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May 29,
1937

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R-B CIRCUS NEAR 100% UNION

Equity Asks WPA Continue

If cut must come, Gillmore asks that non-pros get ax—FTP retrenchment seen

NEW YORK, May 22.—In view of the prevailing uncertainty over the continuance of appropriations for the Federal Theater Project, Frank Gillmore, Equity president, this week wrote a letter to every senator and congressman and Harry L. Hopkins, WPA administrator, stating he hoped there would be no reduction in funds. In the event a cut was inevitable, however, Gillmore urged that it fall on the non-professional members of the FTP.

At a meeting of FTP officials Thursday Mrs. Hallie Flanagan is reported to have said that no orders for a cut have come at yet. Reported also that all Federal theater publications, including the FTP Magazine, were to be discontinued as of June 15. Move is obviously a retrenchment policy, jibing with current uneasiness over the continued flow of funds from Washington.

Present at the meeting were Mrs. Hallie Flanagan, FTP director; Philip Barber, director of production; Walter Hart, director of production service; Ellen S. Woodward, assistant administrator of the (See EQUITY ASKS on page 13)

Publishers Resist Songwriters' Demand for Performance Rights

Won't be "errand boys of songwriters" is publisher attitude—threaten "sit-down strike" against SPA—third SPA-MPPA meeting Tuesday—compromise seen

NEW YORK, May 22.—Move by Songwriters' Protective Association to take over the handling of transcription and recording licenses from the publishers met with strong resistance from the latter this week, one of the leading pubs stating that the entire group was determined not to become the "janitors or errand boys of the songwriters." This opinion was vouchsafed after the first meeting between the two factions, together with the information that the pubs were determined to stick together and go to any lengths, even a "sit-down strike," to prevent SPA from carrying out its avowed intention. Such a stand by the pubs would entail refusal on their part to publish songwriters' tunes and carry along as best they could.

Publishers claim, however, that the drastic first report of SPA's move, as released by President Irving Caesar, was not truly indicative of the feeling of the songwriters on the subject. Men of the SPA council, it is alleged, said the statement was released without the ratification of the entire membership.

Feeling of the pubs that SPA is overreaching itself is based to a large extent on the fact that they (publishers) go thru the trouble and expense of publishing and exploiting tunes to put the creations of the songwriters on the map. Lowest salary of a top professional man, for instance, is in the neighborhood of \$150 a week.

Attitude of the songwriters, however, as stated by Caesar last March in his speech at SPA's annual confab, was that the tunesmiths had not surrounded themselves "with offenses and defenses best calculated to serve the interests of the creators of song, who, in the final analysis, any fair-minded witness would (See PUBLISHERS RESIST on page 13)

Legit Forms Association To Fight Against Stage Censor

NEW YORK, May 22.—Pleasantly surprised by Governor Lehman's quick veto of the Dunnigan Bill providing for a one-man censorship of the legitimate stage and determined not to be caught nodding again, legit interests Friday created a permanent organization or lobby to combat future contingencies of the same nature. To be registered in the Supreme Court as the Association Against Censorship in the Legitimate Theater, the organization stems from the Joint Committee of the Legitimate Stage Opposed to Censorship, the group which was hastily established to fight the Dunnigan Bill.

Herman Shumlin, chairman of the temporary committee in charge of organizing the permanent group, outlined the aim of the venture, saying, "The sense of the meeting on the entire ques-

tion of censorship was that we ought to be prepared in the future so that we can defend any possible attack on the freedom of the stage."

According to Milton R. Weinberger, counsel for the League of New York Theaters, where the meeting occurred, the organization hopes to: (1) Promote a better knowledge of the theater's needs and foster the interest of the public therein; (2) protect the inalienable right of freedom for all those engaged (See LEGIT FORMS on page 13)

Circus Battle On Over Rail Rights

SYRACUSE, May 24.—Agents of three circuses are concerned in a war for railroad rights of way into this city. Advance man for Cole Bros.' Circus stated here last week that routing of his show has been interfered with by refusal of New York Central to transport the show over the same lines as competitors within 30 days of each other. His contention was that Hagenbeck-Wallace and Ringling-Barnum circuses are given preferred schedules.

Preference given the other circuses means the Cole show has to zigzag its way, causing delay and extra expense, the agent protested. The indirect movement means switching from one railroad line to another and has resulted in cancellation of a performance in Utica, it is claimed.

The Utica performance was to have been given on a direct run from Syracuse, where Cole Bros. will be June 4. Hagenbeck-Wallace will be in Syracuse (See CIRCUS BATTLE on page 101)

Workers Signed By Departments

Expect working agreement this week—understood eye on other circuses, carnivals

LANCASTER, Pa., May 22.—Ralph Whitehead, executive secretary of the American Federation of Actors, said today that he expected "final negotiations Monday in Philadelphia" with the Ringling Bros.-Barnum & Bailey Combined Circus, which the AFA is now organizing for purposes of collective bargaining under the Wagner labor relations law. Already having won formal recognition for performers and all unorganized employees of the circus, Whitehead has been conferring with Samuel W. Gumpertz, senior vice-president and general manager of the show, and with John M. Kelly, circus attorney, on detail of the pending formal agreement between the circus and the AFA.

Whitehead, accompanied by his assistant, Harold Koenigsberg, and Mrs. Whitehead, has been with the circus since it left Brooklyn. Instead of signing up the employees at a huge meeting Tuesday, as originally planned, he has been tackling them by departments. He said today that "practically every one in all departments has signed" and that he "expects to sign stragglers in Philly Monday." Altho Gumpertz kept away from his men while they were being solicited by the AFA in Washington, Baltimore and here, he arranged with his department heads to have all the men available to Whitehead at designated times during each day.

George W. Smith, chief circus organizer for the AFA, has been with Whitehead. (See R-B CIRCUS on page 101)

New Cincinnati Coney Reopening Challenges Biz Marks of 50 Years

CINCINNATI, May 24.—New Coney Island, rebuilt since the January Ohio River flood at an expenditure of \$900,000, opened its 51st season on Saturday and business over the week-end challenged all records, officials declared. President and General Manager Edward

L. Schott said he believed figures would show it to be the biggest opening in history of the park.

Weather was ideal, a Saturday night shower coming too late to affect patronage. All records were broken for attendance in Moonlite Gardens. Steamer Island Queen carried capacity loads from the city water front to the Island.

While many customers observed opening of the park season, thousands more doubtlessly were attracted by curiosity to look over the new modernistic structures which replaced those ruined when flood waters devastated the 165-acre playground. Among new construction are the Clipper, thrill coaster; two-story bathhouse, two shelter houses, brick warehouse and refrigeration plant for storage of food and other supplies. New gardening, landscaping and lighting are featured. New buildings are re-inforced with steel and foundations imbedded in concrete to withstand future floods.

New bathing beach at the pool has tons of white sand. In operation are newly decorated Wild Cat, Cascades, Show Boat, Ferris Wheel, Cuddle-Up, Tumble Bug, Skooter, Laff-in-the-Dark, Whip, Water Cycles, Arcade and Land of Oz, kiddie park. Bert Block and his band are in Moonlite Gardens, Smittie and his Gang in Rose Garden and Forrest Bradford and his orchestra on the Island Queen.

Cincinnati Zoo is drawing thousands to view the new open dens, reptile house and African Veldt.

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Film Peace Is Delayed

IA pres issues ultimatum on jurisdictional disputes —Lessing leadership scored

HOLLYWOOD, May 22.—Hope of any immediate peace between striking Federated Motion Picture Crafts and the producers was blown wide open and brought to a dead standstill yesterday when notice was served on the major studios by George Browne, president of IATSE, to the effect that no agreement was to be signed between producers and striking painters until several jurisdictional disputes over makeup artists, draftsmen and hairdressers had been settled. Ultimatum by Browne was accepted. (See FILM PEACE on page 13)



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Berle Wants To Be Alone(?)

NEW YORK, May 22.—Milton Berle, who doesn't want to be alone, barged into New York yesterday morning traveling "incognito" as Greta Garbo. Dressed in female apparel, extra long shoes and a wig, Berle immediately was covered by a bevy of newsreel men, photographers, radio and film execs.

IA Out After Indie Houses

NEW YORK, May 22.—International Alliance of Theatrical Stage Employees, aware of the present strong trend toward unionism and apprehensive lest outside groups gain a strong foothold, is (See IA OUT AFTER on page 8)

WPA Record-Smasher, 'Faustus,' Grosses \$40,000 in 20 Weeks

NEW YORK, May 22.—Dr. Faustus, WPA Federal Theater's smash hit this season, will have grossed approximately \$40,000 when it brings to a temporary close its record-breaking run May 29. Playing to capacity and S. R. O. business, the Marlowe piece will have gone along without a change in cast for 20 weeks, giving a total of 122 performances to a paid total audience of approximately 103,000. With admissions of 25, 55 and 65 cents, the weekly take averaged \$2,000.

Conceded even now to be a record-breaking run for any non-Shakespearean Elizabethan play, *Faustus*' playing time is not yet over. Piece is scheduled to

Alan-Elsa Okey Doke

NEW YORK, May 22.—Fracas between Alan Corelli, secretary of Theater Authority, and Elsa Maxwell, sponsor of a party this week at the 21 Club for the Musicians' Emergency Fund, will be amicably settled, with TA getting its cut direct from the MEF. Dispute arose when TA ran into obstacles in attempting to check up on the affair, which had been officially cleared by Corelli. 21 Club will furnish TA a statement of suppers furnished at \$20 per plate.

Depinet Prexy of Pathe

NEW YORK, May 22.—Ned E. Depinet, vice-president of RKO Radio Pictures, was elected to the presidency of Pathe News yesterday, succeeding Courtland Smith. Frederick Ullman was elected vice-president of Pathe.

Philly Mayor Is Very Mad

Orders cops to watch for kid entertainers, femaleimps, "objectionable acts"

PHILADELPHIA, May 22.—Censorial wrath of Mayor S. Davis has been aroused again. For the third time this year he is calling on his police to clean up vice and crime, only this time he points his finger at "indecent" entertainment. Night spots come up for renewals on their liquor licenses next month.

Cops were ordered to serve notice on all operators of nighteries, vaude houses, burlesque and ballrooms for a meeting yesterday at City Hall for a pep talk. "We will refuse renewals and revoke any licenses in places where minors are served or sold liquor," hizzoner stated. "Proprietors are being told that children must not be used either as day or night entertainers, and the use of female impersonators and other objectionable acts will be prohibited."

First lock-up was directed against a nabe taproom where two 16-year-olds (See PHILLY MAYOR on page 8)

Int'l Casino To Open Late August

NEW YORK, May 24.—After many delays the International Casino in the New Criterion Theater Building is slated to definitely open late in August. Spot is still being constructed.

Cast of the Sandrini show will arrive here from Paris late in July.

Troupers' Club Elects

NEW YORK, May 22.—Recently held regular meeting of the Troupers' Club elected Marty Gibbons, president; Robert Welch, vice-president; Louis J. Thomas and Charles C. Nichols, financial secretaries; George Ginger O'Neill, treasurer; Harry B. McGrane, assistant treasurer; Joseph Kennedy and Alec Borden, recording secretaries; and Robert Doll, secretary-at-arms. Board of directors includes Fred Beerwald, Al Glardon, Hugh Scollan, Fred R. LeVarge, Ernie Trace and Rex Owen. Alex N. Wolf is counsel and Reverend Leonard Boyle chaplain.

Eltinge, N. Y., Manager Freed

NEW YORK, May 22.—Eddie Madden, of the now dark Eltinge Theater, burlesque house, was discharged yesterday in Jefferson Market Court. A subpoena had been served on Madden charging him with continuing burlesque at his theater despite the closing order issued by the License Department. Magistrate William A. Farrell ruled that the subpoena was served in violation of a court order staying the closing order.

Equity Ballots Sent

NEW YORK, May 22.—Ballots for the Actors' Equity election June 4 were sent out Thursday, according to Frank Gilmore, president of the association. Council granted the three parties in the field permission to use the addressograph machine.

BLUE BARRON

(This Week's Cover Subject)

THE first major break came in October, 1935, for Blue Barron when the management of the Paradise Floating Palace, Troy, N. Y., engaged him on a tryout basis and then kept him at the spot for more than five months. After this booking and successive dates in that section of New York State Barron and his orchestra were booked by Consolidated Radio Artists at the Southern Tavern, Cleveland, the band broadcasting on NBC thru WTAM. This date started Barron's acquisition of a national reputation.

The band features sweet music and its personnel includes practically a complete variety show. There are three vocal soloists, a glee club, a whistler and a vocal trio in the setup.

Opening of Paris Exposition Stimulates Night Club Field

PARIS, May 17.—Opening of the Paris International Exposition of 1937, set for next week, is resulting in an outbreak of new night spots and redecking of the old ones. The Champs Elysees niterie belt will benefit thru its situation alongside the exposition grounds, but the Montmartre and the Montparnasse belts are also easily accessible and look for big business.

Montmartre niteries which have opened within the last few days are the Bagatelle—ex-Florida—where Max Spiro is presenting the dancers, Alice Swanson and Don Byrnes, and Hayward Powers and his Waldorf-Astoria Orchestra; the Montseigneur, featuring Raquel Meller, Bricktop and the Hot Club Orchestra, and the

Cotton Club, with Leon Abbey's Band. Former Capitale being redecked to open as Harlem, and the Moulin Rouge Dance Hall being remodeled and getting new front.

Most important of the Champs Elysees spots will be the Ambassadeurs, where Clifford Fischer will put on a big floor show with the Abbott Girls and the ork of Willie Lewis. Jimmie Witterled is in as p. a. of the house. Le Ruban Bleu, intimate spot over the Boeuf sur le Toit, is already open with Adelaide Hall and Nancy Logan. Max Francisco taking over Chez Josephine Baker for early reopening. Many other spots in and around the exposition grounds will open before mid June.

SAG Will Hit at Non-Pros Who Are on Central Casting Books

HOLLYWOOD, May 22.—Initial project of the Screen Actors' Guild upon enforcement of Guild shop conditions June

1 will be to purge Central Casting Bureau's extra listings to such an extent that only bona fide extras will be on call. Present Central setup has registered several thousand extra players who earn livings in other businesses, working in films only a few days annually. Result, according to Aubrey Blair, Guild official, is draining about 75,000 working days yearly from legitimate atmosphere people.

Setup of extra calls for legitimate picture workers will not be thru any radical moves, however. Guild executives feel certain that, with the advent of 100 per cent Guild shop for minor actor classifications, initiation fee of \$10 and \$5 yearly dues will be the stumbling block that will keep majority of outsiders from picture work. Group referred to has been working not more than 20 days per year, and they won't feel initiation and dues worth the investment. If this doesn't work satisfactorily as a means of spreading comparatively steady employment to the bona fide extras Guild might undertake a survey that will result in the elimination from Central's books all but those actually dependent upon pictures for a living.

Ten-year Guild shop contract, calling for 100 per cent SAG membership in extra, stunt men, day, freelance and stock players and 90 per cent closed shop for featured players and stars, goes (See SAG-WILL HIT on page 8)

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Beavers Revolt Satisfactorily For Kid Audiences at WPA Show

NEW YORK, May 22.—The juvenile audience at the premiere of *The Revolt of the Beavers*, presented May 20 at the Adelphi Theater by the Children's Theater of the WPA Federal Theater Project, was so thrilled with the fist fights and warfare by putty blowers and slingshots among the beaver factions that they forgot their boredom during the first three scenes and clapped the players for four curtain calls. As a reading assignment the play is hard going for the nine-year-olds for whom it was designed. The idea that the whole is a dream creation in the minds of two children in vague.

Beyond that the youngsters seemed to have grasped the full import of the

plight of the majority of beavers, who were held in suppression by a dim-witted but tyrannical chieftain. The growing insurgency among the dissatisfied won the sympathy of the audience, which fell hard for the dramatic trick of putting the listeners wise to something unknown to the actors. Hence, when all the aroused beavers had overcome armed forces and aimed to "bend" the bad chief they realized he had disappeared (to a corner of the stage). The boys and girls in the audience, however, queered the hiding with shrill yelling, bringing the culprit to justice. Windy was none too convincing, but the other actors carried out successful animal characterizations. Music by Oscar Walzer was picturesque. Others deserving of commendation include the authors, Oscar Saul and Lou Lantz; directors, Lewis Leverett and Peter Hyun; director of dance mime, Sylvia Manning, and Samuel Leve, who had charge of settings and costumes. S. W.

"Let's Go Florida" Off on Wrong Foot

ST. AUGUSTINE, Fla., May 24.—Ray Jackson's latest promotion, *Let's Go Florida* revue, billed as Florida's official State presentation, featuring "50 radio, screen and stage celebrities," has become involved in pay-off trouble. The Waldorf Cafe this week sued Jackson for \$48 on a restaurant bill, but a check was posted before the hearing and the case dismissed.

According to the local *Daily Record*, several indignant members of the show visited its office and protested that stationery and other literature used in connection with the promotion carried the words "Florida's official State presentation" and that the names of the St. Augustine and St. Johns County Chamber of Commerce were used in publicizing the show, whereas, the cast declares, they have been told such support was withdrawn some time ago.

The unit played its first date in Miami Tuesday to a good-sized but disappointed audience. The acts were amateurish and the ensemble numbers poorly directed. The much-heralded "50 radio, screen and stage celebrities" failed to appear and the only redeemable feature was the Florida State College Orchestra.

According to the prospectus, the purpose of *Let's Go Florida* is twofold: To gain and garner for the State of Florida hundreds of thousands of dollars' worth of free publicity in newspapers and via radio with absolutely no cost to the State or any of its officials and to make sufficient money to not only carry itself but show a profit for the investor and producer, who is also the originator of the entire idea.

Among those complaining to the local *Record* were Joseph E. Manzanares, band leader, who had a contract for \$100 a week, and Dean Hudson, of the Florida Clubmen Band.

The cast could not get an immediate date when it arrived here Wednesday and put on a floor show at an informal dance that evening.

Smith, Segal Must Reply by June 19

WASHINGTON, May 24.—George S. Smith and Paul M. Segal, attorneys, have been given until June 19 to file answers to charges "for alleged unbecoming, unethical and unprofessional conduct and demeanor" made by Federal Communications Commission. Special FCC committee, consisting of Commissioners George Henry Payne, chairman; Thad H. Brown and Paul A. Walker, investigated activities of the two lawyers and charged they aided filing of applications by a "subterfuge or dummy applicant."

