiast jumped to the conclusion that padded cell was the name of a new game and rushed an order.

Herb Jones, Bally advertising manager who wrote the padded cell ad, is downhearted because the experience indicates the copy was not read. But Jim Buckley, general sales manager of Bally, pointed out that “they don’t have to see a picture or read a description of a new Bally game. Just flash the name of a new Bally game and Mr. Operator is on hand with an order. And he is not so nuts either, as past experience proves you can count on Bally games to get the play and make money.”

Detroit

DETROIT, June 19.—“We are now experiencing the usual summer slump, but things will pick up shortly,” was Joseph H. Sontag’s optimistic observation on present business conditions. Sontag, who formerly operated pin games and amusement machines, is now operating peanut venders only. Just recently he moved to new headquarters in Northwestern Detroit.

Russell Anger, head of the American Dispensing Company, is completing plans for nation-wide distribution of his company’s soap dispenser. He is reported to be planning to market the product chiefly thru established operators. The equipment is especially appealing to the operator who specializes in placing a quantity of machines on large industrial locations.

Henry C. Lemke, of the Lemke Coin Machine Company, has bought a quantity of Stewart & McGuire cigaret venders. Exact number was not disclosed, but Lemke reports that it was considerable. Lemke said that his company has taken over the distribution rights for the State of Michigan except for Wayne County, which includes Detroit. Detroit and Wayne County franchise is held by the Angott Coin Machine Exchange Company. Only one model will be handled by Lemke, and he intends to operate the routes himself thru his present operating organization.

S. B. Novelty Company, headed by E. C. Bourden, has moved to new headquarters on Lesure avenue, two blocks from the former location on Stansbury.

Elmer Hendrickson, part owner of the Penny King System, which manufactures the Penny King ball gum machine, is expected to return to Detroit in a month. Plans for a national promotion campaign for the product will be made at that time, according to C. Ray Laster, Hendrickson’s partner, who is now in charge of the factory.

Automatic Associates, Inc., jobbers and operators with headquarters in Redford, Northwestern suburb of Detroit, has been sold by the owners, Walter Phipps and W. G. Meisenheimer, who have withdrawn from the business.

Mechanical Merchandisers, Inc., manufacturers of a new drink dispensing machine, have moved to a new location on Edison avenue, Dearborn, a west side suburb. According to A. M. Williams, general manager, the company has spent two years developing its machine and is now ready to put it on the market.

George Spencer, who formerly operated a route of nut and other type vending machines in Detroit and Flint, has closed his headquarters on Pallister avenue. Future plans are unknown.

New Hackett cigaret vender will probably be ready for the market in August, Bernard A. Hackett, manager of the company, said this week. The machine will be one of the multi-stack selective type and is said to embody some new features.

Plans for the new towel vending machine being made by the Automatic Towel Cabinet Company may be temporarily abandoned, according to Frank Dreyfuss, company head. While the machine is said to have been perfected mechanically, the report is that the company is not prepared at this time to raise the capital required to manufacture it and capital from outside sources has not been received as yet.

Four-in-One Manufacturing Company, formed by Ben N. Osher and Saul E. Gordon, is one of the latest entrants in the vending-machine field. Company is reported to have purchased the business of Lohmuller Company, Riverside, Ill., which originated the Penny King System. New company is manufacturing a four-compartment penny vender. It handles stock merchandise only. Machine is designed to stand on a counter, altho a stand may be used. Each compartment has its own penny slot and is slug protected. Machine is said to have quite a bit of flash, as it is finished in chromium.

Coinmen Let in On Elliott Secret

CHICAGO, June 19.—When Joe Fishman, of New York, and E. P. Rimp and Charles A. Casmus, of Mint Vending

BUMP-A-LITE
THE BOWLING BUMPER SENSATION

A beautiful, different, thrilling bowling game with giant bumper coils, new flashy light-up back-board and sensational speed play action! BUMP-A-LITE is the FIRST and ORIGINAL bowling game with bumper coils!



Two attractive SIZES: 9 ft. Long and 11 ft. Long! BUMP-A-LITE easily fits into any location and beautifully blends with any type surroundings.

BUMP-A-LITE IS THE BIGGEST MONEY-MAKER IN HISTORY! PAYS FOR ITSELF IN TWO WEEKS! AT ASBURY PARK, N. J., BUMP-A-LITES PULL THE BIGGEST, STEADIEST PLAY IN THE HISTORY OF THIS RESORT! BUMP-A-LITE IS REAL BOWLING! GUARANTEED MECHANICALLY PERFECT! ORIGINAL! DIFFERENT! BETTER! AND IN PRODUCTION! DELIVERIES BEING MADE EVERY DAY! GIANT BUMPERS BRING GIANT PROFITS! RUSH YOUR ORDER NOW!

NOT JUST PROMISES—IMMEDIATE DELIVERY GUARANTEED! Write or Wire NOW for Prices and Complete Details! BE FIRST in your territory to cash in on BUMP-A-LITE! NOW!

TARGET ROLL
MFG. & DISTRIB. CO.
141 FRELINGHUYSEN AVE.
NEWARK, N. J.

Company, Birmingham, visited the Elliott Products Company last week, Heine Fisher promised them a real surprise. After a long chat, they expressed the opinion that the new novelty table to be announced soon by Elliott will be the last word in amusement games. No further details were revealed, however, save that Fisher intends to release the game as soon as he returns from a trip thru the East.

According to the reports, Fisher’s face lights up with excitement at the mere mention of the game and he uses every opportunity to voice the prediction that it will be a sure-fire hit.

A new counter game is also scheduled for early release, but Fisher is said to be warding off every inquiry about either game with a shrug and “wait and see” smile.

MONARCH *That's the Name!*

Remember It for Every Game!

and Remember the Address of Our

NEW HEADQUARTERS!

10,000 SQUARE FEET OF AMERICA'S FINEST RECONDITIONED AND NEW GAME VALUES—OPENS JULY 1 AT

1731 BELMONT AVE.

In the Heart of the Coin Machine Manufacturing District! Our New Phones: Wellington 2212-2213.

Monarch Guaranteed O. K. Automatic Payouts

BELMONT. . . \$32.50	PREAKNESS. \$72.50
CHALLENGER 22.50	PAMCO
DERBY . . . 22.50	PARLAY Sr.. 17.50
FLICKER . . . 29.50	ROUND UP. 27.50
JUMBO . . . 13.50	

TURF CHAMPS. \$54.50

NOVELTY GAMES

BUMPER. . . \$29.50	HI DE HO. \$22.50
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1/3 Deposit with Order; Bal. C. O. D.

Are you on our Mailing List? Write at once for price list—just off the press Thousands of new and used game bargains!

MONARCH COIN MACHINE CO. 2308 Armitage Ave. CHICAGO, ILL.

I want to thank my many friends who made this move possible. To you all I extend a cordial invitation to visit us soon in our new quarters.
ROY BAZELON.

BARGAINS! BARGAINS! BARGAINS!

We are sacrificing this stock of good slightly used and reconditioned games, some having not been used more than three days. All games cleaned, free from ball rub and batteries tested.

1 BALL AUTOMATIC PAY	
2—Ace (Bally)	\$ 7.50
2—Alamo (Rock-Ola)	15.00
7—Big Shot (Calif. Games)	10.00
2—Bee Jay (Pacific)	25.00
3—Challenger (Bally)	20.00
1—Bells (Pacific)	20.00
1—Big Casino (Chicago Coin)	10.00
2—Bonus (Bally)	15.00
16—Bumpers (1 or 5 Ball), Bally Pay Units	49.50
3—Credit (Rock-Ola)	20.00
2—Chase (Pacific)	12.50
6—Derby Day (Gottlieb)	57.50
41—Derby (Bally), Electropak Model, \$20.00. Battery	49.50
11—Daily Races (Gottlieb Mystery)	30.00
3—Daily Races (Western Multiple)	15.00
9—De Luxe 46 (Rock-Ola)	7.50
1—Double Up (Stoner)	5.00
7—Flying High (Western)	25.00
1—Flicker (Jennings), Late Model	30.00
1—Flying Turf (Jennings)	7.50
4—Galloping Plugs (Pacific)	15.00
1—Hit Parade (Gottlieb)	54.50
1—Hollywood (Rock-Ola)	12.50
12—Jumbo (Bally)	10.00
1—Mammoth (Keeney)	7.50
1—Multiple (Bally)	20.00
2—Multiplay (Chicago Coin)	22.50
1—Pearl Harbor	10.00
3—Peerless (Bally)	17.50
19—5c Parl-Mutuel (Bally)	40.00
5—25c Parl-Mutuel (Write for Price Special Built)	
3—Parlay Sr. (Pacific)	17.50
1—Pinch Hitter (Pacific)	30.00
16—Preakness (Bally)	69.50
3—Rapid Fire (Exhibit)	7.50
2—Rodeo (Exhibit)	7.50
1—Repeater (Keeney)	10.00
6—Red Sails (Pacific)	17.50
5—Roundup (Bally)	12.50
3—Speedway (Pacific)	17.50
2—Sunshine Baseball (Gottlieb)	10.00
1—Sunshine Derby (Gottlieb)	10.00
1—Snappy (Bally)	22.50
5—Sweet 21 (Chicago Coin)	35.00
1—Snooker (Western)	10.00
2—Stampede (Rock-Ola)	7.50
1—Top 'Em (Western)	30.00
6—Tycoons (Mills with Electropak)	20.00
2—Ten Strike (Keeney)	50.00
9—Tycoons (Mills Battery)	17.50
3—Trojans (Rock-Ola)	17.50
12—Baffle Ball with Mint Vender Attachments	22.50
NON-PAY TABLES	
22—Hi-De-Hos, Practically New	\$15.00
2—Bumpers (Bally)	22.50
5—Skippers (Bally)	49.50
COUNTER GAMES	
1—1c A. B. T. Big Game Hunter	\$ 7.50
1—1c A. B. T. Sharp Shooter	6.00
1—Little Gypsy	3.00
1—Rock-Ola Official Sweepstakes	3.00
1—Sandy's Horses	5.00
1—Shoot the Moon	2.50
2—Bally Skipper	2.00
4—Bally Cub	2.00
1—Penny Draw	3.50
1—Dice-o-Matic	4.50
4—Bosco	2.00
4—21 Venders	3.00
1—Mutual	3.00
1—Auto Punch	17.50
1—Steepie Chase	5.00
1—Pace 5 Jacks	6.00
1—Fields 5 Jacks	5.00
1—Jennings 5c Little Merchant	5.00
SLOTS	
3—Rays Tracks (Late Models)	\$175.00
1—Western Thoro Bred (with Daily Double Floor Model)	250.00
1—Evans Galloping Dominos	200.00
3—5c Mills Futurity Mystery Bells (Floor Models)	80.00
1—Superior 25c Races Venders	40.00
1—5c Mills with Van Meter Blue Front	25.00
1—1c Blue Front Mystery	37.50
1—1c Roman Head Side Vender	32.50
1—25c Jennings Chile (good as new)	70.00
1—5c Jennings Triple Century	35.00

On all orders of \$10.00 or less full deposit is required, otherwise 1/3 deposit. Balance C. O. D. Foreign trade solicited.
BIG STATE NOVELTY CO.
1010 Monroe St., Fort Worth, Texas.

Michigan Would Avoid Gold Rush

LANSING, Mich., June 19.—Delano-Stout Bill, which would legalize and tax slot machines and other devices, was passed by the Michigan House June 15 by one vote. The bill now goes to the Senate, with indication that it will pass, despite bitter newspaper opposition, according to informed trade opinion.

The bill apparently draws a needed object lesson from the slot machine license law passed in Florida in 1935 and which has been recently repealed. It is generally recognized that the so-called "gold rush" of all classes of people into Florida to operate slot machines when the license was adopted created such conditions of disorder and violation of the regulations that public opinion turned against the licensing idea.

Michigan bill would forestall such a rush of outsiders into the State by setting up very strict regulations intended to reserve the business for operators already established within the State. This is regarded as a far-sighted and important step by many trade members. Ownership restrictions are that no operator may have more than 25 slot machines; he must be a resident of the county for two years and preference will be given to individuals or firms that have been established in business at least a year. All machines must be owned, not leased, by the operator.

The bill is said to be a consolidation of three bills introduced earlier in the session. It calls for an annual license of \$1,000 or guarantee bond that regulations will be observed. An annual tax of \$100 per machine would be imposed also. The bill specifies that returns to players must equal 75 per cent of the receipts. Although the bill does not call them slot machines outright, slot machine interests are said to be active in support of the bill, while other Michigan operators took active interest also in the bill by either working for or against its passage.

The bill is said to exempt merchandise, music and genuine amusement games.

Harold Chereton, of the General Amusement Devices Company, Detroit distributing agency, was among coinmen who came to hearings on the bill. He stated that "prospects for passage in the Senate are very good. The State has finally realized that the only way to get some real revenue is to license such machines."

Lemke To Leave Jobbing Field

DETROIT, June 19.—Lemke Coin Machine Company, is withdrawing from the jobbing field entirely, Henry C. Lemke states. Company will engage strictly in the operating business.

Lemke plans to place a number of the World's Series baseball games in downtown office buildings, cigar stores and other major locations. He will also open a new type of arcade which, he claims, will be the first radio rifle shooting gallery in the world. The Bally Eagle Eye targets will be featured, while other targets will also be used. World's Series games will be the only non-target devices in the arcade, Lemke says.

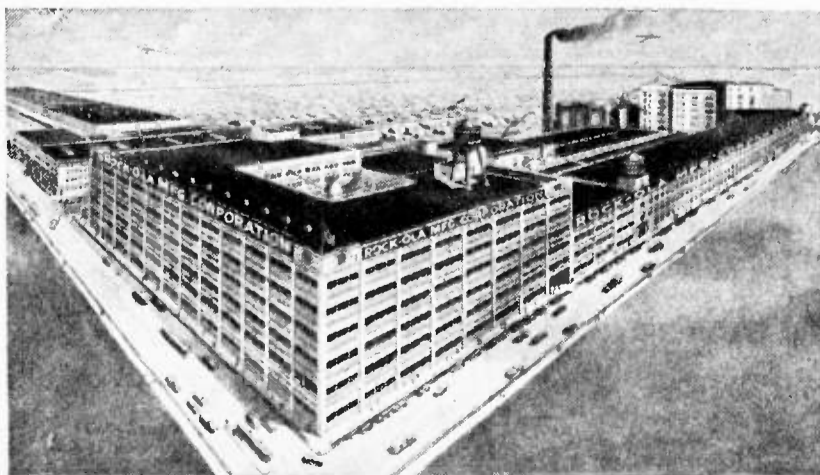
Levy Awaits Shipment Of Foto-Finish Games

DAYTON, O., June 19.—A. S. Levy, head of the A. S. L. Sales Company, is said to be waxing enthusiastic over the latest Gottlieb horse-race payout, Foto-Finish. He reports that he has made arrangements with the firm to speed shipments to him. He says he is certain that the machines will arrive almost any day, as reports from the factory indicate that production rate on the game is at the highest point in the company's history. He stated that Gottlieb has assured him prompt delivery on his order and he, in turn, is promising his customers that the machines will be in their hands immediately after their arrival.

Expressing his reaction to the game, Levy said: "It's one of the best games that I've seen in a long time. I'm usually conservative in my statements about any game, but Foto-Finish is one of the most attractive I've viewed to date. I've placed an extra large order for this thriller, for I feel sure that it's going to be a real money maker."

Loudon Never Complains

NEWARK, N. J., June 19.—Al Loudon, of Loudon & Company, Newark, gets quite a kick out of his reputation of never complaining about anything. Although at this time Loudon has nothing to complain about, except that he cannot get enough equipment to sell, he claims that even that problem does not bother him. "I sell all the machines that I can get and, although I could make more money if I had more machines, I am satisfied to do the business that I'm doing."



THE BIG ROCK-OLA MANUFACTURING PLANT in Chicago, where men and machines are working at full capacity.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" Batteries present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....

Address.....

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

No Summer Price Change

Rock-Ola assures music operators—heavy production on new Imperial

CHICAGO, June 19.—David C. Rockola, president of Rock-Ola Manufacturing Corporation, today announced that in spite of rising costs, prices of the various Rock-Ola phonographs will remain the same during the summer season.

In Rockola's words, the reason for this assurance of continued low prices is as follows: "The overwhelming demand for a superior product makes it possible for us to absorb the added costs of building phonographs today. Raw material prices are advancing daily and all of our employees have received wage in-



creases. But the continuous landslide of orders for Rock-Ola phonographs enables us to manufacture on a mass production basis. The savings are passed on to you. We are assuring you of continued low prices on Rock-Ola phonographs right at the time when you need new equipment most. The big summer season is already here."

Heaviest production is going into the new Rock-Ola Imperial 20-record model, introduced to operators just a few weeks ago. I. F. Webb, vice-president in charge of phonograph division, enthusiastically says: "Altho we knew the 20-record Imperial de luxe model would be popular, we never dreamed that the entire country would suddenly clamor for the new and different instrument. The overwhelming popularity of the model leads us to believe that nationally location owners are demanding finer music equipment with a wider variety of recordings in order to attract more patronage and promote more business across the bar. We are also anticipating a demand for this Imperial model with 16 records. We shall be in production with an Imperial 16 very shortly. Meanwhile there is still a big demand for the small compact Rhythm Master model which comes with 12 or 16 records."

"Not only is phonograph production



DAVID C. ROCKOLA, president of Rock-Ola Manufacturing Corporation.

in full swing," says Webb, "but we are producing and shipping carloads of World Series, Rock-o-Ball bowling alleys, Tom Mix radio rifles and School Day rifles, as well as a large assortment of novelty furniture and upholstered chairs."

Sheet-Music Leaders

(Week Ending June 19)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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

1. September in the Rain (Remick) (1)
2. It Looks Like Rain in Cherry Blossom Lane (Morris) (2)
3. Sweet Leilani (Select) (3)
4. Merry-Go-Round Broke Down (Harms) (6)
5. Blue Hawaii (Famous) (7)
6. Never in a Million Years (Robbins) (4)
7. Carelessly (Berlin) (5)
8. Was It Rain? (Santly-Joy) (9)
9. Little Old Lady (Chappell) (8)
10. Love Bug Will Bite You (Santly-Joy) (11)
11. There's a Lull in My Life (Robbins)
12. Sailboat in the Moonlight (Crawford) (14)
13. They Can't Take That Away From Me (Chappell) (15)
14. Where or When? (Chappell) (13)
15. Where Are You? (Feist) (10)

Correction

To the Editor: "I thank you for publishing my letter with reference to a plan for an association of music operators in your issue of June 12. But I call your kind attention to an error in my signature. My name is Gnarro and not Garro as you publish it in your magazine. If you will be kind enough to make the correction, I will appreciate it very much."

FORTUNA GNARRO,
Fortuna Music Company,
Chicago.

ern where the patrons can't help seeing it, and the beauty of the cabinet plus the excellence of the tone brings in plenty of nickels for me.

"The way I figure it," he concluded, "a little elbow grease on my phonograph every day goes a long way toward paying my overhead, and I can't think of an easier or more pleasant way of doing that very thing."

Keep Equipment In Good Shape

DES MOINES, June 19.—A prominent tavern owner has found that an old-fashioned formula for success is just as true today as it ever was. He makes every piece of equipment pay its own way, simply by keeping it in A-1 condition.

"The Wurlitzer automatic phonograph is one piece of equipment which I always keep in tip-top shape", he continued, "even tho it's costing me nothing to have it in my place of business, just the same if people don't play it I'm missing some easy money I might as well have. So I make it look as inviting as possible by dusting it every day and using furniture polish on it about once every two weeks. I've placed it in a prominent spot in my tav-

A. J. Haxthausen Opens Record Shop in San Antone

SAN ANTONIO, June 19.—A. J. Haxthausen, owner and operator of the Record Shop, Houston, has opened the Record Shop here. A complete line of all makes of records will be carried, he says, and the same service as in Houston will be offered. Store will be equipped with booths and electric demonstrators.

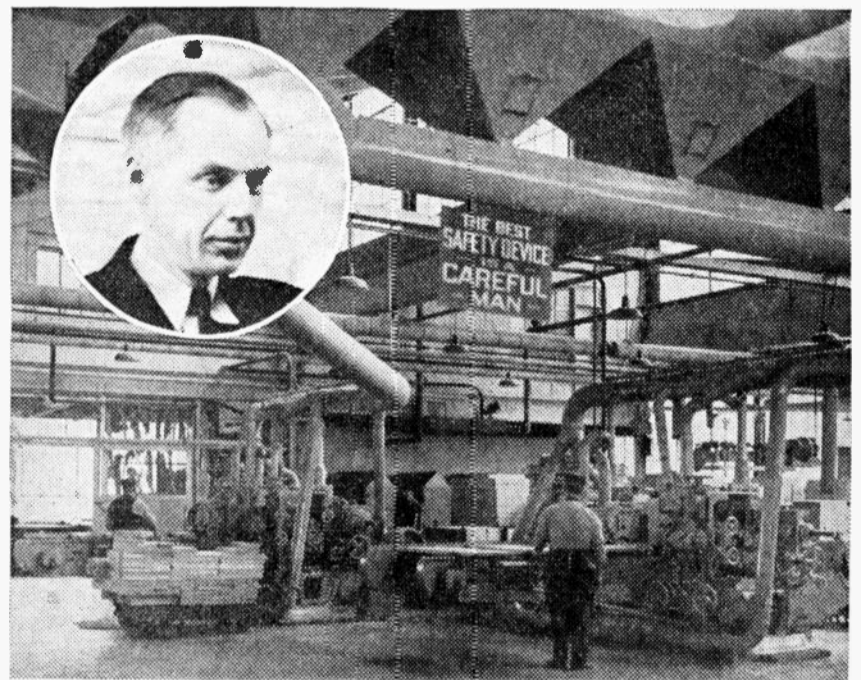
Virginia Murdock, who has been associated with the Houston store, will assist Haxthausen here. Miss Murdock is well known for her ability to select records adapted to operating needs.

YOU WIN!

WITH THE ILLUMINATED SEEBURG MULTI-SELECTOR
MELODY KING MODEL "K"

The
SEEBURG FRANCHISE
IS MORE VALUABLE!
MAKE YOUR MOVE NOW!
Write Today for Complete Information!

J. P. SEEBURG CORPORATION
1510 DAYTON ST.
CHICAGO



I. O. VAALER (inset), who supervises making Simplex phonograph cabinets in the Wurlitzer plant as shown above.

NO PRICE INCREASE

on ROCKOLA PHONOGRAPHS

The overwhelming demand for a superior product makes it possible for us to absorb the added costs of building phonographs today. Raw material prices are advancing daily . . . and all of our employees have received wage increases. But the continuous landslide of orders for Rockola Phonographs enables us to manufacture on a mass production basis. The savings are passed on to you.

We are assuring you of continued low prices on Rockola Phonographs right at the time when you need new equipment most. The big summer season is already here. Wire your Rockola Representative today so delivery can be made exactly when you want it.



David Rockolgy
PRESIDENT

ROCK-OLA MANUFACTURING CORPORATION • 800 NORTH KEDZIE • CHICAGO, ILLINOIS



This is the home of Rockola Phonographs—a huge, modern factory manned by 1800 happy workers and the finest engineering talent in the industry.

Deal With Carl-A Square Deal Every Time

CLOSEOUTS USED AUTOMATIC GAMES

A.B.T. 3-Ball Combination	\$18.00	Fair Play	\$15.00	Pamco Tout	\$40.00
All Stars	20.50	Flying High	50.00	Peerless	15.00
Bally Derby	20.50	Grand Prize	60.00	Preakness	70.00
Belmont	35.00	Grand Slam	18.00	Pay Day	15.00
Big Leaguer	10.00	Ivory Golf	10.00	Policy	40.00
Big Shot	15.00	Jumbo	10.00	Pearl Harbor	10.00
Bonus	12.50	Mills McCoy	35.00	Prospectors	10.00
Center Smash	40.00	Monte Carlo, New	60.00	Queen Mary	22.50
Challenger	25.00	Multiple	25.00	Rambler	20.00
College Footballs	50.00	One Better, New	35.00	Saratoga	35.00
Credit	18.00	Paces Races	\$125.00 to \$250.00	Skipper	59.50
Dewey-Caille Big Six	75.00	Ray Track	\$125.00 to \$200.00	Sky High	15.00
Double Header	15.00	Pamco Ballot	35.00	Speed King	78.00
Do or Don't	9.00	Pamco Bells	35.00	Sunshine Derby	10.00
Evans Roll-Elto	60.00	Pamco Parlay Sr.	20.00	Ten Grand	25.00
				Ton Strike	57.50
				Tycoon	20.00
				Turf Champs	45.00

USED STRAIGHT PIN GAMES

Belo	\$ 9.50	Big Shot	\$ 5.00	Sink or Swim	\$ 4.00
Big Game	5.50	Battle	6.00	Traffic	5.00
Booster	57.50	Gold Medal	6.00	Champs	7.50
Bumper	30.00	Happy Days	14.00	Beam Lite	3.50
Cross Roads	8.50	Home Run	47.50	Live Power	5.00
Daval Baseball	47.50	Pockets	10.00	Sink or Swim	3.50

USED COUNTER GAMES

21 Vender	\$ 5.00	Hold & Draw	\$ 8.00	Reel 21	\$ 7.00
Army Game	9.50	Penny Packs	8.00	Rhythmic	6.00
Cent-A-Pack	6.00	Hit Me	4.00	Buckley Horses	7.50
Daval Races	8.00	I. O. U.	4.00	Sportland	6.50
Boosters	4.00	High Stakes	10.00	Tit Tat Toe	6.00
Chicago Club House	4.00	King Six	8.00	Punchettes	4.50
Evans Derby	9.00	Ntl. Draw Poker	12.50	Harmony Bell, New	35.00
Football Slap Target	2.00	Play The Field	4.00	Reliance Dice and Bonus	39.50
Gee-Whiz	4.00	Puritan Girl, 25c.	7.50		

USED SLOTS

115 MILLS BLUE FRONTS, Penny Play, above 395,000	\$ 50.00
72 MILLS GOLDEN SIDE VENDERS, Penny Play	37.50
66 MILLS WAR EAGLE, 20-stop, 5c, 10c or 25c play	45.00
110 MILLS WAR EAGLES, 10-stop, 5c, 10c or 25c play	40.00
30 HOT NUT PEANUT MACHINES (5c Play), Each	5.00

FULL LINE NEW MILLS SLOTS FOR IMMEDIATE DELIVERY

MILLS GOLF MACHINE	\$175.00
A. C. MULTI-BELL, 5c play (By Caille Bros.) in stock—WRITE.	

NEW MACHINES

BARATOGA	\$149.50	EVANS DOMINO	\$325.00
GOLDEN WHEEL	189.50	EVANS ROULETTE JR	345.00
CROSS LINE	69.50	FAVORITE	279.50
MERCURY	69.50	BALLY BELLS	249.50
CAROM	159.50	DAVAL BUMPER BOWLING	219.50
BOO HOO	72.50	HIT 'N' RUN	149.50

FULL COMPLETE ROCK-OLA PHONOGRAPHS IN STOCK SENSATIONAL WHIZ-BANG RIFLE RANGE, Write for Prices. TERMS—One Third Down—Balance C. O. D.

UNITED AMUSEMENT COMPANY, 3410-30 MAIN STREET, KANSAS CITY, MO.

Rigdon Manager Of Chi Branch

NORTH TONAWANDA, N. Y., June 19.—Important executive transfers were announced this week by Homer E. Capehart, of the Rudolph Wurlitzer Company. J. A. McIlhenny, Chicago branch manager, has been transferred to the Boston office as New England district manager to succeed Ben L. Kulick, recently resigned. McIlhenny has already assumed his new duties.

Coincidental with the appointment of McIlhenny to the Boston office, it was announced that Ralph Rigdon had been named branch manager of the Chicago office. Bob Bleekman, well known to music operators in the Chicago area, will remain as district sales manager, and Rigdon will have offices in the same suite.

Concerning Rigdon, Capehart said: "As a former advertising agency financial executive, Rigdon has had a wealth of experience in the credit and sales departments of manufacturers of coin-operated machines. With the Wurlitzer credit department for the past year and a half as a special territorial representative covering the Middle West, Rigdon enjoys a wide acquaintance with operators and distributors. We are confident that the hundreds of operators in the Chicago territory who already know Ralph Rigdon will hail his promotion to factory branch manager in that district with genuine satisfaction."

Rigdon has already assumed his new duties, altho it was reported that his first few days were entirely occupied by visitors who poured into his office in droves to extend personal felicitations. In a brief statement Rigdon said: "I realize the job I have here in replacing McIlhenny and it's not going to be an easy one. However, I think I am pretty familiar with the operators and their activities in this territory. With the backing of the Wurlitzer phonograph and the splendid co-operation of the organization behind them, I look forward to greater success than ever for Wurlitzer instruments in this area."

New Orleans

NEW ORLEANS, June 19.—In the Deep South, where summer begins in late March and lasts well into the time of the year when the North is barricaded against the onslaught of Jack Frost, there is plenty of time for outdoor dancing and concerts. Many spots could not stand the heavy expense of the long season by hiring bands, and so in recent years the coin phonograph has filled a dire necessity for cheap form of entertainment.

One of the most enterprising music machine operating firms in the Deep South is the Melody Music Company, New Orleans. The firm this week signed for the erection of seven large billboards here. Dan Cohen, head of the firm, believes in advertising the Melody Music Company and has reaped rich rewards as a result.