Attorneys are specifically charged with erroneous filing construction permit for Richard M. Casto and Palmer Broadcasting Syndicate, Inc. Commish alleges that Casto was "not the true applicant and that he did not own the funds as represented" and that this was done to "hinder and delay other applicants." FCC further charged Palmer Broadcasting Syndicate, Inc., represented by Smith & Segal, was "dummy applicant" and filed applications for stations at Portland, Me.; Lewiston, Me.; Cheyenne, Wyo., "to hinder and delay other applicants."

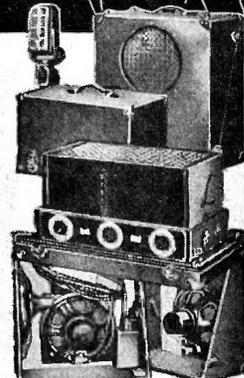
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HOW TO BE AN ANNOUNCER

Candidates for Jobs With WNYC Take Stiff Civil Service Test

Announcing in parks' p.-a. system starts at better pay than on city station, altho latter scale higher later—test on music, sports, emergencies 'n' everything

NEW YORK, May 22.—Tests for announcers for the municipally owned New York Station, WNYC, were held by the Municipal Civil Service Commission a fortnight ago. Following questions comprise the major part of the written exam would-be city splerers had to take, there being, in addition, an oral quiz for diction, etc. Announcers for the city's park system had to take this same series of tests. Park department job pays \$2,160 a year, \$1,440 for four months of service. Station job pays \$1,800 annually to start, with candidates from previous list getting appointments at \$2,460 and \$2,760. What the largest city in the world expects from its radio and p.-a. system splerers is shown in the test herewith:

1. Define briefly the following terms as used in radio broadcasting: script, continuity, sustaining show, network show, tag line, tie-in announcement, stand-by, ad lib., dead spot, on the head.

2. (a) What censorship is exercised over radio broadcasting stations? (b) What types of material must be excluded from broadcasting programs? (c) What specific precautions must an announcer take to guard against objectionable material being used during a broadcast? (d) What are the essential differences between the problems of censorship of a radio broadcasting station and those of a newspaper?

3. Make up a suitable skeleton program consisting of from 12 to 18 broadcasts which are to be presented during a single day, from 7 a. m. to 10 p. m., over a non-commercial broadcasting station, where artists, performers or speakers are not paid.

4. (a) Describe four types of microphones in general use and state under what conditions each is used to advantage. (b) Select any type of program you wish, except orchestral program, and state your choice of the types of microphones you would use and what arrangement and in what position you would place them to secure the best broadcasting results.

5. As an announcer, how would you meet the following emergencies? (a) (See NEW YORK CIVIL on page 8)

Chevigny's Book Set

LOS ANGELES, May 22.—First work by Hector Chevigny, Columbia Broadcasting western division continuity director, has been accepted for fall publication by MacMillan. Titled *Lost Empire*, book is biographical, dealing with the life of Nikolai Petrovich Rezanov, Russian trade genius. Tome will be publicized as the first major literary work to come from any radio writer.

Worcester Stations Make Daily Deals

WORCESTER, Mass., May 22.—Buckling WTAG's news hookup with *The Telegram-Gazette*. WORC this week completed negotiations with *The Worcester Evening Post* to broadcast news four times daily, along with various sports, fashion and Hollywood features. Station and *Post* picked times that scooped the opposition three times out of four. With WTAG broadcasting news from its own papers at 8:15 a. m., 1, 6:30 and 11 p. m., WORC and *The Post* broadcast at 8 a. m., 12 noon, 6 and 11 p. m.

WORC will move into its new quarters on the fringe of the exclusive neighborhood section here shortly.

Carah, Crooks, Shift To Randall Advertising

DETROIT, May 22.—Warn Carah, formerly account executive with Stevens-Farron Agency, and Lee Crooks, previously with *The Detroit Times* in charge of advertising promotion, have joined the Fred M. Randall Advertising Agency. They will be assigned to new business development.

Agency is planning to increase both office space and office personnel.

Chi Ad Agencies Adding Facilities

CHICAGO, May 22.—Between repeat business and clients howling for more radio time local ad agencies are working on fall programs earlier than usual. Concerns on the air now and those expected to be next fall have become jittery from past experiences and are anxious to sign up early to get the choice time spots and talent.

As a result of the agencies' getting more radio work, several are finding it necessary to expand departments. J. Walter Thompson Company has taken another floor in the Wrigley Building here to accommodate its larger radio staff. Ruthrauff & Ryan leased an entire floor recently to expand all around. This company was also one of the pioneers in fitting out its own studio and audition rooms several months ago and the success and convenience of rehearsing and auditioning talent on the spot have started other agencies thinking along that line. Blackett-Sample-Hummert, Inc., now reported to be contemplating a \$20,000 investment in studios.

Ciggies' Vox Pop Now From Saloons

NEW YORK, May 22.—Twist to the sidewalk interview opens on WGR, Buffalo, June 1, when announcers will drop in clubs, saloons and other masculine meeting spots. Announcers will get the boys talking baseball and other sports and ask their opinions on best players, prospects and other sport chatter.

John Loveton, of Ruthrauff & Ryan, placed it for Penn Tobacco. Three times weekly for 39 weeks.

WASHINGTON, May 22.—WOL has instituted a five-day week for its staff. Station is following the lead of many New York stations in reducing the number of working hours per week.

New Bill Barring Dentists' Ads Kayos Boston's Top Local Acct.

BOSTON, May 22.—Governor Charles F. Hurley has signed a bill which, effective in 90 days, prohibits dentists from using radio to advertise, and Hearst newspapers triumphed over radio.

Leading in the movement to kill the legislative bill was Community Dentists, New England's largest radio dental (and optical) program users, with *Voice of the Community*; Adrian O'Brien; Terry O'Toole's *Irish Echoes*, on Yankee and Colonial Networks, and *Community Notebook* on WEH. Firm expended a bit over \$1,000 weekly for these shows, the bulk going to Yankee-Colonial.

George J. M. Riseaman, of the Commonwealth Advertising Agency, handling the account, fought the law. Letters and wires were sent to radio executives

Buddy Clark Cleared Of Salt Shaker Theft!

BOSTON, May 22.—Buddy Clark, CBS warbler, who dubbed songs as Jack Haley in *Wake Up and Live*, was awarded Suffolk Superior Court jury verdicts of \$1 for false imprisonment and \$1 for slander in his suit against Georgian, Inc. (cafeteria chain).

Jury deliberated four hours in case, in which Samuel Goldberg (Clark) sought five grand as a result of an incident in Brookline (Mass.) Georgian restaurant in November, 1933, when Clark was accused, together with Albert Stearns, who sued for three grand on the same charges, of stealing salt and pepper shakers. Police locked them up at the time.

A.'n'A. Expand; Diggin' for Oil

NEW ORLEANS, May 22.—Amos 'n' Andy (Freeman Gosden and Charles Correll) are branching out into other fields. Passing thru Louisiana on a surprise visit this week, they visited the, new sensational Lisbon oil field and signed their names to a 20-acre lease surrounded by ground where new wells are now being brought in almost daily. They paid \$22,000 for the property, which was given a thoro going over in advance by their traveling companion, Harry Hanbury, oil op. of Tyler, Tex.

Driving to Homer and later to Tyler, the boys left the Texas city for Los Angeles Sunday night with Andy at the wheel. "Our lease looked very prospective," Andy drawled out when asked what he thought of the oil field.

WHK-WJAY Staff Due for Revisions

CLEVELAND, May 22.—Major revamping of WHK-WJAY staff is due about June 15. Mary O'Kelley, only fem program director of city, resigns as chief of combine to marry Dr. Arthur B. Peacock, of Columbus, N. J. Since coming here from Raleigh, N. C., she has scored in her work.

Mendel Jones, WHK-WJAY continuity director, succeeds to the position. Bev Dean will replace Jones in continuity, meantime continuing as station's press relations head.

Southern Ad Men Elect

JACKSON, Miss., May 22.—Van Rogers, of Clarksdale, was elected president at the annual State session of the Outdoor Advertising Association of Mississippi held at the Robert E. Lee Hotel last week. Other officers chosen were Fargo Dixon, Natchez, vice-president; I. B. Isehberg, Greenville, treasurer, and William Magruder, Jackson, and D. C. Nickles, Columbus, directors.

Tele in 1937, Says Turner

PHILADELPHIA, May 22.—That television will be on the market late this year and may even sweep the country next year was predicted by Seymour Turner, vice-president of Farnsworth Television, Inc., of Pennsylvania, in a radio interview last week over WHAT. However, its coming out in the open hinges on public interest and demand. "Public demand, and only public demand, will bring television to us in the near future," he declared, intimating that if commercial enterprise failed to finance its commercial development the clamoring public would force government subsidy of the industry.

Cost of transmission was pointed out as the main deterrent to television's advance in the United States. "Europe is farther advanced in television than we are," he explained, the closer linking of the foreign chains greatly reducing the cost of transmission.

Comparing the reception of television today with home movies, he said that when the public accepts television as it accepted radio mass production will bring the price within the reach of all. He also outlined the possibilities television offers to the youth of America. "There is money to be made in this field," he stated, "just as there is money in radio today."

Latest reports from England are that authorities "regret" having introduced television abroad, as it is not yet perfected and still too costly all around.

N. Y. Hearst Sheets Lead in Air Deals

NEW YORK, May 22.—Hearst's *Journal*, *American* and *Mirror* are New York's most active dailies on the air. Each has station deals calling for use of news from the dailies and giving the newspapers credit on the air. Besides receiving cuffs news, stations also get considerable play in box listing, column mention and news stories.

Journal and WNEW play ball, while *Mirror* and WMCA swap time and news. *American* works with Hearst's WINS. WNEW has 90 minutes of news broadcasts credited to the *Journal*, plus an average of an hour weekly of special events. WMCA has approximately 165 minutes, including a sponsored broadcast by Nick Kenny, *Mirror* radio columnist. WINS uses eight and a half hours of news weekly supplied by International News Service, with *American* taking bows. Six and a quarter hours of these news stanzas are sponsored.

Other dailies are at best lukewarm and sometimes frigid toward station tie-ups. Conservative *Times* is strictly off, while its rival, *Herald-Tribune*, has warmed up lately. Has a high-school students' program on WOR. *News* has nothing on the air. In the evening field *Sun*, *World-Telegram* and *Post* don't see radio. *World-Telegram* had an arrangement with WHN, with station crediting daily with stock quotation listings and receiving special listing, but this was dropped in April. *Post* started in with some spot announcements when it inaugurated its classified ad column and thought of a more elaborate program at the time but later decided nix.

CHICAGO, May 22.—Earl Irwin, former Detroit manager for Free & Peters, Inc., has been transferred to the local office as account executive, replacing Charles G. Burke now in Detroit.

"Taint So"—Roesler

CHICAGO, May 22.—George Roesler, of Roesler & Howard, station rep., denies the report that his firm ever contemplated to join hands with J. Franklin Viola, of New York, States that office, representing foreign language stations, will continue to operate independently as heretofore.

ACCOUNT PLANS

VICTOR BREWING COMPANY has renewed for 13 weeks music-drama combo titled *A Night at an Inn*, Wednesday, 7:30-8 p.m., over WCBE, Pittsburgh. Bothwell agency handles.

ANNOUNCEMENT campaign 28 times a week on floating schedule is set for WEB, Kansas City, Mo., for Mercantile Cigar Company. Contract placed by Brace Beemer, Inc.

FRYE COMPANY, Watertown, Mass. (Pancreo-Bismuth) has placed 100 one-minute announcements on WBZ-WBZA, Boston and Springfield, thru Lawrence M. O'Connell, Springfield, Mass.

DETROIT WHITE Lead Works has 10 one-minute transcription announcements on WBZ-WBZA, thru Simons-Michelson Company, Detroit.

RELIANCE Manufacturing Company has contracted for a series of early-morning broadcasts over WHO, Des Moines, during June and August. Programs are transcribed. Mitchell-Faust Advertising Company handles.

SKOL adds WJZ to its list of stations. Will start in June with a beauty expert and pianist. Peck Agency places.

WORCESTER BAKING Company has appointed Russell C. Comer Ad Company its agency. K. K. Hansen is account executive. Radio will be used.

AMERICAN FUR Company is using three new quarter-hour periods on KSL, Salt Lake City. Granite Furniture Company has placed a new Sunday show on the same station, while Southeast Furniture Company has changed from a half-hour show to a strong spot schedule.

ADAM'S Hats has renewed for 52 weeks on WHN, thru the Glicksman Agency, Davies Farm, Inc.; Lem'n Blend, Silver Skillet Hash have also bought time on WHN.

SPATOLA IMPORTING Company, liquors, sponsoring Transradio news for six quarter hours weekly over WIP, Philadelphia. Placed by Adrian Bauer Company.

HECKER'S-O FORCE takes full participation in Uncle Wip's Kiddle show on WIP, Philadelphia. Placed thru Transamerican Television and Broadcasting Corporation and Erwin Wasey Company.

ACME BEER, thru Emil Brisacher & Staff, 92 announcements on KGO, San Francisco.

CARDINET CANDY Company, of Oakland, has renewed *Night Editor*, weekly quarter hour on Coast NBC net, thru Tomaschke-Elliott, Inc.

PROCTER & GAMBLE, thru Compton Adv., 50 announcements on KGO, Frisco, for Crisco.

WCKY, Cincinnati, reports two new spot announcement campaigns. Goodall Company is using 40 25-word spot announcements for its Palm Beach suits. L. C. Gumbinner Agency, New York City, placed this account. J. Henry Koenig Company, Cincinnati, placed direct 300 75-word spot announcements for its Silver Sea Coffee.

VITAMINT Corporation, Boston, is planning a network program to push Vita-Beaut Youth Treatment, cosmetics.

Senatorial Mike Fright

AUSTIN, Tex., May 22.—Texas Legislature recently adopted resolutions urging the FCC to transfer a license now held by State College to a group of Austin men, with the hope of airing future proceedings of the Legislature, altho leaders of both the House and Senate say the matter has not been given too serious consideration.

Senator E. M. Davis last week loudly inquired of the Senate whether microphones would be placed on the desk of each senator. Senator Houghton Brownlee, founder of the resolution, answered that most of the senators were afraid of mikes.

Lebhar—M. C.

NEW YORK, May 22.—Don Kerr, announcer and m. c., was ailing last Sunday and couldn't make the General Mills marathon show on WMCA. "Bert Leon" took his place.

"Leon" is Bert Lebhar, sales manager of the station. Now he's showing his fan mail around.

Philly Stations Keep Race Wires

PHILADELPHIA, May 22.—Attempt by City Solicitor Joseph Scharfsin to rip out wire services giving race track info, which found local radio in a middle position in the police campaign against the bangtail frats, was stymied in a court opinion handed down by President Judge Keller, of the State Superior Court, who ruled that a teletype machine used to transmit horse-race betting information is not forfeitable as a gambling device or machine.

Scharfsin had ordered A. T. & T. to terminate all leases for wire services without express permission from city council. Radio became an innocent bystander on use of teletype for sport scoops and telephone wires for remote broadcasts. Approval was on an appeal taken after a machine had been seized and ordered destroyed.

FCC Nixes WREN Sale To Kansas City Star

WASHINGTON, May 22.—Federal Communications Commission has denied WREN's request to transfer control to *The Kansas City Star*, owner of WDAF, Lawrence, Kan., station is a 1,000-watt night and operates on 5,000 watts daytime.

Application was denied because the FCC believed: "The result of granting the requested authority would be a step in the direction of monopoly, would place in the hands of the largest newspaper in Kansas City two of the largest stations now serving this area and would remove from the Kansas City area a formidable competitor." Examiner George H. Hill also reported: "No satisfactory showing has been made that the transfer of all of the stock of the WREN Broadcasting Company, Inc., to *The Star* would serve public interest, convenience and necessity."

WMCA's Six New Salesmen

NEW YORK, May 22.—WMCA, in a sales staff expansion move, has added six time salesmen. More may be added within the next week or so. New ones are Andrew MacLeod, Bill Clark, Stephen Howe, Parker Stewart, John Barney and William Ogden Jr. None has had previous radio experience, station trying to break in their own men without past radio affiliations.

Indications show the network origination point may be Boston. Maury Goldsmith handling. Will also release shortly a local radio test campaign on a new sun-tan preparation tagged Sunkistan.

DOYLE PACKING COMPANY, Newark, has 20 one-minute announcements on WBZ-WBZA. Direct.

48 Newspapers Now Publishing Radio Column Supplied by WHN

NEW YORK, May 22.—WHN has planted a weekly radio column in 48 papers, dailies, weeklies and bi-weeklies, in its primary and secondary listening areas. Column is entitled *Twisting the Dial With Al Simon*, and is sent out in proof and mat form to the papers, cuffs, of course. News is carried of network shows, column averaging about five mentions of WHN, its shows and talent.

Some 350 papers in New York, including Long Island, Westchester, Connecticut and New Jersey, were offered the column. Of the 48 that use it, all but nine use the mat instead of setting the copy themselves. Station is making a study of the combined circulation of the

Payless Theater Showings as Coast Bureaus Audition Idea

Western talent bureaus claim theater dates better for auditions than cold studio, without audiences—radio talent firms try to crash theaters, night spots

HOLLYWOOD, May 22.—New inroads on vaude and night club bookings are being planned by the local radio artists' bureaus. In the battle for talent for air representation being waged by the half-dozen radio bureaus, 10 percenters are signing more acts than they can book in radio and are looking to other fields as a means of keeping their contractees in pin money while trying to plant them on the important network shows. Lead-off in the vaude and night club field is the Don Lee-Mutual affiliate, Thomas Lee Artists' Service. Under the direction of Wilt Gutzendörfer, brought down from San Francisco for the purpose, the Lee agency is contacting West Coast niteries and theaters to determine their tastes in air entertainment. Indications are that most spots will go for radio people if they have recent important air bookings or film appearances on which to pin publicity campaigns.

Indie Union Mulls CBS Contract Okeh

NEW YORK, May 22.—Columbia Broadcasting System and bargaining committee of the American Guild of Radio Announcers and Producers after several weeks of negotiations reached an agreement yesterday, which will be submitted to Guild membership within the next few days. While CBS ratified the agreement, it will be necessary for Guild membership to okeh it before the deal becomes effective. Compromise settled questions of hours and salaries.

Guild represents studio staff of WABC and reports that it has individual memberships in stations all over the country. WMCA staff recently affiliated with AGRAP is awaiting reply from Donald Flamm, WMCA president, regarding negotiations. Flamm station is the only local outlet openly affiliated with the Guild, tho it is believed that other indie staffs are signing or considering signing with the independent union.

No affiliations have been made with other unions of either American Federation of Labor or Committee for Industrial Organization leanings by AGRAP. WHN's negotiations with the American Radio Telegraphists' Association will continue this week. Nothing was definitely settled at last week's discussions.

Barber Shop Survey Precedes Baseball Sale

PHILADELPHIA, May 22.—Deal between WIP and Penn Tobacco Company for sponsorship of the Philadelphia big league ball games is momentarily expected to be completed. Account, thru Ruthrauff & Ryan ad agency, first made a survey of local barber shops, bars and the like to check the program's audience, with listening group giving WIP a high percentage. A. A. Cormier, station's vice-president and sales manager, left for New York yesterday to close.

Baseball games had been somewhat of a headache to the station. Games were bought for \$15,000 cash, but the account originally lined up changed its plans and left the station holding the bag. Station had started to sell some spot announcements between innings.

NBC Thesaurus Grows Up

NEW YORK, May 22.—National Broadcasting Company's *Thesaurus* service will be increased to 15 weekly shows starting June 21. Full schedule fills more than 18 1/2 hours per week. Approximately 2,000 selections are now available in disc form.

Lewis Balks at "Rider"; Cancels

BOSTON, May 22.—A \$573.50 check, covering an hour's broadcast by CIO officials scheduled for tomorrow from 2 to 3 p.m. over the Colonial Network, was refunded to the Textile Workers' Organizing Committee after John L. Lewis, militant CIO leader, refused the conditions under which the talk was to be handled.

Colonial Network officials made the following provisions to Anthony Valente, of the TWOC, who signed contracts and received the rider with opening and closing statements, reading:

"The following speeches are the opinions of the speakers and the Textile Workers' Organizing Committee and do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of CIO."

This statement, to have been read before and after the talks Lewis and Sidney Hillman were to have given at a mass meeting in Lawrence, Mass., was vehemently objected to by Lewis. The contract was signed May 20 and the talks were to have been piped from Lawrence to WLLB, Lowell, and then distributed to WAAB, Boston; WSAR, Fall River; WRDO, Augusta, Me., and WNBX, Springfield, Vt.

After learning of Lewis' objections, John Shepard III, proxy of the network, said he returned the \$573.50.

It could not be ascertained at this time whether CIO officials had contracted with any other local station or network for the airing of the talks.

BOSTON, May 24.—WCOP, Boston, keyed CIO talks to WORC, Worcester; WFSR, Springfield, and WPRO, Providence, as result of Colonial Network's refusal to air the John L. Lewis and Sidney Hillman talks from Lawrence, Mass., without announcements stating that talks were not necessarily in line with the network's thoughts.

New York Civil Service Exam For Announcers No Easy Quiz

(Continued from page 8)

Failure of a speaker to appear on time for a scheduled program. (b) Refusal of a performer to comply with the restrictions of the station. (c) The program threatens to finish too soon. (d) The program is in danger of being too long. (e) A program from a remote point fails to begin on time. (f) A program from a remote point is interrupted during the broadcast for several minutes. (g) A program from England is being imperfectly transmitted. (h) Five minutes before his program begins, a performer telephones that he cannot appear.

Sports

1. Give the scoring schemes of five of the following seven sports: baseball, football, tennis, badminton, basketball, archery, golf.
2. What records would you expect of amateur competitors of high-school age in the following events? Answer for five, only: 100-yard dash, one-quarter-mile run, 100-yard free-style swim (girls), pole vault, 100-yard backstroke swim, running high jump, running broad jump, discus throw, javelin throw, hammer throw.

3. In judging the relative merits of bands assigned to play in public parks give the elements of performance you would consider. State what arrangements and precautions are needed to insure a clear, well-balanced transmission of above performance.

4. Write a blow-by-blow account which you would give as an announcer of three rounds of a boxing match between two amateur middle-weight contenders.

5. As an announcer, give an account of what might take place during 15 minutes of a championship tennis match—singles or doubles.

6. What would you select as high points of interest to radio listeners in announcing the following types of matches or games? Sallboat race, badminton, golf, wrestling match, basketball game, baseball game, football game.

Music

1. What are the principal types of men's and women's voices? Describe the

distinguishing characteristics of each type, indicating timbre and range.

2. Describe your choice and arrangement of microphones necessary to secure a balanced transmission of a symphonic orchestra performance and a dramatic skit, involving eight to 10 performers.

3. What, in the main, are the restrictions on the use of musical compositions and songs for broadcasting? What procedure is used in securing permission to perform such restricted material? What policy is pursued in announcing musical numbers of a current stage production?

4. Name the composers of the following selections: *Ein Heldenleben*, *Pingal's Cave Overture*, *Les Preludes*, *Sacre du Printemps*, *Jewels of the Madonna*, *Oberon*, *Till Eulenspiegel*, *Ivan the Terrible*, *Fire-Bird Suite*, *Valse Triste*, *L'Après Midi D'un Faune*, *Aida*, *Cavalleria Rusticana*, *Egmont*, *Faust*, *Rigoletto*, *Die Walkure*, *I Pagliacci*, *Poeme Extase* and *Sorcerer's Apprentice*. (Test then lists 17 composers).

Final question calls for planning of programs of various musical types—operatic, romantic, light opera, etc.

IA OUT AFTER

(Continued from page 4)

urging its locals to make stronger efforts to get unorganized indie theaters into the IA fold. IA points out that out of 18,818 theaters in the United States, about 16,421 are independently operated. From this the alliance declares it is evident that the indies have practically a stranglehold on employment opportunities. The alliance looks upon this large unorganized group as an area to be cultivated.

IA claims the local unions are neglecting opportunities to organize the indies because of a warped viewpoint. To illustrate, the local union men obtain higher wages and better conditions in the more desirable circuit houses, so much so that some local union members are unwilling to work in the lesser nabe theaters. Result is that little thought is given to the independent spots by local officials.

These indie houses, according to IA, are thinly spread, but when surveyed as a whole nevertheless present an imposing group. As yet the number of local unions which have attempted to scatch this surface has been negligible.

SAG WILL HIT

(Continued from page 4)

into effect June 1 at all the major production centers. Producers signatory to the agreement are Warners, Columbia, Roach, Selznick, Major, RKO, B. P. Schulberg, Paramount, 20th Century-Fox, Wanger, Universal, MGM, Goldwyn, Republic and Sol Lesser have also agreed to sign. Agreement for first five years is for a split in Guild shop, but second period provides 100 per cent closed shop for everybody. SAG agrees not to strike during life of the agreement, and gives the organization the right to negotiate new wage scale and working conditions each year. Agreement also calls for arbitration of all differences not covered in the contract and allows SAG access to Central Casting and Call Bureau books and sets at all studios under the pact.

Similar contracts, but with lesser financial demands, will be negotiated with the small independent producers when press of immediate registration business is stowed up. About 2,000 new members have been enrolled in the Guild, bringing the membership to 7,800.

PHILLY MAYOR

(Continued from page 4)

girls were found sipping beer. While most of the spots consider the mayor's outburst as blowing off steam, ban on imps will hit hard at several nabe niteries in the money class. Bally-Hoo, 31 Club, Show Boat and Verillo's Cafe have been depending on the female impersonators for the drawing cards.

Ties

NEW YORK, May 22.—Since Al Pearce has been sponsored by Ford autos he's been wearing one kind of necktie. Only design on the dark background is the Ford V8 insignia, designed by Pearce and his own idea.

Air Briefs

New York

ATLANTIC Refining is folding its script show, *Ma and Pa*, budget going to sport broadcasts. . . Jimmy Saphier hires to the Coast soon, mebbe this week. . . J. B. Ford Company closes its *Tell Us Your Story* series for the summer. . . Arthur Kastor is now in New York to head the recently opened offices of H. W. Kastor & Sons. . . WMCA is working out a deal with leading New York hotels to have one of the radio channels in the hostleries' room sets assigned to the station. In exchange hotels get spots on a daily morning show. . . WOR going to that five-day week next month. . . Victor Ratner, CBS promotion head, is taking a vacation of three weeks. In Illinois. . . Henry Frankel has joined the WOR Artists' Bureau, Ralph Wilshin, son of Charles Wilshin, of the WMCA Artists' Bureau, is driving to New York from Hollywood. He's with National Screen Service. . . *Universal Rhythm*, Ford's Saturday night show, will fill in on Sundays during the summer, while the symphony session vacations. Longines gave all the WOR announcers watches, 'cause they loves 'em.

Baseball leagues still working on new contracts for Western Union, stations and sponsors. First one proposed had too many bugs, and a new one is being drawn up by baristers. . . Young & Rubicam to have five summer shows this year against three in '36. . . National Silver, on WOR locally, tested WBAL, Baltimore, Sunday, and will decide whether to spread out. . . Press-Radio Bureau

moving to another office in same building. Needs greater acreage. . . George Allen, of the J. Stirling Getchell office, doing a Garbo act in those smoked glasses. Nursing sore eyes. . . WNEW boys decided that the only way to determine who are the real William Tells of the staff is to fight it out at Coney. Big day for the target practice concessioners down on the Island.

Fleischmann Yeast's Negro show not doing so well for itself despite a fair start and good comments from the columnists. J. Walter Thompson agency thinking of ways to hypno the production. . . Norman Pearce, WMAQ's *Bachelor Poet*, hopping around, but fast. Flew to New York for a 12:30 p.m. broadcast Wednesday, then flew back to Chicago for a 10:15 p.m. stanza that selfsame day. Guesting on New York Lipton Show. . . Lincoln Simonds, of the John Blair New York office, and Gale Blocki, of the Chi plant, visiting Midwest outlets on the Blair list. Future trek will take in the Southland stations. . . National Lead considering going network in the fall. . . Elena Jimenez, of WBN to Coast to marry Charles I. Redlick, San Francisco, former WBN production man. Vivian Brown, of that station, expected back next week. Suffering from a bad cold. . . Kenneth H. Berkeley in New York for a fast visit. He manages NBC's WRC and WMAI. Loretta Hopton, Larry Nixon's secretary, has shelved her appendix.

Chicago

WBBM will have you believe that "honor high-school seniors, nominated by their principals and chosen by a joint committee of educators and radio execs, will replace every artist and fill every executive position on the station for one day (June 6)." This is the publicity department's stunt to make listeners aware of the local CBS outlet, and the boys are crossing their fingers until it's all over. . . "Buck" Weaver, CBS news editor here, was in New York for a couple of days. . . Before leaving town Bob Crosby's Ork auditioned for a prominent commercial that will originate on the Coast. Outfit signed a four-week stay with the Palomar in Los Angeles, which they can pick up between now and next March 15. So in case they land the program they will be in a position to collect extra change for a month.

Richard G. McBroom is another radio p. a. who landed a promotion in his field. Resigned from NBC press department to head research and promotion office for John Blair, station rep. Assuming his new duties next Tuesday. . . John McCormack, of WGN, joined the WBBM announcing staff. . . Jocelyn Gerry's *Stepmother* is the latest NBC serial originating here. Cast headed by Mercedes McCambridge and Harvey Hays,

radio vets. . . Burrige D. Butler, WLS prez, returned from his winter home in Phoenix, Ariz. . . The WLS zep disaster eye-witness record is being made available for agencies. . . Fred Beck celebrated his fifth anniversary as WJJD organist last week. . . Gulla Adams joined the cast of CBS's *Modern Cinderella*. . . Betty Bennett and Joe Wolverton, instrumental and vocal duo, started a series of sustaining programs over NBC here. . . Valentine Sherman, night operations manager for CBS, is now assisting Pat Flanagan in his baseball programs. . . Hal Jeffries and Helen Park, of Ben Kanter's *Midmorning Jamboree* on WJJD, joined Tom Gentry's Ork as vocalists. . . Dwight (Doc) Williams, former WJJD announcer, moved to WTMJ, Milwaukee.

John M. Young and Bessie Boynton are collaborating on *Woman Behind the Man*, a new show aired over NBC-Blue Saturdays. . . Allied Artists' Publicity Service, radio publicity office here, opened by Jack Clarke and Eddie Richmond. . . Nippersink Country Club, of Wisconsin, is sponsoring Cheri McKay, the Three Notes and Norman Ross in new NBC commercial series Fridays. Placed thru Kirtland-Engel ad agency. . . Bill Murray, head of radio department in William Morris Office, New York, a two-day visitor here.

From All Around

RALPH NELSON, chief announcer at KDB, Santa Barbara, leaves June 1 for Chicago, where he'll free lance. Joined the Coast station from Leslie Howard's company of *Hamlet*. . . Jack Wyatt is a new WWJ, Detroit, announcer. . . Southern Gentlemen Orchestra, Grady Mullins, leader, leaves WDNC, Durham, N. C., May 28 for a Pittsburgh spot. . . Ken Williams has snared a new news commercial on WKCY, Cincinnati. Charles E. Smith Company sponsoring. . . Frank Jarman, manager of WDNC, Durham, N. C., is a recent groom. . . Marcus Bartlett, musical director at WSB, Atlanta, is the newly elected president of Aloha Epsilon Upsilon, Emory University fraternity. . . Clinton Price, announcer, shifted to KDYL, Salt Lake City, from KLO.

on the first vacation of the year. . . Sam (Schlepperman) Hearn has been tabbed by the Jack Benny fall show. . . Douglas Evans replaces Tom Hanlon as top announcer at KFI-KECA, with Hanlon joining CBS here. . . Larry Chatterton, from same stations, also joins CBS, with George Gates, formerly with CAU, Philadelphia, replacing him. . . Art Rush takes over as head of CBS concert bureau. He had been manager of RCA Recording. . . Audrey Mays, KRKD scripter, and Larry Ross, Chicago ad agent, opening a radio and feature syndicate. . . Frank Kennedy is new KEJ chief engineer. . . Two additions to Young & Rubicam editorial department are Jack Van Nostrand, who moves over from Lord & Thomas, and Carroll O'Meara, KEJ continuity chief. Both will work on Packard summer show. . . Reid Kilpatrick has joined KEHE announcing staff on switchover from WTAM, Cleveland.

WBNX Asks More Power, New Antenna, Name Change

WASHINGTON, May 22.—WBNX, New York, seeking to expand its facilities, has submitted an amended application to the Federal Communications Commission. Station requests a construction permit to install a new transmitter, new directional antenna for day and night use, a power boost from one to five kilowatts and a change of address for its transmitter.

WBNX also wants to change its name from the present Standard Cahill Company, Inc., to WBNX Broadcasting Company, Inc.

Seek WQXR Power Hike

WASHINGTON, May 22.—WQXR, New York, high fidelity station, has applied for construction permit to install a new transmitter and to boost power from one to five kilowatts. Interstate Broadcasting Company, owner, also wants to move a new transmitter.

Guest Artist With
JOE COOK

★ NBC Coast to Coast ★
Saturday, MAY 29
9:30 to 10:30 P.M. DST

BERT LYNN

The Originator of the Electrical Guitar,
featuring
His New Invention
THE VIBROLYNN

(The only musical instrument of its kind in the world.)

For NIGHT CLUBS ★ RADIO

Manny Sachs, NBC
M. C. A. Artists' Service

WEB'S OWN STOCK COMPANIES

Promotion Shorts

CBS has literally taken the poet to its heart with the issuance of an attractive brochure called *Coronation Guest or The Poet and the Radio*. Inside there are two pages of poetry by H. I. Phillips. The poem originally appeared in Phillips' Sun Dial column in *The New York Sun* and tells of a visit to the Coronation ceremony—all by means of radio.

National Silver Company offers its audience a silver server for 25 cents on its WOR Sunday program. Local dealers are informed of those who paid their two bits for the silver piece and they, in turn, notify the purchasers that the servers await them and may be picked up at the store.

Norman Pearce, in addition to offering a book of poems to his WMAQ, Chicago, listeners for "proof of purchase" (Lipton carton), also dedicates a poem each week to various public service groups. Fire and police departments have taken bows and other similar bodies will also have a poem especially written for them.

Jack Stewart, sales manager of WFIL, Philadelphia, released a six-page mimeographed brochure, illustrated, to snare a sponsor for the station's daily 5 p.m. news period. Subject matter emphasizes that WFIL is "first on the air with the news." For agency distribution, brochure gives info on available wire services for gathering the news, its editing, available announcer, quotes from trade journals on station's news coverage and various net costs to advertisers.

Peter Paul, manufacturer of Mounds and Dreams, candy bars, sneaks in a dose of high-power plugs by letting the listener write his own commercial copy. Only it must be in rhyme fashion. Announcer suggests a first line mentioning sponsor's product and the 20 best completed jingles rate a buck apiece, a \$5 note for a weekly grand prize. No limit to the number of entries, but each must be accompanied by a candy wrapper. Account has flooded Philadelphia airmails with the contest, Platt-Forbess Agency, New York, spotting periods on WFIL, KYW, WCAU and WIP.

Announcer, Station Shill for Loan Co.

NEW YORK, May 22.—Deal between WMCA and Madison Personal Loan organization has caused considerable trade comment, observers commenting that the station, by a special telephone service it is giving the advertisers, is almost shilling for the loan outfit. Company has been stepping up as a local account lately and is using three 15-minute shows on WMCA, using platters for music and live announcements by Don Kerr.

Spies by Kerr are based on a request to telephone him personally at the station as soon as he is off the air. Commercials are worded as to indicate he will give the telephone callers personal attention.

Phoning the station, usual line seems to be "Mr. Kerr is busy on another line, but this is his secretary and may I help you?" Secretary then turns out to be a girl at the Madison office, connected on a special line between the station and the advertiser.