And Cohen is not the only man when it comes to advertising phonographs. C. P. Persons, co-distributor for Wurlitzer in that area of Louisiana known as the Sugar Bowl, is also editor of the newspaper at Plaquemine, La., a rapidly growing community on the west bank of the Mississippi, 80 miles above New Orleans. He never fails to use at least a full page of his paper to let the world know something about the good points of Wurlitzer.

Louisiana Amusement Company, New Orleans, this week received its first shipment of Rockola Imperial 20s. Within a few days the shipment was disposed of and now Melvin Mallory, manager, is anxiously awaiting the second shipment.

There is no finer indication of the real trend in the demand for phonographs and the volume of play on locations than to observe how sales are for phonograph records. After interviews with Ernie Oertle, Brunswick, and R. H. (Mac) McCormick, Decca, there is little doubt that the record business is pretty close to the record march. Oertle may be the South's worst fisherman, according to Buster Clesl, but he's far from being a bum seller of recordings. He reports large sales of the discs. McCormick is equally enthused over the fine sales for Decca.

All operators of Seeburg Melody Kings and other models of music machines are much better informed as to proper opera-

PERMO POINT

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed By All Leading Manufacturer and Record Distributing Companies. Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

PHONOGRAPHS
Reconditioned — For Sale Cheap. Write for Latest Price List.
W. B. NOVELTY CO.,
3800 N. Grand, St. Louis, Mo.

Hottest Money Makers In All Coin Machedom

Ten each of the following: Evans Bangtails, \$265; Evans Galloping Dominoes, \$275; Evans Rolletto, Jr., \$275. All brand new, factory fresh, never unpacked. Will accept part trade-in. What have you? Wire

P. K. SALES CO.
6th and Hyatt, Cambridge, O.

\$99

Buy Your Choice
18 ROTARY MERCHANDISERS
7 CHUCKALETTES
10 JOCKEY CLUBS
3 SHOOTALITES
1/3 Deposit.

UNITED AMUSEMENT CO.
908 McCullough,
San Antonio, Texas.

tion, following the big gathering sponsored by Electro Ball at Hotel New Orleans last week, when Ed Stern and a factory service man from Chicago spent an hour going over intricate details of the right way to operate the Seeburg products. About 50 operators and service men of the city and a few from out of town attended the buffet luncheon. Burt Trammell, branch manager for Electro Ball in New Orleans, presided.

Ed Kramer has changed the name of his firm from the Great Southern Coin Machine Company to the Star Novelty Company. Kramer is a Wurlitzer operator.

Buster Clesl, operator of over 100 Seeburg phonographs and one of the biggest music ops in the Deep South, is expecting to leave the peaceful city of New Orleans in July for the wiles of Hollywood. Buster will visit his cousin, Ted Kral, actor with MGM.

Joe Luccia, owner of the Capitol City Novelty Company, largest music operator at Baton Rouge, spent a few days in New Orleans this week, looking over new material and buying some necessary replacements for his dozens of machines.

The usual fine attendance that has encouraged the good work done by the association in the past showed up for this week's meeting of the United Music Operators' Association of New Orleans. George Brennan, recently elected president, has proved to be a good leader and reports 100 per cent co-operation of membership. There is not a music operator in the city who is not in good standing in the organization, Brennan announces.

\$45.00 BUYS 24-RECORD GABEL ENTERTAINERS

(Lots of 5)
Single Machine, \$49.50

SPECIFICATIONS:
Beautiful Streamline Cabinets (All Colors)
Size 48" high, 37" wide, 19" deep
Operates 24 10" records
Automatic Selectivity
Webster Amplification — Magnavox Speakers
Perfectly reconditioned and guaranteed

TERMS: 1/3 Cash with Order, Balance C.O.D., F.O.B. New York
LOWEST PRICE EVER OFFERED!
FIRST COME, FIRST SERVED!
WIRE — WRITE — PHONE

ROBERT GRENNER CO.
250 West 54th St., (Circle 7-1381) New York City

SLIGHTLY USED PHONO RECORDS—ALL MAKES
Packed 100 Assorted to Box
\$3.00

Music Op Helps Church Program

CHICAGO, June 19.—An interesting story of how a music operator contributed to the success of the educational program of his local church is told by H. E. Roberts, sales manager of J. P. Seeburg Corporation.

"I am a member of one of the more progressive church congregations in my community," said the operator telling of his experience. "and because the church should offer practical service to its young folks, it has provided classes in art, drama, advertising and other practical fields. Imagine my surprise when I was asked to help in the music appreciation class. Fortunately, I am musically inclined and was glad of the opportunity. My first real inspiration

was to use one of my best phonographs and now a Melody King, Model K, is the center of attraction for a group of folks who find it a great help in understanding music. It has created a lot of good will for automatic phonographs and my business has not suffered any on that account. And speaking of music appreciation, I think the reproduction of Melody King machines is something to be appreciated."

Said Roberts: "I relate this operator's experience, not only to show one of the ways in which music operators can create good-will for themselves and raise the status of music operating in their community, but also to illustrate one of the many instances in which our model K has met any demands for performance that may be put upon it. Demand for this splendid phonograph continues without a letup and overtime production is necessary to supply distributors as they rush their orders."

Rock-Ola Promotes I. F. Webb to V-P

CHICAGO, June 19.—Announcement was made at the Rock-Ola Manufacturing Corporation this week that, effective at once, I. F. Webb is promoted to vice-president in charge of the phonograph division.

Webb joined the Rock-Ola organization early in 1935 when the first Rock-



I. F. WEBB, promoted to vice-president of Rock-Ola Manufacturing Corporation in charge of phonograph division.

Ola Multi-Selector was being introduced to the music industry.

One promotion calls for another—and at the same time J. A. Weinand, formerly assistant manager of the phonograph division, was promoted to the position left vacant by Webb's promotion. Weinand's official title is now phonograph division manager, with the many details of the Rock-Ola phonograph business under his charge.

Fred Barber, with his many years of business experience, will fill the position of assistant manager left vacant by Weinand. Barber also is an old employee of the Rock-Ola organization.

The team of Webb, Weinand and Barber is well known among music operators throught the country.

Detroit

DETROIT, June 19.—Loren Stover, who left operating field to join Detroit

branch of Automatic Musical Instrument Company, is back in the music operating field again, having bought an order of Seeburg phonographs.

Dorothy Gersabeck moved the Brunswick Record Distributing Company, subsidiary of City Music Company, to the latter's headquarters. All record service for operators will be handled from this address.

Ball games are proving heavy competition for music machine operators, P. T. Schroeder said this week. The coming of the diamond season has intensified the baseball-minded populace of Detroit, who prefer to listen to a game on the radio rather than to sit down and listen to music in the afternoons. The condition is only seasonal, but does definitely decrease the play on these types of machines, according to Schroeder.

Howard Schrod, Detroit salesman for Mills Novelty Company, is making so many sales these days that he hardly has time to come home to sleep. Business is reported rushing for his company, which has several live salesmen in this territory now.

Sidney N. Goldberg has been appointed Detroit manager of the Decca Distributing Corporation, replacing V. Moore, who left the company to go with the RCA-Victor Company. Don Godfrey, who was also in the Decca office, has also left the organization.

Seeburg Corporation rated well in phono sales this week, with a string of customers that included Loren L. Stover, Harry White, the Melo-King Music Company, Owmie Mackey, Cleo Hardy and Frank Alluvot. Several of these are new operators in the field. Another customer was the Don & Mac Novelty Company, Pontiac, Mich.

G. A. Gustafson is the latest addition to the ranks of music operators among newer Detroiters in the field. Gustafson is operating Mills machines, with east side headquarters.

John Suratski, who operates two dozen Mills automatic phonographs, specializes in east side beer gardens. He reports business gradually improving in this class of location, with a slight tendency toward a summer slump. Suratski is doubling, running a restaurant and cafe himself on Harper avenue, as well as operating his machine routes.

Joseph A. Lovera, new name among local operators, led the roster of music machine buyers this week, with an order for Mills phonographs. Lovera is on the west side.

William Raeck and Walter Hodges, latter of Dearborn, were in for another of

ADVANCE "SUPER" DEALS

BUILD REPEAT LOCATIONS

Here Are

THE ORIGINAL MOVIECAMATIC CAMERA

3 in 1

at a Sensationally Low Price \$2⁰⁰ each Lots of 6 Sample \$2⁵⁰

And Our MOVIECAMATIC SALESCARD DEAL IS A HONEY

Takes in\$19.55
Deal Costs 11.50

Profit\$ 8.05
(Price of Deal Same 1 or 100)

The outstanding deal this summer. CAMERA takes MOTION PICTURES, MOVIE BOOK PICTURES, SNAP SHOTS. Deal includes 2 Original 3-in-1 MOVIECAMATIC CAMERAS, 2 KEYSTONE A. C. D. C. MOTOR DRIVEN PROJECTORS and 4 WAHL EVERSHARP PENCILS. 75-Hole Salecard.

RADIO DEAL This Deal is a Hit. You can't afford to overlook it. Uses the EMBASSY RADIO, which HAS BEEN IMITATED but NOT DUPLICATED. There is only one EMBASSY—the GREATEST RADIO BUY in America. A. C. -D. C. All Licensed Tubes. One-Year Guarantee. Choice of Colors. Deal includes 2 Radios and 5 Wahl Eversharp Pencils. Sample Deal, \$18.50. Difference between sample deal and quantity deals will be credited to you on future orders.

Takes in\$24.20
Deal Costs 16.00 (Lots of 6 or More.)
Profit\$ 8.20

SILEX DEAL Great for those who want a small card for a fast turnover. Deal includes 2 Silex Coffee Makers, 8-Cup Size, complete with Stove, Cord and Hot Plate, and 2 Wahl Eversharp Pencils. Sample Deal, \$8.50. Difference between sample deal and quantity deals will be credited to you on future orders.

Takes In\$11.90
Deal Costs .. 7.50 (Lots of 6 or More.)
Profit ...\$ 4.40

IMMEDIATE DELIVERIES

"Advance Operators" Are Satisfied Operators.

1/3 Deposit With All Orders, Balance C. O. D., F. O. B. N. Y.

ADVANCE DISTRIBUTORS, INC. 395 BROADWAY, NEW YORK, N. Y.

their frequent repeat orders for Rock-Ola machines during the week.

Vincent Stempfen, Detroit operator, told *The Billboard's* local representative: "After a couple of months of steady improvement in the music machine field, the usual summer slump has set in now. The last two weeks have showed a slight drop. I have been buying 10 new machines, however, and am not stopping plans for growth." Stempfen operates pin and amusement games, as well as music machines.

"Fats" Waller

RECORDS 5 OF HIS BEST FOR VICTOR

No. 25580—"Sweet Heartache" from "The Hit Parade"
"I've Got a New Lease on Love"
"Fats" Waller vocal

No. 25571—Same as above, but without vocals

No. 25579—"You Showed Me The Way"
"San Anton"
"Fats" Waller vocal

No. 25565—Same as above, but without vocals

No. 25563—"Boo Hoo"
"The Love Bug Will Bite You"

He's still one of the first citizens in the popular record field. Get these money-making records into your machines now... while they're brand new!

IT PAYS TO USE BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Five Best Record Sellers for Week Ended June 21

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7015—"Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7888—"Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1175—"Sweet Leilani" and "Blue Hawaii." Bing Crosby.	123—"Skattin' at the Kit Kat" and "New Birmingham Breakdown." Duke Ellington Orchestra.	556—"Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25577—"Alibi Baby" and "Cypsy From Poughkeepsie." Tommy Dorsey Clam Bake Seven.	3543—"Where Is the Sun?" and "Don't Know If I'm Comin' or Goin'." Billie Holiday Orchestra.
2	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7903—"Mean to Me" and "I'll Get By." Teddy Wilson Orchestra.	1273—"Rusty Hinge" and "Cryin' Mood." Chick Webb Orchestra.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	568—"Can't You Hear That Mountain Music?" and "Good Mornin'." Frank Dailey Orchestra.	25586—"China Stomp" and "Rhythm." Lionel Hampton Orchestra.	3567—"Way Down Upon the Swanee River" and "Dear Old Southland." Erskine Hawkins Bama State Collegians.
3	B6987—"Our Penthouse on Third Avenue" and "Love Is Never Out of Season." Ozzie Nelson Orchestra.	7891—"Cause My Baby Says It's So" and "The You and Me That Used To Be." Kay Kyser Orchestra.	1283—"On a Little Dream Ranch" and "It Looks Like Rain in Cherry Blossom Lane." Dick Robertson Orchestra.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	569—"Love Is Never Out of Season" and "Penthouse on Third Avenue." George Hall Orchestra.	25585—"Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3564—"A Love Song of Long Ago" and "Sticks and Stones." Henry (Red) Allen Orchestra.
4	B6978—"She's Built Like a Great Big Fiddle" and "I Got a Crow to Pick With You." Bob Skyles Skyrockets.	7893—"How Am I To Know?" and "I'm Coming, Virginia." Teddy Wilson Orchestra.	1287—"Where Is the Sun?" and "Upstairs." Stuff Smith Onyx Club Boys.	105—"Blue Hawaii" and "No More Tears." Jack Denny Orchestra.	576—"Foolin' Myself" and "You'll Never Go To Heaven." Johnny Hodges Orchestra.	25598—"Whispers in the Dark" and "Stop! You're Breaking My Heart." Hal Kemp Orchestra.	3556—"Alibi Baby" and "Why Do You Pass Me By?" Swing and Sway with Sammy Kaye.
5	B6967—"Sailboat in the Moonlight" and "He Walked Right In." Charlie Barnet Orchestra.	7899—"All Alone" and "Because I Love You." Art Shaw and Music.	1281—"The You and Me That Used To Be" and "Cause My Baby Says It's So." Mal Hallett Orchestra.	121—"Turn Off the Moon" and "Jammin'." Franklyn Mark Orchestra.	571—"Brittwood Stomp" and "I Found a New Baby." Frankie Newton Uptown Serenaders.	25594—"Sailboat in the Moonlight" and "Gone With the Wind." Guy Lombardo Royal Canadians.	3544—"Twilight in Turkey" and "I've Got a New Lease on Love." Isham Jones Orchestra.

Baseball Contest Boosts Cigaretts

WASHINGTON, June 19.—G. B. Macke, city's biggest cigaret vending operator, is boosting his 15-cent cigaret business with a baseball contest. Eight all-expense trips to the opening game of the World Series are luring the nickels and dimes into the Macke machines.

The idea centers on the book matches which are dispensed with each package, eight covers being necessary for each entry which guesses the finish position of the teams in both big leagues. The eight entries which are nearest correct win the trips. Contest closes August 15. Macke has Joe Judge, former Washington Senator first baseman and now a local restaurant owner, as the head judge. Entry blanks are available in a special receptacle attached to the cigaret machines.

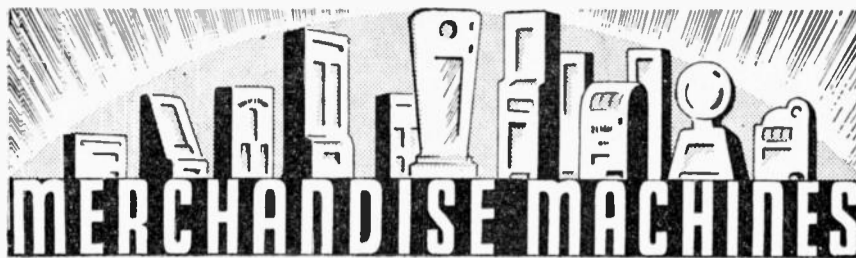
Response is fairly heavy. Care was taken to provide in the rules of contest the well-known "hand-drawn facsimile."

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.75** Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.



Hart Cites Popularity Of Merchandise Machines

NEWARK, N. J., June 19.—Frank Hart, of Eastern Machine Exchange, Newark, claims that the trend toward merchandise machines in the past year has been very obvious. Eastern has sold large quantities of merchandise machines, he says. This has led Hart into specializing in this type of merchandise, altho he still continues to sell all other types of coin machines.

Because of the great demand for toys and candies to fill vendors, Eastern has put together a de luxe selection that permits the operator to make a large profit. Hart claims the operators have ordered large quantities of his selection, proving that they favor the type of merchandise and the price.

New Simplex Cigaret Vender Makes Big Hit

CINCINNATI, June 19.—The new 1937 model Simplex Cigaret Machine has made a big hit with operators everywhere, according to a report made by Joseph Gertner, president of the company, which has specialized in the manufacture of cigaret vendors for the last

several years. Shipments have steadily increased since the first of the year, requiring the addition of an extra force of workmen to meet the demand, Gertner claims.

Simplex Vender is an eight-column affair with a patented gliding coin device that controls all columns, dispensing 10 or 11 cents, 15 or 20-cent packages, or both, in the same machine if desired. It seems that the simplicity of operation and the ease with which adjustments and changes can be made strikes the fancy of operators, because it is seldom necessary to remove a machine for any attention. A wide selection of color finishes makes it possible to match or harmonize with any location surroundings.

Cigaret Assn.

The June 7 issue of *The Manager's Mold*, official bulletin of the Cigaret Merchandisers' Association of New Jersey, Le Roy B. Stein, manager, contained the following suggestions:

CO-OPERATION: "A fundamental policy of our company is that we believe our responsibility to operators goes further than the mere manufacture of the merchandise they use; no matter how good any stage set for the distributive organization. Advertising is a big force assisting operators in securing new locations with the minimum amount of time expended. Create the desire on the part of the location ahead of time and the operators' location problems are

made all the easier. At the present time our company is circularizing close to 400,000 locations of all kinds thruout the United States and Canada, telling them why our product is a necessary item for their establishments. This is one of many similar mailings this company has made within the last four years and the cumulative benefits of such advertising is reflected in the demand upon operators for our machines." Don't you believe it would be to our advantage if cigaret machine manufacturers were to adopt this policy in circularizing new locations? Here is a service which the National Association could perform for the benefit of operators everywhere.

CREED: Here is a creed which our association could adopt: "To talk with God before I talk with man. To do my daily work with sunshine in my face and honey in my tongue. To be strong in the presence of temptation; alert in the presence of opportunity; open-eared to the call of conscience for service and sacrifice; open-minded to views of truth which differ from mine. To make duty a joy and joy a duty. To work and not worry; to be energetic and not fussy. To be true to myself and false to no man; diligent to make a living and earnest to make a life. To cherish friendship and guard confidence. To be loyal to principle at the cost of popularity. To make no promises I cannot keep, and make no foolish promises. To be faithful to every honest obligation. To be sweet-tempered under criticism; charitable in my judgments. To have no one simply because he is rich. To despise no one simply because he is poor. To be respectful, not cringing, to the great; sympathetic with the sorrowing; gentle with the weak, helpful to the fallen, courteous to all. To be simple in my tastes; quiet in my dress; pure in my speech, temperate in my pastimes. To become acquainted with great books; cherish inspiring thoughts, and keep my body on friendly terms with water and fresh air. To fear nothing, but sin; hate nothing but hypocrisy, envy nothing but a clean life; covet nothing but character. And at least to leave the world better for my stay; to face death without a tremor." (Creed of the employees of U-Need-a-Pak Company).

THE NEW SIMPLEX CIGARETTE VENDOR

Beautifully Finished, Newly Designed 8-Column Vendor.

Constructed of heavy auto body steel. So simple to operate that any adjustment or changes can be made on location in a few moments!

200 Pack Unit

Patented gliding coin device controls all columns and will dispense 10 or 11c, 15 or 20c brands, or both, in same machine with additional glider.

Mar-Proof Moro-Tex Finish in Colors

Platinum Gray, Tobacco Brown, Mahogany, Morocco Gray, Shamrock Green or a color that will harmonize with practically any location.

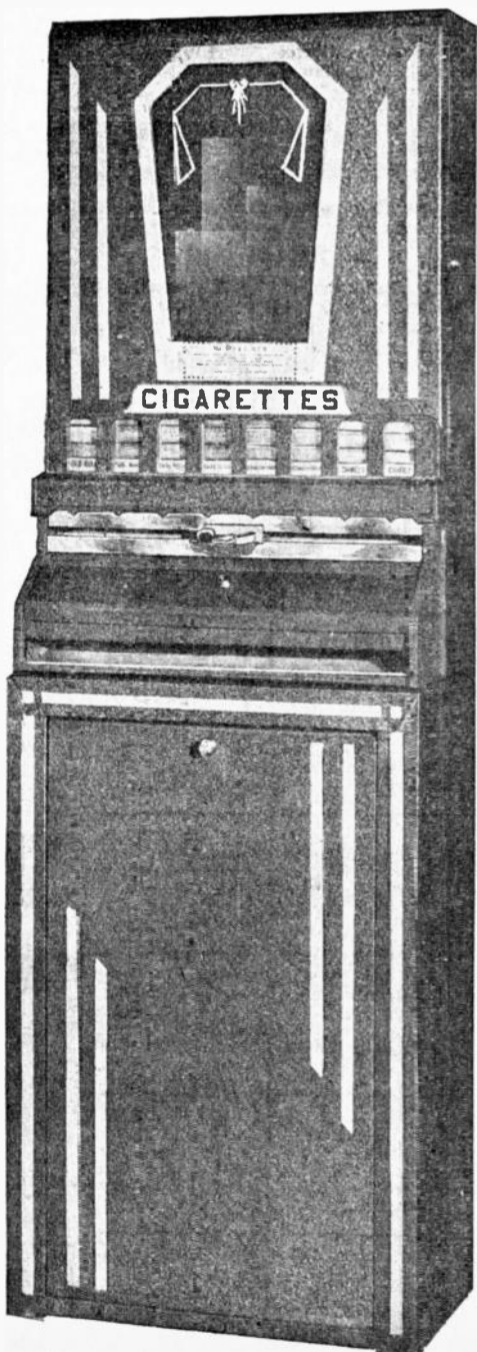
DAMP or GREASED COINS WILL NOT CLOG DETECTOR

No Frills or Useless Gadgets To Get Out of Order!

Up-to-the-minute operators are now buying the NEW SIMPLEX VENDOR, not only to cut the first overhead in half, but to maintain distribution in small locations that would otherwise be unprofitable. Fewer service calls with Simplex than any other machine. You can't go wrong when you buy a SIMPLEX. Send for circular and prices now!

SIMPLEX VENDING MACHINE CO.

804 SYCAMORE ST. CINCINNATI, OHIO



Selling Candy in Summer

By J. W. COAN

President Coan-Sletteland Co., Inc.
Madison, Wis.

Needless to say that those of us in the vending machine field scrutinize every publication issued pertaining to mechanical selling, and in June 5 issue of *The Billboard* it was with interest that I read an article pertaining to candy sales in the summertime, wherein the writer of said article advocated the sale of other commodities during the warm months as a means of increasing sales.

Having spent a good many years in the candy industry, it is not an uncommon remark to hear people say: "There is no candy business in the summertime." What they really mean to say is there is no chocolate candy business in the summertime. Of course, we all know the consumer will buy chocolate-covered bars if they can be handled in a salable condition, but inasmuch as chocolate is a butterfat, heat melts it as it does any other butterfat.

I would like to quote some experiences that I have had in the candy business that may be of benefit to candy vending machine operators at

large. And to those operators I would like to say: "Don't let anyone tell you there is no candy business in the summertime." As a matter of fact, machines located in public locations where a large number of people pass or congregate in the summertime, the operator should sell more candy, providing, however, that he sells a variety of summertime candies, brightly colored, cooling, refreshing and appetizing appearing merchandise such as caramel, nougat, fudge, nut-rolls, creams, coconut, tart flavors in clear candy. Putting merchandise of this kind into machines, coupled with the right kind of a merchandising card in a conspicuous place on the machine, will attract the consumer, which means more sales.

This is not theory; these conditions have absolutely been proven and any manufacturer of good candy will tell you that if the retail merchant would give his candy department the same consideration in displaying summer candies he would do a larger volume of business than in the winter months, and the answer is a simple one.

Merchants Neglect Candy

All people are out and around more

BALL GUM Our Specialty

The Finest in the Land

COMPLETE LINE ALL NEW SIZES BALL GUM—Beautiful Colors and Long Lasting Polish, Fine Flavors, Excellent Chew, Perfect Roundness.

LOW PRICES---WE ARE MANUFACTURERS

Write immediately for rock-bottom quotations on Ball Gum, Tablet or Stick Gum, Candy Imperials, Rainbow Peanuts, Boston Beans—also Candy Novelties, Bars, 1-lb. Pkgs., 5c Candy Hot Dogs.

YANKEE DOODLE GUM CO. 1732 W. Hubbard St., Chicago, Ill.

SOBER BREATH GUM VENDERS
(The Sensational Machine)
PEANUT and BALL GUM MACHINES

New and Guaranteed
\$2.40 and up

WANTED
Salesmen and Distributors who know how to Promote Sales. Attractive Proposition.

WIRE or WRITE for Details

BALL GUM DRILLED and NUMBERED 1 to 1200

At unheard of low prices.

ROY TORR
2047-A So. 68th Street
Philadelphia, Pa.

in the summertime than in the winter months, but, unfortunately, the average merchant has accepted the fact that people come into his store for refreshing drinks, therefore he devotes most of his time to those departments and neglects the candy department.

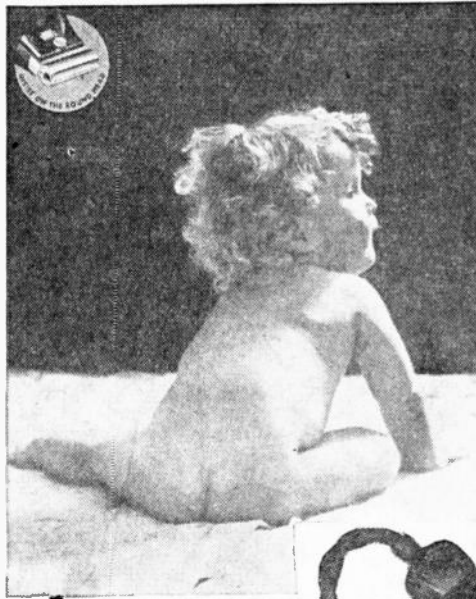
The writer has spent the last 15 years in the vending machine field and at all times has been closely in contact with the candy industry; and operators to whom we have suggested this plan of merchandising candy in the hot summer months have not lost business, but, on the contrary, the average sales have been larger. Particularly is this true where machines are located in factories and offices where the employee cannot leave his work. We all know we consume more sugar in the summertime than we do at any other time of the year, inasmuch as we take certain kinds of sugar into our system by eating the various foods of high sugar content nature has provided us with for summertime consumption.

Sugar, as we all know, is the driving power of all humans. Even the faintest flash on one's imagination is nothing more than the combustion of sugar. Without sugar there is no life. The human system needs to refuel with foods of sugar content at periods of exhaustion. Sugar is almost instantaneous in its action, and we all know how much more easily we become exhausted on a hot summer day, hence the requirement of refueling or the requirement of the necessary sugar to refuel.

Know Candy Business

Those of us in the manufacturing of candy vending machines should know our business. The more we know about candy and its purposes the farther reaching and the more successful we are as vending machine manufacturers. In the past vending machine manufacturers have built machines around a mechanical idea or around some promotional scheme. These machines were put into the hands of a novice who bought them with the idea of selling candy as a means of a livelihood but had no knowledge of the candy business, and sooner or later those kind of setups fail. It is figures of this kind that we hear about, and the result is that the entire legitimate vending machine industry has another black eye.

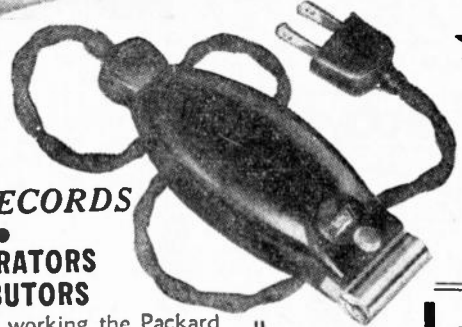
After all, candy bars are a combination of the finest things that nature produces and, in most instances, candy houses of national reputation put these various commodities of nature together in a scientific manner, which makes



JUST AN IDEA OF HOW SMOOTH A MAN'S FACE FEELS AFTER USING THE **\$15.00** *Nationally Advertised*

PACKARD

Lifetime LEKTRO SHAVER
and the reason why this remarkable Electric Razor is



BREAKING ALL SALES RECORDS

SALESCARD OPERATORS AGENTS DISTRIBUTORS

If you are not already working the Packard Lifetime Lektro-Shaver you are missing one of the finest opportunities in years to really MAKE BIG MONEY and MAKE IT FAST—for the Packard is

THE GREATEST ITEM EVER USED ON A SALESCARD

And the way we have the deal set up you can't miss.

SEND FOR FREE SAMPLE SALESCARD & FULL PARTICULARS TODAY

LLOYD'S JEWELRY CORP.

1 East 43d St.,

New York, N. Y.

PRICED Low
BIG PROFIT
SPREAD
QUICK ACTION
(SMALL FAST-MOVING GADGET)

10c VENDING MACHINE CANDIES AND NUTS

PER LB.
Why Pay More? Finest Quality Guaranteed.
600 Count per lb. Boston Baked Beans
625 Count per lb. French Burnt Peanuts
1650 Count per lb. Cinnamon Imperials
170 Count per lb. Lemon Drops
Finest Spanish Salted Peanuts

All above packed in 35-lb. Cases.
\$3.50 each, F.O.B. Chicago.
CHARM MIX OR TOY MIX, 12c PER LB.
Terms: Cash or 1/3 Oep. Balance C.O.D.