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

VINCENT LOPEZ

★ and his Orchestra ★
★ NASH MOTOR CO. ★
★ CBS with Grace Moore from Hollywood, ★
★ Calif. Address: M.C.A., Los Angeles, Calif. ★

Pay Up

DES MOINES, May 22.—There will be no passes for Iowa Broadcasting System's employees if amusement bosses heed the request of commercial manager Craig Lawrence. Staff was advised not to request or accept passes to any amusement enterprises. Lawrence also sent a letter to amusement execs asking them not to issue passes to IBS people.

In a memo to the staff, Lawrence wrote: "We expect all of these people to spend money with us and we in turn should spend money with them, if we are going to spend anything for amusements."

NBC Faces Coast Jam for Studios

HOLLYWOOD, May 22.—New flood of fall programs will leave NBC in a hole unless it can pick up enough satisfactory remote spots to handle the traffic. With the transfer of several San Francisco departments here this summer, NBC will either have to build additional space onto present quarters, already far outgrown, or acquire rentals near by. Several sites for construction of new NBC headquarters are under consideration, but no deal will be definitely made, according to Don Gilman, vice-president, until present facilities are disposed of. Even were a deal consummated this week, acquisition of new property and construction would not be completed for fall.

SAN FRANCISCO, May 22.—San Francisco radio men are scratching their collective heads over National Broadcasting Company's movements and statements. While Don Gilman, vice-president, admitted that NBC's Hollywood activities have developed so greatly that he will transfer his headquarters there, he still maintained that San Francisco will continue to be the West Coast headquarters of NBC. Many feel that NBC will eventually move south but quietly.

No More UP Time

NEW YORK, May 22.—United Press' deposition requesting more time to get statements from 10 witnesses in Transradio's monopoly suit against UP, other wire services and webs, was denied by Judge John W. Clancy, U. S. District Court. Transradio opposed the UP motion, and its counsel, Isaac Digges, declared that what testimony might be secured from witnesses "has nothing to do with the issues in the present case."

Hollywood Radio Production Up 100% in Less Than Year's Time

HOLLYWOOD, May 22.—Steady influx and development of big commercials has put Hollywood during the past year on top of the heap as origination point of important shows for NBC and CBS. Currently NBC is sending out from here 12 first rank broadcasts for national consumption, in addition to four West Coasters. Columbia's schedule calls for 11 Coast-to-Coast productions, with an equal number of Coast periods, both commercial and sustaining. While many of both networks' programs are slated to bow off for the summer, time spots will be protected by substitute shows thru that period until resumption by headlines in the fall.

Most active agency is J. Walter Thompson, with the Lux and Nash accounts on CBS and Chase & Sanborn and Kraft time on NBC. Ruthrauff & Ryan, Young & Rubicam, Lord & Thomas and F. Wallis Armstrong are other heavy producing agencies. Majority of the producing 15 percenters maintain offices and staffs in Hollywood, with the list soon to be swelled by the addition of Benton & Bowles.

Production activity has increased more than 100 per cent since last September on national broadcasts. At that time the nets were doing live shows each. Personnel employment has increased about 50 per cent at the net headquarters and

NBC To Take First Major Step In Developing Future Air Acts

Web affiliates, smaller stations, to act as proving grounds for talent—prompted by dearth of legit and vaudeville theaters—amateurs n. g. as talent source

NEW YORK, May 22.—Disappearance of vaude, burlesque and legit stock theaters as a talent source for radio has the National Broadcasting Company pondering plans to set up a system whereby in the near future radio will be supplying its own talent. NBC is convinced, it is said, that small radio stations all over the country will be used as talent sources, and soon. This is one of the main reasons for appointing a talent scout a fortnight ago in the NBC Artists' Service reorganization, post going to J. Ernest Cutting. Similarly, this is really the first constructive step taken by a network or station to develop its own talent in the history of radio. Heretofore radio has depended on either talent brought to its attention by agents, etc., or on outside amusement fields, mainly films and vaude.

Lottery Spiels No Bar To Renewal

WASHINGTON, May 22.—Tho the Federal Communications Commission declared KXL broadcast certain announcements of a misleading nature, station's requests for license renewal and permission to sell received official okeh. KXL will be sold for \$20,000 to T. W. Symons Jr., Spokane, Wash., and Edward B. Craney, Butte, Mont. Symons is principal stockholder of KFPY, Spokane, and, with Craney, is a stockholder of KGIR, Butte, Mont.

From May 11 to May 14, 1935, KXL broadcast announcements of so-called "Prosperity Clubs," a variation of the chain-letter vogue which swept the country about that time. Commission declared that at that time such "clubs" were conducted openly and police were used to "maintain order" at their offices. Station had been advised by its attorney that the scheme was legal, but, after changing counsel, was advised that such advertising was not sound. Station then threw all such announcements overboard.

Commission, in granting renewal and okeing sale of station, declared: "Altho in the above discussed instances the station was used as an instrumentality to assist the operators of the 'Prosperity Clubs' in perpetrating a fraud, and in advertising a lottery in violation of Section 316 of the Communications Act of 1934, it appears that the meritorious service which it otherwise performed is such as to warrant the Commission in affording the applicant an opportunity to continue said meritorious service."

Symons, after sales plans are completed, will also manage the station.

NBC points to two performers, Donald Dixon and Jean Dickenson, as proof that the small station and the small cities or towns are the answer to the talent needs of the future. Both these singers were found in such spots; both were built by the network and both today are set for major radio jobs, as well as outside work.

Coincidentally, NBC is supposed to be thinking seriously of the necessity of some theater training for future talent. Some time ago NBC denied reports it was planning action in regard to a vaude or other flesh theater of its own. Currently, that report is stronger than ever, tho it is admitted that any such steps NBC may take will be well in the future, after its small-town idea has been settled.

Amateurs

Amateur craze and the amateur hour, as NBC talent men see it, is no help at all to the future talent problem. Programs of this type mean nothing, said one NBC exec. Claim was that the amateur craze had not only failed to produce more than a microscopic percentage of talent but that the acts themselves in the majority of cases had little. Even if they did, NBC feels, the amateur idea is not the answer to developing talent. Most of the tyro acts could do but one specialty and offered little as far as the future is concerned, it is stated. Additionally, no solid training is supplied in the amateur method of operation.

Theaters today are not helping either themselves or radio, broadcasting execs state, since the theaters are, in the main, "name crazy." This policy precludes possibilities of digging out acts to take top billing in years to come.

NBC method will probably be a system whereby close watch will be kept on small town talent. Acts figured as worth while will be placed under contract, schooled at small stations and then set for network deals. It's the legit stock idea thruout.

several hundred per cent in the ad agencies. In the latter instance, most of the newcomers have been drained from New York and Chicago offices.

Understood that October will see the switching here of several more J. Walter Thompson programs and material increase in Ruthrauff & Ryan shows, Thompson agency has a variety show built around Edward Everett Horton on the books, while E. & E. are figuring on several of its script periods for Hollywood origination. *Show Boat* begins Coast production in July, with the opening of Benton & Bowles headquarters here, and Young & Rubicam agency is plotting a half-hour dramatic spot for the fall. Two other probabilities are a Richard Dix drama series for Westinghouse and a Marx Brothers show.

CHICAGO, May 22.—NBC here is losing no time in corraling new talent for radio. Unheralded, John Huston, son of Walter Huston, came in to star in Federal Theater's *Lonely Man*. Chain spotted him for a guest appearance on the NBC Jam-boree tonight, used him as guest referee in Charlie Lyons' *Charlie on the Spot* program yesterday, and added him to the regular cast of *Backstage Wife* serial, a five-a-week Red network show. This marks young Huston's first venture in radio.

WTHH's Full Time Okeh

HARTFORD, May 22.—WTHH, Hartford Times station, has been granted full time by the Federal Communications Commission. Effective date is July 5. Station is on the Colonial and Mutual webs.

SCRIPT LIBRARY BILLBOARD

"THE OLD FAMILY ALMANAC"
By KARL ZOMAR

Selling Everything From Pop to Shoes
A Great Daily Feature Over Great Independent Stations

The SCRIPT LIBRARY A Division of RADIO EVENTS 535 Fifth Avenue, N.Y.C.

"Supply and Demand"

Reviewed Sunday, 7-7:30 p.m. Style—Dramatic sketch. Sustaining on WABC (NBC network).

Playwright Irwin Shaw has penned a radio sketch that is at one time gripping-ly ironic, adult and surprisingly good entertainment. Shaw, who wrote *Bury the Dead*, has more recently been doing chores for Hollywood. His current radio production shows more than promise, the commercially it would probably wind up behind the eight-ball.

As title indicates, economist Adam Smith's theory is dissected and with dramatic clarity. A water-front scene with men dumping turkeys in the river to keep the price of the fowl from dropping because of oversupply is base of dramatic structure. A professor and another homeless man, both hungry, watch food being destroyed while many go hungry. Fade-in technic was employed to reveal other instances of the viciousness of this economic sabotage. A farmer feeding pigs on cantaloupes, a promising actress forced to marry a Babbitt for a meal ticket, and a starving family were vivid examples well enacted by the competent cast. The instructor and his acquaintance make a vain attempt to prevent the waste but finally succumb to the offer of making a dollar by helping in the destruction.

Shaw's play is a forceful social protest against existing conditions, but he refrains from climbing on a soapbox or shouting bravos for Moscow. Careful thought is there. Worthington Miner and Irving Reis directed the play and Actors' Repertory Company enacted the roles. Direction showed skill and restraint, while the playing was keen and balanced.

Probably a bit too strong for many sponsors, but Shaw's ability should surely be drafted by radio. Drama has for too long been the weak sister of radio, but this condition does not have to continue. *B. H.*

"Charlie on the Spot"

Reviewed Tuesday, 12:15-12:30 p.m. Style—Vox Pop. Sponsor—The Commonwealth Edison Company. Station—WMAQ (Chicago).

A new angle of this Vox Pop show, piped three times weekly direct from the sponsor's downtown shops, is the man on the street's privilege to turn the tables on the inquirer with a question of his own. If he stops the announcer then he is awarded with \$1 in cash.

Charles Lyon handles the program in a lively manner and keeps it well paced. A different judge is used each time; at this listening it was Gale Page, songstress, who checked on all answers. *Hon.*

Norman Twigger

Reviewed Monday, 11-11:15 p.m. Style—News commentator. Sponsor—Duquesne Brewing Co. Station—WCAE (Pittsburgh).

In attention-compelling voice, actor-announcer Norman Twigger credits INS for day's news highlights, rattles off at rapid fire what sound like lead paragraphs, after unnamed staff milkman spots stories with date lines in *March of Time* style. Twigger slices a neat picture of current events, with balanced diet of political, criminal, foreign and other items of mass interest. Yet, while holding listeners, he has tendency to be too emphatic on all items, a strain to audience.

Ends with plug for sponsor's beer in almost same tone as news broadcast. Too evidently intended to carry listener into commercial without chance for twisting dial away, change to another voice or announcer would increase appreciation of sponsor's product. *M. P.*

"Frank Watanabe and the Professor"

Reviewed Monday, 8:30-8:45 p.m., P.S.T. Style—Skit. Sustaining over KHJ (Los Angeles) and Don Lee network.

With much advance fanfare Ed Holden returned to the local airways to inaugurate a new nightly series with his Japanese houseboy character, Watanabe. Billed as a comedy show, initial offering was little more than pathetic. Opening session had the professor's entourage, with Watanabe at the wheel, driving into California and discovering they were on the wrong road. Complications arise when they find themselves strad-

Program Reviews

EDST Unless Otherwise Indicated

dling the Mexican border, and their efforts to get into Mexico and then back into the United States without passports, so they may turn their car about, were evidently patterned to be humorous.

Initial show made no attempt to introduce the characters and consequently left listeners in mid-air trying to follow the complicated yet trivial story thread. Only worthy portion of the broadcast was Watanabe's quaint, reverse-English chatter, hardly sufficient to compensate listeners. Other players are Georgia Fifield and William Austin. *S. P.*

Small and Brooks

Reviewed Monday, 6:30-6:45 p.m., C.S.T. Style—Singing and talking. Sponsor—Levinson Radio Store Co. Station—WGN (Chicago).

Paul Small, tenor, and Jack Brooks, baritone and pianist, both airwave veterans, landed a thrice-weekly commercial for their familiar easy-going song deliveries and ivory tickling. They sandwich in gag talk between tunes. Chief handicaps are the long commercials repeating an identical sales plug. In this case it is refrigerators offered at cut-rate prices. Announcements are handled by Lou LaMar. *Hon.*

Jackie Duggan

Reviewed Monday, 7:45-8 p.m. Style—Songs, organ. Sustaining on WAAB (Boston) and the Colonial Network.

This is the 17-year-old whom Yankee network production men planted in the first Gillette *Community Sing* show in Boston last July and promoted as a discovery. Now Yankee's youngest featured artist. Youthful tenor has been under the tutelage of Francis J. Cronin, studio organist. Thru the months that have followed Duggan's pipes have gained in strength, clarity, diction and all the other departments of voice culture. On the air he sounds very much matured. Duggan is headed for concerts, network shows and maybe films. *S. J. P.*

Jimmy Kemper

Reviewed Wednesday, 10:45-11 p.m. Style—Vocalist with chorus. Sustaining on WFAE (NBC network).

Jimmy Kemper has a welcome delivery in his talk-sing style, but would benefit by improved material. While striving for novel vocal effects, Kemper uses restraint and never quite becomes freakish. His occasional patter, some in dialog, probably is intended to tie the act somewhat more closely together, but a large portion of it seemed needless on the program heard.

Numbers included *Wake Up and Live*, *Organ Grinder's Swing*, *Night on the Desert*, with Roy Campbell's *Royalists*, and a nice job was turned in by both the chorus and Kemper. But the picture-lot scene for *Desert* was quite

forced and the gags were too weak. Better or fewer cracks are in order for this stanza. *B. H.*

Meakin Theatrical News Letter

Reviewed Monday, 9:30-10 p.m. P.S.T. Style—Music and chatter. Sustaining on KPO (NBC Red).

A pleasant informal half hour with Jack Meakin and his NBC studio orchestra and the Williams Sisters. Meakin chatters between tunes about band movements, radio program changes and stars, songs and song writers, gags and gag men and show business in general. Orchestra leans toward swing.

Section of the show known as the question box gives Meakin a chance to answer questions about bands, music, programs, etc. Later he offers a biographical sketch of some entertainer, tonight Al Kaveline, orchestra leader.

Program is popular with high school and college folks and pop music fans. *P. K.*

"Woman in the Store"

Reviewed Wednesday, 10:45-11 a.m., C.S.T. Style—Interviews. Sponsor—Wilson & Company. Agency—U. S. Adv. Corp. Station—WGN (Chicago).

Still another angle in the man-in-the-street program growing popular lately is this show originating in Chicago and neighboring-town stores. Aired Monday, Wednesday and Friday mornings to sell hams, women are interviewed in the stores while doing their shopping. Jess Kirkpatrick handles the show in a breezy manner and makes it worth while despite lengthy commercials from both a woman and a man announcer.

Among questions asked were: "What are the two most popular days of the week for a wedding?"; "When eating a baked potato do you use a fork or a knife to butter the potato?"; "What is your favorite program?" and "What's the most common way to remove ink stains?" Each woman interviewed is presented with one of the sponsor's hams. Food for thought! *Hon.*

"Chateau News Reporter"

Reviewed Tuesday, 7:30-8 p.m. Style—News dramatizations. Sponsor—Borden Sales Co., Inc. Agency—Young & Rubicam. Station KNAC (Yankee network).

Cheese crowd is going places with a smart food-promotion job. Air show resembles, to an extent, *March of Time* stanzas, but with variations.

Scene is set in a newspaper's city room. The usual hard-boiled city editor gives assignments to reporters. This leads to dramatizations. As an added relish folks figuring in the news are brought to the mike for interviews. On program heard a lost-and-found young-

ster, the WLS waxing of the Hindenburg disaster and a translated interview with a survivor were included.

News flashes are used between enactments, and commercials, too, are woven in during newsmen chat. Leland Bickford, Yankee news service editor, hands in a neat trick of realistic play-acting as the city editor, and Ruth Moss, sob sister, does nicely with the plug assignment. Andy Jacobson's *Ork* okeh on incidental music. *S. J. P.*

"Girl Interne"

Reviewed Friday, 1:15-1:30 p.m. Style—Sketch. Sponsor—McKesson & Robbins, Inc. Agency—Brown & Tarcher. Station—WHN (New York).

Calox tooth powder has a script show laid in a hospital. Probably no other institution contains as much drama in the raw as such a building. In the script heard some of the problems of those who are connected with hospitals were X-rayed. Serial differs from much of the afternoon pap and corn dramatic offerings in that it strikes a more realistic note, tho much of the dialog is trite, such as "My secret heart's desire."

Both a man and a woman interne are forced, because of a hospital emergency, to break dates with their fair ones. The disappointed boy and girl friend appear on the scene to make hell for the internes and in a fit of anger the woman interne reveals that she is in love with the doctor and not with her girl friend. The note of suspense is sounded quite clearly and successive shows will probably have a good collection of the fans gathered round to see what the outcome is. Playing is satisfactory and avoids temptation to go off the handle in the blow-up scenes. Plugs fore and aft are a trifle long. *B. H.*

Initial New York Appearance



LUCILLE MANNERS

Recognized as Radio's Outstanding Singing Personality
Friday Nights

Cities Service Program
WEAF-NBC Network, 8 P.M.

Headlining
ROXY THEATER, N. Y.
WEEK MAY 21

Direction
NBC ARTISTS' BUREAU

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.

An act that hasn't been on the air for a year or so made a return on last week's FRED ALLEN show, act being ALDO RICCI and his Phantom Strings Orchestra, formerly an NBC sustainer and commercial on numerous shows. Leader plays one of the three fiddles the unit—cut down in size for the Allen date—carries, others played by the two Drane Sisters. Built around these violins, it's a string act, playing both classical and pops with not only stand-out technique but arrangements worth listening to. Act impresses as having plenty of salable angles for either radio or night spots.

Two comedy shows caught the past week showed little on the ball. The KEN MURRAY Campbell's tomato juice stanza still fails to impress as productive of many laughs, save those garnered

by Oswald (TONY LABRIOLA), the drawing stogie. PHIL BAKER'S show likewise showed a drop from its customarily satisfactory laugh quota.