CASTERLINE BROS.
1916 Sunnyside, Dept. B, Chicago.
Nat'l Headquarters for Candy, Nuts and Premium Novelties

Better than a DUNCH-BOARD!

O.K. GUM VENDOR
VENUS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS.
TAKES IN \$60.00. PAYS OUT \$10.00 IN TRADE AWARDS.
PRICE ONLY **\$15**
For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.
WRITE FOR QUANTITY PRICES.
D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN-N.Y.

Only \$7.50

A 100% PENNY SKILL GAME that appeals to everyone. Locations and Penny Arcade Men, here is a real winner. 1/3 Deposit. Balance C. O. D.

DAVE MARCUS
B E. ROOSEVELT RD., CHICAGO.



THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING
Size 7x7x14"
CAPACITY 5 LBS. MERCHANDISE

PRICE ONLY **\$6.50**

F.O.B. Chicago. 30 DAYS FREE TRIAL. Thousands of them now on location. A proven money maker with a Written Guarantee. Baked enamel finish. Porcelain finish \$1.00 extra. Write now for complete details.

NATIONAL VENDORS CO.
4157 W. BYRON ST., Dept. B, CHICAGO.



PROVEN Money Makers!

Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley and rich penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profits. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.
FIELDING MFG. CO., Dept. 25, Jackson, Mich.

Reconditioned & Repainted Like New STEWART-McGUIRE 6-Col. 15c CIGARETTE VENDING MACHINE

Capacity — 150 packs
Free Book Match.
Slug Proof.
Cigarette Machines of every description — send for list.
1/3 Cash or certified check will all orders.
Operators Price Only **29.50 EA.**
Metal Stands \$2.00 each Limited Supply. Rush Orders Now.

Write—Phone—Wire
X. L. COIN MACHINE CO.
1351 Washington St. BOSTON, MASS.

NOVELTIES FOR YOUR VENDING MACHINES

ONE BOX OF 144 ASSORTED CHARMS OR ONE BOX OF 250 ASSORTED NOVELTIES AT 70c PER BOX WITH EACH 30 POUND CARTON OR OVER OF

HARD SHELL CANDIES

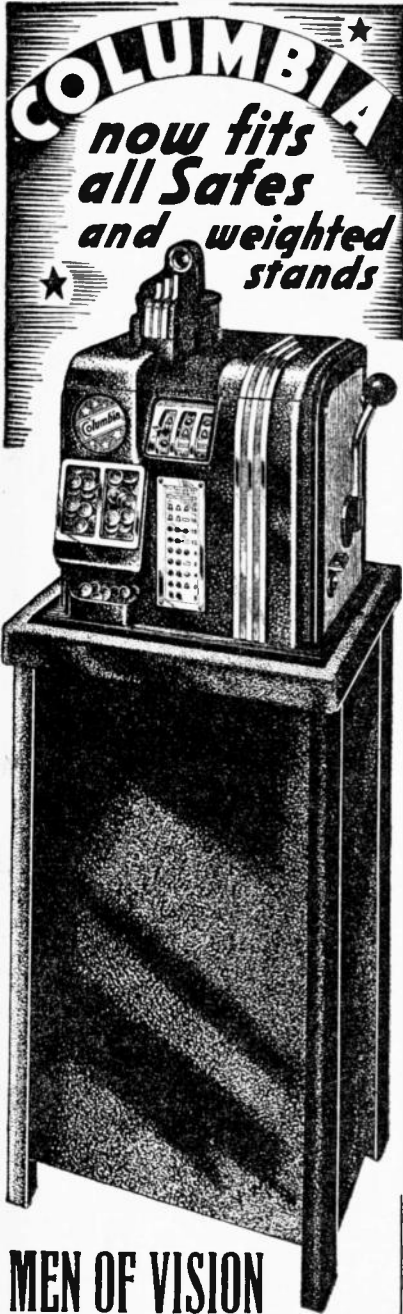
WRITE FOR PRICE LIST

PAN CONFECTION FACTORY

345 W. Erie St. (National Candy Co.) Chicago

VICTOR VENDORS
The Operator's Choice
FOR GREATER PROFITS. Acclaimed America's Greatest Value. Ultra Modern Design. Vends everything. Holds 5 lbs. bulk merchandise. Double Unit can be used as Singles if desired. Write at once for details and AMAZINGLY LOW PRICES. Immediate Delivery.
VICTOR VENDING CORPORATION
4203 Fullerton Ave., Chicago.

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



MEN OF VISION

have been quick to realize that Columbia has initiated an entirely new Era of Bell Machine Operation.

Hard-to-convince Operators who started with a Sample Columbia a few months ago today have routes of eighteen, thirty, fifty Columbias. Entire towns and a few good sized Cities have become exclusive "Columbia" territories.

This trend to Columbia has definite Reasons:

- (1) Columbia has amply demonstrated its great earning capacity; its ability to get the play side by side with any other Machine.
- (2) Compactness makes it ideal for operation in restricted territories; its silent operation is appreciated where discretion is necessary.
- (3) Columbia is a favorite with the public; easy playing action, fast spinning, lively reels, flashy jackpots get the customers lined up.
- (4) Only Columbia can be converted from Nickels to Quarters, Dimes or Pennies—right on location.
- (5) Coins or tokens played last are paid out first, after having passed through visible escalator.

Now—Columbia can be supplied with extra wooden sub-base to fit all safes or loaded stands; only \$1.50 extra.

Satisfaction guaranteed or your money refunded.

GROETCHEN TOOL CO.
130 North Union Ave.
CHICAGO

them pleasing in appearance and appetizing to the consumer.

Our policy is, and always will be, to lend as much assistance to operators buying our equipment as we possibly can by means of educational bulletins relating to the candy business and its seasonable commodities. As manufacturers of candy vending machines, we believe that we should know something about the candy business, and that every other manufacturer of machines should likewise. After all, the operator purchasing our equipment does not go into the vending machine business; that's the manufacturer's business. The vending machine is only the operator's equipment to do business with. His business is the candy business, and he buys equipment to sell candy.

It is with a great deal of satisfaction and pride that we can look into our activities for the last two years and see the success operators who have bought our equipment are enjoying, and how quickly and easily they learn something about merchandising candy. We find they are always eager for all the information they can obtain.

You may rest assured that the better candy houses in America will give to any honest, legitimate operation in the mechanical selling of candy their unbiased advice pertaining to the merchandising of candy automatically.

Epcro Products Well Received

DETROIT, June 19.—"The many enthusiastic comments we have received on our new Chereton Electro-Timer," states A. B. Chereton, president of the Electrical Products Company, "has convinced us that the product is the answer to one of the major operating problems. We are amazed at the reception given it by operators thruout the nation. Our claim that it would eliminate 80 per cent of service calls is more than substantiated by reports which operators have sent us. Many of them have stated that their games have been running steadily without a single service call since the device was installed."

Chereton also reports that Epcro Bell Locks are well on their way to becoming standard equipment for thousands of operators, and adds that many manufacturers have made arrangements for the installation of timers and locks on the various equipment they manufacture. He predicts that the two devices will become as indispensable to the industry as the Electropak is today.

May Need Extra Shift, Torr Says

PHILADELPHIA, June 19.—"It looks like we will have to put on another shift if business continues to increase the way it has been," reported Roy Torr. "We have had to put on extra help in the factory to keep up with the requests for immediate delivery, and if they come in any heavier we'll be forced to add a night force to satisfy the demands of our customers."

"Ever since we launched our promotion campaign," he continued, "our sales chart has jumped upwards by leaps and bounds. Right now we are enjoying just about the biggest business we've ever experienced. It won't make us a bit mad," he concluded, "if we have to put on additional men; for not only will it mean that we will be able to give employment to many more people, but it will also mean that our deliveries will be able to keep in step with our sales."

Charley House To Sell Disk Device

LOUISVILLE, June 19.—Charley House, president of Kentucky Amusement Company, will represent the Speak-o-Phone Recording and Equipment Company in Kentucky. House will open the first operation of the new equipment in this city and will then establish it in other cities in the State. He intends to get on the road with the equipment and bring it to the attention of leading operators. A separate unit will be created to handle the Speak-o-Phone business.

House declared that "Speak-o-Phone opens a new path to the operators because it meets a need for legitimate bus-

French Show Facts

Third French exposition of automatic coin machines was held at the Hotel Continental, Paris, May 27, 28 and 29. It was organized by Rene Godin, director of *La Revue de L'Automatique*, who also promoted the previous expositions and is well known to the trade in the United States.

The third exposition was generally regarded as showing progress over previous expositions and offered to the French trade all those advantages which the annual convention in Chicago offers to the American industry.

Sixty exhibitors occupied 110 stands. Among these 45 firms exhibited coin machines exclusively, the others displaying accessories and items for distributors.

The machines and merchandise shown this year was generally regarded as of much greater value and quality than the displays last year. The displays presented the appearance of a great fair.

One firm alone exhibited no less than 150 bell-fruit machines; there were in all about 280 machines on display of the bell-fruit type.

A new era for pin table games was indicated at the exposition. These games were prohibited by stringent regulations for the last two years. About 50 table games were shown, including a variety of payout tables. The majority were of American manufacture. All other types of coin-operated machines were to be seen.

Visitors were more numerous than in previous years. Admittance was strictly reserved for prospective buyers or people directly interested in coin machines and who presented invitation cards. The attendance records indicated about 1,000 to 1,100 people each day. Visitors came from all parts of France, with estimates that 90 per cent of the French operators attended the exposition.

Numerous visitors from Europe and America were also present. A co-operative banquet followed the exposition, at which more than 400 guests were present. At the end of the exposition general demand was made for another exposition in October, which will open the buying season. Godin expressed his opinion that the question of an exposition in October will be decided soon.

Kulick Leaves On Eastern Trip

CHICAGO, June 19.—Ben L. Kulick, newly appointed general sales manager of the Daval Manufacturing Company, recently departed on an extensive trip thruout the East, where he will contact his company's distributors in that territory.

Kulick reports that he has many new plans for the distributors and jobbers and will start the ball rolling this summer with more profits for all concerned. He has a special deal for ops, he says, which will bring them in closer direct contact with the factory and which will also assure them of the kind of service they always have wanted. One of the main subjects which he intends to discuss with distribs and jobbers will be the personal contact of ops and the necessity of aiding them in their problems in order that better relations may continue to grow thruout the industry.

Kulick has had all the firm's new games shipped on ahead. These include Boo-Hoo, Hit 'n' Run, Bumper Bowling, African Golf and Daval Derby. As all these games are in production at this time, Kulick states that he is in a position to promise prompt delivery.

ness which many of the ops want. This is another mechanical device which will enable the operators to give more complete service to their locations. That's why I feel certain that many ops will welcome the machine, for it will enable them to place another profit-making machine on many of their locations which will help to establish their business on a firm, profitable basis."

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BETTER SERVICE!**

AUTOMATIC PAYOUTS

Liberty Bell	\$6.50	Bonanza	12.00
Kingfish		Cocktail Hr.	
Rocket		Golden Har-	
Sportsman vis		vest	
Traffic		Sky High	
Treasure Ship	each	Wall St	each
Rambler . . .	\$15.00	Flying Turf	
		Daily Limit	
Pamco Parlay	\$17.50	All Star	19.50 ea.
Peerless		Redman	
Redwood		Multiple	29.50 ea.
Tycoon pak.		Gottlieb	
Bally Derby		Football . . .	\$57.50
Pamco Speed-	each	High Card . .	57.50
way		Derby Day . .	57.50
Blue Bird . .	24.50		
Novelty Games.		Counter Games.	
Cross Country\$.	7.50	Reel 24 . . \$	7.50
Hi De Ho. . .	27.50	Daval Races.	8.50
Action	\$4.50	Penny Ante	3.00
Auto Flash		HoleSmokes	7.50
Lape		Sweet Sally	5.00
Big Game		Club Vendor	25.00
Contact		each	

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Brand New Ball Gum Machines . . . \$3.00 Each
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BRINGS ALL OPERATORS LIFETIME BIG PROFITS

At Last!
A LEGITIMATE, PROVEN, STEADY BIG PROFIT. LIFETIME BUSINESS YEAR IN AND YEAR OUT FOR YEARS TO COME!

25c RECORDS OF THEIR OWN VOICE BRINGS \$300.00 PER WEEK AVERAGE TAKE

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For REALLY BIG, LEGITIMATE, LIFETIME PROFITS get SPEAK-O-PHONE started on your BEST LOCATIONS! Here's a business EVERY operator has been waiting for! Brings the public back again and again! BIGGEST, EASIEST PROFITS EVER EARNED! SPEAK-O-PHONE is a PROVEN PROFIT MAKER! Over 8 years on locations! SPEAK-O-PHONE offers every Operator, Jobber and Distributor a NEW, BETTER, LEGITIMATE WAY TO BIGGER PROFITS! WRITE or WIRE NOW for Complete Details!

Iowa Operators Planning Rally

DES MOINES, June 19.—Operators of amusement games, associated as the Automatic Merchandisers' Association of Iowa, are planning a rally to see what steps can be taken to secure a more favorable interpretation of the State's anti-slot machine law which goes into effect after July 4. Pinball operators were given a blow recently when the attorney-general's office issued an interpretation of the slot machine law which would forbid pinball, altho not mentioning such games specifically. The Iowa AMA is said to have a membership of about 250, with 20,000 to 25,000 games in the State.

Louis Ansher, attorney for the organized operators, said that a meeting would be held soon in Des Moines to decide upon a course of procedure. He said that the attorney-general's opinion would be objected to as being too broad an interpretation of the statute against slot machines.

The attorney-general's staff is said to have worked for more than a month on the slot machine opinion before agreeing on its final form. As issued, it is far-reaching in its consequences. Considerable discussion among staff members hinged on the status of pinball machines under the new statute. It is recognized that the statute does not clearly differentiate types of machines, but the opinion made public is considered so broad that all types of amusement games may be banned by enforcement officials.

Herman Budin Reports Increase in Export Biz

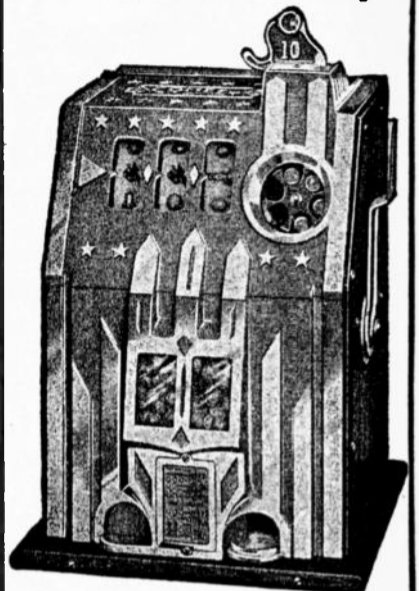
BROOKLYN, June 19.—Herman Budin, Budin Specialties, Inc., Brooklyn, informs that his business in exporting used equipment is continually improving. Due to the large amount of business from foreign shores, Budin has set up a section of his Brooklyn offices to take care of only this business.

Orders have been coming in from England, France, Belgium and the continents of South America and Africa. The main reason their export business is doing so well, claims Budin, is because of the fine equipment sent out. Every machine is tested and reconditioned until it is working perfectly.

In addition to the export business, Budin claims the sale of used equipment at home has been exceptionally good in the last few months and that the sale of new games continues unabated.

PACE COMET ALL STAR BELLS

The Machine of "Today"



"Operators," you will never know what real Slot Machine Profits are until you try a New 1937 Model Pace Comet All-Star Machine. Not only are they good-looking but they can stand the "Gaff." Actual tests on locations have proved that Pace's "Comets" are supreme as money-getters. They positively have no equal. Sold on money-back guarantee. You can't go wrong.

- 1c Play - - \$67.25
- 5c Play - - \$72.50
- 10c Play - - \$75.00
- 25c Play - - \$77.50

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THE RACE HORSE MACHINE SUPREME



It's that extra something that a Race Horse has on the Home Stretch that makes him a winner.

Only a horse with that little something can go on consistently to win as he chooses. So it is with Pace's Races! It has that extra something which makes it stand out in the homestretch, and it has that little something to bring smiles and joy to the operators. The oat bin (cash box) tells the tale. For Big Odds 52 weeks in the year, put your dough on Pace's Races. Brings home the bacon every time. If you haven't some of "Pace's Races" you are missing the best bet in Coin Machines today.

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NORTH WEST	WESTERN DISTRIBUTORS, Inc. 1633 S. W. Alder St., Portland, Ore.
KENTUCKY	KENTUCKY AMUSEMENT CO. 226 Walnut, Louisville, Ky.

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 - 1 WATLING, Like New, 8857687 25.50
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 - HIALEAH, BALLY OERBY \$19.50
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 - GUSHER, 5-Ball Ticket Payout Comb. 22.50
 - SUNSHINE BASEBALL, 5-Ball 22.50
 - JUMBO, RODEO, CALIENTE 12.50
 - IVORY GOLF, 2-Ball 6.75
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 - CLEARING HOUSE, PENNY PACK \$4.75
 - WESTERN RACES, HIGH STAKES 4.75
 - NOVELTY PIN GAMES — MAKE US AN OFFER for all or part. Cash or Trade.
 - Bally Booster, Rugby, Hold 'Em, Gusher, Short Sox, Madcap, Neck 'N Neck, Banker, 666, Exhibit Baseball, Exhibit Football, Line-O, Base Hit 2 Kings, Man 'N Moon, Pippin', System, 2 Bombers, Tetaltite, Twenty Grand, Scotty, Over and Under, Ball Fan, 2 Screamo, Pargolf, Balance Line, Kings of Turf, Five and Ten, Angle Lite, Hopscotch.
 - One-Third Deposit Required.
 - FINN & GENE, Mocanaqua, Pa.

Al Lipshay Pinch Hits While Fishman Is Away

NEW YORK, June 19.—Al Lipshay, first lieutenant to Joe Fishman, of the Amalgamated Association, this city, is

in full charge of the business affairs of the organization while Fishman is in Chicago going over various matters with manufacturers.

According to reports, Lipshay is doing a commendable job and has won the praise and respect of the operators. He is said to be giving operators his personal attention while Fishman is gone.



TESTIMONIAL DINNER TO B. L. KULICK
COPLEY SQ. HOTEL BOSTON, MASS. MAY 26, 1937.

AT TESTIMONIAL DINNER TO BEN L. KULICK, given by Boston friends upon his leaving to join Daval Manufacturing Company, Chicago. Left to right around table: Art Sturgis, George Navickas, Herman Pollack, Albert J. Navickas, Bert Klapper, Leo Fox, Charles Foote, Ben D. Palastrant, Ben Kulick, Bill Brase, Phil Young, Alfred D. ..., Nick Russo, Arabelle Viana, John Fiore and John Chaplain.

B EXTRA 4 "B" SPECIALS B

- BALLY BOOSTER \$31.50
- DOUBLE ACTION (Keeney) 25.00
- SHORT BOX 7.50
- SLOT MACHINES
- MILLS FRONT VENDER MYSTERY (5c) \$37.50
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- MILLS EXTRAORDINARY MYSTERY (5c) 45.00
- MILLS BLUE FRONT MYSTERY GOLD AWARD (1c) 47.50
- MILLS BLUE FRONT MYSTERY GOLD AWARD (5c) 67.50
- MILLS BLUE FRONT MYSTERY (5c or 10c) 67.50
- MILLS FUTURITY (25c) 52.50
- MILLS O. T. (5c) 37.50
- WATLING FRONT VENDER GOOSENECK (5c) 27.50
- WATLING ROLOTOP (5c) 47.50
- WATLING FRONT VENDER GOOSENECK (10c) 32.50
- Terms: 1/3 Deposit, Balance C. O. D.

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1-BALL AUTOMATIC PAYOUTS — NEW UNITS

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BLUE BIRD\$45.00	RAMBLER\$27.50
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NOVELTY GAMES
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POCKETS 19.50

ALL BRAND NEW! ALL IN ORIGINAL CRATES!
LIMITED QUANTITY—WRITE, WIRE, PHONE—ORDER IMMEDIATELY
1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
WRITE FOR LIST OF 350 USED PAYOUT AND NOVELTY GAMES.
BEST IN THE WEST.

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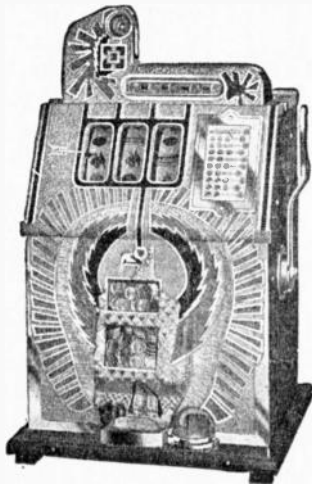
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H. ROSENBERG COMPANY 158 ST. NICHOLAS AVE., NEW YORK, N. Y. (Phone: Monument 2-3960)

Automatic Amusement Co. Inaugurates Night Service

EVANSVILLE, Ind., July 19.—In line with its general expansion program, announcement has just been made by Charles Ewing, general manager of the

Automatic Amusement Company, Evansville, of the inauguration of a night force of mechanics for service to the operators and their locations.

The added service has been made necessary due to the increased business that the Automatic Amusement Company is enjoying thruout this section. Ewing reports.

Making Money With Vending Machines

By H. F. REVES

(This article is based upon conversations with W. R. Cornell, president of Snax Automatic Stores, Inc., Detroit, and with operators in the vending-machine field.)

HE dreams of progressive coinmen a few years back that nearly any kind of merchandise could be profitably sold thru vending machines may never be realized, but there is a wide field for successful merchandising of many diverse types of articles in this way. But the vender is not a method of creating miracles—it can only function as well as the operator allows it to.

Since the vender is a merchandising machine it follows that the operator must study the principles of sound salesmanship and retail management. Some apply to any kind of goods or way of selling, but others are restricted to this special manner of dispensing. The sensible operator will study the experience of others and profit by it—but he will not follow any rules slavishly, for he will find that circumstances must in every case be allowed to alter cases.

Location selected, type of merchandise offered and service given machines are three vital factors in the success or failure of any individual machine. Operating problems must be studied in terms of averages, since the operator of many machines is somewhat in the position of the operator of a chain-store system. He has many individual retail units and must take all, not just one, into consideration.

When a chain-store operator wants to locate a new store he sends out "spotters" to look over the available places, noting the numbers and classes of people who pass by. The operator of a coin machine should do the same thing on a somewhat smaller scale.

Decide who the customers are to be first of all. The product to be sold will determine this in large part and will be considered later, but this is important. Women and children, for instance, offer probably the best customers for candy bars. However, industrial workers are growing in importance nowadays and some operators report success with school teachers.

Whatever kind of business the operator seeks he must find a place where the prospective patrons will be long enough to buy from his machine. Putting a machine at the door where workers leave for home at night won't help much. They want to get home too quickly even if they would stop to buy a candy bar at that inopportune time. A drinking fountain, on the other hand, offers a very suitable location usually. People who have the time to take a drink will usually rest a few seconds before going back to work—and that is when they are likely to be in that pleasant mood conducive to buying.

The location should be selected in detail with a view to the best possible display of the machine and merchandise. A dark corner is of little use. People don't really make a roadway to the door of the man who has a better mouse trap to sell—they expect to have merchandise so displayed that inspection is easy. A well-lighted location is necessary to accomplish this. Special lighting may be installed to take care of the requirement if the operator deems it necessary. Some machines are equipped with effective display auxiliaries, and these should be used for their full effectiveness.

Locating Machines

In laying out a route of machines some attention should be paid to the spread of the locations. Both extremes are to be avoided. The placing of units too close together, say in every store in

a block, would just mean competition between units that would be wasteful and would have little effect in increasing gross sales, while greatly increasing the basic investment.

On the other hand, locations should be close enough so that they can be serviced easily. The operator who spots his machines one or two to a small village over a wide area is going to have quite a problem getting around to them and must make sure that proper service arrangements are made locally and watch his overhead costs closely. An average for store locations is 50 to the square mile in a typical city. Where multi-family dwellings prevail the number may be doubled or trebled.

The type of place in which the machine may be located can be classified in one of three groups. Individual operating conditions will differ, and the operator can determine for himself whether to specialize in one or other the three or to try to be a "jack of all trades" by covering all. The extent of his territory will be one important factor. In a small town he will tend to cover everything in town that is available, but in a larger city the trend is toward specialization—one operator may touch nothing but hotels, another nothing but factories and so on.

Location Types

The classes are: 1—Places where the people who frequent them are unable to leave for a short time during working hours in order to go out to a store near by and make their purchases. Company policy often will not allow the employee to go further than his own department, in a large plant, and he must accordingly patronize the machine which should be conveniently placed near where he works. Among such locations are manufacturing plants, wholesale houses, warehouses, offices and schools. Among places where the customers cannot leave at will might be included jails, if any operators have access to them!

2—Places frequented by the public, where the merchandise placed in the machine would not otherwise be sold. The possibilities here are endless. Careful selection of the spot and the merchandise, varying the items sold to meet the local situation in the case of selective venders particularly, will justify many unexpected locations. Typical ones are office buildings, garages, hotels, gasoline stations, waiting stations for bus and trains (and airports), restrooms, clubs, apartment houses, recreational centers, golf courses and retail stores and markets of all kinds.

3—Locations where the machine is apparently in direct competition with the store itself, which also stocks the same merchandise. Here the best qualities of good salesmanship are called for, as well as business acumen in the first place in assessing the opportunities in a particular spot. The true function of the merchandise machine as the modern way of retailing should be realized and stressed here. The extreme idea of a completely mechanical store may never be achieved, but individual units of varying size can be fitted into existing stores without too great change of present practice. During rush hours, for instance, the store is crowded and some small items will be purchased over and over again. Cigaretts, candy, matches, perhaps would be fair examples. These would be items that could easily be sold from vending machines, and the clerk would not be forced to take time out from trade definitely requiring personal service to take care of this less lucrative business.

The operator has a reciprocal duty to himself in the selection of a location finally. If he goes into a store that

is known for selling low-quality goods the public will remember his machine there and forget having seen it in better spots as well. Disappointments in quality of goods tend to be remembered better than good qualities. Even tho the merchandise itself is of high caliber, it will be too closely associated with the unfortunate reputation of the store or other location. A machine in a large department store, for instance, will usually tend to be regarded as having the same quality merchandise as the store handles. A machine in a respected neighborhood store will likewise be respected.

In making the basic agreement with the location owner the form should be as simple as possible—and, of course, in writing. Relations with location owners are of vital importance to the operator and must be kept upon a friendly basis. Involved contracts subject to hairsplitting on legal interpretations can only cause trouble or arouse suspicion in the end. Prompt payment of commissions based upon the receipts of the machine is so obviously necessary that it scarcely deserves mention, but too many operators have an obnoxious tendency to procrastinate on this important point.

Getting a machine into a location is not the end of the job. The operator who forgets to keep on the watch for occasions will after a while find himself in a rut, which means suicide in the end. This does not mean inserting a location for a better or the slightest excuse. Some operators must be expected to be location owners, and a machine can be kept in as long as it is profitable. The new location is a new machine and a new location of the route.

Records of each machine should be kept in any convenient form. They should show the daily sales on a regular basis. In the case of a concentration requiring frequent servicing it will not be difficult to maintain a simple form adapted to the minute can easily be devised. A service trip at the same day will be a help in equalizing the value of the reports since they can be over the same 24 hours. A selective machine will give surprising results from day to day. For instance, the best location may prove a very profitable one elsewhere. From close study of the reports the reasons can be disclosed and problems for them analyzed, and in the machines can be corrected accordingly.

Advertising Merchandise

Advertising of the merchandise must be made in accord with the policy of the public what it wants, and is fundamental to merchandising in the end.

Selection of merchandise selected should be as popular where they are sold. The first rule of some operators is to stock nationally advertised merchandise exclusively. This is not necessarily the best policy, altho it has its advantages. The nationally known item will be a better seller than any local brand, for instance, in places frequented by the traveling public, such as hotels and railway stations. Of course, the quality of the brand must be adapted to the location, too. The most famous 5-cent cigar would be a poor seller in the most exclusive club in town.

Brands which are well known locally are often just as good sellers in the immediate neighborhood and should be used where the opportunity offers. Local good will can indeed often be built up by this method.

New products will have a certain opening thru the vending machine as well. Perhaps some special advertising can be done right on the face of or near the machine, calling attention to the new product, and it can be attractively dressed up to appeal to the public thru the display window of the machine. Quality products can be sold in this way, but the operator must see to it first that the product has genuine quality and that he is not buying something which will do his machine's repu-

tation more harm than good. The principles of sound merchandising selection must be applied with unusual care in such matters.

A selective vender should be what the name implies—one carrying as wide a line of merchandise as a good drug store does of cigars or cigarets to allow the customer to make his own selection of product and brand. There are sensible limits to such variety, and the operator's business instinct must be brought into play to learn where they are for each location.

Stocks of merchandise must be kept down to the current requirements, and items that stale readily should be purchased in smaller quantities than more staple products. A few days' supply of candy, for instance, is amply sufficient, and the less on hand the better.

A smaller stock of even the faster selling lines that are less perishable is desirable so long as enough is on hand to keep the machines adequately serviced, to allow steady changes of products offered as changes in public taste demand, and to avoid being "caught short" with unsalable goods on hand.

Good Appearance

The need of appearance in the goods sold is fundamental. Usually, the original wrappers of packaged goods are the best advertisement. Packaging has become increasingly more important in the world of merchandising, and the customer is accustomed to expect something both neat and attractive. Moreover, the package usually has a lot of advertising value, and the combination of these two qualities makes it imperative that it should be displayed as well as possible. A machine with plenty of display window space is therefore desirable in most instances.

Slovenly packages in the machine, or slovenly care of the machine face, allowing it to become and remain dirty, will create a bad impression. The operator, in servicing the machine, must keep this in mind and realize that his efforts should not end with seeing that the machine works and has enough stock inside. Replacement of soiled packages must be charged up to profit and loss, altho, barring major accidents, like flood or fire, the merchandise should not be damaged after it is inside the machine, and damage before that is probably the operator's own fault. Cleaning off the machine, getting rid of the dust and seeing especially that the glass windows do not become seared, are vitally necessary.

Machines should be periodically given a general overhauling, and enough extra machines to allow this should be kept on hand. A 50-machine route, for instance, could go on the basis of rehauling one machine a week, including complete repainting of parts requiring it. One extra machine could be kept on hand and progressively moved from one location to the other as the machines are taken out for general servicing. This is entirely apart from any special mechanical servicing that individual machines may require. Manufacturers' special directions for care must be rigidly followed in order to keep the machines in perfect operating order at all times.

Service calls should be answered promptly. The best mechanism will go wrong at times, particularly with careless humans around. The coin chute may jam, somebody may try to smash the glass window in the machine, or even the machine may be so well played that it runs out of stock ahead of the anticipated time. It is up to the operator to see that he or his assistant can be reached by telephone at all reasonable hours by his location owners—and then to get over to the complaining location as swiftly as possible.

The public may require education to the use of a new type of machine, and this must not be forgotten. Special signs showing how to use the machine will also help to attract attention to it. Of course, any good machine should have full directions upon its face, in simple

The CHERRIES NOW DELIVER

10



New Payout: When 2 Cherries and a Lemon appear, instead of getting 5, as you used to, you now get 10. Likewise do you get 10 when two Cherries and a Bell appear! Ten instead of five! Ten is a Big Award. It's a happy surprise, something worth getting, something worth shooting for, something new!

So you don't get confused, the machine pays out as follows:

3-10-14-18-20 AND THE JACK POT

The Rol-A-Top is built in 1c-5c-10c-25c and 50c play. It is built in the Straight Bell, as herewith shown, and is also built in the Front Vender model.

The Rol-A-Top can also be furnished with the Wonder Payout, which pays out 3-5-10-18-20 and the Jack Pot, or the Straight Payout, which pays out 2-4-8-12-16-20 and the Jack Pot.

MADE ONLY BY

WATLING MFG. CO.

4640-4660 W. Fulton St.

CHICAGO, ILL.

Est. 1889 — Tel.: Columbus 2770.

Cable address "WATLINGITE," Chicago.

language "that a child can understand."

All these rules do not guarantee success unless the operator puts his own personality and interest into the business as well. They can only be a general guide to conditions. The operator must determine in the case of each location just what the most important factors are, and guide his decision accordingly. He may find that at some spots a filling once a week instead of daily is sufficient—again, that a selective vender might be stocked entirely with one type of item in some rather freakish location. Success here comes to the man who can apply the rules, and also has enough common sense to know when to rely upon his own instinct and intelligence in charting a new course.

Two New Incorporations

ALBANY, N. Y., June 19.—Brooklyn Amusement Machine Company, Inc., Brooklyn, has been chartered by the secretary of state to deal generally in vending machines. Company has a capital of 100 shares of preferred stock at \$100 per share and 100 common stock, no par value. Promoters and stockholders are Charles Aaronson, Ann Aaronson and William Lassoff, Brooklyn.

United Vending Service, Inc., New York City has been authorized to engage in business. It has a capital of 200 shares of stock, no stated par valuation. Shareholders: Irving Silverman, Charles Farber and Helen Farber, New York City.

BUMPER BOWLING

Outshines-Overshadows and
TAKES THE PLAY AWAY FROM ANY GAME ON ANY LOCATION!



GIANT SIZE BUMPERS

X-TRA SCORE CHANNEL

MYSTERY BUMPER

ABSOLUTELY LEGAL EVERYWHERE

OPENING CLOSED TERRITORY

LONG TIME PROFIT PLAY

LEGAL EVERYWHERE

Reviving hundreds of locations! Opening closed territory! BUMPER BOWLING combines the LEGAL ACTION of bowling with the fast, steady MONEY-MAKING features of bumper amusement tables! IT'S THE ONLY SKILL-ROLL JUMBO-BUMPER-SPRING GAME ON THE MARKET!

SKILL ROLLING IS WHAT COUNTS

Like in bowling, player uses WRIST-ACTION to roll five 3-inch rubber balls up the glass runway for a winning score. The ball drops down at the top of the glass panel onto the playing field and rolls down to the front with a bumping, clicking, crackling rat-a-tat-tat action on the JUMBO SIZE BUMPER SPRINGS scoring from 100 to 20,000! The scoring is X-RAYED on the GIANT SIZE "MIRRO-FLASH" Daval back-board! Bumper Bowling is cheat-proof! Adding a sixth ball to the game will cancel the score! NEW BALL COUNTER counts each ball played. Last "Hundreds" previous player scored at top of score board remain lit acting as an inducing BONUS for next player!

MONEY GETTING THRILL FEATURES!

"X-TRA SCORE" CHANNEL PLUS "MYSTERY BUMPER" add a million dollar thrill to Bumper Bowling play-action! Player can score anywhere from 200 to 1,500 extra points by skillfully rolling ball into "X-TRA SCORE" CHANNEL and perhaps more than DOUBLE this score by hitting "MYSTERY BUMPER" at bottom of playing field! BIG SCORES! BIG THRILLS, BIG APPEAL! BIG PLAY! BIG PROFITS!

A Daval Game GIVES YOU MORE FOR YOUR MONEY

--that's Bumper Bowling... the ONLY game that is LEGAL EVERYWHERE and that actually HYPNOTIZES the players... HOLDING them at the game HOUR after HOUR! OUTSHINES—OVERSHADOWS and TAKES THE PLAY AWAY from any game ON LOCATION!

WRITE FOR PRICES AND FULL DETAILS! BE FIRST TO CLEAN UP!

Get Busy! RUSH YOUR ORDER NOW!

Though Large Enough To Capture Complete Attention the Beautiful "Bumper Bowling" Easily Fits Into Any Location Anywhere!!!

★ DAVAL MFG CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

5 BALL LEGITIMATE NOVELTY
BOO-HOO PIN GAME



BOO-HOO is recognized by the entire industry as the "Year's greatest 5-Ball Novelty Bumper Action Pin Game!"

BOO-HOO leads them all with speedy, thrilling, last second suspense, 5-Ball racing ACTION! BOO-HOO features new style "speed action" bumper coils! BOO-HOO X-RAY light-up backboard is unequalled! BOO-HOO is BIGGER in SIZE—BETTER in PLAY! BOO-HOO is chasing the "summer season blues" a way by DOUBLING and TRIPLING PROFITS on the most ordinary locations!

For the BIGGEST PROFITS you have EVER EARNED—RUSH YOUR ORDER for BOO-HOO Today!

BOO-HOO ON ANY LOCATION MEANS MORE MONEY IN YOUR BANK ACCOUNT!

BOO-HOO OPERATORS PRICE
\$72.50
 TAX PAID F.O.B. CHI.

Chicoin Offers New Payout Game

CHICAGO, June 19.—"An old song gets a new twist and the chorus that greets the ears of operators these days is not *Take Me Out to the Ball Game* but 'Bring that ball park to me,'" says Sam Wolberg, official of the Chicago Coin Corporation, in commenting on the firm's one-ball bumper payout release, Ball Park.

"Our distributors have committed themselves to unusually large orders for Ball Park," he continued, "confident that our version of America's national sport will meet with the approval of players. They tell us that the success of Ball Park is a foregone conclusion and indicate the surprising Chicago Coin features as the basis for that opinion. We feel that they are correct because location tests to which we have submitted Ball Park have proved its strong appeal and performance ability."

Prior to leaving for an extended tour of the West, Sam Gensberg, in charge of production, discussed the various features of the game. He said: "Ball Park has been designed to afford a more complete action for the player, both on the light-up backboard and on the playing field. The backboard, in addition to featuring simplified scoring in highly visible lighted figures, also shows the players running the bases in lights. Players shown on the backboard are advanced from base to base each time the large steel ball contacts one of the improved bumpers on the brilliantly colored playing field.

"Features on the playing field include two home-run bumper springs, which, when contacted, add a run to the winning score and cause home-run indicators on the backboard to flash, thus adding considerable liveliness to Ball Park.

"Another important feature is the combined free-play and home-run hole. When the ball drops into this pocket, the player not only adds an extra run to his score, but he may replay the ball in an effort to gain a higher score without inserting an additional coin. To enhance the action on Ball Park the playing field is studded with double-post rebound springs and is surrounded by lively spiral springs."

Ponser Says Fast Delivery Is Needed

NEW YORK, June 19.—Again George Ponser is planning a trip to Chicago. This time, however, he intends to get together with manufacturers and see if better methods of production and delivery cannot be worked out on new games. Ponser states that his firm has been spreading out thru the East at such a rapid pace, and his salesmen have been sending in such large orders for new games that the factories have not been able to keep up with the demand.

"I believe that the time has come," he stated, "when the manufacturers will have to adopt a new production system so as to guarantee the distributor complete and faster delivery of games. My main purpose in making this trip is to find out if some way can be worked out whereby it will be possible for us to guarantee prompt delivery of new games to our customers."



MARTY LEMEFOFF, new Western sales manager of the American Sales Corporation, Chicago.

THRILLING ONE BALL BASEBALL BUMPER ACTION PAYOUT
HIT 'N' RUN CONVERTIBLE TO 5 BALL PLAY

Daval invaded the Pay Table field with the BIGGEST PROFIT GETTING GAME of them all! HIT 'N' RUN is UNEQUALLED for THRILLS, SPEED, ACTION, SUSPENSE, EXCITEMENT, WORKMANSHIP, QUALITY, MECHANICAL PERFECTION and BIG PROFITS! Hit 'N' Run is the first ONE-SHOT PAYOUT with TRUE BASEBALL BUMPER PLAY. Hit 'N' Run is quickly and easily convertible to 5-Ball Play wherever desired! Big, beautiful playing field with fast clicking, scoring bumpers and fascinating light-up action on super-sized, attractive backboard make Hit 'N' Run THE PAY TABLE YOU NEED! Super-Beauty, Super-Size, True Perfection—ALL in HIT 'N' RUN! Don't Delay! Don't take Chances! RUSH YOUR ORDER FOR HIT 'N' RUN NOW!



"A Daval Game Gives You MORE for Your Money!"

HIT 'N' RUN OPERATORS PRICE
\$149.50
 TAX PD. F.O.B. CHI.
 NO EXTRA CHARGE FOR CHECK SEPARATOR
 ticket model
 110.00 c622

All orders filled in ROTATION as received! FIRST COME—FIRST SERVED!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

WE SOLD OVER 800 IN LESS THAN 3 WEEKS
 LET US TELL YOU HOW TO OPERATE THE ONLY LEGITIMATE RACE HORSE NOVELTY PIN GAME BUILT!
BOO-HOO
 WRITE OR WIRE TODAY!
SUPREME
 VENDING COMPANY, INC.
 64 ERASMUS ST., BROOKLYN, N.Y.

OPENING CLOSED TERRITORY EVERYWHERE
BUMPER BOWLING
 THE GREATEST ROLL DOWN GAME EVER BUILT—SEE IT TODAY AT—
SUPREME
 VENDING COMPANY, INC.
 64 ERASMUS ST., BROOKLYN, N.Y.

THE ONLY 1-SHOT BUMPER BASEBALL PAYOUT IN THE INDUSTRY—A BIG HIT.
HIT 'N' RUN
 A BIG SENSATION EVERYWHERE
 Only \$149.50
 No Charge for Check Separator
 TICKET MODEL \$10 EXTRA
SUPREME
 VENDING COMPANY, INC.
 64 ERASMUS ST., BROOKLYN, N.Y.

THE DE LUXE CONSOLE WITH THE BEST JACKPOT EVER ORIGINATED!
AFRICAN GOLF
 WRITE OR WIRE US FOR PRICES AND FULL DETAILS
SUPREME
 VENDING COMPANY, INC.
 64 ERASMUS ST., BROOKLYN, N.Y.

FOR SALE, CHEAP!
 50 Latest Type A. B. T. Targets Skill SPECIAL PRICE EACH, \$20.00
 Targets Like New and Perfect
 Terms 1/3 down, Balance C. O. D.
 F. O. B. Brenham.
SCHATZ NOVELTY CO.
 BRENHAM, TEXAS

JUST OUT! A Sure Hit!

BALL PARK



WE'RE BROADCASTING THIS MESSAGE TO PAY TABLE OPERATORS WHO WANT A GAME THAT'S *GOOD!*

PLAYERS ACTUALLY RUN BASES ON BACK RACK—2 HOME RUN BUMPERS AND A HOME RUN—Free Play Hole.

Each hit against a bumper on the board advances the ball player another base on the back rack. A ball in the only hole on the board advances the player around the base for a home run and also gives the shooter another shot. Each of the 2 Home Run Bumpers add a run to the total score. Super DeLuxe throughout, Electropak equipped!

\$149.50

\$10.00 Extra for Ticket Model—TAX PAID F. O. B. Chi.

1 BALL PAYOUT
NOT TOO TRICKY BUT PACKED WITH APPEAL!

Immediate Deliveries
A Game worth \$10 more



SENSATION OF 1937

A 5-ball novelty game featuring "Twin Electro" Skill Gates and "Duble Spring" Skill Row Skill features that induce continuous play.

\$69.50

THE ONLY DELUXE GAME SO LOW PRICED.

PADDOCK PAY TABLE

A clever 1-shot horse race payout table. Horses actually race around the illuminated oval track on the back rack. Easy set and award adjustment.

\$149.50

\$10 Extra for Ticket

RE-PLAY, NOVELTY

Reorders are pouring in for this game with the free re-play coin chute.

\$64.50

CHICAGO COIN Mfg. Co.

1725 W. DIVERSEY · CHICAGO

500

LATEST TYPE BUMPER GAMES FOR IMMEDIATE DISPOSAL! MANY LIKE NEW!

- SCORE BOARDS \$27.50
- BALLY BOOSTERS 27.50
- HOME RUNS 27.50
- RICOCHETS 24.50
- DAVAL BASEBALL 24.50
- BALLY BUMPERS 19.50
- HAPPY DAYS 14.50
- ROLL OVERS 14.50
- HOLD 'EM 11.50
- LIGHTS OUT 11.50
- BALLY POCKETS 11.50
- SHORT SOX 9.50

1/3 Cash With Order, Bal. C. O. D.
100 ASSORTED GAMES PRIOR TO THE ABOVE ANY 3 FOR \$20.00 (FULL CASH WITH ORDER.) YOU NAME THEM!

NATIONAL COIN MACHINE CORP.

1724 NO. CHARLES ST. BALTIMORE, MD.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Strikers Enjoy Track Time Game

CHICAGO, June 19.—An unusual operating experience was recently disclosed by Ray Becker, sales manager for the J. H. Keeney & Company, which he believes is highly indicative of the ability of the firm's de luxe payout game, Track Time, to stand up under unusually trying conditions.

In recounting the story, Becker stated: "This operator placed a Track Time in the commissary of a large factory in the Middle West. One day, without warning, the employees staged a sit-down strike. Outsiders were not permitted to enter the plant, and the operator found it impossible to remove the game.

"After 10 days he managed to contact one of the strike leaders who told him that the game was one of the employees' major diversions and that it was being played day and night, not with slugs, but with actual coins. The operator then asked permission to service the machine, but was told that the game was running perfectly, despite constant day and night play. The leader then assured the operator that the machine would not be tampered with and that all the money would be there when the strike was settled.

"It's not hard to realize why this operator placed an order for more Track Times," concluded Becker. "His experience adds further weight to the value of the 10,000-test play to which every game is subjected before it leaves our factory. It also proves the strong appeal which this game packs by its ability to keep a group of men fascinated for 10 days and nights without boring

them to distraction. With the interchangeable tops available, there is no question but that the game has life-long appeal."

Bowling Games Getting Hot Weather Business

CHICAGO, June 19.—Operators are clamoring for games which can be placed in open-air spots, what with hot weather breaking all over the country, and bowling games are meeting with as great favor as they did during the winter months.

N. L. Nelson, head of the games division of Rock-Ola Manufacturing Corporation, told a representative of *The Billboard* a few days ago: "Rock-o-Ball sales are better than at any time during the season so far. They have proved favorites with location owners because of the brisk stimulation they give the other business in all spots."

One operator, he said, called the factory five times in one morning last week and begged for immediate delivery on a Rock-o-Ball because the location owner would consider only a bowling game in his place.

Rifles Are Popular At Church Bazaar

CHICAGO, June 19.—"Chet" Benson, manager of the rifle division of the Rock-Ola Manufacturing Corporation, reports that many operators are taking advantage of the church carnival season and are capitalizing on the gay carnival spirit of the people by placing Tom Mix Radio Rifles at these affairs.

Benson says one particular operator made a deal with the hamburger conces-

Protect Your Route Without Delay 1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE



PRICES For a Limited 'Watch the DUCK Dive' Time.

- Sample (one only) \$1.50
- Lots of 6 1.30
- Lots of 12 1.20
- 1/2 dep. with order. bal. C.O.D.

STAR SALES CO. 3921 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please

18 RAY'S \$119

One-Third Deposit. Immediate Shipment. UNITED AMUSEMENT CO., 908 McCullough, San Antonio, Tex.

sion to give free hamburgers to any "Dead-Eye Dick" who successfully hits 10 ducks in a row. This scheme worked so perfectly that it was necessary to rope off the guns to keep the crowds away.

HOME STRETCH

AUTO DERBY

**ANOTHER
PAIR OF
PROFIT
TWINNINGS!**

**THE SEASON'S TWO BIG
NOVELTY HITS featuring-
GIANT NEW TYPE BACK
BOARDS with LIVELY NEW
LITE-UP ACTION - BUMPER
SPRINGS! CHANGING ODDS!
DOUBLE AWARDS! TRIPLE
AWARDS! STYLED BY GENCO FOR
THRILLING ACTION
and SIZZLING PROFITS!**



\$74⁵⁰ TAX PAID
GENCO, Inc.
2621 N. ASHLAND AVE.
CHICAGO
F. O. B. CHICAGO

New Bowling Era

By A. S. DOUGLIS, President
Daval Manufacturing Company, Chicago

Tho the novelty pin game remains the greatest attraction the coin machine industry has ever produced, new kinds of games are in demand to revive, stimulate and enhance the pleasure of coin-operated amusement.

Because of this fact we built Bumper Bowling. The game combines all the action of the smaller novelty pin games and yet incorporates the thrill of the roll-down games that have been seen at carnivals, fairs and amusement parks for over 50 years.

The player likes the larger bumper coil, the larger playing field and the faster and more thrilling action of roll-

down as exemplified in Bumper Bowling.

We made hundreds of tests of the game in various territories until we were sure that we had one of the greatest games in the coin machine industry, as well as what may eventually turn out to be the game that will open a new era for the operator.

Bumper Bowling, by combining the action of two types of profitable games and adding to this action the new ideas of modern construction and precision manufacturing principles, opens the way for operators to bring to the public an entirely different amusement with the kind of thrill that pin games could never provide.

Bumper Bowling is being introduced into closed territory and is meeting with the approval of the authorities as a "legal game of skill" because of the fact that it is manually operated.

There is a definite element of skill in any game where the player can actually handle the balls himself and throw them in any fashion he desires, just as he would do in bowling or pitching. This element gives the player greater confidence and creates a much better appeal for the game.

We have watched players crowd around Bumper Bowling by the dozens in the lobby playroom of the Hotel Sherman, Chicago, and have checked their remarks.

Everyone has had a good word to say for the game because it does not withhold them from doing something with the ball that other types of games do. And because of this they spend more coins playing the game than they have ever done playing any other type of games.

Bumper Bowling is being used by intelligent operators to get into closed territory. At the same time the game brings just as much profit as payouts. Its size is really all in the effect it creates on the eye of the player. Bumper Bowling by this fact holds the play for hours. Once started the players never get enough. Furthermore, they keep coming back to play Bumper Bowling. They like it because they feel that it is giving them their full money's worth in

BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS

Dealers Price
1 Deal \$5.00
Operators' Price
3 Deals, \$10.50
6 Deals, \$18.90
12 Deals, \$35.70

Cash in on the Multi-million dollar Baseball craze! Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealer's counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it.

... Tickets good for valuable awards may be sold or given away. It's a FAST deal, QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 9"x12" Display Payout Score-board. Four Payout assortments.

No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—280 Winners
No. 2 Pays out 50%—234 Winners | No. 4 Pays out 75%—283 Winners

WORTHMORE SALES PROMOTION SERVICE, Inc.
221 E. 20th Street, Dept. B626 CHICAGO, ILL.



When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.

every respect.

We are firmly convinced that Bumper Bowling is actually opening a new era to the operator. It combines all the best features of pinball, with the exciting and thrilling action of true skill play, and it is so new that its very appearance on locations starts a fast play that does not require any form of stimulation to continue.

Operating Firm Expands Efforts

EDGERTON, Wis., June 19.—F. C. Vending Company is the name of a comparatively new firm which since early spring has been operating pin tables and salesboards thruout Southern Wisconsin and Northern Illinois. Heads of the firm are E. M. Chappell and C. T. Frash. Chappell is well known in the industry as a coin machine engineer. Frash gained his first experience in the trade with the William Gent Vending Machine Company, Cleveland, where he later became sales manager. He is the author of the book, *Inside Facts on the Vending Machine Business*.

SELLING OUT ALL USED GAMES

Novelty Games	1-Ball Payouts
Gold Medals . . . \$ 8.50	Sweet "21" . . . \$48.50
Spelling Bees . . . 6.50	Hialeah 39.50
Rotations 6.50	Flying High 29.50
Linos 6.50	Daily Races 19.50
High and Lows . . 6.50	Transpacific 14.50
High Hands 8.50	Jumbos 11.50
Mad Caps 8.50	Counter Games
Short Sox 9.50	Groetchen Black
Roly-Poly 8.50	Jack "21" . . . \$ 5.75
Trappers 10.50	A. B. T. Pistol
Bumpers 19.50	Targets 10.50
	Exhibit's Post
	Card Machine. 4.75

**SPECIAL—TWO BRAND NEW
ROLLA-SCORES \$69.50**
TERMS: 1/3 Cash With Order. Balance C.O.D.

OHIO SPECIALTY CO.
129 W. Central Pkwy., Cincinnati, Ohio.

According to reports, the company has been fortunate in obtaining some of the best locations in this territory and is constantly on the alert for machines and merchandise that can be used to help expand its rapidly growing business.



**JERRY KERTMAN, American Cohn
Machine Company, Rochester, N. Y.,
ready to start on sales tour.**

The BIG THREE OF AUTOMATIC BUMPER PAYOUTS!



THE WINNER



PRE-VIEW



AIR DERBY

● PRODUCTION RESUMED BY POPULAR DEMAND! Here's the 1 ball automatic that scored the greatest hit in coin machine history, back again to set new location records for you!

● THE GREATEST "CASH BOX" ATTRACTION EVER PRESENTED! The many outstanding features embodied in PREVIEW combine to make this the acme of 1 ball automatics!

● FOR SPEED! THRILLS! ACTION! Plus the proven capacity to attract and hold play and build up locations—AIR DERBY TOPS THEM ALL!

PRICE EACH GAME \$169.50 TICKET MODEL \$10 EXTRA... No Charge for Check Separator
IMMEDIATE DELIVERY FROM AUTHORIZED DISTRIBUTORS!
WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE., CHICAGO, ILL.

Supreme Firm Sets Big Sales Quotas

BROOKLYN, June 19.—William Blatt, president of Supreme Vending Company, reports that his firm has sold more than 600 Boo-Hoo novelty pin games in three weeks and is hard at work to pass the 1,000 mark before two more weeks roll by. "After we do that", declared Blatt, "we will attempt to hang up a record on Bumper Bowling, new Daval roll-down game.

"We are going to set a goal of 1,000 Bumper Bowling sales within 60 days. As long as Daval will give us the kind of

delivery we have arranged for, we believe that we can hit this mark. The game is one of the greatest money-makers we have ever tested and interest is red-hot.

"Furthermore," he continued, "the game is legal and is actually opening closed territory. It is sure to be one of the longest-lived games on the market and will give birth to a new type of route which operators will find much easier to handle." Blatt further remarked that tests on the game were conducted in the toughest spots in the city and that the games not only gained full co-operation of the players, but store-keepers were so pleased with the big take, the flash of the game and the interest it aroused that some of them have already requested the installation of complete batteries of the game.

IMMEDIATE DELIVERY
 on
BOO-HOO
\$72.50
 and
HOME STRETCH
\$74.50
 Rush Your Order
REX AMUSEMENT CO.
710 S. SALINA ST.
Syracuse, N. Y.

Banner Office in Pittsburgh Grows

PITTSBURGH, June 19.—I. H. (Izz) Rothstein, president of the Banner Specialty Company, reports that the company's new branch here is clicking in such a big way that he has actually been taken by surprise. "Harry Rosenthal is doing a great job and orders are coming in at such a rapid rate that it is almost unbelievable. This proves to us that the city was in need of a new organization which could bring it our service facilities.

"Rosenthal is proving a live wire in the industry," he continued. "His sales action does not stop in the firm's headquarters. He takes his business right to the operators and meets them more than half way with the kind of service that they have always desired. His keen knowledge of machines is proving tremendously valuable to the operators in this area."

Complaints

Within the last few days complaints from States as far apart as Wisconsin and Kentucky have reached us concerning mimeographed circulars being mailed out of New York City which advertise coin machines of all types at very low prices.

Sufficient evidence has accumulated to merit a warning to the trade to be on the lookout for such circulars. Wisconsin Association of Coin Machine Operators, Inc., has taken up some of the complaints of its members and material is being collected to place in the hands of the Metropolitan Jobbers' Association or other trade authority in New York.

It is a coincidence that three circulars received are identical in appearance and mimeograph work but bear names of different individuals. Complaints of deposit money being sent to some of these individuals and then no machines or refund have already been made. Bank investigations of one of the parties is being made. An operator in Cleveland sent \$75 on deposit and has received neither machines nor refund.

Any member of the trade who receives suspicious advertising matter may assist in checking up on such material by forwarding it to *The Billboard*, 54 West Randolph street, Chicago. We will forward it to proper organizations to check up on firms or individuals in question.

Gottlieb Asks For Patience

CHICAGO, June 19.—D. Gottlieb & Company report a rush of orders for the racing payout game, Foto-Finish.

Production facilities are taxed to the limit, officials state, and still they experience difficulty in making fast enough delivery to please everybody. The new game, they say, has made a sensational showing in tests. As a result, the distribs have placed extra heavy orders and are pressing for delivery.

"I hope," said Dave Gottlieb, president, "that operators will try to be patient with their jobbers while we are doing everything we can to speed up production and make prompt delivery. Please remember that our high standards of quality in manufacture must be maintained and every machine must pass rigid inspection before it leaves the factory. We've always lived up to this rule, regardless of the rush, for we know that it pays best in the end.

"Bear in mind, too, that besides Foto-Finish we are in heavy production on Electric Score-Board and Electric 21, two table games we recently introduced. In addition, old favorites like Derby Day, Miss America, Speed King and High Card are still in steady demand. So have a heart while we do all we can to keep up with your orders."

WILL TRADE
100 BALLY ROLL
 RECONDITIONED FOR
 WORLD SERIES — RAY RIFLES,
 LATE 1-BALL AUTOMATICS
 WEIGHING SCALES
 PEANUT MACHINES
 OR WHAT HAVE YOU?
 Write or Wire
GERBER & GLASS
 914 Diversey Pkwy., Chicago, Ill.

LADY LUCK

1200 Hole Form 4190
 Takes In \$40.00
 Pays Out 19.00
 Price With Easel . . 1.82
 Plus 10% Federal Tax
 Holiday Boards, Holiday Cards and
 Holiday Headings.
 Write for our Catalog of Money Mak-
 ing Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
 Largest Board & Card House in the World
 6320-32 Harvard Ave., Chicago, U. S. A.



Everyone Enjoys A Treasure Hunt!

CASH IN WITH THE Barrel-of-Fun Hidden Treasure

The sensation of the year! A jar game of 2280 coupons using a most beautiful card made in 8 attractive colors. The Hidden Treasure Card has a top award of \$25.00.

Big Profit for Operators
 Takes in 2280 Sales at 5c \$114.00
 Pays Out (average) 79.00
 Profit (average) \$ 35.00
 Also made for 10c plan using an altogether different card pay-out.
 Operators Write For Full Information.



GAM SALES COMPANY

1319-21 S. Adams St. (manufacturers only), PEORIA, ILL.