Aunt Jenny's *Real Life Stories*, an afternoon spot for the gals on behalf of Spry on Columbia, keeps the sugar and syrup spigots wide open and then sprinkles corn over the concoction. A brief household chat, including a lass who found love, a hubby and three youngsters thru a matrimonial bureau, some more spels for love and Spry and a recipe tossed in, comprises this quarter-hour session. Even tho intended for an uncritical audience, program is weak. Chap who played the matrimonial bureau husband was particularly ineffective, while Aunt Jenny went housewife with a vengeance.

Bubelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barclay 7-5371.

NEW LIVE MUSIC THREAT

Savannah Local Is Reorganizing

Musicians excited—Courtenay band breaks up—local charter expected

SAVANNAH, Ga., May 22.—Ed Courtenay's Tavern Orchestra was badly broken when five band members went on a "walk out" strike because of a controversy over the reorganizing of a local musicians' union.

It is reported that the five union members of the orchestra, which is not union, withdrew when ordered to do so by an official of the American Federation of Musicians.

Courtenay, who claims the order was illegally issued and that the union members should have been given a 30-day notice, is reorganizing his band, which plays at the Tavern in the Hotel DeSoto.

While Courtenay will continue to lead a non-union band, other Savannah musicians are making plans for reorganization of a musicians' local. Oscar H. McClellan, acting secretary of the local, announces that 30 musicians have filed applications.

Organization movement followed conferences the past week between musicians and out-of-town labor representatives, among them being Herman Steinshagen, of Atlanta; C. W. Holbrook, of Wilmington, N. C., and Clay W. Reigle, Pottsville, Pa.

Weber, Birnbach, Petrillo to AFL

NEW YORK, May 24. — President Joseph Weber of the American Federation of Musicians; Fred W. Birnbach, AFM secretary, and James Petrillo, member of the AFM executive board, will comprise the AFM representation at the special conference called by the American Federation of Labor in Cincinnati today.

Weber is an AFL vice-president and is expected to be among those who will advocate unity between the AFL and the Committee for Industrial Organization. The conference will consider relationship with the CIO and organization of mass industries along industrial lines.

Walker Band Heads for Chi

CHICAGO, May 22.—Barry Walker and his Stetson Orchestra will close a nine-month engagement at the Chateau Lido, Daytona Beach, Fla., June 10 and will head toward this area for a summer spot. Outfit includes Walker, leader; Lawrence (Hotsy) Hartsfield, Dick Simms and Joe Polski, saxes; Bob Bushnell and Dick Faulkner, trumpets; Charlie Wood, trombone; Lester Spears, bass viol and horn; Arthur (Bob) Robertson, drums, and Bill Mashburn, piano. Arrangements by Walker, Simms & Faulkner.

Leader was the first student director of the Washab University Symphony Orchestra.

Name Bands for Buckeye Lake

BUCKEYE LAKE, O., May 22.—Lake Breeze Pier, under the direction of Doc Perkins, will inaugurate the new season with a string of name bands. First to play will be Johnny Hamp, May 26; Phil Nelson for one week, beginning May 29; Rita Rio, June 3; Billy Cullitan for one week, beginning June 5, and Blue Baron, June 20.

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.

Invents Trick Ampliphone

NEW YORK, May 22.—Roy Ferguson, tenor and whistler, has invented an "ampliphone," which is an arrangement of two large speakers, two amplifiers, a mike, a turntable and a crystal pickup.

He sings into the mike while being accompanied by phonograph records, which are synchronized with his voice. Claims this eliminates completely mechanical sounds and makes a feedback impossible. Is doing a single act, calling it a "whistling concert featuring the Ampliphone."

Detroit Band Scarcity Looms

DETROIT, May 22.—Orchestra bookings have taken a decided turn for the better locally, and if the present trend continues there is likely to be a scarcity of bands to fill the available dates.

Mel Lowe, who brings his California Collegiates into this territory, has affiliated with the Jules Klein orchestra office, but will continue to do emcee and band work.

Carlos Cortez's Band has been booked indefinitely for the Ocean Beach Pavilion, Clark Lake, Mich., by the Sally Fields office.

Weber Reveals Danger of Band Movies Replacing Dance Music

Threat to ballroom jobs—bookers see no worry, however—AFM head warns musicians not to sign away performing rights on records—convention issue

NEW YORK, May 22.—With Joe Weber, president of the American Federation of Musicians, warning all locals of a new threat to live orchestras and further informing them of the necessity of watching contracts in order to regulate the unrestrained use of recordings, it is apparent that the question of mechanization will dominate the Louisville convention in June. According to a communication by Weber, an independent motion picture company is about to launch an enterprise whereby moving pictures of orchestras will be made. Pix, to carry a sound track of tunes played by the orchestra, would be presented on a 16 by 20 screen in ballrooms. Idea is to begin with between six and 12 one-hour dance programs, which, spread over the evening with five-minute intermissions, would give the promoter a three to four-hour program of music. Weber goes on to say that these reels can be dubbed, taking numbers from records of several orchestras to make a new reel. The music could, in other words, be duplicated without end.

Philly Eyes Swing Men

PHILADELPHIA, May 22.—Now that Paul Whiteman is unavailable to inaugurate the summer season of the Philadelphia orchestra for the annual jazz-symphonic concert, the powers that be are dipping deep in swing street for the guest stick. Overtures are being made to Benny Goodman, George Gershwin and Dave Rubinoff. Philly ork starts symphonizing June 24.

The 60-minute programs are to include about 40 dance tunes, or just about as much as an orchestra plays on a one-nighter.

Production costs, according to Weber, will run about \$10,000 excluding the cost of the band, which, however, will be a mere bagatelle compared with the opportunities to duplicate film records made. While the record is played, the band will be shown on the screen. Plans, says Weber, also call for close-up shots of the band to provide a variety of entertainment.

Local band bookers claim the talkie-ballroom-dance band idea could never succeed. Band would avoid making such recordings and bookers would not permit their bands to make them, anyway, they point out.

Weber's communication to all locals on recordings and e. t.'s reiterates that the Federation has always been against the unrestrained use of these mechanical devices, explaining that locals hereafter must examine all contracts members make for recordings or e. t.'s with corporations, firms or private persons. Locals are warned against accepting any contracts which contain a clause assigning any or all rights to the recordings to the parties for whom made.

Quoting Weber: "The Federation has been informed that firms, corporations or private persons making discs, electrical transcriptions or film recordings now include in all their contracts with musicians the following or similar clauses.

"That the title to all recordings, matrices, copies and duplicates shall vest and continue to vest for all purposes, uses and disposition in us and those acquiring rights from us."

According to Tom Gamble, AFM assistant president, now that the musicians have been warned not to sign away their rights, the Federation's next step will be to negotiate with the recording companies on contract conditions.

pleasing foot-lifting jazzapation with Casa Loma Stomp (132).

MARCO BRACCIOTTI is top drawer in a distinctive treatment of *Nova* But the *Lovely Heart*, a dance transcription of the Tschalkowsky tune, and Reginald Forsythe's newest musical brainstorm, *Result of the Yes Man* (120). DUKE ELLINGTON may rightly anticipate a deepening wave of enthusiasm for his pop lifting, *It's Swee of You and There's a Lull in My Life* (117).

Melotone

VINCENT LOPEZ couples two from the musical comedy score of *Bebes in Arms*, his smooth syncopators dishing out the lively rhythms of *Johnny One-Note* and *Where or When?* (7-06-06). VIEKING ACORDION BAND, directed by Berg and Simonson, whisk you back to the days when grandpop went acourtin' with their scholastic squeeze boxings for *Mesumner's Waltz* and *Moss Rose Schottische* (7-06-10).

Reviews of Records

By M. H. ORODENKER

Decca

A setup for those who take their bawl ballads with a grain of scat is the vocal blendings of LOUIE ARMSTRONG and MILLS BROTHERS for *Carry Me Back to Old Virginia* and the hillbilly tear-jerking *Darling Nelly Gray* (1245). Louie adds his trumpet tootings to the sustaining harmonizing of the Mills freres to make this classic coupling a must-have. On the other side JAMES MELTON pipes two grand melodies from his *Melody for Two* flicker, the title song and *September in the Rain* (1247), tenoring in top fashion.

HARRY OWENS and his Royal Hawaiian Hotel Orchestra have four original sides: *Down Where the Trade Winds Blow*, *A Syncopated Hula Love Song* (1243), *My Flour of Paradise and Dancing Under the Stars* (1244). It's straight dance fare accentuated by steel guitar strummings. Tunes don't hit the melodic quality of *Sweet Lullaby*, which Owens gave Bing Crosby. REGGIE CHILDS makes smooth and suave music with *Sweet Heartache* and *Just To Remind You* (1949).

GLEN GRAY and the Casa Loma brand of foxrotology is further demonstrated with *Would You Like to Buy a Dream?* and a liting waltzer, *One, Two, Three Little Hours* (1246). EDDIE FARLEY couples *I'm Bubbling Over* and in three-four tempo *I Hum a Waltz* (1250), but the heavy open brass makes it rough rhythmation. LENNIE HAYTON provides orthodox orchestrating for *Carelessly* and *It Looks Like Rain in Cherry Blossom Lane* (1248).

Victor

LIONEL HAMPTON has rounded up some hot horns for *Whoa Babe* and *Buzain' Round With the Bee* (25575). Instrumental highlighting is provided by Cootie Williams, Johnny Hodges and Lawrence Brown, all Duke Ellingtonians, and B. Goodman's Stacy, whose ivory whippings has too long been kept back. Drummer man is Cozy Cole. TOMMY DORSEY and his Clambake Seven let their hair way down for authentic jamm-in' to *Alibi Baby* and *He's a Gypsy From Poughkeepsie* (25577). Tommy's sliding on both sides is solid swingin', conveying the spirit to Bud Freeman's tenor sax, Johnny Mince's clary, Pee Wee Irwin's Gabriel horn and Edythe Wright's rhythmic warbles. EDDY DUCHIN, with Jerry Cooper selling songs, double *The You and Me That Used to Be* and *When Two Love Each Other* (25576), givings in the per usual grand style. GUY LOMBARD couples two from *A Day at the Races* pix, destined for the hit tune

parade, *Tomorrow Is Another Day* and *A Message From the Man in the Moon* (25578).

Bluebird

SHEP FIELDS strengthens his position as the label's best seller with four sides of Tin Pan Alley gems: *It Looks Like Rain in Cherry Blossom Lane*, *South Wind*, *Moonlight on the Highway*, *Alibi Baby* (6953, 6955). JOHNNY HAMP makes highly palatable danshipation for *Tomorrow Is Another Day* and the *Blue Venetian Waters* waltzer (6836). TEDDY HILL gives a Harlem lift to the commercial pops, *The Lady Who Couldn't Be Kissed* and *I Know Now* (6954).

From the old vintage label has repressed the Chicago jazz of BOYD SENTER and his Senterpedes on *Smiles and No One* (6957), and a DUKE ELLINGTON couplet, *Misty Mornin'* and *Saratoga Swing* (6565). Latter side is the interesting one, setting off the clarying of Barney Bigard, the swing being his own, and Johnny Hodges's artistic alto saxings.

Master

IRVING MILLS' Swingphonic Orchestra cuts its premiere for *Lullaby to a Lamp Post* and *A Cuban Cabaret* (119). The swing alley cats will hardly approve the modern mold and the style is above pop tastes for commercial appeal. Franklyn Marks, squatting at the piano, their guiding spirit, penned in the hot choruses and licks. Makes the get-offers strained in their tootings, and if there was any spirit of abandon in their playing the wax failed to catch it. Hoping to make musical history for the label's major domo, hand-picked personnel includes Charles Spivak and Mannie Weinstein, trumpet; Larry Binyon, alto sax; Bab Rusin, tenor; Paul Ricci, clary; Sam Weiss, drums; Arthur Bernstein, bass, and Karl Kress, guitar.

Same gang serves as the nucleus for a 25-piece ensemble fronted by FRANKLYN MARKS, who cut their initial efforts on *Jamm-in'* and *Turn Off the Moon* (121). A master craftsman at arranging, this attempt is sturdy stuff for fourth-right foxrotology. Still in the premiere class is a first by NAT HARRIS, the society stick, and his Embassy Orchestra cutting their teeth on *They All Laughed* and *You Can't Take That Away From Me* (118). Personnel was culled from the radio studios and Scrappy Lambert was rung in for vocal assistance. Rhythms both smooth and lively. CAPPY BARRA and his Swing Harmonica Ensemble debut to wax with a nice swing display of pipe ability by Leon Lafell on *Solitude* and the eight mouthers making ear-

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS) from Friday, May 14, thru Thursday, May 20, and also, for comparative purposes, from Friday, May 7, thru Thursday, May 13. 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			
			May 14-20	May 7-13	Net. Ind.	Net. Ind.
1.	Carelessly	Berlin	35	18	28	20
2.	There's a Lull in My Life (F)	Robbins	33	18	24	18
3.	Where Are You? (F)	Feist	32	20	29	22
4.	Never in a Million Years (F)	Robbins	30	25	23	24
4.	Love Bug Will Bite You	Santly-Joy	30	25	17	20
5.	September in the Rain (F)	Remick	27	34	30	23
6.	They Can't Take That Away From Me (F)	Chappell	24	12	18	21
7.	Too Marvelous for Words (F)	Harms	23	20	24	21
8.	They All Laughed (F)	Chappell	22	22	17	35
9.	Let's Call the Whole Thing Off (F)	Chappell	21	14	18	19
9.	Sweet Lellani (F)	Select	21	8	20	3
9.	It Looks Like Rain	Morris	21	5	20	3
10.	Wake Up and Live (F)	Robbins	18	8	18	12
11.	On a Little Dream Ranch	Shapiro, Bernstein	17	6	14	13
11.	Where or When? (M)	Chappell	17	10	9	13
11.	How Could You?	Remick	17	15	14	22
12.	It's Swell of You (F)	Robbins	16	17	7	16
12.	You're Precious to Me	Marks	15	13	9	18
12.	Sweet Is the Word for You (F)	Famous	15	12	11	14
12.	That Foolish Feeling (F)	Feist	15	5	15	9
13.	Boo Hoo	Shapiro, Bernstein	15	16	19	15
13.	To You and Me That Used To Be	Berlin	15	12	7	7
13.	Blue Hawaii (F)	Famous	15	10	17	11
14.	When Two Love Each Other	Davis	14	11	14	3
14.	Maybe	Donaldson	14	13	13	13
15.	Was It Rain? (F)	Santly-Joy	13	18	15	11
16.	I'm Hatin' This Waitin' Around	Harms	12	9	8	7
16.	Swing High, Swing Low (F)	Famous	12	15	14	22
17.	In Your Own Little Way	Marlo	11	10	5	3
17.	Seventh Heaven (F)	Hollywood	11	4	7	4
18.	What Will I Tell My Heart?	Crawford	10	12	10	18
18.	You're Looking for Romance	Ager, Yellen	10	8	7	0
18.	Sailboat in the Moonlight	Crawford	10	1	3	0
19.	Big Boy Blue	Schuster	9	17	9	10
19.	Johnny One-Note (M)	Chappell	9	14	6	14
19.	Little Old-Fashioned Music Box	Harms	9	9	5	1
19.	Caravan	Mills	9	9	4	5
19.	Toodle-oo	Words & Music	9	8	12	5
19.	I'm Bubblin' Over (F)	Robbins	9	8	11	5
19.	Spring Cleaning	Berlin	9	7	12	10
19.	To a Sweet and Pretty Thing	Shapiro, Bernstein	9	4	8	6
19.	I Hum a Waltz	Miller	9	5	6	5
19.	Message From the Man in the Moon	Robbins	9	1	1	0
20.	Cause My Baby Says It's So	Remick	8	10	8	8
20.	Little Old Lady (M)	Chappell	8	9	18	16
20.	Vienna Dreams (F)	Harms	8	6	8	4
20.	Without Your Love	Miller	8	4	6	2
20.	Good Mornin'	Feist	8	3	2	0
20.	Turn Off the Moon (F)	Popular	8	2	13	9
20.	Havin' a Wonderful Time	Paul-Pioneer	8	2	8	0
20.	In a Little Hula Heaven (F)	Famous	8	1	5	2
21.	Dreamy Eyes	Words & Music	7	14	9	6
21.	Love Song of Long Ago (F)	Feist	7	8	5	1
21.	Jammin' (F)	Popular	7	8	3	10
21.	My Little Buckaroo	Witmark	7	7	8	12
21.	You're Here, You're There, You're Everywhere	Marlo	7	7	7	6
21.	Stardust	Mills	7	6	5	8
21.	Shall We Dance? (F)	Chappell	7	6	6	5
21.	I've Got My Love to Keep Me Warm (F)	Berlin	7	4	8	12
21.	Love in the Air	Southern	7	4	5	5
21.	Twilight in Turkey	Universal	7	3	4	4
21.	So Rare	Sherman Clay	7	3	3	0
22.	You Showed Me the Way	Robbins	6	11	7	7
22.	Wanted	Sherman Clay	6	7	8	5
22.	Moonlight and Shadows (F)	Popular	6	6	7	10
22.	My Last Affair (F)	Chappell	6	5	9	9
22.	When Love Is Young (F)	Miller	6	3	4	6
22.	Slumming on Park Avenue (F)	Berlin	6	3	3	6
22.	Satan Takes a Holiday	Exclusive	6	1	2	0
22.	Love Is a Merry-Go-Round	Shapiro, Bernstein	6	1	0	0

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 May 24.

Nebraska Anti-ASCAP Bill Signed by Governor

LINCOLN, Neb., May 22.—American Society of Composers, Authors and Publishers, if functioning in Nebraska after this week, will be subject to \$5,000 fine for each violation.

Reason is that Governor Cochran Hancocked the anti-ASCAP bill carrying an emergency clause which made it effective immediately after he signed it. It's now up to the attorney-general's office to see that it's enforced.

Altho the measure does not specify ASCAP by name, it carefully slaps "any and all combinations."

Bill rode a rough course, with those

who testified against ASCAP from radio stations, dance spots and theaters allegedly threatened with coercion and suits from ASCAP.