Coin Machine Headquarters

GOOD AS NEW

- 20 Gottlieb Scoreboards.. \$29.75
- 25 Ricochets, STONERS . 29.50
- 30 Bally Bumpers 23.50
- 15 Live Wires 16.95
- 8 Three Star 16.50
- 4 Highways 42.50
- 10 Hi De Ho 17.25
- 15 Whirlpool, Bonanza.. 10.00
- 10 Auto Flash, Auto Darts. 5.50
- 100 Light Up Games. Each 6.00

Business Stimulators

935 N. Illinois, Indianapolis, Ind.

A. C. Novelty Co. Issues Manual

DETROIT, June 19.—A new illustrated instruction manual was issued this week to the trade by the A. C. Novelty Company, manufacturer of the new seven-jackpot Multi-Bell machine.

It is a lot more than the usual parts list and instruction sheet, being a sales manual as well as combining complete parts and service details. Book is attractively lithographed in several colors, making it a good-looking piece of typography. Special loose-leaf cover, allowing change of material when sheets need replacement, has been utilized in yellow background with red and black lithograph work upon the cover. In presenting the new manual, Gerald W. Rapin, general sales manager, said:

"The purpose of this book is to give the distributor and jobber a complete knowledge of the design, operation and construction of the A. C. Multi-Bell, much as he would gain by a personal visit to the factory. This is designed in words and pictures that are easy to understand. Just as the Multi-Bell itself employs for the first time in a bell machine the multiple principle of play, so does this unique book serve the multiple purpose of furnishing assistance and information in connection with sales, service and operation."

The book contains 22 pages, opening with a history of the company and the men behind it. Sales points of the machine follow in words and pictures, with illustrative diagrams. Twelve plates are furnished and instructions for all operating and service points are given, making it a complete book.

Milwaukee Amendment Is Lost by Postponement

MILWAUKEE, June 19.—by a 7-to-1 vote the joint judiciary and license committee of the common council June 15 indefinitely postponed the proposed amendment to the present anti-pinball ordinance, which would have permitted the operation of machines that do not pay cash, chips or merchandise.

Appearing in favor of the amendment were Attorneys Joseph A. Padway, Michael Klein and Glen Dougherty; Isador Jay and Elmore Macoskie, of the Skill Games Board of Trade of Wisconsin, and William Happel and Peter Winker, distributors.

Attorney Padway declared that machines without the pay-off mechanism cannot be classified as gambling devices.

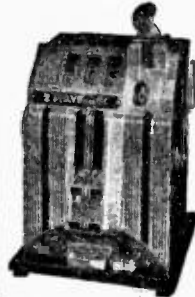
Calcutt's CLOSEOUTS



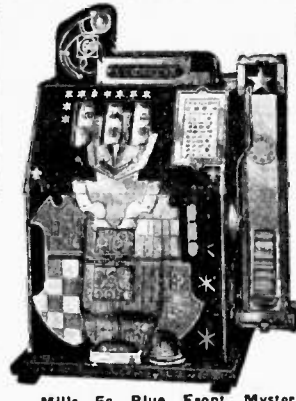
JOE CALCUTT

Joe Calcutt personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

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Our Selection — No
Two Alike.
5 For Only \$10.00.



Mills 5c Play
Skyscraper Bell
\$47.50

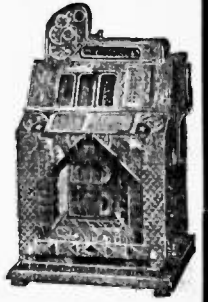


Mills 5c Blue Front Mystery
Vender or Bell, with or without
Gold Award, state which wanted,
\$69.50 Each. With Milco Checks,
\$7.50 Extra

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RECORDS.

OUR SELECTION — NO TWO
ALIKE, PACKED 100 TO PACK-
AGE, 100 for \$3.00. Certified re-
mittance in full required with or-
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ONLY 12 LEFT
Mills Black and Silver
DANCE MASTERS
Equipped with 5c, 10c
and 25c Slots.
Order NOW Only
\$79.50 Ea.



Mills 5c Silent
J. P. FOK
\$27.50

Send your orders to 'JOE' JOE CALCUTT'S BARGAIN SHEET

ONE BALL AUTOMATICS. (BALL PLAY) EACH	AMUSEMENT GAMES EACH	AMUSEMENT GAMES EACH
Bally All Stars \$12.95	A. B. T. Marble-Jax \$4.95	Genco Scotty \$4.95
Bally Belmont (cash) 12.95	A. B. T. Archer 4.95	Genco Score-a-Lite 4.95
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Bally Derby (cash) 12.95	Budget 4.95	Zip 4.95
Bally Derby (ticket) 12.95	Battle 4.95	Zoom 4.95
Bally Jumbo (cash) 7.95	Cracker Jack 4.95	(In ordering any of the above games, to be shipped, include an additional \$1.00 on each item to cover cost of crat- ing.)
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Bally Peerless (ticket) 12.95	Drop 4.95	
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NEW 1937
MODEL POOL
TABLE
\$237.50

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if you desire further information, write for
circular and complete details.



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NEW
PHONO-
GRAPH
STANDS

Each \$1.00

Tom Thumb Jar Games


Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit.
Price, Express Prepaid, \$2.15. Low Prices on
Quantities. Write for Details 39 Other Games.
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 Terms - Full cash with order or one-third Post Office or
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SPORTSMAN

THE ORIGINAL GOLF BALL VENDER



Manufactured by
O. D. JENNINGS AND CO.

SLUG EJECTOR • CONVENIENT SIZE • ALL BALLS DISPLAYED

SOLE SELLING AGENTS
SPORTSMAN MANUFACTURING CO.
4309 West Lake Street . . . Chicago, Illinois

London

LONDON, June 12.—British delegation, under auspices of British Automatic Machine Operators' Society, to French Coin Machine Exposition arrived in Paris on the night of May 26 and returned to London May 30. Party consisted of W. H. Willmott, W. G. Green, J. G. Brenner, F. Mellor, W. Wilson, J. E. Davies, Joe Holloway, F. S. Howard and Edward Graves. Several visits were paid to show at Hotel Continental, as well as one to International Exposition. All attended banquet at Hotel Palais d'Orsay, over which W. G. Green presided, but left during dancing, being overcome by excessive heat. The various attractions offered by Paris were sampled and party had thoroly good time. Official reception to British delegation by French exhibitors slipped up thru former not knowing appointed hour in time to allow them to be present. Besides delegation British trade was strongly represented, others present being Dick Scott and Al Adickes, of Scott, Adickes & Company; Percy Goddard, of Goddard Novelty; E. A. Meller; Tony Gasparro, of Western Novelty; Hymie Seener, partner of Alf Cohen; Dave Buckman; Buck Taylor, Goddard's right-hand man; Jack Saunders, one of Alf Makin's colleagues; Arthur Burrows and daughters, Lydia and Louise; Mark Kraft; Charlie Holloway, of Samson Novelty; Fred Double-day and R. Horwitz.

British visitors had the pleasure of meeting the American contingent, which included Pat Buckley and L. V. Hodgson, Mr. and Mrs. Harry Hoppe; Bates and Baker, of Pace, and Mr. and Mrs. Lambert. As was to be expected, Buckley and Hodgson were frequently in the company of the British party, but one night there was a grand informal get-together when an Anglo-American contingent, some 30 strong, more or less took possession of a cafe for the purpose of celebrating in the way that machine folk can do when they feel like it. Two gendarmes also joined in, but not for the purpose of celebrating. However, upon things being explained they were good sports and took their departure.

Detailed report of show will come from Ted Wolfram, *The Billboard's* Paris correspondent, and it will no doubt confirm British impressions that fruits topped the bill. British delegation were of opinion that most effective display of these machines was made by Office Francals de l'Automatique, with Watling Rol-a-Tops arranged in tiers from counter level to top of stand. Percy Goddard, British agent for Watling, is associated with the firm and entertained in his suite at Hotel Continental.

British delegation was gratified to find Organizer Rene Godin controlling admission on lines practiced at the London shows. Entry was for members of trade only and season badges were exchanged for previously issued tickets. This method is undoubtedly sound and operates to benefit of both exhibitor and buyer. At least that has been the experience of both Rene Godin and the London organizer.

Buckley, Hodgson, Bates and Baker re-

mained in Paris, but we expect them in London soon. Frank Meyer of Exhibit, has also intimated intention of being with us this month.

Coin-Operated Machine Supply of London, whose progress from status of jobber to distributor has been rapid, has become a limited liability company under title of Coin Amusement Machine

FAST PLAY ITS LEGAL



Patent Serial No. 126234.

A TRUE SKILL GAME equipped with Theft Proof Seal. A machine having no moving parts requiring no mechanical adjustment. A counter game that incites, resulting in ever increasing play. The coin travels through a viscous fluid allowing player several seconds attempt to place coins on peg. It's proven a real money maker with no inducement or prizes necessary to encourage play. Test machines have earned from 50c to \$2.00 per day for past four months. High play—pennies, \$21.50—Low, \$4.85 period ten days. EASY TO SERVICE. ABOUT 5 MINUTES REQUIRED.

SAMPLE \$12.50 CASH, Fed. Tax Paid
Lots of Ten \$10.00 each
Plus Federal Tax

EASTERN SALESMEN WANTED.
DISTRIBUTORS WRITE FOR DEAL.

JUGGLE JUG SALES CO.

4354 S. Hoover St., Los Angeles, Calif.

HIT THE BALL

Your Chance to Win LEADING BRANDS

NUMBER 100 RECEIVES 3 PACKAGES (60) CIGARETTES

NUMBER 200 RECEIVES 2 PACKAGES (40) CIGARETTES

NUMBER 300 RECEIVES 1 PACKAGE (20) CIGARETTES

LAST PUNCH IN EACH SECTION RECEIVES ONE PACKAGE (20) CIGARETTES



GARDNER'S NEW CIGARETTE BOARD

CHOICE OF 9 PAYOUTS PAYING 16—30—34—36—40 OR 74 PACKAGES OF CIGARETTES

Choice of 1c a Punch; 1c a Punch Half Free; 2c a Punch; 2c a Punch Half Free

1000 HTB—(Hit the Ball)
TAKE IN: 1,000 Holes @ 1c.....\$10.00
PAYOUT: 40 Pkgs. @ 15c..... 6.00
PROFIT 4.00
PRICE \$1.90 PLUS 10% U. S. TAX

WRITE FOR LITERATURE—STATE BUSINESS

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2309 Archer Ave., Chicago, Ill.

LEE MOORE SPECIAL

10 Genuine Leather Billfolds with zipper, containing \$1.00 to \$5.00 trade award certificates. Also pays out 50—15c Trade Awards. Total Payout \$29.50, and 50 Packages Cigarettes for open numbers and Sectional Payouts.

1500-HOLE 5c SALESBOARD TAKES IN \$75.00
No. B-87 sample \$5.00
6 lots each 4.25
12 lots each 3.75

25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS, SALESBOARDS AND COUNTER GAMES. You Will Save Money.

Lee-Moore & Co. 180-182 W. Adams St., Chicago

75 WINNERS 75 ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Billfolds with zipper, containing \$1.00 to \$5.00 trade award certificates. Also pays out 50—15c Trade Awards. Total Payout \$29.50, and 50 Packages Cigarettes for open numbers and Sectional Payouts.

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NEW UNDER THE SUN—Copyright 1937

"MATCH-IT"—The new game all merchants are grabbing. We supply you complete deal of Book Matches, specially prepared, with attractive, refillable Metal Display that works like 1c Cigarette Board. Bells on sight and a natural repeater that pyramids your income. Small investment. Send \$5.00 for 2 complete deals—ready to sell. Single deal, \$3.00. Federal Tax Paid. Attractive quantity discounts for Operators.

SUN NOVELTY CO. 451-457 Transportation Bldg., Indianapolis, Ind.





CHARLES H. PARKER (left), in charge of production department for Rudolph Wurlitzer Company, schedules 1,500 tons of raw material daily for making phonos, skee ball games, etc.

GOTTLIEB'S ELECTRIC SCOREBOARDS

VERY SPECIAL!

\$44.50

NEW IN CRATES

Michigan Distributors for:

Stoner	Jennings	Callie
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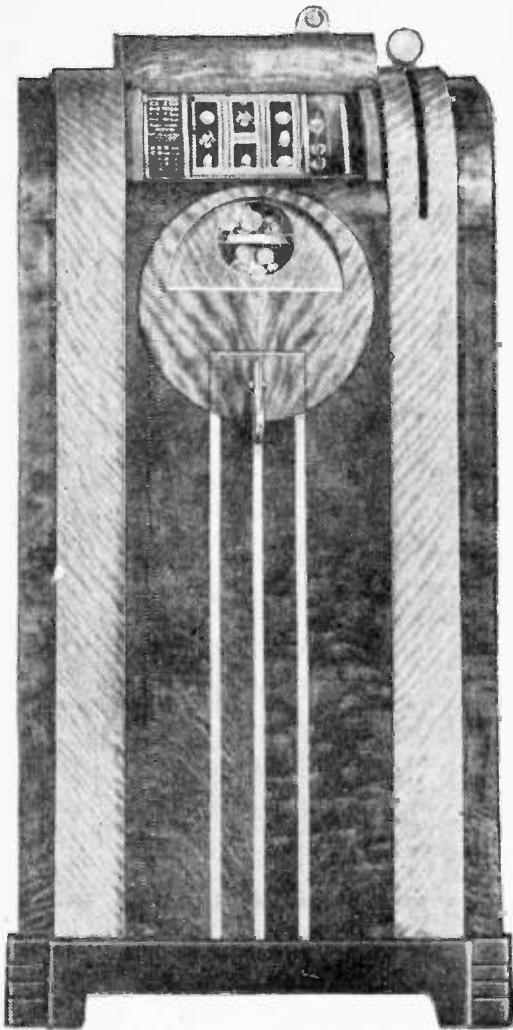
We Ship Into Canada and Europe
GENERAL AMUSEMENT DEVICES CO.
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Michigan's Progressive Distributors

SLOT MACHINE BARGAINS

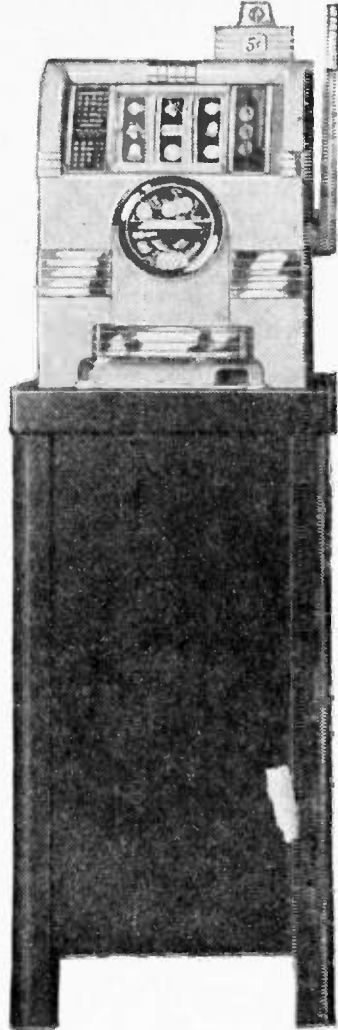
50—Mills War Eagle 5, 10 and 25c Bells.	Each	\$ 45.00
6—Mills Sky Scraper 5c Bells.	Each	32.40
4—Mills Silent Lion Head 5c Bells.	Each	27.50
5—Mills Late O. T. Bells.	Each	37.50
1—Jennings Century	Each	25.00
1—Jennings Duchess	Each	15.00
1—Pace Comet	Each	20.00
20—Late Type Mills Safe Stands. Each Short Range Shooting Gallery complete.	Each	6.50
2—Rock-o-Ball Bowling Games.	Each	155.00
100—Counter Games \$1.50 and up. 1/3 Deposit, Balance C. O. D.		

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



THE CAILLE CONSOLE



THE CAILLE COMMANDER

**Who Leads
the 1937
Hit Parade?
• CAILLE •**

Caille Consoles and Caille Commanders again take first place in the Coin Machine "hit parade"!

The reason, of course, is that Caille machines have what it takes to make folks want to play them. It's the machine's ritzy appearance, the tempting way in which the coins are displayed in the jack-pot, and the ease and speed with which it plays and pays, that give players more kick than any other coin machine they ever came across.

Get in step with the procession and change over to Caille machines! There's nothing like them in the whole world for pepping up locations! Send the coupon today for inside information on this greatest of all coin machines!

Attention!
Distributors!
A few choice territories available! Write!

CAILLE BROTHERS COMPANY

6200-6250 SECOND BLVD., • DETROIT, MICHIGAN

Originators and Manufacturers of Coin Operated Machines Since 1888

CAILLE BROTHERS COMPANY
6200-6250 Second Blvd.
Detroit, Michigan

MAIL COUPON

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name

Address

City State

Supply, Ltd. Former partners, Alf Cohen and Hymie Seener, continue as directors.

Bumper-type tables continue to be the thing in Britain. Goddard Novelty has just sold an entire shipment of Ricochets to one jobber, Fred Double-day. This is an unusual sale here these days.

No further news to hand regarding proposal to combine London Coin Machine Exposition and Amusement Caterers' Exposition. Therefore it looks very much as the former will continue independently.

Blackpool, leading British seaside amusement resort, plumps solidly for merchandising machines. Chiefly favored are Exhibit Rotarys, Gottlieb Trading Posts and British four-player Waltonians.

Considerable business being done in England now with second-hand French cranes. Selling at low price, buyers do not seem able to get enough to meet demands.

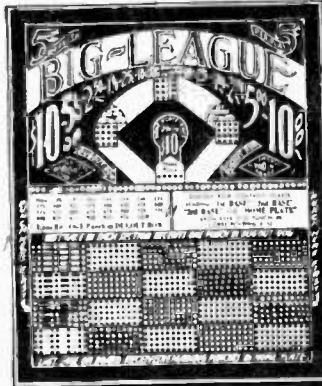
Firmin, of Nottingham, who has been working on job for years now, announces

production of new British bell fruit. Unfortunately market in this direction is far below what it used to be here.

More and more sportlands open up in London and one wonders where it will all end. There is no working arrangement or system of control, therefore one finds two, and sometimes three, all bunched together. This sort of thing gives general public a wrong impression as to real state of coin-machine amusement business and tends to create unfavorable press items.

Similar reports come from seaside resorts. The more of these places that open presumably the bigger demand for equipment, but will the ultimate end prove the existing situation worth while?

Harry Selwin, popular London jobber, died suddenly recently from pneumonia. An original member of the Slot Club, Harry had for a long time suffered from asthma, but his death the day following removal to hospital came as a shock to his many friends. Buried according to Jewish rites in presence of Solly and Morry Shefras, Julie Gasparro, Markie Kraft and others.



AJAX NEW BASEBALL BOARD "BIG LEAGUE"

AND A Good one, highly colored—Very Attractive. 1,000 holes—and 103 step up holes, and all punch out.

Takes In \$50.00
Pays Out (definite) 24.75

Price \$2.48 Plus 10% U. S. Tax

OUR 1937 COLORFUL 56 PAGE CATALOG JUST OFF THE PRESS. WRITE FOR A COPY.

State your line of business.

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DISTRIBUTORS — BIG PROFITS IN

NEW ELECTRIC DRY SHAVER DEAL

3 Record-Breaking Sales Plans Sent Free — Write Today
DELUXE MFG., DEPT. 1-B, 173 W. MADISON, CHICAGO.

WE COVER THE EAST!
with the **FINEST GAMES** in the **INDUSTRY**
—CHICAGO COIN—
SENSATION of 1937
A REALLY DIFFERENT BUMPER GAME!
PADDOCK
I SHOT HORSE RACE

Ask About—**JEFFY TESTER**

—EVANS—
GALLOPING DOMINOS
BANG TAILS
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WRITE FOR PRICES

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HOME STRETCH
AUTO DERBY
THE BIG #7'S BALL NOVELTY GAMES

BIG PROFIT MAKERS

—GOTTLIEB—
FOTO-FINISH
ELECTRIC SCORE BOARD
(5-Ball Ticket Game)

Repair with—**JEFFY TESTER**

—PACIFIC—
MYSTIC
MAZUMA
PAMCO RACES
DE LUXE BELLS
DE LUXE ROSEMONT
DE LUXE CORONATION

BETTER GAMES—

—SHYVER'S—
DYNAMITE
The Game with
BACKBONE, BRAIN & SOUL

FOR BETTER PROFITS

—WESTERN—
AIR DERBY
PREVIEW
WINNER

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BKLYN, N.Y. (MAIN 2-1297)

Speak-o-Phone to Gerber & Glass

CHICAGO, June 19.—C. A. Austin, general sales manager of the Speak-o-Phone Recording and Equipment Company, New York, spent several days in Chicago recently and while here announced the appointment of Gerber & Glass as Midwest distributors for the Speak-o-Phone products. Gerber & Glass will have six of the largest States in this section, including Illinois, Indiana, Michigan, Minnesota, Wisconsin and Iowa.

Gerber & Glass are reported to be planning to put Speak-o-Phone units in operation at once. The first installation will probably be at the Sherman Hotel here. Then will follow installations in about 17 of the large department stores of the city, according to plans. Further expansion will include similar installations in major cities. An important sales plan is said to be in process of development.

Before leaving Chicago Austin said he was very much impressed with the efficient manner in which Gerber & Glass have begun preparations for putting Speak-o-Phone equipment to work. Their ability at getting favorable locations is also an important asset, Austin said.

"Speak-o-Phone is not coin operated and therefore lends itself to an entirely new and profitable field of operation in every town and city where studios can be arranged," Austin states. "The equipment is portable and therefore may be used in various ways. Records range from 25 cents up and are available to operators at a reasonable price. The profit margin is sufficient to make the business very attractive to experienced operators."

Big Cash Boxes In Bally Bell

CHICAGO, June 19.—Proudly exhibiting the new "bucket" used in the Bally Bells console machine, Ray Moloney, president of Bally Manufacturing Company, pointed out that the machine's earning power made ordinary cash boxes impractical. The bucks-bucket is a special deep bucket with a handle attached.

"It's a good thing," Ray stated, "that Bally engineers developed the bucks-bucket for the Bally Bells machine, as the machine is getting the biggest collections on record—literally pails of profits. Bally Bells has all the appeal of the old-time bell-fruit reel machines, plus the added attraction of whirling, flashing lights. The double coin-chute feature is proving one of the most positive profit-promotion ideas ever developed. Players try the machine with nickels, then soon shift over to the quarter end of the console. Careful checkup on locations nation wide shows that both the nickel and the quarter chute are in play 85 out of 100 games."

"One feature of Bally Bells which has made a hit with the public is the exclusive no-glare wheel design. Brilliant red cherries, golden oranges and other familiar symbols show up in lights against a black background. This contrast of color against black not only brings out the beauty of the symbols but also eliminates all glare, eye strain and confusion as to what symbols are lit. Of special interest to operators is the fact that both coin chutes are equipped with illuminated 12-coin escalators, which has proved an extremely effective anti-cheat device."

"We are confident that Bally Bells will be a 'best seller' for a long time to come, and we know for a certainty that it is a sure money maker for the boys out in the field."

—KEENEY—
TRACK TIME
with
4 INTERCHANGEABLE TOPS

HUGE PROFITS with RO-WO-BO

LOW COST UNIT AVERAGES \$26.00 PROFIT NO EXPENSIVE EQUIPMENT TO BUY

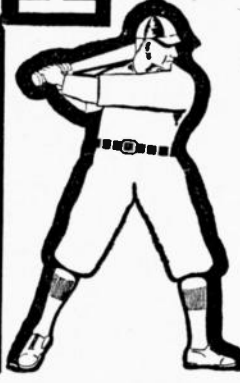

Use the jars over and over with low price refills. No costly Machines. Nothing to get cut of order. Just collect Big Profits.

79—\$.50 to \$10 Cash PRIZES
1800 Tickets, divided among Red, White and Blue; 13 Big Red Tickets, \$1 to \$10 Jack Pot Card Winners; 60 50c winners on White and 8—\$1 Blue Tickets.

SAMPLE DEAL \$6.00
Get our special operator and distributor quantity prices. Ask for complete facts.

"WERTS" Baseball Series Books WILL PAY YOU BIG MONEY
BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.
DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets.
"MATEO" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.
SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

WERTS NOVELTY CO., Inc. DEPT. BB-5A Muncie, Ind.

5 BASE BALL 5

10¢
15¢
20¢



ANOTHER MONEY MAKER
You can't afford to be without this
BASE BALL BOARD
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

SALESBOARD OPERATORS
BIG AND SMALL

Write or wire for prices and complete details for this season's biggest and fastest selling

SPORTSMEN'S DEAL
This deal offers the 20,000,000 sportsmen the things they love and want most. This deal gives out complete tackle boxes and tackle kits that are the tops. Also big twin outboard motors, high power repeat 22 rifles with telescope sights, casting rods and fly rods and reels, sets of golf clubs, radios and mix masters. All this combination of merchandise on a small board, which individual sportsmen working in factories or stores turn over quickly for your salesmen. Some salesmen gross over \$1,500.00 monthly with our deals. So get the full details without obligation or delay and get in the money.

A. B. C. SALES CO.
2115 Drexel Blvd. Ft. Wayne, Indiana

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Neal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00. Pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

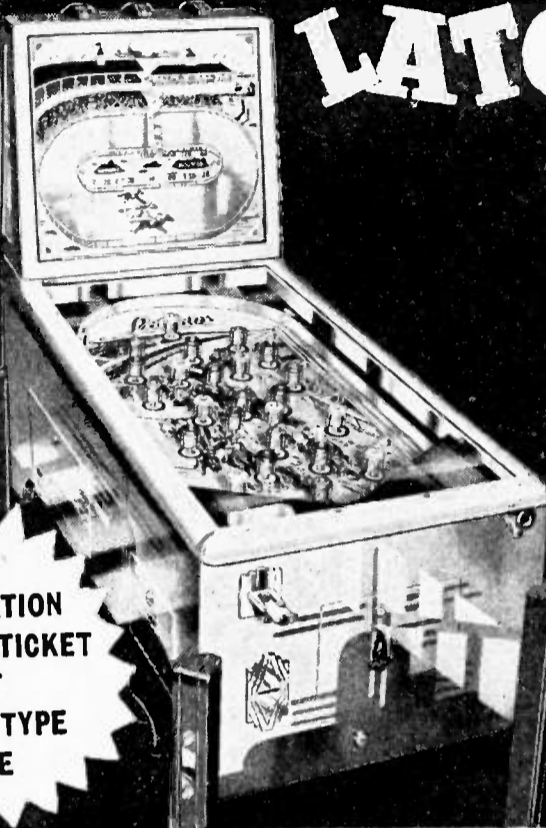
MUST SELL!

1 5c Oarom	Each \$59.50	4 5c Superior D.J. Pots.	Each \$12.50	2 5c Jennings Duchess	Each \$12.50
1 5c Preakness	50.00	1 10c Superior D.J. Pot.	12.50	1 5c Jennings Single J.	10.00
1 5c Challenger	20.00	1 1c Superior D.J. Pot.	12.50	1 50c Jennings Single J.	10.00
1 5c Mysterious Eye ..	10.00	1 1c Superior Cigarette	4.50	1 25c Jennings Single J.	10.00
2 5c Mills Silent, J.P.F.O.K.	20.00	Reel, Late Model ..	3.00	1 10c Jennings Single J.	10.00
1 5c Mills Silent War	25.00	Reel, Old Model ..	4.50	1 1c Jennings Single J.	10.00
1 5c Mills F.O.K.D.J.	12.50	6 Daval's Reel 21s...	12.50	2 1c Watling D.J. Pots.	10.00
2 25c Mills Single J.	10.00	1 5c Pace D.J. Pot	12.50	1 5c Grootchen Columbia	30.00
Pot	10.00	Bantam	12.50	Mystery Pay	30.00
2 25c Mills Single J.	10.00	1 1c Jennings Triple	12.50		
Pot	10.00	J.P. Duke	12.50		

TERMS—1/3 With Order — Balance C. O. D.

1114 Lawson St., **TRI-STATE NOVELTY CO.** Portsmouth, Ohio

OUT IN FRONT LATONIA!



**COMBINATION
PAYOUT & TICKET
UNIT
BUMPER TYPE
GAME**

**ALREADY A
FAVORITE**

STONER CORPORATION *Aurora, Illinois*

**IF STONER makes it
LATONIA**
Stoner's New 5-Ball, 1-Shot Ticket Payout.
A WORTHY SUCCESSOR TO "Turf Champs"

**ATLAS
sells it**

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

**STONER'S
DELIVERY NOW! !LATONIA**

● It's Even Better Than Turf Champs! ●

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in. 1 Vendor Vends Over 20 Different Items. **Steady Money Maker.**

HY-G FOTO FINISH HY-G

IMMEDIATE • \$169.50 • DELIVERY

Exclusive Northwest Distributors
HY-G GAMES CO. Write for Prices on Our Used Machines!
1641-43 Hennepin Ave., Minneapolis

Mills Bells
Mills Venders
Blue Fronts

QT'S ALL KINDS

Wire : Phone : Write

The Vending Machine Company
205-15 FRANKLIN STREET FAYETTEVILLE, N. C.

RECONDITIONED MACHINES WITH THE FOLLOWING GUARANTEE:
All Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

Cross Slides (1c)	2.50	Ball Fan	3.00	Big Shot Champs	5.00
Neontact		Five & Ten		Scotty	
Par Golf		High Low		Tornado (Gross)	
Spitfire		Line-O		Hold 'Em Sequence	15.00
Top Hat	7.50	Neck 'N Neck	10.00	Short Sox	\$.85
Madcap		Bank Nite			
Tackle		Lights Out			

COUNTER GAMES
Half Mile\$10.00 Reel Dice\$6.50 Daval Races\$4.00
Terms: 1/3 Deposit, Balance C. O. D.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

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



A CALCUTT RECOMMENDATION *Jennings* GRANDSTAND

● If you're looking for a counter machine that's compact—sturdy—reliable and a real honey for profits, then Mister, here's your answer—Jennings Grandstand. A 5c cigarette counter machine (five times the profit of the penny machine), with automatic token payout (tokens can't be played back). Yes sir! Grandstand has everything you could hope for in a counter machine—and best of all Grandstand can be operated wherever penny cigarette machines are used. It's right and now is the time to operate Grandstand—order yours today.