Peyton's Band Returns

PITTSBURGH, May 24.—Eddie Peyton has returned to air over WWSW twice nightly with band that includes men from some of country's ace outfits. Nine-piece aggregation includes Sally La Perche, one-time trumpeter for Benny Goodman; Ben Pollock, second trumpeter; Ling Kennedy, once with Casa Loma; trombonist Walt Burison, formerly with Bunny Berigan, and violinist Eddie Heinz, who played in London with Jack Hylton.

Music Items

EDGAR A. GUEST has had his poems set to music by William Orthman, with the Braun Organization of Music, a Chicago house with a New York branch, sponsoring the songs. Five of these numbers are already completed. The same firm is also publishing *Sunshine Sally, Wait and Table Under a Tree*.

E. B. MARKS MUSIC CORPORATION has resumed publication of its monthly house organ, *The Music World Almanac*, edited and supervised by young Herbert Marks. It consists of 20 pages on fine stock, and distribution is free.

CLARENCE WILLIAMS has signed Willie (Lion) Smith, the latter to furnish melodies for Williams. Smith, who recently made a Decca record of *More Than That and I See You All Over the Place*, published and written by Williams, is regarded as an outstanding colored composer.

SAM FOX is entertaining Charles F. Beggs, of Dundin, New Zealand, who arrived in New York last week. Beggs, head of the Charles E. Beggs Company, represents the various Fox publications in that part of the world. He was accompanied by his mother.

IRVING FIELDS has completed a piano solo entitled *Ten Dancing Fingers*, which Mills Music has accepted for immediate exploitation. Fields is rated as one of the most promising symphonic jazz pianists now before the public.

FRANK HENNING'S, popular general professional manager of Exclusive Publications, is mourning the loss of his mother, who passed away suddenly, May 14. She was 70.

Following a paragraph in this department last week relative to unknowns having little chance of entering the song-writing game, and the gesture on the part of one publisher to set aside certain hours to consider manuscripts, another important angle has developed. That is concerning the authenticity of works sent in. Only the other day a firm was asked to appraise a song that reached an executive's desk. He passed it along to one of his lieutenants, and the latter, with a most retentive memory, recognized the effusion as an old ditty popular 35 years ago, which formed part of the concern's availability catalog. The only difference was change of title and a note here and there.

ROY MUSIC COMPANY is getting many requests for *Ji-Ji-Bop*, a recent issue. Strange part of the demand for copies and orchestrations is that the number is only two weeks old and that its only means of exploitation thus far has been in advertising announcements as being in preparation.

JOE DAVIS is publishing an instrumental novelty for orchestras called *Fire-Crackers*, by Paul Denniker and himself. Davis has signed Bert Scheffer, NBC pianist, to a long-term contract. Scheffer specializes in modern piano compositions for students and studios.

REMICKS has completed a band arrangement of the *Song of the Marine*, carrying the official seal and permission of the U. S. Marine Corps Band, directed by Capt. Taylor Branson.

MOVIETONE CORPORATION is concentrating on the new score of a latest 20th Century-Fox picture, *Sing and Be Happy*. Numbers are *What a Beautiful Beginning, Travellin' Light* and the title song. Harry Akst and Sidney Clare are the writers.

RED STAR has just issued *Our Anniversary Waltz* by Mary Schaeffer and Larry Stock. It is already showing considerable promise.

With the departure of Abner Silver and Al Sherman for England comes the report of arrangements with a number of American writers to supply score and text for songs to be used in foreign talkies. Silver and Sherman, it is understood, have been assigned to furnish words and music for at least two British films. Up to a few years ago American writers had little opportunity of exercising their talents via the shadows, except Hollywood way. With native songs finding success in England and other European centers and the public approving the style of current international hits, local tunesmiths are being

approached to take the journey, with attractive contracts as an alluring incentive.

EDDIE BRANDT, formerly of Brandt, Curran & Fowler, ntary warblers, leaves for England to write music for British films.

MAYER MUSIC CORPORATION's baseball team defeated the Maurice Richmond Music Dealers' Service nine 14-10 in the first game of the New York music baseball league last week. The high score was attributed to the cold weather. The Mayer lads are looking forward to taking on the music publishers and orchestra leaders in the near future.

ALEX HYDE has been elected to membership in the ASCAP. Among recent songs he co-authored are *At a Cuban Cabaret, The Girl I Met on the Merry-Go-Round, Jelly-Fish; Step Aside Here Comes Love, and Poor Robinson Crusoe*. He has also written a book, *Help Yourself to Harmony* (Luz Brothers), which will go on sale late next month.

JOSEPH H. PRESS, composer, pianist and arranger, is set for a comeback after an illness of seven years. Wrote the score for *With a Bunch of Good Fellows Like You* some years back.

ALFRED McDERMOTT, author of *Wonderful Mother of Mine* and a native of Pound, Wis., will return to the Badger State in July after an 18-month tour of the United States. Gave recitals in key cities on the road. Is now preparing translations of his pop tunes in Polish, Lithuanian, French and German.

JACK CARLTON, former singer with Jack Denny's Orchestra, has been appointed manager of the Philadelphia office of Crawford Music Company.

Chicago Music

CHICAGO, May 22.—Earl Houbrecht has returned here from St. Louis to take up his old post as contact man for Red Star Songs.

Chick Castle, veteran contactor, has gone with local office of Donaldson, Douglas & Gumble as assistant to Manager Jesse Stool.

It Looks Like Rain in Cherry Blossom Lane, from the Joe Morris catalog, is getting a heavy play over the networks, reports Irving Ullman, local manager.

Cole Music Company is putting new life in the 14-year-old *You Can Take Me Away From Dixie, But You Can't Take Dixie From Me*. Just released a swing arrangement of it.

You'll Never Go to Heaven, new in the Donaldson-Gumble catalog, is played nightly here by Jack Denny's Ork at the Drake.

Bands Set for Trianon

CHICAGO, May 22.—Andrew Karzas has lined up bands for the next three months to play his Trianon Ballroom here. Following Ted Weems' current stay, Freddy Martin will move in May 29 for one week, to be followed by Bill Carlsson to fill a fortnight's stay. Red Nichols moves in June 16 for a week. Anson Weeks follows for a month and Dick Jurgens' outfit will arrive for an indefinite engagement.

Building W. Va. Ballroom

MARIETTA, O., May 22.—Centennial visitors who come here will be able to visit near-by New Martinville, W. Va., where Captain Orville Noll is building a dance hall, calling it *The Boat*.

9,000 at Ballroom Opening

MILWAUKEE, May 22.—A crowd of 9,000 on hand for the opening of the Modernistic Ballroom here Sunday, with Ed Norvo, Frankie Masters and Bill Carlsen's orchestras alternating. This number has been topped only once, when Kay Kyser played the spot.

Don Redman to West Coast

CINCINNATI, May 22.—Don Redman and orchestra, who this week completed 13 weeks of theater dates in the Southwest, Middle West and East, next week begin a tour of one-nighters to the Coast. Gordon Kibbler, formerly with Consolidated and now handling tours for Century Orchestra Corporation, New York, will work several weeks in front of the band on the westward jaunt.

Band Reviews

Joe Smith and Orchestra

Reviewed at the Club Mayfair, Boston. Style—Dance band.

Instrumentation: Joe Smith, leader; Pete Herman, bass; John Archambeault Jr., piano; Edward Andre, drums; Tony Vitello, first sax, baritone, clarinet; Walter Schmitt, second sax, clarinet; Al Rudman, third sax, baritone, clarinet; Harold McCarthy, first trumpet; Al Maglitta, second trumpet; Ray Conniff, trombone; Dud Goldman, violin. Vocals by Johnny Hamp's former fern warbler, Jane Whitney, who is easy to look at and hear. Maglitta, who fascinates the fern trade with his Charles Boyer physiognomy, is regular band singer, with Herman in for the novelties. Arrangements by Goldman and Conniff.

Blond Southern Joe Smith came to Ben Gaires' Club Mayfair after 10 consecutive years at the Copley Plaza as a Meyer Davis unit. Smith has an infectious smile and his Southern accent announcing is okeh and novel for local clubs. He utilizes snatches of tune humming, but does no regular vocaling chores.

Showmanship is the band's keynote. Lighting effects for various combination numbers, solos, ditty moods and the like create an atmosphere which is noticeable from the beginning. Then again Smith's type of music delineation is flexible, depending on the trade, hour and moods.

Possesses the combined faculty of being able to play a show and satisfy oldsters and youngsters alike on dancing.

Band uses its clarinet trio extensively. Ends of tunes are finished dreamily. Smith employs a jam session during intermissions, together with the celeste playing of Archambeault. Goldman, Schmitt and Rudman unite for warbling. Smoothness instead of swing features the ork, altho the dishing out of the music is so protean that Smith and his lads are okeh for anything—and it all pleases.

Smith has been at the Everglades Club, Palm Beach, and the Lido, Venice, Italy. Miss Whitney is a lovely youngster, but she should sing more so that the customers can catch her personality. Maglitta is a better than average ork vocalist.

Spot has a WAAB, Colonial Network; WNAC, Yankee Network wire, for several nightly airings weekly.

Patne.

Billy Swanson and Orchestra

Reviewed in the Green Room of the Edison Hotel, New York. Style—Dance band.

Here's a new outfit in New York. Swanson is a Boston society band leader who was a former student leader at the Boston Law School and at Boston University. A tall, handsome fellow, he makes an imposing front waving the baton. Plays snatches on the sax, clarinet and at the piano and also offers bits of pleasing tenor vocalizing that carry a faint suggestion of Rudy Vallee.

Swanson is definitely stylizing the band and trying to build up the "graceful as a swan" idea. The band is too new to be judged, but it already looks like an up and coming outfit. The boys are competent musicians and the arrangements (by Larry Berk) are intriguing. The emphasis is on sweetness, even the occasional swinger numbers being sugared. The four-sax section (Milton Brimberg, Eli Halpner, Everett Curtis and Ned Shaw) forms a nice background, with Swanson playing to expand this to a quintet for special numbers.

The brass comprises Ben Hall and Harold Diner, trombones; Henry Daloe and Sam Castin, trumpets, while Ted Kosafitis is at the bass fiddle, Wally Seligman handles the drums and Seymour Lewittan is at the ivories. Kosafitis steps out for comedy vocals, all specials, with his Greek dialect numbers being his best. Violinist Irving Spice is among those stepping to the mike for effective solos. He also is second leader.

Starting off rather modestly, this band bears watching. It's definitely above average. Denis.

Racine Ballroom Reopens

RACINE, Wis., May 22.—Carl Lombard's Dixieland and Swing Band has reopened the Savoy Ballroom here. Under the new direction of Lydia Simpson, spot will feature Saturday and Sunday dancing.

Ed Fitzpatrick Band Draws in Salt Lake

SALT LAKE CITY, May 22.—Eddie Fitzpatrick Jr. played the Rainbow Ballroom here May 11 and drew a big house for Jerry Jones, manager. Fitzpatrick is a son of Eddie Fitzpatrick Sr., who for years led his own orchestra at the Pantages and Orpheum theaters here.

Bill Stoker, who has been featured soloist with Kay Kyser's Band, stopped off here preparatory to continuing study in the East.

Kennie Stoker, brother of "Bill" and Milt Rawlings, has joined Verdi Breinholt's Orchestra playing at Lagoon, Utah's Coney Island.

Bands Set for Atlantic City

NEW YORK, May 22.—Consolidated Radio Artists has set nine bands to appear at the Million-Dollar Pier, Atlantic City, for the months of July, August and the first half of September. In the order of their slated appearances they are Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny, Russ Morgan and Phil Spitalny.

Leonard Joins Goldsmith

BOSTON, May 22.—Gus Leonard, tunesmith, has been named music editor of Exclusive Features Syndicate by Maury Goldsmith, managing director. He is readying a syndicated column on tunes and composers.

LEGIT FORMS

(Continued from page 3)

in theatrical arts, and to oppose legislation adverse to the theater's free expression; (3) encourage production of plays of high moral caliber.

According to Shumlin, the activities of the permanent group would not be confined to New York City; it would throw its hat in the ring wherever censorship threatened the theater's freedom. One immediate item facing the group, however, is a study of the licensing of theaters in this city, the association's legal counsel saying that the city's jurisdiction extended only to the building, not the scripts presented therein.

Association is expected to effect a tieup with the American Theater Council, slated to convene Monday at the Astor.

League of New York Theaters is expected to appoint a successor to the late executive adviser, Dr. Henry Moskowitz, soon, the opinion being that Broadway would not have been caught sleeping had the doctor been alive.

PUBLISHERS RESIST

(Continued from page 3)

concede, should be the first served." But despite Caesar's belief that it behooves songwriters to squeeze every possible cent out of their tunes, it is understood SPA intends no increase in licensing rates. Again, should SPA be successful in its stated intention of taking over the handling of transcriptions, etc., it will very likely have to increase its staff, thereby increasing overhead expense.

Whatever the outcome, the timing of SPA's action is considered strategic. In view of the recent change in the MPPA official setup. A spokesman for SPA, queried Friday, expressed confidence the fracas would be ironed out, a third meeting between the factions being scheduled for Tuesday.

Feeling of the transcription companies is strictly neutral, so long as the rates remain the same.

EQUITY ASKS

(Continued from page 3)

women's and professional projects; Irwin A. Rubenstein, FTP counsel, and a committee representing the City Projects Council.

FILM PEACE

(Continued from page 4)

cepted by several studio heads as threat of a nation-wide IA strike unless the request was observed and resulted in collapse of a near-settlement agreement, which had received several verbal okehs.

IATSE leaders at the same time attacked the strike leadership of Charles Lessing, followed by a similar scathing criticism by Joseph M. Schenck, who declared that "Lessing appears to be the chief obstacle to an immediate end of the strike." IA statements branded the strike as outlaw and urged striking workers to "purge themselves of Comrade Charles Lessing and his inner cir-

Sheet-Music Leaders

(Week Ending May 22)

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) (2)
2. Little Old Lady (Chappell) (11)
3. Will You Remember? (Schirmer) (3)
4. Love Bug Will Bite You (Santly) (5)
5. Carelessly (Berlin) (4)
6. Sweet Leilani (Select) (6)
7. Never in a Million Years (Robbins) (9)
8. Boo Hoo (Shapiro) (7)
9. Blue Hawaii (Famous) (8)
10. There's a Lull in My Life (Robbins) (11)
11. Moonlight and Shadows (Popular) (10)
12. Where Are You? (Feist) (12)
13. They Can't Take That Away From Me (Chappell) (13)
14. Was It Rain? (Santly) (15)
15. Too Marvelous for Words (Harms) (14)

PHONOGRAPH RECORD best sellers will be found on page 91.

ole of Communist trouble makers." Another IA statement warned that no settlement of the strike would be permitted until the painters' group retracts and apologizes for charges of IATSE strike breaking and designation of it as a company union.

Sudden jumping into the strike situation by Browne's organization followed several unsatisfactory conferences between IA and FMPC representatives over jurisdiction control of makeups, hair stylists and scenic artists. Number of members of these organizations have taken out IA cards and there is a difference of opinion in the ranks as to whether members should stick with the painters' brotherhood or swing over to the International Alliance.

Striking unions in the FMPC were reduced by one during the week with the granting of closed shop and wage tilts to Studio Utility Employees and a promise of settlement of SUE's jurisdictional dispute with IATSE. Small number of SUE laborers, however, refused to return to their jobs because they would have had to cross picket lines they formerly helped form. Under the closed-shop arrangement SUE workers get a pay boost from 60 to 75 cents per hour. Peculiar angle of the settlement is that more than half of that group's original 1,800 members had signed up as B Class grips with IA before the strike call three weeks ago and are being paid 82½ cents an hour for the same work. Re-classification of these men has not been set, but IATSE is reported reluctant to pass them back to SUE and will probably allow them to keep their B grip cards if officials find them properly signed. The unconfirmed, Committee for Industrial Organization is said to have signed about 100 SUE members who had refused to return to their jobs under the settlement, giving CIO an opening wedge into film studio unionism.

Recognition of SUE and their subsequent dropping out of picket lines leaves in the walkout only Painters' Local 644, Scenic Artists' Local 621 and Local 731 of the makeup and hairdressers. Eleven union affiliates of FMPC partook in the original walkout.

With the passing of deadline today without reply to their closed-shop demands upon the independent producers, FMPC strike will probably be extended Monday to take in this group also. Expected that union painters, draftsmen, hairdressers and makeups will answer the strike call at Selznick International, B. P. Schulberg, Major, Republic, Harold Lloyd, Monogram, Grand National and other Indies.

CHICAGO, May 22.—Proposed picketing of local theaters by the Painters' District Council has been deferred indefinitely, Secretary-Treasurer A. W. Wallace reports. Claims that full details of the campaign have not been worked out and as a result action cannot be taken. Plan

Blunkall Kicks At Equity Ballot

NEW YORK, May 22.—E. J. Blunkall, leader of the third Equity party, protests action of *Equity Magazine* in deleting from the listing of the Blunkall ticket on the ballot the fact that his party had endorsed all officers excepting the president now in office and on the regular ticket for re-election. Also that the Blunkall group had endorsed, from the regular ticket, three councilmen.

Blunkall also complains of the ruling of Equity's council prohibiting his party from using the title Progressive Equity Ticket. Claim is that there is nothing in the constitution giving the administration such a right. Blunkall's group is forced to take the name, "An Independent Ticket," which, according to E. J., leads to confusion with the second independent Equity group, also listed as independent.

Blunkall says he will answer Miss Selena Royle's epistle, *Plain Facts*, in detail in the near future.

Philly To Censor From Shows' Scripts

PHILADELPHIA, May 22.—Legit managers here yesterday came to an understanding with the censor board regarding Mayor Wilson's actions against alleged obscene shows the past season. Last production to feel the mayor's clamp was *Orchids Preferred*. Wilson now suggests that all producers submit their scripts for approval before incurring expense of bringing shows to town.

This is an arrangement similar to that in Boston, where the city officials pass on plays before they open, thereby saving producers expense and trouble in the event their offerings are considered to be of a nature to merit trimming or outright banning.

10% Amusement Tax Is Proposed for Michigan

DETROIT, May 22.—A bill to tax amusements in Michigan 10 per cent of the gross admission was introduced this week in the House of Representatives by M. Clyde Stout, chairman of the powerful Ways and Means Committee. Stout's bill is a last-minute effort to find some way to meet the alleged deficit in the State's primary school funds and is believed to have a fair chance of passage.

Estimated revenue under the proposed bill would be \$7,000,000 annually, its backers claim. Admissions from 10 cents up would be taxed, making a serious collection problem for the smaller theaters. Several departments of show business would be exempted, however, including agricultural fairs and sponsored events conducted by veterans, police officers and municipalities. In addition, symphony concerts and affairs for religious, benevolent or charitable purposes would be exempt.

Para Books Elaine Barrie

NEW YORK, May 24.—Elaine Barrie, estranged wife of John Barrymore, has been booked for a personal appearance by Paramount. Will open June 11 at the Michigan, Detroit, working with Harry Holman in one of his sketches.

to picket houses was formed in sympathy of the motion picture strike in Hollywood.

WANTED—Girls, Musicians for Cowligh Band. One night stands, theaters. Salary \$30.00 a week. Bass Player, Accordion, Guitar, Violin, Banjo, tom, Doubling and Singing preferred. Good Girl Yodeler that can play Guitar. Would consider good Five-Piece Girl String Band with car. Gas and oil furnished after joining. Address TOMMY TOMPKINS, Mgr. Texas Cowgirls, Scenic Theatre, Keene, N. H., May 29; Magnet Theatre, Claremont, N. H., Thursday, May 27; Victoria Theatre, Greenfield, Mass., Friday and Saturday, May 28-29; Town Hall, Middlebury, Vt., Monday, May 31; Savoy Theatre, Northfield, Vt., Tuesday, June 1; State Theatre, Burlington, Vt., Wednesday, June 2; Ideal Theatre, Springfield, Vt., Thursday, June 3; Capitol Theatre, Winchendon, Mass., Friday, June 4; Strand Theatre, Randolph, Vt., Saturday, June 6. Send photos, resumes to be returned. Can use A-No. 1 Agent with car for Number Two Show.

CAMPUS BAND LEADER WANTED

Great opportunity for Young Man to earn education at University of Illinois by Organizing and Leading College Dance Band in campus ballroom. Want expert Musician, Dance Leader with personality, and who feels he can go farther with University education. Write E. E. STAFFORD, Business Manager, The Illinois Union, 725 S. Wright St., Champaign, Ill.

Boston Clubs See Good Summer; No Names; Mostly Acts, Lines

Mayfair experiment with names successful, but won't try it during summer—bigger spots booking from N. Y.—Southland, Vienna Room, Blue Room closed

BOSTON, May 22.—Hub nitery belt hopes to hold its trade during the summer, with only several of the top spots continuing right thru. Club Mayfair, operated by Ben Gaines, and probably the town's swankiest nitery, will exploit its rolling roof and cooling system. Lewis Bonick Ork comes in from the Narragansett Hotel, Providence, to replace Joe Smith's Ork, which goes to the Barclay Hotel. New York acts will be booked. Barney Welansky's Coccoanut Grove will use revues from New York and will feature its rolling room, the basement Melody Lounge utilizing either a male or fem warbler and Lew Conrad's music. Line policy is new for the summer.

Tom Maren's Penthouse, New England's only theater-restaurant, starts its first full summer with biz better than last year. Maren will take New York units instead of producing his own. Boots McKenna line had been in till a month ago. Frankie Ward's music and Carmen Trudeau, warbler, remain.

Southland, newest nitery, will close for the summer June 15 and will reopen with a septa band, line and unit after Labor Day.

The Famous Door, another new nitery, will remain open all summer. A new ork comes in to replace Dutchy Van Loon's.

Steuben's Vienna Room closes July 5 and reopens shortly after Labor Day. Jack Fisher Ork will move to the upstairs Steuben's Restaurant with a four-piece ensemble.

Westminster Hotel's Blue Room closed Wednesday, the hotel's Roof Garden opening the next day with Jimmy McHale's Ork. McHale jumps in from Kitty and Tony Brand's Brown Derby, which closed Saturday. The Roof Garden will be co-operatively booked by Harry Drake and Jerry Mann, using several acts produced by Lee Steele.

Levaggi's Flamingo Room closed Saturday and reopens September 15. Lou Walters will continue to book and will spot a line again.

Success of the Club Mayfair's experiment with names has proved a feather in Ben Gaines' hat. Gaines paid off the four figure salaries and still made money. He spent about 12 grand for five names.

Johnny Limer will close the Brunswick Casino May 29 and will reopen in September.

Swank Ritz Carlton Roof Garden opened its summer season May 11. Spot gets MCA bands, changed every three weeks.

Will Weber Gets Exclusive

NEW YORK, May 22.—Will Weber, local agent, has acquired exclusive booking rights to the New Colony Club, Chicago, slated to open June 15. Acts tentatively lined up for the opening include Lillian Carmel, Lane and Carroll and John Steen.

Weber also handles the Club 18, with Satch and Satchel going in. Into the Mirror he is sending Jack Osterman, Edith Land; Reid, Thrift and Ray, and Winifred and Lorraine. Jackson, Mills and Reeves, formerly Jackson, Irving and Reeves, open May 25 at the Powatan, Detroit. Jack Beekman goes into the 500 Club, Atlantic City.

Mack Raymond Joins Bertell

NEW YORK, May 22.—Mack Raymond has joined the Jack Bertell office, doing night club agenting.

Caught Short

DETROIT, May 22. — Shopping around for bookers caught the Castle Farms at Lima, O., short of acts this week. The spot has been booked for two and one-half years thru the Betty Bryden office of this city. Mrs. A. J. Leis, manager, decided to see what another office could do and contracted for the first show thru another local office.

Result was that only two people instead of the seven-people layout promised appeared for the week-end opening show. Mrs. Leis was back in Detroit Tuesday rearranging for bookings thru the Bryden office and succeeded in assembling five people to go back to Lima that night on a few hours' notice.

Richter Quits CRA For Hotel Position

CHICAGO, May 22.—Charles M. Richter has resigned as staff booker at the Consolidated Radio Artists, Inc., office here to become director of entertainment and publicity at the Drake Hotel.

Richter will handle all bands and shows coming into the Gold Coast Room in that spot and also national and local advertising for the hotel. In assuming his new position, he stated that all future shows will be bought on the open market, which may change CRA's booking status with the Drake.

Hank Linder, of CRA, will assume Richter's former duties.

MCA Adds Sip Spots

LOS ANGELES, May 22.—Music Corporation of America local office took over the floor-show and band bookings of six new accounts recently, including Santa Rita Hotel, Tucson; Old Country Club and Grand Cafe, Phoenix, Ariz.; South Seas, San Francisco; New Tivoli Casino, Juarez, and Club Marti, Hollywood.

An Intellectual Scarer

CHICAGO, May 22.—Frank Willey, official skeleton in the catacombs, one of the weird sights in Ivanhoe, local night spot, prepares his school work between scares.

His job is to frighten the customers visiting the spot, and when there are no victims on hand he can be seen in his skeleton outfit wading thru psychology and philosophy books.

Chicago Trend To Comic Dance

Straight ballroom too dull or too expensive—comedy teams being favored

CHICAGO, May 22.—Trend in dancing is toward comedy, a checkup of working dance acts in leading spots here reveals. Customers indicate a liking for satirical takeoffs of routines.

Cafes in the market for dance teams point out that the regular patron is tired of the straight ballroom team unless it is capable of doing exceptionally good work. With Grade A dancers asking for high-figured salaries, operators prefer the team offering a variety of work both for financial and audience-response reasons.

Such teams as Harris and Shore, John and Edna Torrence, Jerry and Turk and many lesser known competitors have been going over big locally. Harris and Shore are filling a return engagement at the Congress Casino, the Torrences ended a successful stay at the Chez Paree and Jerry and Turk have made names for themselves at Ball-Ball. Dance acts which heretofore have been doing straight work only are accepting engagements in out-of-the-way spots to break in comedy routines.

Club Chatter

New York City:

IRVING FIELDS, radio singer, opened an indefinite engagement at Zelli's May 23. . . . HAL THORNTON, sophisticated singer, after 15 weeks at the Pallard Club, opened at the Whirling Top May 24. . . . VALLEY AND LEE booked indefinitely into Weber's Hofbrau, Camden, N. J., thru Harry Pearl, local agent. Also being represented by Max Roth for dates in Australia and Europe for early fall. . . . JACK WRIGHT, erstwhile leader of an all-twin band, is now appearing as emcee at King's Tea Garden, Brooklyn. Will continue with band idea with arrival of added sets of twins. . . .

JACK DARRELL, local producer, booker and dance instructor, has high hopes for protegee Doreen Daye and has signed her to a year's contract of personal management. . . . JOHN STEEL, Ziegfeld tenor, now singing at the Whirling Top. . . . DON LAMONT replaced his look-alike Del Casino at the Hollywood. . . . JOHNNY COY, 17-year-old dancer, made pro debut at the Frolics last week. Handled by Central Artists' Bureau. . . . DOLORES AND ROSSINI went into the Village Casino May 27. May go to Coast for pix soon. . . . BERTA DONN, singer, currently appearing at the Saddle Inn, Brooklyn. . . . AGNES AND TOM NIP JR. will go to London after their Hollywood run to appear in a film musical produced by the U-K Company and the New Film Company. Their dad will do the dance numbers in the pix. . . . BERYL AND MARTINEZ left the Hotel St. George, Brooklyn, and opened at Ben Riley's on the 26th. . . .

DOROTHY GULMAN, who came here from Chicago seven months ago, is press agenting the Hollywood Restaurant, the Pavilion Royal in Valley Stream, Harry Richman, Josephine Huston and the Mitchell Ayres Band. . . . ROSE MARIE has made four more records for Variety.

Chicago:

JEANNE WALKER, tapstress, was held over another two weeks at the Congress Casino. . . . SLIGH & TYRELL have booked Lillian Roth to head the second bill at the Beverly Hills Country Club, Newport, Ky., starting May 26. . . .

JACK WALDRON will succeed Harry Rose at the Yacht Club next week as featured attraction. . . . JOHN AND EDNA TORRENCE will break their jump to the Coast by playing St. Louis following their finish at the Chez Paree here. . . . SMILING SYD GIVOT, emcee, has closed a 10-week stay at the Casanova and left for New York.

DUKE YELLMAN, booking Ben Lenhoff's Coccoanut Grove, which opens May 28 for the summer season, placed, in addition to Irene Bordon and the Three Stooges, Jerry and Turk; Louise Miller, songstress; Helene Carroll, dancer; the Muriel Kretlow Girls and Mark Fisher's Ork. Miss Bordon is in for four weeks with an option. . . . EDGEWATER BEACH HOTEL is featuring college entertainers in addition to regular floor ball Fridays. . . . OLD HEIDELBERG OCTET will celebrate its fourth anniversary at Eitel's Inn Thursday.

Here and There:

JUDITH LAWTON is held a second week at the Cat and the Fiddle, Cincinnati. She heads for the Coast around June 1. . . . CHARLIE CARLYSLE, emcee, and George Downey, unicyclist, have been held over to appear with the new floor attraction which opened Monday night at the Nine-Mile House, Cincinnati. . . . LILLIAN ROTH heads the new floor show at Beverly Hills, Newport, Ky. Carl (Deacon) Moore is the new band attraction at the spot. . . . BORDINE AND CAROLE and The DeLovelles, in a French revue, are in their third week at the Rendezvous, Broadalbin, N. Y. . . . "TINY" DAY, singing organist, after 10 weeks at the Mirror Grill, Aurora, Ill., has opened for the summer with his electric organ at Fritzel's Fiesta, Crystal Lake, Ill. . . . DON TRANGER, emcee, has closed at The Villa, Springfield, Ill., after 26 weeks. He will play dates in Lansing, Mich., and Detroit before taking a brief vacation. Tranger has signed to emcee one of Ernie Young's fair units, beginning in August. . . . MURRY PICKFORD, impersonator, after four weeks at the Dude Ranch Club, Berwyn, Md., moved into the Washington Club, East Liverpool, O., May 24. . . . JACK POWELL has closed two weeks

Pitts Cafes Form Assn.

Hire organizer — want upped minimum, corkage ban, favorable legislation

PITTSBURGH, May 22.—Doc Crannell, publicity head for Lem Mercur's Harlem Casino, has been named organizer by the still unnamed night spot proprietors' league here.

Not so enthusiastic in this week's meeting as last when 12 of the largest clubs' big shots met and clasped hands, the night hawks did appoint Mercur a committee of one in charge of organization. With some owners absent because of "business pressure," the allies for upped minimums and covers decided that the most feasible plan for enticing the absents was to approach them individually and proposition them with promises of union for enforcing price rules and the possibilities of lobbying for favorable legislation.

Crannell will be paid a salary if the chairman's tentative ideas are okehed in the personal solicitations.

Prime hitch to plans are demands of some of bigger spots for each member to post bond, similar to hotelmen's association's \$1,000 guarantee, which would be forfeited if rules are broken.

"The \$1,000 might be too large, bond for at least \$500 and possibly more is necessary," claims Mercur.

Knocking out corkage is asked, not to cut revenue, but to cut bottle-toting. Liquor brought in by customers would be checked with hats, prospective program says. Likewise sought by bigger spots is a 50-cent minimum, to be scaled upward depending on size of club.

Contending that "the Liquor Control Board will help those who help themselves," Mercur also stated that even a purchasing association could be a possible outgrowth of the welding.

See Need for Higher Salaries

DETROIT, May 22.—Booking offices here are finding a kickback in the new American Federation of Actors' minimum wage scale, which recently boosted conditions and wages for acts in Michigan. The fly in the ointment consists of locally booked out-State spots, particularly in Ohio and Indiana, where the AFA scale is lower than in Michigan. Able to get \$60 to \$70 right in town, acts are reluctant to travel for the same dough. Few of the managers are willing to come up to the local prices plus, which would be necessary on a traveling date.

Suggestion offered by bookers is that the AFA put its scale into effect nationally, or at least regionally, and eliminate undercutting by one AFA scale against another.

Richman To Open Club

NEW YORK, May 22.—Harry Richman will open his own Club Richman here in the fall. Will take over an East Side spot. Now playing London.

Green Bay Club Burns

GREEN BAY, Wis., May 22.—First local night club, the Club Seville, was destroyed by fire last week. Spot was operated by Fred Ablin.

at the Victoria Palace, London, and has two weeks each at the Savoy and Berkeley hotels. Also works private parties as well as doing some televising.

HACKER AND SIDELL, working at the Tivoli, Lisbon, Portugal, is the only American act in the country. They have tentative dates for Oporto, Portugal, and for London. . . . GAIL-GALI has already played four weeks at the Grosvenor House, London, and is the only one to be held over for the next show, beginning May 25, with the DeMarcos and Paul Gerrits. He comes back to the Versailles, New York, September 16 with

(See CLUB CHATTER on page 37)

Wm. Morris' Nitery Boom

Vaude decrease picked up by extensive club bookings—corral cream spots

NEW YORK, May 22.—Its income from the vaude field greatly curtailed the last several seasons in keeping with the general decline of the field, the William Morris Agency is making up for that loss of revenue thru its night club bookings. Within one season the office has practically corralled the cream of the club spots. Biggest bulk of the club business is done out of the local office, altho the Chicago and Coast offices do a fair measure.

Bookings during the last week or two are indications of the strength of the office in the club field. Set for Ben Marden's Riviera, Fort Lee, N. J., which opens Thursday, are Josephine Huston, Cross and Dunn, Buster Shaver and Midgets and Ben Yost's Collegiates. Patricia Bowman, Harry Rosenthal's Ork, Clyde Hager and Jean Travers will also open Thursday, working the Versailles here. Benny Fields, Rosita and Fontanna and Paul Sydell and Spotty will open Friday at the Surfside Club, Long Beach, L. I.

Sylvia Mannon and Moore and Revel open Tuesday at the Chez Paree, Chicago. Condos Brothers were to have opened also, but their holdover at the Paramount here has delayed their opening. Belle Baker, now at the Beverly Hills Casino, Newport, Ky., will open Monday at the Stork Club, Providence. Irene Bordoni will go into the Coconut Grove, Chicago, Friday for a four-week run.

Johnny Weissmuller and Frazee Sisters have been set by the Morris office to open Thursday for Billy Rose at the Cleveland exposition. Set with Rose by the office for the Casa Manana in Fort Worth, opening June 27, are the Original Dixieland Jazz Band, Stuart Morgan Dancers, Paul Sydell, and Spotty, Moore and Revel and the Cabin Kids.

The office also has a number of other acts currently working, including Ann Pennington, Shea and Raymond, Billy and Beverly Bemis and the Three Cosacks, at the Paradise Restaurant here; Nan Blakstone, White Mansions Inn, Pittsburgh; Milton Douglas, Ciro's, Paris; Dolly Kay, Royale Frolics, Chicago, and Yvette Rugel, Yacht Club here.

Ed Sherman Gets New Spots for His Books

NEW YORK, May 22.—Eddie Sherman has landed another spot for his books, the Landis Theater, Vineland, N. J., which started yesterday as a two-day vaude stand. Opening bill of four acts was headed by the Three X Sisters. Sherman has also signed a two-year contract with the Oriental Theater here for booking the talent if and when the house gets its license to run colored shows.

Sherman will start putting full-week vaude shows into the Steel Pier Music Hall June 25. First show has not been set yet, but Ina Ray Hutton's Ork is set as the second show. Fay's, Philadelphia, also booked by Sherman, did not close Thursday as scheduled, and instead may run all summer on a week-to-week notice.

Toronto Goes Pictures

TORONTO, May 22.—Shea's Hippodrome here dropped its stage shows Thursday night for the summer. House was booked by Harry Anger in conjunction with Loew's, Montreal.

Bing Gets Loew Dates

NEW YORK, May 24.—Herman Bing, movie comedian, has been booked by Loew for two weeks. He will open June 3 at the State here and will follow with Washington June 11.

More Unemployment

NEW YORK, May 22.—Harry Norwood's nifty this week was "Nobody needs straight men any more—everybody's talking to themselves."