*The South's Largest Distributor for the World's
Leading Manufacturers of Coin Operated Devices*

THE VENDING MACHINE CO.
205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

FIVE CENT PLAY
AUTOMATIC TOKEN PAYOUT
CIGARETTE OR
BASEBALL REELS

NEW POLICY

WE ARE happy to announce that we have just completed plans for increasing our Service to the Operator.

OPERATORS can now buy the best in reconditioned games at prices everyone can afford to pay. Our "Liberal Credit Plan" enables him to keep up with the times with no added charges.

ALL TYPES of new and used games are available—expand your business the easiest and surest way.

WE ARE at your service. What are your requirements.

GLOBE DISTRIBUTING CO.
1215 DIVERSEY PKWY. CHICAGO, ILL.

Slot Machine Bargains

PACE BANTAM, 5c.....	\$17.50	MILLS ESCALATOR, 5c.....	\$27.50
WATLING DOUBLE JACKPOT, 5c..	22.50	MILLS WAR EAGLE, 5c.....	37.50
WATLING DOUBLE JACKPOT, 10c..	22.50	CAILLE, 5c (New Style), Mystery..	47.50
WATLING No. 72, Mystery 25c....	40.00	JENNINGS CENTURY (Triple)	
DUCHESS, 5c.....	22.50	(Mystery).....	47.50
MILLS LION HEAD.....	27.50	JENNINGS CHIEF (New Style)	
MILLS SKYSCRAPER, 5c.....	27.50	(Mystery).....	75.00
PACE COMET, 5c and 10c Mystery..	37.50	MILLS BLUE FRONT, 1c (Mystery)..	45.00
MILLS BLUE FRONT, 5c Mystery....	50.00	ROL A TOP, 5c (Mystery).....	47.50

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NO. BIRMINGHAM, ALA.

Payout & Ticket Games	Novelty Games	Counter Games
Alamo.....	Bomber.....	Hi-Stake.....
Blue Bird.....	Bank Nite.....	Rhythmic.....
Bee Jay.....	Cross Country.....	Reel Races.....
Baffle Ball.....	Excel.....	Reel Dice.....
Credit.....	Hi-Hand.....	Reel "21".....
Hi-De-Ho.....	Hi-Low.....	Sandy Horses.....
Mileah.....	Lucky Star.....	Spell-It (Dice).....
Queen Mary.....	Rapid Transit.....	Twins.....
Rodeo (Exh.).....	Totallite.....	Three Cadets.....
Tout.....	Tri-A-Lite.....	Wagon Wheel.....

WRITE FOR PRICES ON OTHER MACHINES.
H. & D. SALES CO., INC. KNOXVILLE, TENN.

Mills 5c Mystery Blue Front Venders..	\$47.50	Watling 1c Twin J.P. Blue Seal Venders..	\$19.50
Mills 5c Mystery Extraordinary Front Venders.....	47.50	Bumpers.....	24.50
Mills 5c Q. T. Venders.....	29.50	Skipper.....	47.50
Mills 5c Silent Front Venders.....	27.50	Bally Derby.....	24.50
Mills 1c Mystery Blue Front Venders.....	39.50	Lights Out, Short Box, Excel, Mad Cap, Orav Ball.....	7.50
Mills 1c Skyscraper Side Venders.....	19.50	Torpedo, Top Hat, Tackle, Bank Nite, System, Etc.....	4.50
Watling 5c Twin J.P. Blue Seal Venders	19.50		

ONE-THIRD DEPOSIT, BALANCE C. O. D.
WRITE FOR LIST AUTOMATIC AND PIN GAMES.
522 N. W. Third St. BOYLE AMUSEMENT COMPANY Oklahoma City, Okla.

WURLITZER P-12 Perfect Condition \$124.50

SINGLE—\$134.50. Lots of 10

KEENEY BOWLETTES VERY LOW PRICE BALLY BOOSTER \$39.50

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

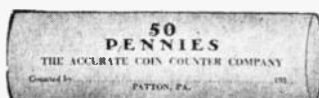
BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

Slug Visible Slotted Coin Counter



It Tubes and Counts.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co., Patton, Pennsylvania

PREAKNESS \$75.00

BALLY BLUE BIRD.....	\$29.50
BALLY CHALLENGER.....	29.50
BALLY MULTIPLE.....	29.50
BALLY ALL STAR.....	27.50
BALLY PEERLESS.....	18.50
BALLY BONUS.....	18.50

TURF CHAMP \$54.50

PAMCO SPEEDWAY.....	\$22.50
PAMCO PARLAY.....	22.50
PAMCO BALLET.....	21.50
MILLS MCCOY.....	27.50
MILLS TEN GRANO.....	19.50

"GUARANTEED DOUBLE CHECKED AND RECONDITIONED."
O. K. NOVELTY CO., Inc. 2444 N. 55th ST. MILWAUKEE, WIS.

NEWS FLASH!

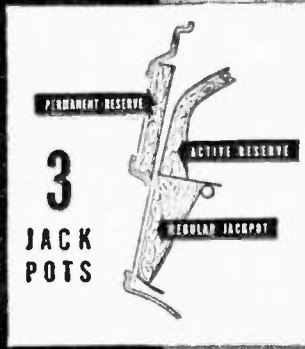
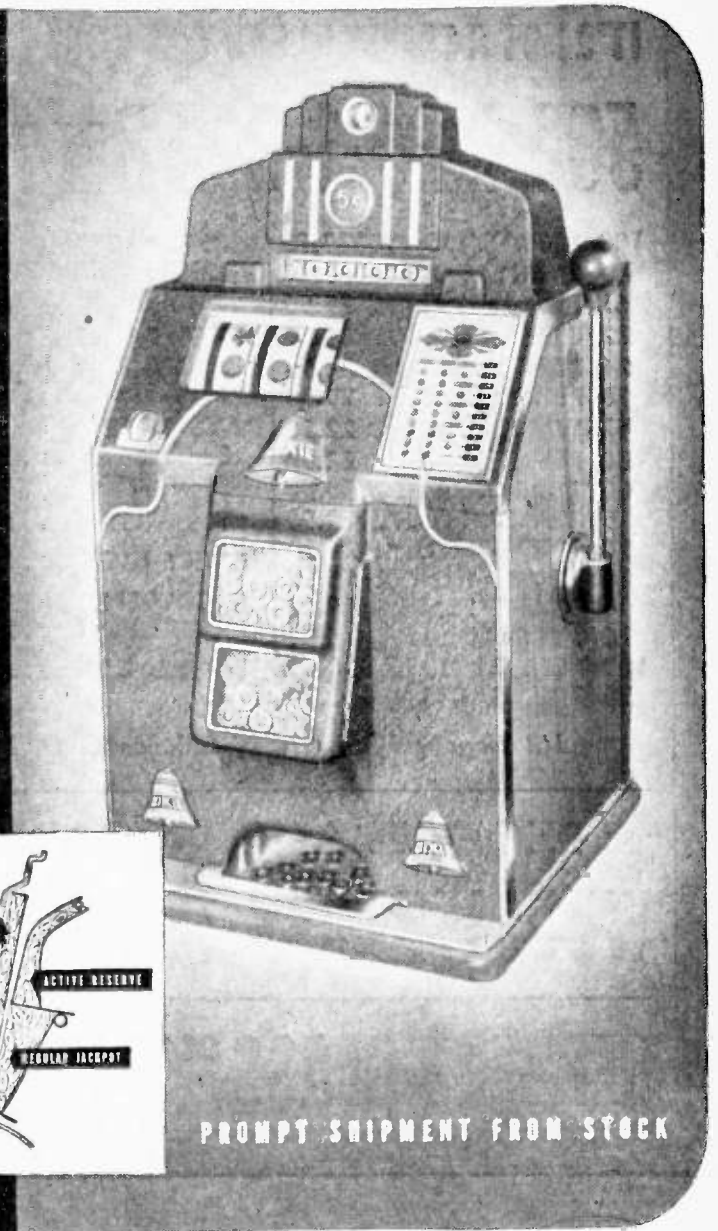
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WE RECOMMEND
**JENNINGS
DIXIE BELLE**

WITH THE PERMANENT VISIBLE RESERVE

It's the three jackpot idea that has put Dixie Belle out ahead of all check machines—the regular big flashy Jennings jackpot, the concealed reserve and (get this) a permanent visible reserve—always full, always tempting. Put a Dixie Belle on one of your locations—watch it steal the play from all the others—this will be all the proof you'll want of Dixie Belle's superiority. Send in your order today.

BELL DISTRIBUTING COMPANY
Exclusive Louisiana Distributors for Jennings Dixie Belle
427 BARONNE STREET • NEW ORLEANS, LOUISIANA



PROMPT SHIPMENT FROM STOCK

Royal Maintains Forward Policies

CHICAGO, June 19.—"Every step forward, every decision progressive and every game dependable!" This according to Reynold Polland, head of the Royal Coin Machine Company, Chicago, is the watchword of his rapidly growing organization.

He says he has made arrangements to carry a complete and assorted line of both reconditioned and new games, and that any type of machine required will be instantly available. "With our low-price policy in effect and our up-to-the-minute service functioning on all six, we cannot help but successfully meet requirements of our daily growing list of customers," Polland says. "Many operators have expressed themselves in favorable terms as to the type of service we have been rendering."

The young in years, Polland has had more than the average amount of experience in the coin machine field. His

advice is eagerly sought and accepted by many operators.

A. C. Novelty To Greet Shriners

DETROIT, June 19.—All Shriners attending the Imperial Council Meeting of North America to be held in Detroit June 22, 23 and 24 who are in any way connected with the coin machine business are cordially invited by Art Caille, president of the A. C. Novelty Company, to visit and inspect its new plant and offices, which are located in the north-west manufacturing district.

The new company, organized and operated by the original Cailles, who are pioneers in the business, is one of the most modern and efficient in the industry. Art Caille assures all Shriners that he and the executives of the A. C. Novelty Company will do everything possible to make their visit most pleasant and enjoyable.

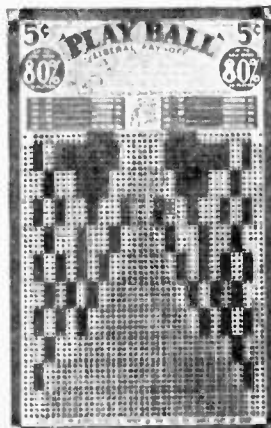
RAPID-FIRE PROFITS

With
**HARLICH'S
ONE SHOT
BULL'S EYE
BOARDS**



Ring the profit bell every time with these 5 Master Profit-makers! The one-shot feature adds the play and keeps player's interest at high pitch every minute. Will play off in as little as 30 minutes. Made in 250, 320, 400, 600 and 1,000 hole sizes. Write to-day for details or order a sample assortment now!

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd., CHICAGO, ILL.



THE SEASON'S SENSATION!

A Salesboard That Was Made to Outsell the Jar Deal—And is Doing It!

"PLAY BALL," 2280-hole average profit, pays out approximately 80%. Stocked in both 5c and 10c deal. Superior's newest salesboard packs more wallop than any jar deal yet conceived. A beautiful board with an accompanying payout card. Payout card has 72

baseballs sewn on artistically designed background. \$25.00 premiums in addition to other winners. Tip-style tickets. 136 winners.
BOARD TAKES IN 2280 at 5c..... \$114.00
PAYS OUT (AVERAGE)..... 75.94

PROFIT (AVERAGE)..... \$ 38.06
Thick board with easels, lacquer finish, cellophane wrapped.

Write for Scoops, 16-page trade paper. The only salesboard trade paper in the U. S.



Fund-raising series deals for charities are hits when you give a way automobiles! Write for particulars!

SUPERIOR PRODUCTS, Inc. DEPT. C 14 N. PEORIA ST. CHICAGO

DO YOU NEED GOOD USED MACHINES?

ALL KINDS OF BUMPER GAMES, ETC.
25 WURLITZER SKEE BALL ALLEYS.
WRITE FOR PRICES AND PARTICULARS.
ALL NEW MACHINES IN STOCK AT ALL TIMES!
GO TO

LOUDON & CO., 140 ASTOR ST., NEWARK, N. J. PHONE BIG 2-9726

The Last "Word" in Your Letter to Advertisers, "Billboard".

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

500 Late 1-Ball Bargains

100 PREAKNESS .. \$77.50	PACES RACES
40 SKIPPERS 39.50	Serials: 4082-4083
61 BUMPERS 27.50	3881-3675 \$225.00
22 CAROMS 84.50	PACES RACES
24 BALLY All-Stars 22.50	Serials: 2993-1681
18 FLICKERS 29.50	1487-1991 165.00
42 JUMBO Tickets. 22.50	RAY'S TRACK
36 PEERLESS 22.50	Serial 3675 225.00
60 TURF CHAMP. 59.50	WESTERN
5 HIALEAH 19.50	THOROBRED ... 149.50
14 CREDIT Ticket. 24.50	6 SKY HIGH 15.00
16 PINCH HITTER 16.50	6 GOLDEN
4 GRAND SLAM . 15.00	HARVEST ... 15.00
16 TYCOON 15.00	50 REEL DICE.... 9.50
100 REEL 21 8.50	
50 REEL RACES 8.50	

1/3 Deposit With Order; Balance C. O. D.

PHONOGRAPH BARGAINS!

WURLITZER P-12 \$124.50

GERBER & GLASS 914 Diversey Blvd. CHICAGO

Literary Digest Gives Liberal Publicity to Mutoscope Devices

The Literary Digest, June 5, 1937, devotes three columns of publicity to coin-operated machines (and International Mutoscope Reel Company, New York, in particular). The article is appropriately illustrated with a likeness of Bill Rabkin, taken by one of his Photomatic machines, and also an illustration of Rudy Vallee playing a Mutoscope crane.

Says *The Literary Digest*: "NICKEL EATERS—The story of the King of 'Diggers,' Peep Shows and Slot Devices. Last week, with the penny arcades and amusement parks starting their seasonal upswing under the influence of a Memorial Day hypodermic, William Rabkin was one of the busiest men in Manhattan. Bill Rabkin—the coin-game business is not one which goes in for formal monikers or the genuflective 'Mr.'—is a dark-haired, slender man in his 40s with a fondness for Havana cigars and an amazing way of sitting energetically.

"His firm, the International Mutoscope Reel Company, does an international business in such provocative machines as Bowl-a-Game, Pokerino, Test-o-Graph, Punch-a-Bay, Hurdle-Hop, Shoot-o-Matic and Magic Finger. Chiefly Rabkin is famous as the man who originated the digger game.

"Twenty-five years ago young Rabkin, employed as a messenger by a Center-street firm, managed to sandwich in a daily stint of dallying at various Manhattan excavations. The grace of huge steam shovels fascinated him.

"He took a mental count of his fellow kibitzers and for 15 years, while he learned the mechanic's trade, the notion plagued him that the steam shovel in action was a colossal show that nobody was cashing in on. The idea finally nagged him into becoming an inventor.

"TRYOUT—A decade ago his first digger game went into action at Coney Island, No. 1 test spot for coin-operated gadgets. He put a miniature steam shovel behind a glass case, piled earth around it, and the device delivered action by the shovelful when the player moved remote-control levers.

"Somehow the idea lacked 'socko,' as they say in the trade. Rabkin added shells and gravel to the earth pile. This was better. He added hard candies which could be shoveled up and delivered thru a chute. That was better yet.

"Eventually the big hunch came: Why not load the case with merchandise which could be picked up as prizes if the operator were skillful enough?

"The combination was an instant success. Today the digger or the crane game does a box-office business in almost every sizable city except New York. London alone has 4,000; Rabkin's company has turned out some 12,000 diggers at about \$250 apiece. Crane games have become a big-time merchandising medium.

"The Ronson Company last year sold 750,000 cigaret lighters to the machine trade. Ladies' compacts, lipsticks, jewelry, jackknives in amazing tonnage slip thru the delivery chute of the diggers. An equally amazing stream of nickels

slides thru the coin chute. A digger which takes in \$50 a week usually will distribute only \$25 worth of merchandise.

"When Rabkin added the prize feature to his diggers the mechanism had to be redesigned to become a game of skill. The cranes have shiny chains which lower metal talons that clutch at a desired prize. Dials on the outside of the glass case manipulate the machinery. Since operators depend on a repeat trade for profits, only the most short-sighted stuff the display case with objects too big or too slippery for the claws to grab.

"New York," says Rabkin philosophically, "is the purest city in the country."

"RAIDS—He means that the police swoop down on crane games in Manhattan and impound them as gambling devices. It was not thus always. Until a year ago the diggers were packing them in on Broadway and Sixth avenue. Operators with a score or more machines set up 'Cranelands' and 'Sportlands.' Soon the police began haling operators before magistrates. Legal tussles ensued.

"Crane games never have been declared legally to be other than games of skill but the zealous harassment of 'N York's finest' drove the games town. Rabkin established a branch in New Jersey to turn the 'In his New York display room a digger is fitted with a push but instead of a coin slide to thwart confiscation.

"They confuse them,' protests inventor, 'with slot machines. There any racketeering in the crane-business.'

"Manufacturers of arcade game, in fact, are earnest enemies of slot machines which swallow dimes and quarters and return an occasional jackpot. These devices snare trade from merchandising games. In Paris, where slot machines run unrestricted, the digger game is a 'loppola.'

"OPPORTUNITY — The industrial crash of 1929 was a bonanza to coin-game manufacturers. Until that year they encountered difficulties in placing their machines in lush locations such as hotel lobbies. Managements inclined to be snooty had a change of heart when offered machines which would pay telephone overhead or the wages of a clerk each week.

"Much of the profits derived from crane games went into the development of Rabkin's Photomatic machine, an \$800 cage which shoots a portrait and delivers it in a metal frame in two minutes.

"An inventor and mechanic at heart, Rabkin constantly is developing new coin-operated amusement devices. Last week his organization was busy perfecting a passion meter. This is a tall machine with a metal plate on which the palm of the hand is placed. A dial is set for man or woman.

"When a coin is dropped into a chute a light flashes on behind a glass panel divided into rectangles with appropriate lettering. If the man's reading is 'Mama's Boy' or the girl friend's 'Iceberg' successive coins are flooded into

CARL TRIPPE Price Plus Guaranteed Satisfaction

Always! A SQUARE DEAL WITH IDEAL

Final Clean-Out Sale of Automatic

ALL THOROUGHLY RECONDITIONED—READY TO OPERATE.

Ace \$ 7.50	Daily Limit \$10.00	Prospector \$ 7.50
All Stars 17.50	Double Score 10.00	Put 'N Take 7.50
Bally Derby 22.50	Flicker 29.50	Queen Mary 19.50
Blue Bird 27.50	Grand Champion .. 17.50	Red Balls 29.50
Bonus 17.50	Gold Rush 7.50	Rocket (New Model) 7.50
Bonus (1 Ball Ticket) 23.50	Grubstake 45.00	Round Up 15.00
Belmont 22.50	Jumbo (1 Ball) .. 12.50	Royal Races 80.00
Booster (Keeney 1 Ball) 15.00	Jumbo (Ticket, 1 Ball) 17.50	Smash 'Em 45.00
Challenger 17.50	McCoy 29.50	Sportman (10 Ball) 7.50
Challenger (1 Ball Ticket) 25.00	Majestic (Ticket) 17.50	Sky High 19.50
Credit 10.00	Multiple 25.00	Top Row (1 Ball Ticket) 17.50
Cocktail Hour (10 Ball) 10.00	New Yorker 7.50	Trap Lite (1 Ball Ticket) 27.50
	One Better 22.50	Tycoon 22.50
	Pamco Parlay, Jr. 7.50	
	Peerless 12.50	

TERMS: 1/3 Deposit with Orders, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

Canadian Operators Bally Bullets Await O'Tooles

Over 300 Pin Games, Pay Tables, Slot Machines to sacrifice. Write for list.
K & S COIN MACHINE EXCHANGE,
 7 Gaitheys Ave., Toronto, Ont., Canada.

AT 1/2 PRICE

Two 1937 Model Pacific "Marksman" never uncrated, guaranteed as shipped from the factory. \$150.00 each. Deposit 1/3. Balance C. O. D.
R. V. BRUCE, Stearns, Ky.

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.50. Send for illustrated circular.
LAUFMANOMETER CORP., 4532 Park Ave., New York City.

Bally Bullets Await O'Tooles

NEW YORK, June 19.—John A. Fitzgibbons' baseball team, Bally Bullets, has just issued a challenge to the Bally O'Tooles, of the Bally Manufacturing Company, to play for the championship of the coin machine industry.

Fresh from decisive victories over other Eastern coin machine teams, Manager Mary McLaughlin states: "With such outstanding pitching as we are now getting from Tommy Callahan there is no doubt of a victory over the O'Tooles."

Date for this intercity match will be announced as soon as Eugene O'Shea, manager of the Bally O'Toole Indians, answers the challenge.



J. H. (Izz) ROTHSTEIN (right), Banner Specialty Company, Philadelphia, with Jim Buckley, Bally sales manager, admiring the Golden Wheel one-shot table game.

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout **\$325**

BANGTAILS
Superb Horse Race Payout **\$335**

ROLLETTO JR.
Automatic Roulette Payout **\$345**

5c or
25c
Play

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE
Check Separator \$10 Extra.
Concealed Payout Drawer or Open Cup Optional.
All Prices F. O. B. Chicago.
Federal Tax Paid.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.



7 TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPARKLING FLASHER LIGHT

sparkling lights reflect thru field and come to rest on

MODERN BAK-FIELD

Modernistic mirrored to be noted in dazzling colors. Much richer!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

the chute until a more satisfactory degree of emotional calorific is registered (the one objective of the coin-game designer is repeat business.

"TRICKS—To Jung, Adler, Freud and the rest Bill Rabkin could give practical pointers in psychology. He has learned that men will patronize his Photomatic machine in the sanctuary of a men's room, but will not pose for their pictures where the ladies can observe their primping. Everybody tries to beat the penny weighing machine. When a man drops a cent in the slot and reads his weight his friend steps on the platform to get a free reading. The manufacturers try to beat that minor form of chiseling by building a ratchet into the dial mechanism, but if a heavy man takes the platform first and his lightweight friend slides on as the heavyweight gets off the machine can be cheated successfully. All coin machines must be heavily built to endure the shaking and

slugging of disappointed customers. Bill sells machines to operators who lease them to stores or bars or hotels.

"The International Mutoscope Reel Company is the parent of the motion picture industry, a lineal descendant of the old Biograph Company, which gave Mary Pickford her first posing assignment at \$5 a day. The mutoscope is the original peep show—a series of still pictures flipped by a crank, giving the illusion of motion.

"Some of the original machines sold 40 years ago still are used. Recently the industry has shown new signs of life. You can buy a mutoscope now for \$25 and new reels for \$18. The more popular 'new snappy pictures of bashful girls and beaming beauties' include such titles as 'Klasy Kickers,' 'He Got an Eye-ful,' 'Bare Facts' and 'Wiggling Wonders.'

"But before any new reel is marketed Diggerman Rabkin has John S. Sum-

GOLD RUSH GUN CLUB
Portable Shooting Gallery
Reconditioned Models
Special **\$129.50**
Complete A 1 Condition
F.O.B. Dallas. \$50.00 deposit with order. Balance C.O.D.

The only miniature gallery with Caswell Patented SAFETY Bullet Trap . . . the important part of any gallery. It's a profit maker!

ELECTRO-BALL CO., Inc., DALLAS



HAPPY COINMEN visit Western Equipment and Supply Company, Chicago. Left to right: Max Jude, Johannesburg, South Africa, and Al Johnson, Al Ranert and Mason Colbert, all of Nebraska.

ner. of the New York Society for the Suppression of Vice, pass upon its plety."

Bowman in Biz for Himself

ST. LOUIS, June 17.—Earl Bowman, until recently shop foreman of the Ideal Novelty Company, has purchased the repair and key shop from Ray Fields, known as the Ace Repair Shop, located on North Grand boulevard. Bowman services coin-operated machines for the operators of this city and vicinity and since taking over the new business is providing day and night repair service on location to a large number of operators. Several of the St. Louis operators are now contemplating an enjoyable vacation, knowing that their routes will be well taken care of during their sojourn out of the city.

READY FOR DELIVERY!
ROBBINS' 2-IN-1 VENDOR
America's Most Practical Bulk Merchandiser
WRITE FOR LOW PRICES!
D. ROBBINS & CO., MFRS
1141 DEKALB AVE. BROOKLYN, N. Y.

WANTED
Salesmen and Distributors who know how to Promote Sales. Attractive Proposition.

BEFORE YOU PLACE THAT ORDER



Read what
John A. Fitzgibbons
Says about new games

Every day operators call at our offices and without fail ask the same terse question, "What's new?"

This two-worded question has become the standard greeting between the members of the coin machine industry.

When an operator asks us this question we simply answer, "A new game by Bally." And we have learned that this is the answer he has been waiting for.

Why? Because buying a new game today is a real problem for the operator. The game must bring him fast, big profits over a long period of time. It must be mechanically perfect in every way. And, when he is all through with it, it must bring him good trade-in value.

The games we have been selling have met all these conditions because we have pre-tested each game first and made certain of the eventual results.

We have just received a brand new 5-ball novelty bumper action pin game by Bally that meets every one of the above requirements. That game is—MERCURY!

MERCURY has a new, sensitized metal playing field that gives the ball

a mercury-like action which creates an entirely new kind of speed play.

At the same time MERCURY retains all the famous money-making features of Bally Bumper and all other Bally games, including last-minute suspense action, true competitive high score play and really bigger and easier money-making on location.

BEFORE YOU PLACE THAT ORDER
Write, Wire, Phone or Call TODAY and ORDER MERCURY!!!

At the same time we'll be happy to tell you all about Bally's latest proven hits — GOLDEN WHEEL, BALLY BELLS, BALLY FAVORITE, FAIR GROUNDS, NUGGET, CAROM and SUM FUN and many others.

ACT NOW FOR BIGGER PROFITS!!

FITZGIBBONS DISTRIBUTORS
— INC. —
453 WEST 47TH STREET
NEW YORK CITY
362 MULBERRY STREET
NEWARK, N. J.
DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.



A SENSATIONAL FAN VALUE!
QUALITY AND PRICE COMBINED.
Efficient — Economical — Attractive. Fully Guaranteed.
WAL-BIL HIGH SPEED AIR CIRCULATORS
HIGH SPEED MODEL 1006 24-inch; 1/4 H.P.-A. C.
COMPLETE \$67.50 7-Ft. Stand; Heavy Guard
OPERATORS' SPECIAL PRICE
ONLY \$29.85 COMPLETE

You can sell this fan to your locations and take the payments out of his share of the money in the cash boxes of your phonographs, pin games, etc. Keep your locations comfortable during the hot summer months with a **WAL-BIL HIGH SPEED AIR CIRCULATOR.**

WAL-BIL NOVELTY CO.
WURLITZER BLDG., 1006 OLIVE ST., ST. LOUIS, MO.
"Largest Exclusive Wurlitzer Distributors in the Middle West"

Ops Ask for More Winners

CHICAGO, June 19.—"Today's revival day at our plant and believe us when we say it's a real Jubilee, not only for us, but for several hundred operators who are responsible for all the excitement," reported Hugh Burras, sales manager for the Western Equipment and Supply Company, when asked to explain all the ado in the factory's sales office and assembly rooms.

"In response to the overwhelming demand by hundreds of operators, Jimmy Johnson, chief of our organization, has decided to bow to their dictum and we are resuming production on a game that a few months ago had established itself as an outstanding one-shot bumper-type automatic in the industry.

"That game is The Winner, our "moviegraph action" payout game and the forerunner of what many coinmen have termed a new era in automatic game operating. Resumption of production was forced by operators who wrote and called that they were unable to buy any used Winners and were afraid to move those they had from present locations for fear of calling down the wrath of both location owner and players. They insisted that they had to have the games and backed it up with orders to the extent that production on the game is expected to continue for several months.

"Now in production, along with The Winner," Burras continued, "are our two late automatic payouts, Air Derby and Preview. With this Big Three of bumper-type automatics, we are set for overtime production for weeks ahead."

Monarch Moving To New Quarters

CHICAGO, June 19.—Roy Bazelon, owner of the Monarch Coin Machine Company, announces that arrangements have been completed for the occupation of new and larger quarters. Removal activities will begin at once and by July 1, Bazelon expects to be completely settled in what he states will be one of the largest and most up-to-date coin machine headquarters in the Middle West.

In commenting on his move Bazelon said: "The chief reason for the expansion is the demand by our customers for more and more of our reconditioned

truly amazing
VANAK
SLUG REJECTOR
Built for a Purpose, Not for a Price.
See Your Jobber or Write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

FOR SALE
Practically new Bally Bumper, \$25;
Bally Booster, \$30; Relay \$25.
With Texas License \$10 extra.
Have all kinds of One-Ball. Write for prices. 1/3 deposit.
WICHITA NOVELTY CO.
767 Ohio Ave., Wichita Falls, Texas.

War Eagles

BLUE FRONTS—
YELLOW FRONTS

BELLS VENDERS

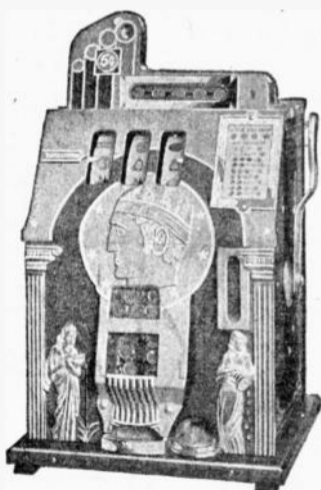
SKY-SCRAPERS

Paces Races, Bargain Prices

● Wire : Phone : Write ●

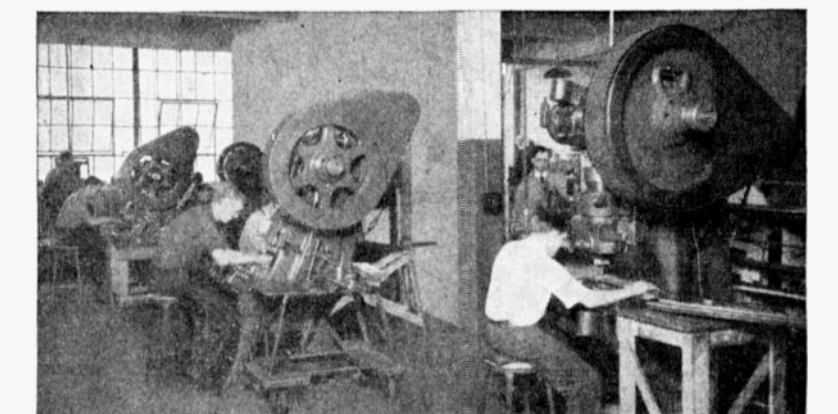
The Vending Machine Company

205-15 FRANKLIN STREET FAYETTEVILLE, N. C.



USED COUNTER GAMES		
Dice O Matics..\$ 3.00	Tavern Machines\$ 7.00	I O U Cigarettes..\$5.00
Reel Dice\$10.00	Reel Races ...\$10.00	Penny Smokes ..\$7.00
USED SLOTS		
Mills Wolfhead Goosenecks..\$25.00	Watling Rolatops	\$50.00
Mills War Eagle Escalators..\$40.00	Watling Treasury	\$45.00
USED PIN TABLES		
Skippers	\$42.50	Mammoths
Roundups	\$25.00	Repeaters
Aces	\$10.00	Lite-A-Pairs ...
Multiples	\$25.00	Ten Strikes ...
Challengers	\$22.50	Stop & Go
Put 'n' Takes ..	\$ 5.00	McCoys
Daily Limits ...	\$12.50	Daily Races ...
Treasure Ships..	\$ 7.50	

BADGER BAY COMPANY, 1013 Main St., Green Bay, Wis.



VIEW OF NEW PUNCH PRESSES recently installed by Bally Manufacturing Company as part of program to increase daily output of games.

Hair-Raising Turf Thriller! FOTO-FINISH

WITH MYSTIC
STEREOSCOPE
BACK
PANEL!

1-BALL BUMPER-SPRING PAYOUT
For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit---it's like a grand stand seat at the most thrilling of all races!

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump ad-

vances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

\$169⁵⁰

Ticket Game, \$10
Extra. Electropak
(A.C.) Equipped.
D.C. Adaptor Extra

**OPERATORS
JOBBER
DISTRIBUTORS!**

Please be patient! We are making delivery as fast as possible. To take care of your orders, we have stepped up production to the maximum without sacrificing quality, and orders are being filled at top speed!

D. GOTTLIEB & CO., 2736-42 N. Paulina St. CHICAGO



THESE

FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT — picks entries and odds. ADJUSTABLE AWARDS — Automatic as well as mechanical control of odds. IN-A-DRAWER MECHANISM — easily accessible. T 400 PIN VISUAL SCALATOR. MOTOR DRIVEN PAYOUT, jam-proof, accurate.

54" x 26"

HOLD EVERYTHING!
A BRAND NEW IDEA IN A NOVELTY GAME COMING SOON
? IT'S UNCANNY! ?
WHAT A GAME!
L. B. ELLIOTT PRODUCTS CO
3017 Carroll Ave., Chicago

Lemenoff Joins American Sales

CHICAGO, June 19.—Lee S. Jones, executive vice-president of the American Sales Corporation, announced this week that Marty Lemenoff, another of the oldtimers who gained his first coin-operating experience under Lee's tutelage, has joined the American Sales Corporation as Western sales manager in charge of sales in Wisconsin, Minnesota, North and South Dakota, Iowa, Illinois, Tennessee, Arkansas, Louisiana and Mississippi. Since this gives Lemenoff a complete coverage of a choice territory, it is reasonable to believe that Lee must have much confidence in Lemenoff's ability and experience.

Lemenoff joined the Seeburg Corporation in 1922, while Lee was general sales manager there, and remained with them until 1930. After that, he went into the operating business for himself in New York, subsequently becoming distributor's representative in New York State.

There are few men who have had 15 years' field experience, as has had Lemenoff, and his association with his old friend, Lee S. Jones, should mean mutual success.

It is interesting to note that Lee is partial to the oldtimers. His traveling organization, which now numbers four experienced men, covering all territory east of the Rocky Mountains, are personal friends of Lee's and have been associated with him for many years.

Lemenoff has started on his first trip, and looks forward to seeing the operators in his territory very soon.

Will Publicize 1937 Watchword

NEW YORK, June 19.—John A. Fitzgibbons, Bally's Eastern representative, has decided to feature the paragraph of his article which was chosen by *The Billboard* as the "1937 Watchword". This paragraph will be included in all the mailings which the firm makes this year. It will also be printed on the back of

QUITTING BUSINESS SALE

The following advertised machines are completely overhauled and repainted, and are meter equipped. These machines are just the same as new. I guarantee you will be satisfied or I will refund your full purchase price.

	Each
2 5c MILLS ROMAN MYSTERY, Gold Award, 357142, 357146	\$ 47.50
15 5c MILLS BLUE FRONTS, Gold Award, 361434 to 362173	52.50
4 5c MILLS BLUE FRONTS, 394952 to 397064	57.50
1 10c MILLS EXTRAORDINARY BELL, Gold Award, 346677	54.50
5 10c MILLS BLUE FRONTS, Gold Award, 354207 to 373792	54.50
2 10c MILLS BLUE FRONTS, 393809 and 409936	59.50
1 10c MILLS ROMAN, Mystery Gold Award, 353594	47.50
5 25c MILLS WAR EAGLE, 314205 to 337198	44.50
1 25c MILLS WAR EAGLE, 394165	69.50
1 25c MILLS BLUE FRONT, 395115	69.50
2 5c PACE COMETS, Mystery, 23943 and 23940	37.50
8 5c PACE COMETS, Mystery, 28774 to 37635	44.50
3 10c PACE COMETS, Mystery, 26102, 29113, 29115	46.50
2 5c JENNINGS VICTORIA, 102006, 108584	22.50
1 5c JENNINGS CENTURY, Mystery, 113962	32.50
1 5c JENNINGS CHIEF, 118111	44.50
2 5c DEAN TRIPLE JACKPOT, Mills	17.50
40 MILLS FILL-UP FLOOR STANDS	4.75
1 PACE RACE, Factory Rebuilt, 30-Pay, New Horses and Breaks, Heavy Duty Motor, Rebuilt at Factory, No.2926 (This machine rebuilt with new parts at the Pace Factory 3 weeks ago, just the same as 1937 Race.)	174.50
1 PACE RACE, 1937, No. 4380 (Same as new)	237.50
1 PACE RACE, 1937, No. 4565 (Same as new)	237.50

I guarantee all of these machines to be the best used machines ever put on a used machine market. One-third cash with order, balance C.O.D.

JACK ABRAHAM
BRISTOW, OKLAHOMA

NOT A FIRE SALE!
WE'RE JUST CRAMPED FOR SPACE
TAKE A GANDER AT THESE LOW PRICES

Bally Proakness	\$64.50
Bally Hialeah	17.50
Pacific Spark Plug	17.50
Bally Derby	17.50
Pamco Parlay	17.50
Bally Peerless	14.50
Bally Jumbo	12.50
Gottlieb Daily Races	14.50
Stoner Double Up	14.50
Bally Ace	6.50
Rodeo	4.50
Gold Rush	4.50
Do Luxe 46	10.00
Sportsman (Brown Cabinet)	6.50
Bally Baby, Tilt-Tat-Toe, Penny	
Smoke	5.00
Reel 21	6.50
Pipe-Eye, Tickette, I. O. U.	3.50

CARSHON AMUSEMENT CO.
806 East Drive, Oklahoma City, Okla.

Name Plate Machine WANTED

Can use Nickel Slot Name Plate Machine. Round disc or flat. Send samples of work. BOX D-85, Care of The Billboard, Cincinnati, Ohio.

BARGAIN CLOSEOUT!
"FILM" RADIO RIFLE
THE ONE PROVEN BEST 1c PLAY RADIO RIFLE USING FILMS. WRITE FOR COMPLETE DETAILS!
AUTOMATIC NOVELTY CO.
2047 N. Wanamaker, PHILADELPHIA, PA.

distributed to operators everywhere to constantly remind coinmen of it. The watchword chosen by *The Billboard* for this year first appeared in the May 15 issue and runs as follows: "We must meet public opinion on its own level. We must clean up our industry if the public feels that certain

parts of it should be cleaned up and we must bring our industry nearer to that part of the public which has any suspicions regarding its merits as an industry. . . . Public opinion is the most potent of all forces. It either makes or breaks any division of the amusement industry."



GINGER

TOKEN PAYOUT

GOOD FOR 1 CIGARETTE

GOOD FOR 2 CIGARETTES

Meet the niftiest, liveliest automatic payout machine in the lowest price field.

Three nimble Reels spin around merrily, click into place with exact precision, and out pops a token, provided three symbols of same kind are lined up.

Tokens call for one pack, 2-3-5 or 10 packs of Cigaretts; they may be assorted in payout tube at operator's option. Operator can control payout percentage of GINGER accurately; to fit all retail prices of Cigaretts.

GINGER gets faster play; it requires less attention by location. Get all the profits you are entitled to; Ginger ends forever "penciling" by Location. Each coin played is recorded by Register, if desired, accounted by redeemed Token.

Extra Door to give Location access to Money compartment, if desired, is standard equipment. Last coin shown in Rear.

Ginger occupies only 8"x8" Counter Space, Weighs 11 Pounds.

Straight Penny or Straight Nickel Play—not interchangeable.

FORTUNE STRIPS — provide a welcome change and pop up the play.

BASEBALL REELS — keep player attention at highest pitch through-out summer; an appeal which never fails.

5c MODEL ONLY

Small in size, lively in action—a GIANT for profits.

GROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, U. S. A.



\$36.50



SEE THE NEW GINGER AT YOUR NEAREST DISTRIBUTORS

ROYAL DISTRIBUTORS, Inc. 54 Elizabeth Avenue Newark, New Jersey	ATLAS NOVELTY CORP. 2200 N. Western Ave. Chicago, Ill.	BIRMINGHAM VENDING CO. 2117 Third Ave., N. Birmingham, Ala.	W. B. SPECIALTY COMPANY 3800 No. Grand Blvd. St. Louis, Mo.
AUTOMATIC COIN MACH. CO. 37-43 Essex Street Springfield, Mass.	DIXIE COIN MACH. CO. 1002 Poydras Street New Orleans, La.	IDEAL NOVELTY CO. 1518 Market St. St. Louis, Mo.	BANNER SPECIALTY CO. 1530 Parrish Street Philadelphia, Penna.
THE MARKEPP COMPANY 3328 Carnegie Avenue Cleveland, Ohio	VIKING SPECIALTY CO. 530 Golden Gate Avenue San Francisco, Calif.	SICKING MFG. CO. 1922 Freeman Avenue Cincinnati, Ohio	THE VENDING MACHINE CO. 205 Franklin Street Fayetteville, N. C.
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon St. Philadelphia, Penna.	ELECTRO-BALL CO., Inc. 1200 Camp Street Dallas, Texas	THE MARION COMPANY 564 West Douglas Ave. Wichita, Kansas	A. P. SAUVE COMPANY 3002 Grand River Ave. Detroit, Michigan

BUY Groetchen's MASTER BUILT GINGER

ON 10 DAYS FREE TRIAL MONEY BACK GUARANTEE from ROYAL

OPERATORS - JOBBERS — DON'T CONFUSE Ginger with any other automatic check vending cigarette play counter game! GINGER is 100% PERFECT and WILL BRING YOU THE BIGGEST, STEADIEST PROFITS YOU HAVE EVER EARNED!! GINGER makes you MORE MONEY because GINGER gives you a DEFINITE Check-up ON PAYOUTS!

RUSH YOUR ORDER FOR Ginger TO US TODAY! Put it on ANY LOCATION on our 10 DAYS FREE TRIAL MONEY BACK GUARANTEE! If GINGER doesn't prove itself the greatest counter game you've ever had WE'LL GLADLY RETURN YOUR FULL PURCHASE PRICE!

Exclusive Eastern Distributors
ROYAL DISTRIBUTORS, INC.
54 ELIZABETH AVE. (Tel.: Bigelow 8-0626) NEWARK, N. J.



FREE!! \$7.05 SALES CARD!

WITH EACH ELEC. MAYFLOWER SHIP LAMP

Single Sample with Sales Card \$1.75

Orders for 6 Ships with 6 Sales Cards \$9.00

6 CARDS TAKE IN \$42.30

ATTENTION! Some operators now selling over 50 deals a week. Try a sample order. WE GUARANTEE!! Money Refunded if sample does not meet with approval.

Size of Mayflower, 20 in. high, 19 long, 7 1/2 in. wide. Carved of wood, canvas sails; electric wired, complete with bulb. Each ship packed in separate carton. Buy from your jobber or write J. M. GEST MFG. CO., 304 S. 4th St., Philadelphia, Pa.

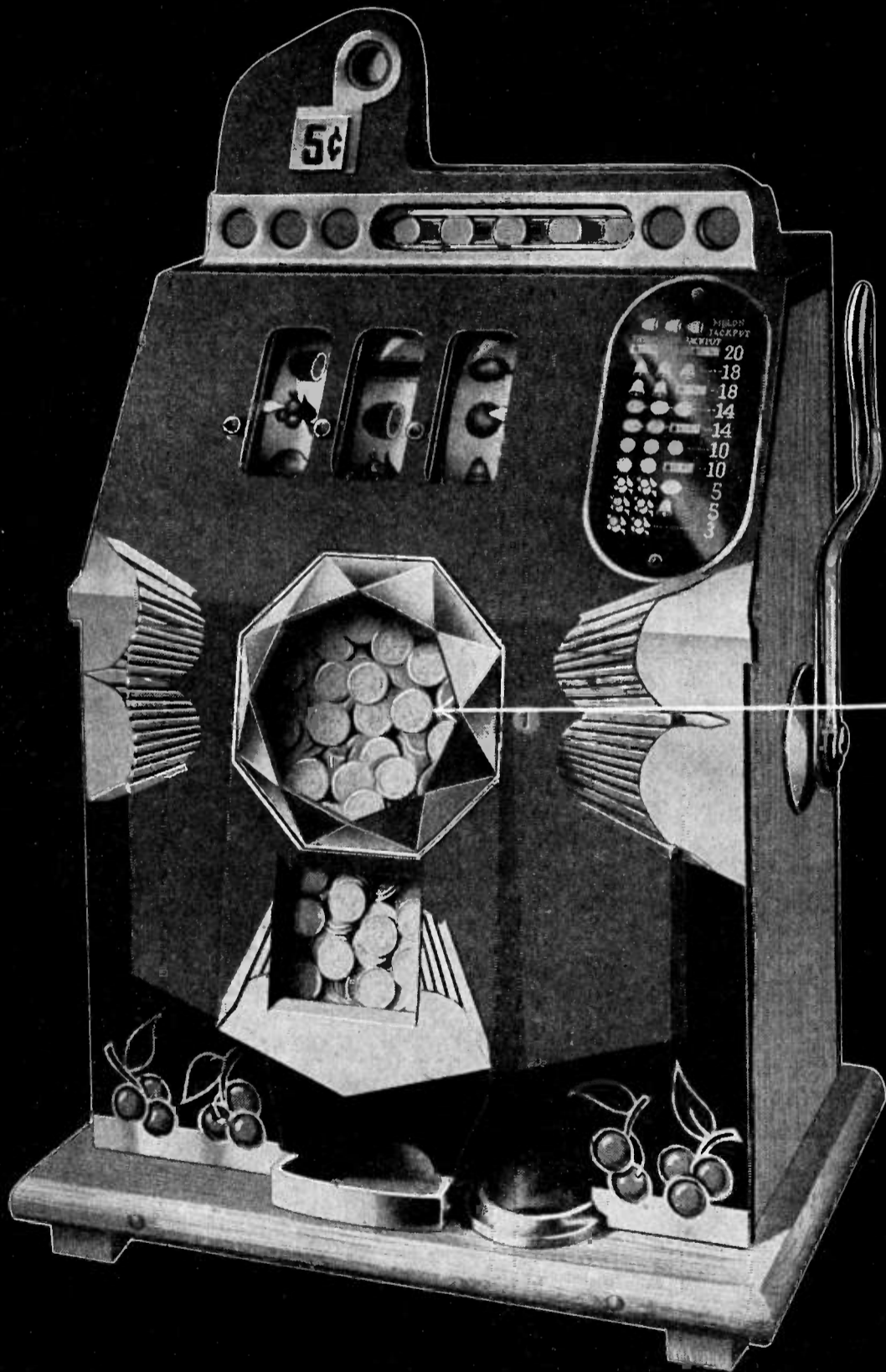
★ **GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS** ★

Jennings Flicker .. \$22.50	Turf Champs \$49.50	Keeney Ten Strike .. \$39.50
Bally Round Up .. 14.50	Bally Blue Birds .. 24.50	Bally Skipper ... 38.50
Bally Challenger .. 24.50	Mills McCoy 19.50	Bally All Stars ... 16.50
Bally Sky High 14.50	Mills Ten Grand .. 16.50	Pamco Parlay 12.50
Grand Slam 10.50	Sunshine Baseball.. 14.50	Sunshine Derby ... 12.50

CERTIFIED DEPOSIT WITH ORDER—IMMEDIATE DELIVERY.

2546-N. 30th STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

[Advertisement]



It's a Melon!

Mills Melon Bell is certainly new — Joe Liska has just given it his final pat. Aflame with color and alive with appeal, it has three Jackpots: Regular Jackpot, Reserve Jackpot, and the New Melon Jackpot which holds 160 to 200 coins. Dominating the entire front of the machine, the Melon Jackpot is always loaded to the gills. And, boys, here's its big secret, and the thing that distinguishes it from all other models: it's a Jackpot the player can hit, not a DUMMY! Write for prices and special information to Mills Novelty Company, 4100 Fullerton Ave., Chicago.

SEVEN IN A ROW OR ...

NICKELS & QUARTERS



**Pacific's
PAMCO RACES
... the "old famous"**

PAMCO RACES has everything that made Palooka famous... the "old famous" principle of bowl type, one-ball play... the rotodrum odds commutator... and the "seven bank" coin chute. PAMCO RACES takes up to seven nickels each play! Pays on win, place and show. Odds as high as 30 to 1. PAMCO RACES is the fastest, most fascinating pay table that ever hit the market! If your order isn't already in, phone your distributor. Get your PAMCO RACES and get ready to take in nickels--"seven in a row," day and night without let-up!

\$209.50



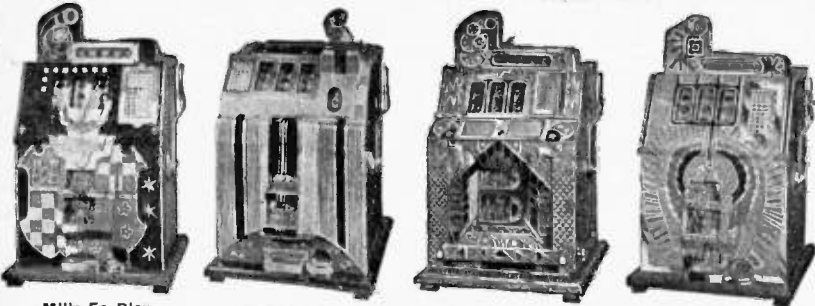
Pacific's De Luxe Bell

\$249.50

It's so easy to spend a nickel... and so natural to "step it up" to quarters on the second and third spin. Experienced operators know this big jump from nickels to quarters means top money. You yourself have watched people--race track fans for instance--"see-saw" back and forth with small winnings and losses. Then plunge with bigger money to "outguess and get ahead." So you know the principle of nickels to start--quarters to keep going--means big money for you! Furnished with two nickel chutes if desired. Also ROSEMONT with horse race symbols and CORONATICN with royalty symbols for "special" locations. Each--\$249.50.

PACIFIC MFG. CORPORATION
4223 LAKE STREET, CHICAGO • Los Angeles Office: 1320 S. Hope Street

**MILLS SLOTS THOROUGHLY RECONDITIONED
GUARANTEED MECHANICALLY PERFECT**
ALL MYSTERY PAY-OUTS LIKE NEW



Mills 5c Play
Blue Front Bell
\$69.50
10c Play, \$72.50

Mills 5c Play
Skyscraper Bell
\$47.50

Mills 5c Silent
J. P. FOK
\$47.50

Mills 5c
Silent War Eagle
\$62.50

MINTS 75c a Box
(100 Pieces)
Case Lots (10 Boxes), \$6.25.

BALL GUM 15c a Box
(100 Pieces)
Case Lots (100 Boxes), \$12.00.

1/3 Deposit on All Orders, Balance C. O. D.

**SICKING MFG. CO. 1922 FREEMAN AVE.
CINCINNATI, OHIO**

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts.
PHILADELPHIA, PA.

ATTENTION MARYLAND OPERATORS

We still have a limited number of Automatic Pay Out Games at
Real Bargain Prices.

YORK VENDING COMPANY

208 W. MARKET ST., YORK, PA.
Plenty of Parking Space in the rear.



BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	Round Up	SLOTS
Carom \$75.00	Sunshine Base- 25.00	War Eagle, 25c \$39.00
Rovers 70.00	ball 23.50	Mills Blue Front Gold Award 62.50
Speed King 60.00	Grand Slam 22.50	Mills Blue Front Bell 62.50
Hi-Card 60.00	Multi-Play 21.50	Wattling Double J. P. Front Vender 25.00
College Football Peerless, Ticket 20.00	Stop & Go 19.00	Paces Bantam, 1c 17.00
With Clock 60.00	All Stars 19.00	COUNTER GAMES
Grand Prize 59.50	Golden Harvest, Ticket 19.00	Daval Races 7.00
Hi De Ho 55.00	Bonus 16.50	Reel 21 7.00
College Football, No Clock 55.00	Peerless 14.00	Big Five Jr. 7.00
Turf Champs 53.00	Big PIN GAMES	Bally Bumper \$28.00
Skipper 52.50	Jumbo 14.00	Hi De Ho 19.00
Snappy 39.50	Daily Races, Mystery 35.00	Excel 10.00
Fence Buster 30.00	Pamco Bells 27.50	Short Sox 8.00
Multiple 25.00	Daily Races, Multiple 25.00	Mad Cap 8.00
Galloping Plugs 25.00		

Export Department
Orders for shipment overseas are given prompt and efficient attention.

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd.
Chicago, Ill.
First With the Latest New Games--Get Your Name on Our Mailing List.

WE WANT NEW CUSTOMERS!

A FEW BUDIN'S BARGAINS

BUMPER \$22.00 SCORE BOARD \$30.00
RICOCHET \$32.00 HOME RUN \$26.50

And many other Bumper Type Games, as well as all Pin Tables too numerous to mention. Our Prices are the Lowest -- Our Machines Perfectly Reconditioned.

WRITE FOR PRICE LIST.

1/3 Deposit with Orders, Balance C.O.D.

ALL THE LATEST GAMES ALWAYS IN STOCK.

BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave.,
BROOKLYN, N. Y.
Tel.: Nevins 8-7528.

"THE HOUSE OF PROVEN WINNERS"

Bally Roll 549.50	Skipper 549.50	Bumper 532.50
Flicker 27.50	Firecracker 27.50	Red 'N' Blue 19.50
Rugby 12.50	Cusher 9.00	Twister 12.50
Fifty Grand 7.00	Zenith 7.00	Mad Cap 8.00
Bolo 8.00	Top Hat 8.00	Tackle 5.00
Frisky 8.00	Hi-Lite 5.00	Diito 3.00

And many more bargains. Every used game reconditioned, ready to put out on location and make money for you. Ask any successful operator. Write, wire or call. Terms--1/3 Deposit, Balance C. O. D.

J. & J. NOVELTY COMPANY, 2272 Gratiot Ave., DETROIT, MICHIGAN.
Phone--Fitzroy 5770



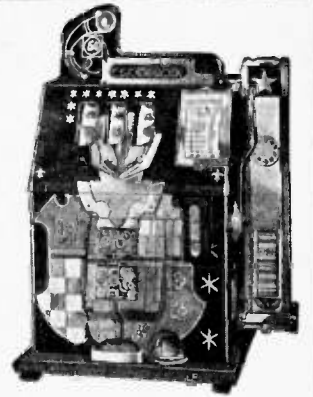
H. F. MOSELEY, Pres.-Treas.



NOTICE WE ARE DISTRIBUTORS FOR

JENNINGS' DELUXE SPORTSMAN, WESTERN'S PREVIEW, EXHIBIT'S RACES, PACIFIC'S SKOOKY, MAZUMA, DELUXE BELL; BALLY'S EQUALITE, CROSSLINE, CAROM, GOLDEN WHEEL, RAYS TRACKS; MILLS POST TIME; PACES' RACES; GENCO AND DAVAL'S LINES; STONER'S AIR RACES AND LATONIA; GOTTLIEB'S HOT SPRINGS.

JOBBER AND OPERATORS, WRITE US FOR PRICES. WE CAN MAKE PROMPT DELIVERY.



Operators and Jobbers ride to Prosperity with Moseley on Cushman's Auto Glide

PIN GAMES & COUNTER MACHINES

Slightly Used—Like New

4 Dally Limit	\$ 8.00
2 Daval's Totalizer Floor Sample	8.00
2 Fire Crackers (brand new) F.S.	30.00
1 Mills Post Time Floor Sample	115.00
2 Bolo's Novelty Game (like new)	8.00
12 Bumpers S. U.	25.00
5 Skippers S. U.	37.50
2 Hi-De-Mo, used 10 days, cash model	52.50
8 Rack-'Em-Up, used 10 days	10.00
8 Tri-o-Packs, F. S. (like new)	10.00
8 Doz. Duck Soup, new, each	1.25
Per dozen lots	12.00
1 Preakness	75.00
10 Reel 21 (like new)	5.00
2 Golden Harvest (perfect)	8.00
8 Penny Packs	6.00
1 Red-N-Blue (floor sample)	10.00
1 Rover, cash model, like new	85.00
1 Penny Smoke	5.00
1 Ticklite, 5c play	5.00
1 Excel Machine	10.00
1 Lights Out	7.50
1 Prospector	8.00
1 Madcap	7.50
1 Major League	7.50
2 Caroms (used 10 days)	105.00
2 Peerless C. P. and Ticket	16.00
1 Pamco Red Ball C. P.	20.00
1 Grotchen 21, like new	6.00
3 Bally Deebys (perfect)	20.00
2 Daval Races (like new)	7.00
1 Arithmetic (perfect)	4.00
5 Match-'em Machines (brand new)	5.00
1 Ace Machine	8.00
5 Pamco Chase, like new, cash pay	17.50
3 Tit-Tat-Toes (perfect)	3.00
2 Double Deck F. S.	10.00
5 Double Deck (new, never on location)	13.00
1 Daval's Sequence Machine	12.50
2 Holdem Machines	15.00
1 Bank Night	12.00
1 Totalito	5.00
2 A.B.T. 1c Pistol Targets F. S.	29.50
5 A.B.T. 1c Pistol Targets, used 10 days	18.00
1 Royal Races	75.00
1 Keeney's Repeater	10.00
2 Rockola Low-Boy Scales F. S.	37.50
1 Pamco Speedway	22.50
1 Hurdle Hop (like new)	20.00
1 Fair Grounds S. U.	117.50
1 Dally Races	17.50
1 High Hand	7.50
1 Broker's Tip	20.00
1 HopScotch (cash pay)	15.00
1 Baffle Ball (cash pay)	9.00
1 Keeney's Targetto (like new)	125.00
1 Baffle Ball (cash pay)	9.00
2 Bally Booster S. U.	35.00
1 Palooka Sr.	30.00
1 Palooka Jr.	22.00
10 Pamco Parlay	17.50
5 Jumbos (like new)	10.00
1 Nip-&Tuck	10.00
1 Zephyr S. U. (like new)	10.00
2 Mills Baby Venders	5.00
3 Sandy Horse	5.00
1 A C 7 Play Bell F. S.	220.00

NEW MACHINES OF FLOOR SAMPLE

3 Rack-'Em-Up (brand new)	\$ 20.00
1 Paddle Wheel (floor sample)	175.00
1 Mercury F. S.	62.50

PHONOGRAPHS

1 WURLITZER No. 618 F. S.	\$257.50
1 Rockola Rhythm King 12 rec. F. S.	225.00
2 Rockola Night Clubs (like new)	125.00
2 Gabel Jr., 12-record selective model, Pyramid type cabinet, appearance like new, operation perfect	\$65.00 each

A. B. T. 1c Play Targets, used 10 days, at \$18.00 Each; HI DE HOS, used 10 days, at \$52.50 Each, and 8 TRIO PACKS at \$10.00 Each.

WILL BUY FOR CASH

200 Preakness and 200 Turf Champs, high serials. In perfect condition, or will trade other machines, either new or used, for same. Write us what you have to offer, naming lowest cash price delivered in Richmond, subject to examination.

Auto-Glide

100 Miles per Gal.
30 Miles per Hour!

GET IN ON THE FUN!

AMAZING LOW PRICE!

The newest ride thrill has come to town. Be sure to see it! Marvelous economy, comfort and convenience all combined in this machine! Wonderful for pleasure, school, deliveries and business. Saves walking... Saves time. Easy to ride... easy to park. Easy to buy.



PRICES F. O. B. FACTORY

AUTO-GLIDE, "PLEASURE MODEL"

1 H.P. Engine, 47-Tooth Sprocket	1	\$125.00
1 1/2 H.P. Engine, 43-Tooth Sprocket	2	132.00
DE LUXE—1 H. P., 47-Tooth Sprocket	5	133.00
DE LUXE—1 1/2 H.P., 43-Tooth Sprocket	6	140.00

AUTO-GLIDE, "KARI-PAC MODEL"

1 H.P. Engine, 47-Tooth Sprocket	3	\$132.50
1 1/2 H.P. Engine, 47-Tooth Sprocket	4	139.50
DE LUXE—1 H.P., 47-Tooth Sprocket	7	140.50
DE LUXE—1 1/2 H.P., 47-Tooth Sprocket	8	147.50

SPECIAL EQUIPMENT

PACKAGE CARRIER, Separate	\$10.00
TRAIL-IT ATTACHMENT (State for which Model)	5.00

FINEST PARTS
Genuine Cushman Husky Engine. 12"x3 1/2" ballon air tires. Steel frame. Double steering head. Drum brake. Clutch. Hand throttle. Large cushioned seat. Beautifully finished.

NOTICE

We are exclusive distributors for Cushman's Auto Glide for Virginia, West Virginia and North Carolina. We will not accept or make deliveries of any orders to any States other than the three mentioned above. The above prices are F. O. B. factory. If shipped from Richmond \$5.50 freight will be added for freight from factory to Richmond. Dealers in Virginia, West Virginia and North Carolina write or wire us for dealers' prices if you are interested in territory contract before your territory is allotted to someone else. We can protect you on shipments either from factory or from Richmond. A deposit of \$25.00 is to accompany all orders for Auto Glide in the form of P. O., Express, or Telegraph Money Order.

PACES RACES

5 Light Cabinets Paces Races, 1937 model, 30 to 1, cash pay out, used 1 week, like new, 5c play, Nos. 4562-4417-4365-4491-4554	\$310.00
1 Black Cabinet Paces Races, 30 to 1, 5c play, cash pay, No. 1675	175.00
1 Black Cabinet Paces Races, 20 to 1, cash payout, 5c play, No. 2905	\$210.00
2 Ray's Track Floor Sample, never on location, Cash and T. Serial over 4400	275.00
2 Paces Races, 30-to-1 cash payout, used seven days	\$330.00

SUPPLIES

10 Solid Check, aluminum finish, same size as nickel, Per 1,000	\$ 8.00
5c Solid Checks for Pin Games, Per 1000	10.00
Batteries, Per Case of 25	5.00
Reg. 5c Coin Slot for Pin Games	2.50
Air Races & Ch., Sep Slots	\$ 3.50
Ball Gum, per Case 10,000 Balls	12.00
Collection Books, Per Doz	.60
2 Dozen	1.15

We also carry a line of Parts for Paces Races.

SLOT MACHINES

All slot machines have been reconditioned mechanically, cabinets finished and guaranteed and offered subject to prior sale. One-third cash deposit with order.

1 Mills Red F. future 100 pay with Indicator, high serial	\$75.00
1 Mills Red F. 25c future pay with Indicator, high serial	75.00
10 Mills 5c Red F. future pay with Indicator, high serial	75.00
26 Mills Mystery Blue F JPV, GA, 5c, 319095 to 377139	50.00
6 Mills Mystery Blue F. JPV, no GA, 5c, 364058 to 395475	45.00
1 Mills Extraordinary JPV, no GA, 5c, 306396	40.00
1 Mills Extraordinary JPV, no GA, 10c, 397251	40.00
1 Mills Blue F. JPV, GA, 10c, 377782	60.00
1 Mills Blue F. JPV, GA, 25c, 321527	50.00
1 Mills Blue F. JPV, no GA, 25c, 354897	50.00
5 Mills Golden Silent Reg. JPV, GA, 1c, 307543-309195	25.00
2 Mills Golden Silent Reg. JPV, GA, 5c, 300644-349343	35.00
2 Mills Silent F. JPV, 5c, 280284-28397	27.50
2 Mills Golden Silent Reg. JPV, GA, 25c, 30410-300740	35.00
1 Mills Red F. JPV, GA, deferred play, 10c, 378429	60.00
1 Mills Red F. JPGA, Skill control, 10c, 269013	55.00
1 Mills Blue F. JPGA, skill control, 10c, 362727	55.00
2 Mills Red F. JPGA, skill control, 5c, 374315-374555	55.00
2 Mills War Eagle, JVP, no CA, 5c, 4447730-346780	30.00
1 Mills Q. T., JPV, 5c, 9275	30.00
4 Pace Bantams, JPV, 1c	15.00
1 Pace Front, JPV, 1c 25477	12.50
1 Pace Bantam Bell, JP, 10c, 8512	15.00
1 5c Jennings Victoria	27.50
4 5c Jennings Bell, 102798 to 102998	17.50
1 5c Jennings Slide V, Dummy	12.50
1 1c Jennings S V, Pace F.	12.50
1 5c Jennings Victoria	17.50
2 Jennings Reserves, 5c, 80888 79654	17.50
13 Watling Twin JPV, 1c, 51421-52732	19.50
1 Watling Mystery Pay JP, 1c, 71293	25.00
3 Watling Treasures JP, 1c, 73988 to 74151	25.00
6 Little Dukes, 1c, coin detecto head, triple JP, 14513 to 17325	15.00
1 Watling Twin JP, 10c, 50418	15.00
6 Watling Rol A Top JPGA, 5c, 64393 to 70628	42.50
2 Watling Rol A Top JPGA, 10c, 66659-73251	42.50
2 Watling Rol A Top JPGA, 25c, 71381-72299	42.50
1 Jennings Silent Escalator JP, 5c, 190433	30.00
4 Jennings Duchess JP, 1c, 12792 to 17865	15.00
1 Pace Bantam 1c JP	15.00
5 Watling Twin JPV, 5c, T49728 to L62949	22.50
2 Watling S JP Front V, 43678-43389	12.50
1 Watling, no JPV, 33572	7.50
1 Mills SJP Bell, 25c, 211091	20.00
1 Mills SJP Bell, 25c, 234837	22.50
1 Mills JPV, Pace F, 10c	12.50
1 Mills JP Bell, 5c, 254010	12.50
1 Mills JP Bell, 25c, 137101	12.50
10 Mills JPV, 5c, 142467 to 270148	12.50
1 Mills JPV, Pace F, 25c	12.50
1 Mills JPV, Pace F, 5c, 130255	12.50
1 10c Calilo	15.00
2 25c Calles, SJP, 28532-608	15.00
1 25c Mills Bell with Rock-Ola dummy front, 227251	20.00
1 25c Mills, Pace Front, 187898	20.00
6 Mills, Pace F, 150339 to 181913	20.00
1 5c Primer, 71844	17.50
3 Mills Dummy F, 181179 to 222260, 5c	12.50
2 Little Duke Detecto Heads, 5c play, 1549 to 7510	17.50

All Used Machines are offered subject to prior sale. All orders must be accompanied by 1/3 Deposit in the Form of P. O., Express or Telegraph Money Order. ORDER NOW!

MOSELEY VENDING MACHINE EXCHANGE, INC.

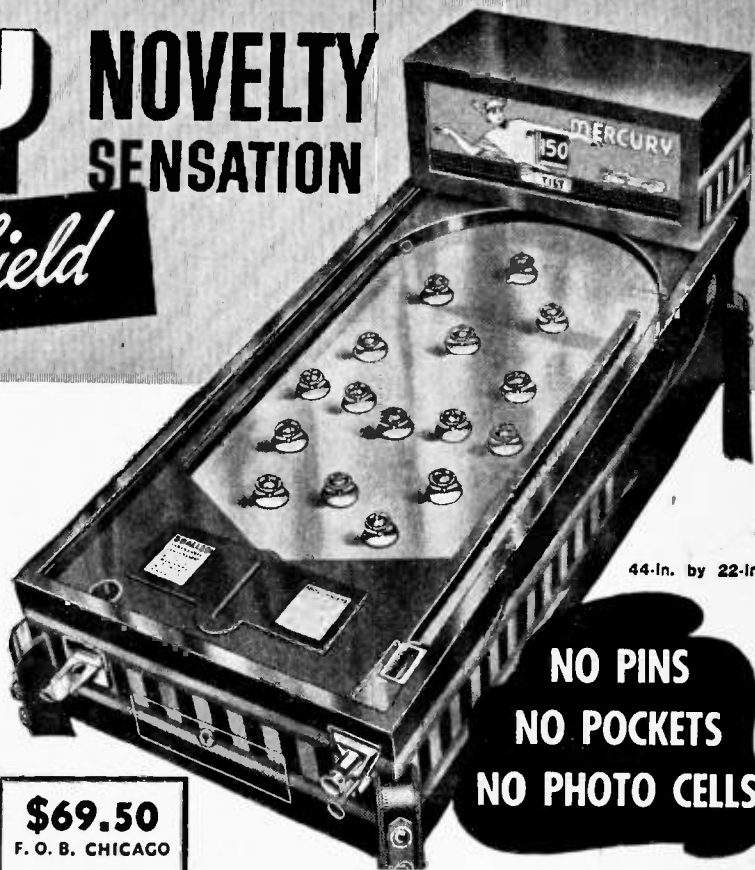
100 BROAD STREET Day Phone 3-4511 — Night Phone 5-5328 RICHMOND, VA.

ANOTHER BALLY SCOOP!

MERCURY NOVELTY SENSATION

WITH THE

Super-charged Play-field



44-in. by 22-in.

**NO PINS
NO POCKETS
NO PHOTO CELLS**

\$69.50

F. O. B. CHICAGO

5, 4, 3, OR 2 BALL PLAY

● **"RUBBER-TIRE" BUMPERS REGISTER SCORE!**

As the "bounciest" material known to science, Rubber has tempted the talents of game designers for years. But the well-known insulating power of Rubber has defied all attempts to use Rubber in Bumper-type constructions . . . and it remained for Bally engineers to solve the problem by inventing the revolutionary new "Super-Charged Play-Field" featured for the first time on MERCURY!

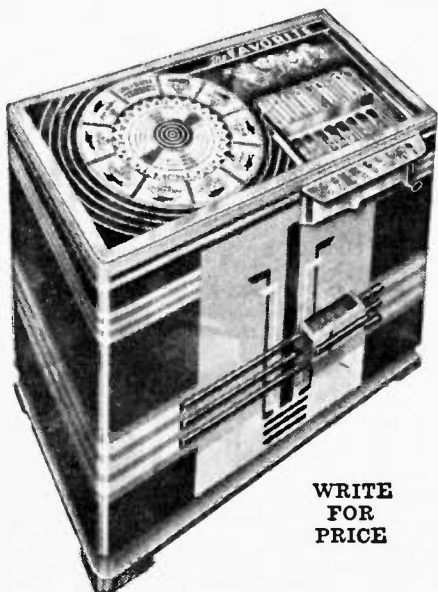
● **NEW SILVER-BRIGHT CHROME STEEL PANEL!**

A specially prepared plate of silver-bright Chrome-Steel, the "Super-Charged Play Field" is ultra-modern in appearance and instantly labels MERCURY as SOMETHING NEW AND DIFFERENT! Due to the peculiar acoustics of the Chrome-Steel panel, balls roll as silently as if on velvet . . . and the noiseless ball-action emphasizes the thrilling "click, click, click" of balls registering against "Rubber-Tire" Bumpers!

EARNING POWER PROVEN ON COUNTLESS LOCATIONS!

This ad is our first general announcement of MERCURY . . . but nearly two thousand are already on location from Coast to Coast . . . with two to three weeks' play proving that MERCURY is actually a greater money-maker than Bumper! You don't have to take our word for MERCURY'S phenomenal

earning power, as machines in every section are giving a daily demonstration of the biggest, steadiest collections ever earned by any novelty game. Get your share by ordering MERCURY today — FROM YOUR FAVORITE JOBBER OR DISTRIBUTOR!



WRITE FOR PRICE

FAVORITE RACE TRACK CONSOLE

NINE famous purse-winners on a circle track sparkling with lights! Whirling wheel CHANGES ODDS every race. Nine selections; nine coins per game; NINE TIMES THE EARNING POWER! Extremely FAST PLAY and DAILY DOUBLE feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few FAVORITES today!



GOLDEN WHEEL

America's largest selling ODDS-CHANGING BUMPER ONE-SHOT. All the "first - second - third and fourth place" payout appeal of Preakness, plus Bumper Action, Electric Kicker, greatest Flash ever! Get your share of the Gold in GOLDEN WHEEL! Order today

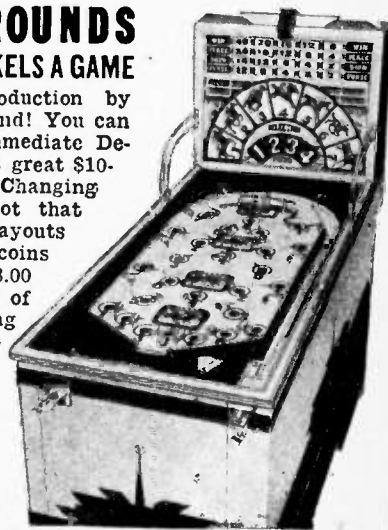
Write for Prices on Payout & Ticket Model

FAIRGROUNDS PLAYS 4 NICKELS A GAME

Back in production by popular demand! You can again get Immediate Delivery on this great \$10-AN-HOUR Changing Odds One-Shot that Multiplies Payouts by number of coins played . . . \$8.00 TOP! Plenty of spots begging for FAIR- GROUND now, so rush your order and clean up!

\$194.50

F. O. B. CHICAGO



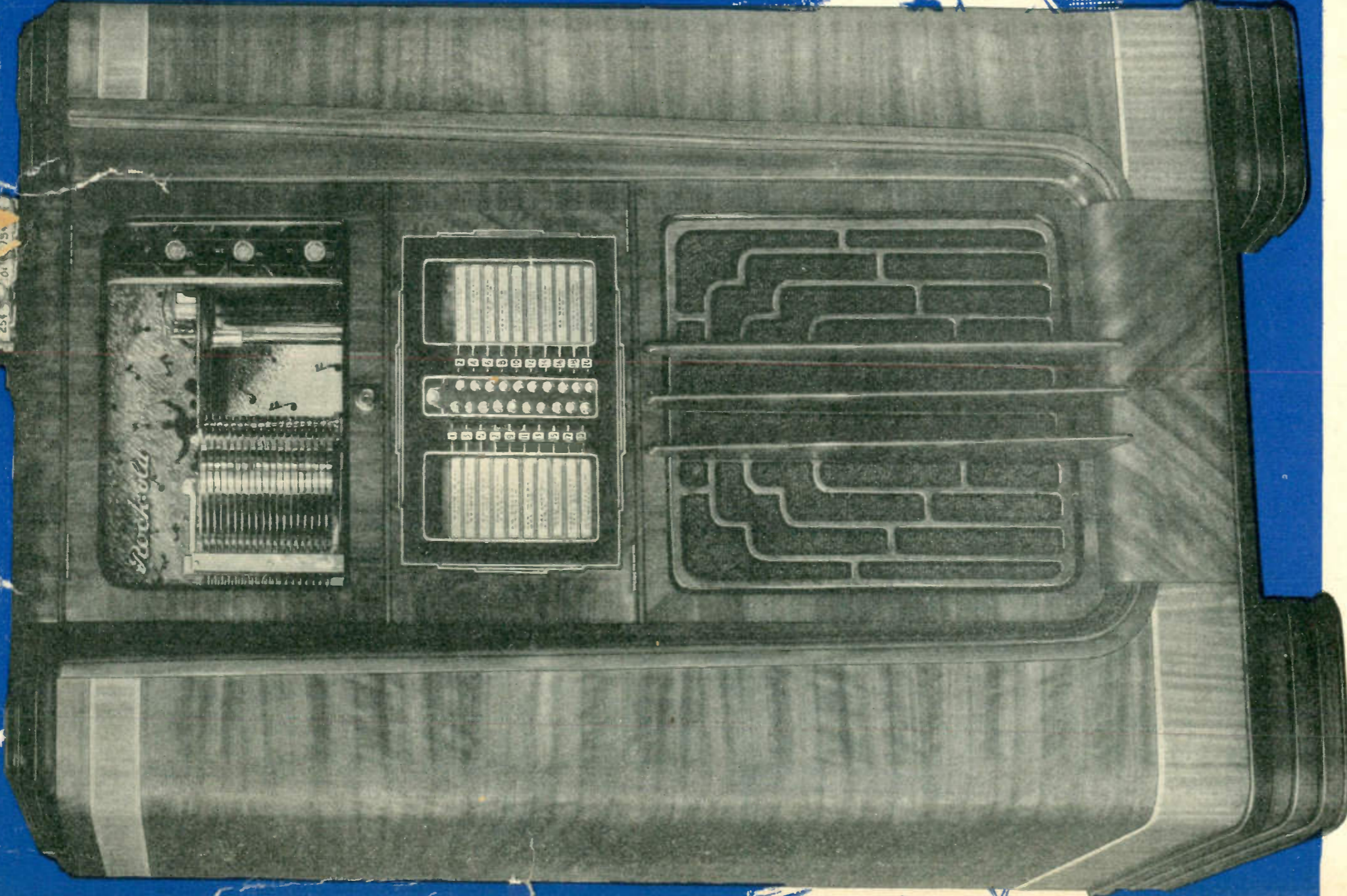
WRITE FOR FULL COLOR CIRCULAR on NUGGET and SUM-FUN counter games Also BALLY BELLS (console), RAY'S TRACK RELIANCE, BALLY BABY

BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, Eastern Distributor, 453 W. 47th Street, New York, N. Y.

25¢ 0.125



ALL ★
phonographs
get nickels . . .
BUT . . .
it takes
Rockola's
IMPERIAL

20 ★

to get more
QUARTERS
and **DIMES**



than ordinary
phonographs get
in **NICKELS!**

**THE BEST
MUSIC IS IN
MUSIC!**

**That's why location owners are DEMANDING
Rockola's "Imperial 20" phonographs . . . They
take in big money because Rockola Multi-
Selector Phonographs have --**

THE BEST TONE!



ROCK-OLA MFG. CORPORATION

800 N. KEDZIE AVE., CHICAGO, ILL.

A FEW OF SPORS 4000 FAST SELLERS

TOOTH PASTE.
 No. T400—Regular 25c to 35c size. Assorted brands. A bargain fast seller. Dozen, 45c. Gross, \$4.95.
 No. T550—Shaving cream. Produces a rich creamy lather. Attractively packed. Dozen, 45c. Gross, \$4.95.

RAZOR BLADES.
 No. H400—Double edge. Made from charcoal steel, highly tempered, triple tested. Packed 5 blades to a package, 20 packages in a carton. 100 blades, 35c. 1,000 blades, \$2.95.
 No. H5—Drexel double-edge blades. Written guarantee with each package of blades. Packed 5 blades to a package, 20 packages to a carton. 100 blades, 69c. 1,000 blades, \$6.50.

STIK-TITE CEMENT
 No. AT9—Not affected by atmospheric conditions. It sticks and stays stuck. Repairs furniture, mends celluloid ware; recommended for upholsterers, carpenters, cabinet makers, awning workers, etc. A powerful, dependable all-purpose cement that meets every need. An eye-catching, self-selling display card which shows the many uses of the cement. Is included with each dozen cement. Put up in 1 oz. bottles. Sample, 6c. Dozen, 58c. Gross, \$6.48.

VEST POCKET KNIFE
 No. H619—Fancy design, chromium plated pocket knife with two stainless blades. Has shackle to attach to chain. Length closed 3 1/4 inches. Sample, 8c. Dozen, 79c. Gross, \$6.95.

OPERA AND FIELD GLASS
 No. V17—Fine quality lenses; black leatherette case, round shaped; bright nickel-like tubes. Just the thing for tourists, hunters, farmers, sportsmen, plays, field events, etc. Each in a box. Sample, 19c. Dozen, \$1.98. Gross, \$22.98.

OCTAGON LIGHTERS WITH TASSEL
 No. M244 1/2—Pocket or handbag lighter with colored silk tassel. Nickel finish. Octagon shape. Dozen, 35c. Gross, \$3.95.

GLIDER PLANE
 No. J483—Consists of Glider 6 1/2 inches long, 9-inch wing, rubber starter and binder with instructions to build the plane. Loops and spirals like a real plane. Dozen, 29c. Gross, \$2.98.

No. J484—Similar to above only smaller in size. Dozen, 12c. Gross, \$1.09.

COMBS
 No. N291—An exceptional value, good size, low priced. Packed one dozen to a box. Dozen, 35c. Gross, \$3.45.

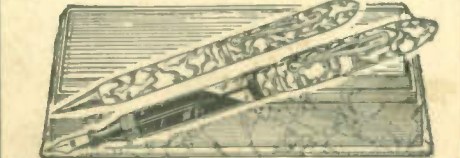
No. N297 1/2—High-grade quality clip comb. Clip prevents loss. Dozen, 39c. Gross, \$3.98.

NEEDLE BOOKS
 No. N384—A popular assortment of 75 gold and silver-eyed needles. Includes bodkin, tapestry, chenille, crewel, embroidery, darning and hand-sewing needles. Dozen, 32c. Gross, \$3.58.
 No. N207 1/2—Gotham Flyer needle book. 60 needles to a folder. Dozen, 39c. Gross, \$4.45.
 No. N208—Army and Navy needle book of 30 needles. Dozen, 17c. Gross, \$1.29.

3-Year Guaranteed Wrist Watch
 No. V315—A practical watch in a size suitable for ladies or men. Tonneau shaped. Chromium finished case and adjustable wrist band. Has nonbreakable crystal. Guaranteed for three years. Sell for \$3.75. Sample, \$1.79.

PEN AND PENCIL SETS
 No. R302—Pump filler set. Pen fitted with size 4 durlum point and mechanical pencil to match. Pearl colors (no box included). Sample set, 35c. Dozen, \$3.55. Gross, \$41.50.

No. R315—Pump filler set. Similar to above but pen is fitted with size 6 point. Pearl colors. Sample set, 39c. Dozen, \$3.98. Gross, \$46.90.



THE PHENOMENAL SELLER
WORLD'S CHAMP
 Sensational Winner
 EVERY PRIZE A KNOCKOUT OF VALUE
 NO BLANKS 10 WINNER EVERY TIME
 POSITIVELY NOT A GAMBLE GUARANTEED EVERY ARTICLE A REAL VALUE!
 PICK YOUR FAVORITE FIGHTER—SEE WHAT A KNOCKOUT PRIZE HE WINS FOR YOU!!
 FREE and FREE
 BONE OF THE FIGHT
 50 VALUE EXTRA SUPPLIES RECEIVED WITH LAST PUNCH

WOW! WHAT A WALLOP -- TO SALES RESISTANCE
 No. D245—Everyone has gone wild over the "World's Champ." It's New—Novel—Fascinating. Reaps tremendous quick profits for you and dealer, too. Boxing possesses a "year round" appeal. Gets the play—today—tomorrow—every day—for a good long time to come. With so many important fights this year—the "World's Champ" is irresistible. Consists of 70 prizes, each worth 10c or more. Last punch receives a "surprise package" worth 50c or more—thereby keeping interest until entirely sold. Three "K. O." prizes, each worth 50c or more—add more and greater surprise. Puts pep into the sales—sells the deal in double quick time. (Shipped by express or freight.) Scores of locations—Easy Sales. Place your order now for early delivery. Brings in \$7 at 10c a sale. Sell to dealer for \$6.25 to \$6.50.
COSTS YOU \$3.50
Lots of 15, \$3.35 each

TRADING POST
 No. D185—Mystery, surprise and suspense are a few of the characteristics of the Trading Post. There is always the possibility that the purchaser will get a big prize—this acts as an incentive to take another draw. He is assured, however, that the prize he receives will be worth 10c or more retail—thus cannot be disappointed. No 1 surprise package with last draw creates interest. Consists of 130 prizes. At 10c a sale—brings in \$13. Sell to dealers for \$9 to \$9.75. (Shipped express or freight.)
COSTS YOU \$6.60

MONEY-BACK GUARANTEE
 We guarantee to refund money (less 10% handling charges) for any merchandise returned to us within 60 days from invoice date.

BARGAIN SPECIALS

No. J149—Moving Picture Toy.	Gross \$.69
No. V39—Butterfly Pins, asst. colors.	.83
No. V115—Good compass.	.85
No. J164—Novelty, two dice in box.	.82
No. J244—Paper Hats, asst. colors.	Gross .45
No. J248—Tin Fire Trucks.	Gross .69
No. J300—Playing Card Tricks.	Gross 1.09
No. J312—Magic Fishing Set.	Gross .98
No. J393—Knife, Fork and Spoon Set.	Gross .22
No. J404—Toy Wrist Watch, asst. styles.	.39
No. J443—Assorted Shaped Whistles.	Gross .35
No. J51—Horseshoe Magnet.	Gross .59
No. J66—Bird Warbler.	Gross .45
No. J133—Paper Running Mouse.	Gross .69
No. J139—Cigar Fans.	Gross .79
No. V59—Tie and Collar Holder Sets.	Gross 1.95
No. H232—Three-in-One Toothpick Knife.	Gross .88
No. K485—Folding Fans, 14-inch spread.	.25
No. K486—Folding Fans, 12-inch spread.	.18

MINNEHAHA HERBS
 No. T226—Satisfaction guaranteed or money back. A non-habit forming preparation. Made from herbs, seeds, etc. Procured from nature's fields. Recommended for constipation, auto-intoxication etc. Price \$1 marked on each box. Sample, 13c. Dozen, 85c. 1,000, \$49.50.

HELEN HARDING POWDER AND PERFUME COMBINATION
 No. DLH—Consists of one box of high-grade face powder and a bottle of perfume that possesses a pleasing odor. Quality goods. Both wrapped together with cellophane. Looks like a \$2 flash. Sample, 10c. Dozen, \$1.08.

SWING SCOTTIE DOG HOUSE WITH DOGS AND PERFUME
 No. D240—The talk of the nation. Adds a bit of charm to lady's boudoir or dressing table. Consists of cardboard dog house in pink color with black trimming, Scotch plaid effect roof, sliding entrance; two Scottie dog figures, one black and one white, each with a bottle of perfume tied to their neck. An appealing display. Sample, 15c. Dozen, \$1.65. Gross, \$19.50.

THE SELLING SENSATION OF 1937
 No. D220—Department, variety and other stores find this number the biggest money maker. A fine bridge prize or gift, an attractive figure on a "What Not Shelf." Looks like ivory; also comes in black, plaster filled. Height about 2 to 3 inches. The silk ribbon tied around the figure's neck and bottle of perfume, which comes in assorted shapes, adds greatly to the attractiveness and usefulness of the new combination. Sample, 7c. Dozen, 79c. Gross, \$8.95.

WIND-PROOF POCKET LIGHTER
 No. M39—Will light cigarette, cigar or pipe in a heavy wind. Fitted with a sliding cylinder which protects the flame from wind and danger of being blown out. Fine for hunters, golfers, sportsmen, fishermen, etc. Small enough so it can be carried in pocket very conveniently. Sample, 14c. Dozen, \$1.10. Gross, \$11.75.

PERFUME IN VIALS
 No. T82—A fine perfume, very fragrant odor which pleases and satisfies. Comes in assorted odors and colors. Put up in glass vials, each with label, plain cork stopper. Dozen, 21c. Gross, \$1.75.

PERFUME
 No. T291—A perfume of excellent quality in 1/4-oz. bottle. May be had in the following odors: Narcisse, Christmas Delight, Le Orient and Gardenia. Sample, 5c. Dozen, 49c. Gross, \$3.98.

A GREAT HIT!—Stunning Value
 No. D275—This deal is the most astounding selling offer made in sales people in many a year. It's so irresistible, ladies cannot pass it up. Just think it consists of Wm. A. Woodbury face powder and cold cream, 1 bottle of perfume, 1 lipstick and 2 pair of ladies' hose, 320 needle construction, latest shades, sizes 8 1/2 to 10 1/2. Looks like a \$3 value. Offer at 99c—it should be a sellout. (Coupons for this deal 85c per 1,000.) Sample deal, 58c. Dozen, 57c each. Gross, 56c each.

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 256 pages chock full of 4000 fast sellers and 15 money making plans. It's FREE. Send for it today.

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