A Stiff Job

DETROIT, May 24.—Liveliest date in show business has been booked by Art Rowland for tomorrow and Wednesday, when shows will be put on for about 1,000 funeral directors at the Michigan State Funeral Directors' Convention. Feature of the convention will be a display of several hundred of the latest styles in coffins, including some wrapped in cellophane. Acts picked for the dates include Tyrolean Sisters, Jessita, Davis Sisters, Monte and Carmo, Harry Bardell, and Alane Manzie. Show will be at the Masonic Temple first night, adjourning the second wake to the more intimate Harmonie Club.

Chicago Theaters Find Biz Brutal

CHICAGO, May 22.—Balaban & Katz has denied the rumors that the Chicago and Oriental theaters will drop flesh and switch to double features soon, which rumors were occasioned by the brutal biz at those houses lately. RKO's Palace, too, has been suffering at the box office. State-Lake finds itself on top of the combo house heap, its low operating costs reacting favorably.

It is unlikely that any of the houses will drop their stage shows in view of the close competition in the Loop. Instead they are raiding the talent market for headline attractions. Over three years ago the Oriental dropped stage shows and operated unsuccessfully with a straight picture policy.

Boston Booker Plans 2-a-Day

BOSTON, May 22.—Possibility of the Hub returning to the former glory of B. F. Keith days and Palace Theater two-a-days may become a reality if Sammy Faine, former RKO booker here, finds a house suitable to spot eight acts and a newsreel.

F. & M. Lines Up Film Field As Two-Way Talent Outlet

Marco producing for Universal and Fanchon for Paramount to be break for F. & M. acts—agency gets film 'names' for personals—CRA - F. & M. units start on Coast

NEW YORK, May 24.—Fanchon & Marco has wedged its way firmly into the picture field, drawing on the field's "names" for personal appearances and also selling vaude talent for movies. A lot of F. & M. talent will benefit from the contract signed this week by Mike Marco to produce for Universal, as has been the case with Miss Fanchon, who is producing for Paramount. The firm's agency has lined up a lot of film "names" for theater engagements, taking advantage of summer respites from studio activity. F. & M. is also supplying a lot of talent needs thru its tieup with Consolidated Radio.

Cushman Setting Up Coast Office

LINCOLN, Neb., May 24.—Removal of the Wilbur Cushman offices from Dallas to the Taft Building in Hollywood will take place June 15. Idea is Cushman's hopes to line up several weeks' time on the Pacific Coast with the Skouras Brothers. Ed Gardiner, located in Kansas City, will have charge of the Midwest territory for Cushman. Gus Sun office in Ohio will join Cushman on a 50-50 split basis on business in the Eastern territory.

Underselling wildcat managers in Cushman territory broke down Cushman's attempt to get more dough this season with a \$175 per day rate. Next season it will be on the usual \$150 basis, with which he mushroomed into nearly 40 weeks a year ago.

NEW YORK, May 22.—Mickey Aldrich has joined the Rockwell-O'Keefe Agency, working in with Ralph Wonders on the handling of talent for radio, pictures, theaters and clubs. Aldrich was formerly associated with Wonders at CBS.

Vaudeville Notes

ED LOWRY and his KHJ Sing Time go into the Orpheum, Los Angeles, for a week some time next month. Show includes Joe E. Marks, Harry Savoy, Milton Watson, Peggy Brenier, Thres Brian Sisters and ork. . . Weaver Brothers and Elviry have been signed by Warner for a picture in September. . . Snub Pollard joins the Tex Ritter personal-appearance unit which starts June 25. . . Cookie Bowers is clicking big abroad. He has been set by General Theaters for a string of dates, opening last week at the Empire, Glasgow, and will later play the Holborn Empire and Palladium, London. In addition, he is booked for several indie dates and has been signed for radio and television broadcasts.

BERT FROHMAN is at the Knickerbocker Hospital, New York, where he underwent an operation Friday. . . Louis Epstein sailed for Europe Tuesday (25) on the Lafayette as company manager of the Cotton Club colored show, which will open at the Ambassadors Theater, Paris. Sol Shapiro, of the Morris office, went along on the same boat to look into European matters for the office. . . Harry Howard plans to make a trip soon to the Coast on a talent hunt for the several units he plans to do next season. . . Senator Murphy, Slate Brothers and Moore and Revel arrived in New York last Tuesday on the Normandie, and sailing for Europe the following day on the same ship were Martin Beck, Leon Leonidoff and Erik Charrell. . . Gae Foster Girls (16) opened big Friday at the Fox, Detroit, on the start of their all-summer run.

ARTHUR WILLI, RKO Radio pictures talent scout in the East, was ribbed by the RKO bunch when he attended a legit opening in a top hat. . . Jimmy (Red) King, stage manager of the RKO, Boston, is going to Dallas in the same capacity for the Greater Texas and Pan-American Exposition. . . Mann, Dupree and Lee have reunited after a year apart and go into the Palace, Chicago, this Friday. . . Paramount is trying to line up Jack Benny for some

personal appearances. . . Calgary Brothers will jump in from the Coast to open June 18 at the Chicago, Chicago. . . Metropolitan, Boston, has lined up a novel act for week of June 3, Helen Meyer's costume act depicting "Brides of Two Centuries."

MCCONNELL AND MOORE will open Saturday for Billy Rose at the Cleveland exposition. . . F. & M. has signed up Franz Hug, Swiss flag thrower, a postman by occupation, who goes into the Roxy, New York, Friday. He was an opening attraction last year at the Olympics in Berlin. . . Arthur Boran is current at the Warner, Reading, Pa., where he's doing his act as well as emceeing a CBS radio unit. . . Monroe and Adams Sisters, juggling act, closed their theater season last week at the State-Lake, Chicago, and will vacation in Michigan until July, when they start on fairs for Barnes & Carruthers. . . Sam Samaroff, formerly of Samaroff and Sonia, played a number of weeks on the Coast and is now in Muskegon, Mich., where he makes his home. . . Billy Van, after playing New England night spots, is starting on his summer bookings of veterans' conventions, which will take him thru Connecticut, Maine, Vermont, Massachusetts, New Hampshire and New York.

LOU LIPSTONE, Balaban & Katz production head, expected back from Europe June 1. . . Sheridan Theater, Chicago, dropped week-end vaude in favor of triple features. . . George Choos' Paris on Parade stopping at State-Lake, Chicago, week of May 28. Peter Higgins coming in following week for a second engagement within five weeks. . . Mr. and Mrs. Abe Lastfogel (Frances Arms) made a brief stop-over on their way to the Coast. Miss Arms will head for Atlantic City in six weeks to fill an engagement at the Steel Pier. . . Dennis Wilkey and Jimmie Rae, knock-about act, left the Hollywood Ingenuities unit and are planning to enroll in a Chicago drama school for a 10-week elocution course.

EZ KEOUGH'S colored musical, Shuffle

Artists for the production of units flexibly built to play either hotels, clubs, ballrooms or theaters.

Marco's deal with Universal involves the production of a musical picture, *Daughter of Rosie O'Grady*, which story idea was sold by F. & M. He is under a term contract, and will produce other pictures following the initial one. F. & M. sold Pat Rooney and Herman Timberg and their sons along with this idea, and they are also optioned for more pictures. It is likely that Deanna Durbin will be in the film.

Of the film people lined up for personal appearances, Henry Armetta is already set for three weeks. He will open July 2 at the Stanley, Pittsburgh, and follow with the Earle, Philadelphia, July 9, and Million Dollar Pier, Atlantic City, July 24. Among the "names" being submitted by F. & M. to theaters are William Gargan, Grace Bradley, Lyle Talbot, Margot Graham, Smith Ballew, Beverly Roberts, Paula Stone, Leon Janney and Dixie Dunbar as a team, Louise Beavers and Isabel Jewel.

HOLLYWOOD, May 22.—The CRA-F. & M. unit plan, which involves the production of shows flexible enough to play theaters, clubs, ballrooms and hotels, will originate from here instead of New York, as was originally planned. The first show is already set, with Evelyn Brent getting top billing and with Cally Holden's Movieland Band as the music feature. Others in the show are Linn Mayberry, Don Eddy and Lillian Tours, Harry Fox and Thaya Foster. It is scheduled to go on tour late this month. Talent contracts call for nine-week guarantees and six options of five weeks each.

Other "names" slated for forthcoming units are Sally O'Neill, Molly O'Day, Lilla Lee and Mae Murray. Jackie Coogan has been put in front of a band and will make a tour of one-nighters. He is set for the Sacramento, Sacramento, June 12, and Montesa, Calif., June 19. It is likely that Coogan will head a band unit later under the CRA-F. & M. plan.

Social Directors Start Trek to the Catskills

NEW YORK, May 24.—Catskill Mountain bookings have been lined up for a number of performers by George Kuttin, Harold Kahn and Joseph Nadel, of the Varsity Entertainment Bureau. Talent starts the Decoration Day week-end, lays off during June, and resumes July 4 for the summer.

Among those booked for the summer jobs are Mark Linder, Jack Coyle and Dorothy Carroll, Swan Lake Inn, Swan Lake; Buddy Manners, Leah Bolivar, Fred Walker and Willie Smith, Annette Ross, Bill Reldan and Raymond Groden, Sains Hotel, Mt. Freedom, N. J.; Milton Shay Ork, Ben Marks, George Tuttle and Lorraine Taylor, Brickman Hotel, Fallsburgh; Artie Elmer and Tom Frank, Green's Hotel, Pleasantdale, N. J.; Sid Clarke, Lillian Miner and Evelyn Brown, Sunrise Hotel, Livingston Manor; Mandie Kaye and Herbie Barris, Olympic Hotel, Fallsburgh; Hy Berry Ork and Harris Twins, Pioneer Country Club, Greenfield Park, and Joey Nash Ork, Zeiger's Hotel, Fallsburgh.

Along, is playing Los Angeles area at the State, Long Beach, and Lincoln, Los Angeles. Show moves next week to Salt Lake and Denver. Carries 40 people, headed by Flournoy Miller. . . Bob Parrish, Negro baritone, currently on Tirolli circuit thru Australia, is set for the Larry Adler show opening in London in September. . . F. & M. is producing a big Shrine show in Los Angeles this week, using cast of 100 topped by Rube Wolf and his orchestra.

Loew's State, New York

(Reviewed Thursday Evening, May 20)

Regulation five-act vaude shows are usually frowned upon by so-called experts as being unentertaining and tiring, but the proof is in the pudding and a look-in on the State shows will blast the "expert" opinion. Current show is a five-acter, running an hour and 21 minutes, and it would have been a woe of a show if one of the co-headliners, Anna May Wong were somewhere else. She gave the bill its only letdown. The other headliner, Smith and Dale (Avon Comedy Four), is a definite treat, one of the oldtimers still capable of providing belly laughs. Business okeh, with *Swing High, Swing Low* the picture.

Robbins Family (Marge, Dwight and Larry) are as fine an opener as any bill could want, getting things started perfectly with their acrobatic dancing. Act is youthful, has appearance and what's more the trio is strong on talent. Came in for a heavy hand.

Raymond Wilbert follows and goes very big also with his trained hoops and comedy chatter. His gab pales on one after a while, but there's considerably more interest in his clever work with the hoops. He actually makes those things do everything but talk, juggling them expertly, tossing 'em so that they actually cut corners, and finishing with a trick using four strands of rope that's almost unbelievable.

Anna May Wong may be a box-office lure, but this Chinese film and stage "name" isn't much as a single entertainer. Her singing is plenty bad. She does native and American tunes and also a dramatic version of a half-caste woman. Audience was generous.

Joe Smith and Charlie Dale, originals of the Avon Comedy Four, are here after too long an absence. Aided by Mario and Lazarin, they worked their *Hungarian Rhapsody* and *Dr. Kronkhitte* skits, which are so old that they are practically new. And they're good for laugh after laugh, the result at this viewing. Smith and Dale dish out the funny gags and act them up in a fashion that shows their many years in vaude. Mario and Lazarin help out ably in the skits and sock with their singing job, the act finishing with a quartet number which brought down the house.

Enoch Light and ork, from the McAlpin Hotel, is an okeh enough band but no world beater. It's just pleasant, with Light and his 11 bandsters running thru a repertoire of pop tunes. Ran 28 minutes, too long for so moderately entertaining an act. For specialties Ruthie Barnes, tapper, went very big with routines glovefit for this corny audience,

including truckin', etc. Muriel Sherman's singing is weak and the Hollywood Hussars, eight boys, aren't any great shakes as a singing group either. *Sidney Harris.*

State-Lake, Chicago

(Reviewed Friday Afternoon, May 21)

One of the best bills in weeks, topped by Haven MacQuarrie's *Do You Want To Be an Actor?* vision show. And this is the act that drew a good opening show house, as the feature picture, in this case Columbia's *Let's Get Married*, is a minor box-office item.

MacQuarrie's act stacks up as the logical successor to the Major Bowes units. It is full of human interest, unrehearsed and handled with tasteful showmanship. The leader is on the alert every minute of the way, taking advantage of many amusing situations and turning them into solid laughs. Seated on stage are 12 boys and 12 girls, all trying out for a screen test. Finals will be held during the closing show Thursday, winner to be awarded with a Warner screen test in Hollywood. Six of each sex are asked to speak a line, with the winning couple, selected by the audience's applause, doing a scene from Warner's *The King and the Chorus Girl*. Fitting dialog and bits of romantic business used to make it wholesome entertainment. Regardless of the amount of talent the search may find the act itself should be a pushover in any house. Did the closing 28 minutes at this show.

House line opens the bill with an airy routine in fetching blue costumes, ushering in Tyler, Thorn and Post, personable dance trio. Open with competition work to *Codfish Ball* music, mixed team following with a novel minuet in tap. Close with a comedy adagio, knockabout and slow-motion routine. Good hand.

Three Randall Sisters, rustic harmony singers, stopped the show with their refreshingly amusing work. The girls make a nice appearance and sing clever arrangements quite harmoniously. Did *I Like Mountain Music, There'll Be Some Changes Made and Fare Thee Well*. Mitted back for an encore. A modern song could come in handy for the call-back.

Pinky Lee and Company do their familiar talk and dance session and seemed to amuse the patrons, altho

they're on a bit too long. His closing Russian footwork is still tops. Sexy blonde in act makes an attractive decoration. *Sam Honigberg.*

Roxy, New York

(Reviewed Friday Evening, May 21)

F. & M. production on stage this week is considerably on the comedy side—four out of five having it—but does not size up very impressively. With second-rate entertainment in the line of film fare house can expect no more than a lean week at the best.

Top rung in billing and entertainment is held by Lucille Manners, singing star of the NBC Cities Service program, who combines dainty grace, colorful voice and expression and an unusual facile intimacy with mike technique into the lone redeeming feature of the bill. Clear, limpid notes, languid phrasing and easy-flowing delivery, plus easily reached and sustained high notes, marked each of her three offerings. Added to these ear-appealing attributes Miss Manners also possesses an ingratiating personality not usually to be found in strictly radio singers.

Senator Murphy does his old standby, the satirical political monolog and interspersed gags. With no evident changes in style or type of material, one or two gags being new and the rest pretty stale stuff, he gets across for a fair hand with characteristic vigorous and vehement delivery. Audience, tho, seemed to be sated with this sort of malaproping and double talk.

Dolores and Andre are another team of dance satirists in the increasing horde of that type of dance specialists. The short and dumpy female and her rangy partner work very hard. They are quite funny, and with some original pieces of business to boot score very handsly.

Punch and Judy show is revived by Tommy Trent, offering a five-minute workout behind a miniature house front. Besides the main characters he works in a baby, the devil, a skunk and a crocodile. Possibly great for the kid trade, but only lukewarm for the late shows. A novelty offering, but of no unusual skill or ingenuity.

Two colored boys, Cooke and Brown, work solo and together in fast soft-shoe routines characterized by much arm swinging, half splits and acro steps. Better hand went to the shorter of the two for a very fast and funny eccentric hoofing bit.

The Gae Foster Girls do the usual capable job of embellishing production numbers with peppy line work and figurations, while Eddie Paul and the boys in the pit supply colorful musical backing.

Pix, As Good as Married, and biz fair last show. *George Colson.*

Stratford, Chicago

(Reviewed Wednesday Evening, May 19)

Morris Silver, one of the few remaining flesh boosters, is still attracting a small army of talent buyers for the weekly showing nights in this South Side house. Seven acts, with the best coming on first. Bill attracted a good house.

Russell and Christine made a good opening flash, doing 12 minutes of novelty tidbits. Play musical instruments, juggle, monocycle around and use a couple of dogs for some clever tricks. Team and one of the animals close jumping rope. A big hand.

Charles Del Rio, youthful harmonica player, stayed on for *Hold That Tiger, Poet and Peasant* overture and *Trust in Me*, capably played. Motter and Davis scored with their hand-balancing session, doing a fast seven minutes of applause-getting tricks. Neck-raising exit is a humdinger.

Servor Brothers and Malita do their old comedy and itchy-wear dance act, which still gets plenty of laughs. Turn could stand a little dressing up, as the costumes, particularly for the opening nonsense bits, are out of fashion. Their soft-shoe strutting is clever.

Cooper and Williams, colored lads, stayed on too long, repeating almost the same type of song and dance work for 15 minutes. Trimmed down to one song and dance offering, Williams' Stepin Fetchit takeoff and their *Sust-Q* exit, act would be faster and far more entertaining.

Harriet Norris was next to closing with poor hot-mamma songs. Did *On Re-*

vival's Day and Men Ain't What They Are Cracked Up To Be and Emsee Virgil Irvin milked the audience to bring her back for *Just Once Too Often*.

The Five Saters, acro kids, made a cute appearance. Three of them are just babies and a number of tricks are shaped for laughs and ohs and ahs from the front. Do a uniform walk-on-hand exit. *Sam Honigberg.*

Paramount, New York

(Reviewed Wednesday Evening, May 19)

Paramount's current band attraction isn't an outfit taken off the air; instead it is a girl stage crew that has a lot of flash and showmanship. It's the Ina Ray Hutton Band, with the house surrounding it with a quartet of specialty acts that do much to perk up the 55-minute running time. A good show, one that's perfect for the usual Paramount audiences, particularly since it has so much life and is not a strictly musical outfit devoid of colorful showmanship. Picture is *Turn Off the Moon*, and the house is stretching the run into two weeks.

The blond Miss Hutton and her 14 girls may not be so much musically, considering that they followed such bands as Lombardo, Goodman, Armstrong, etc., but what they lack in music they more than make up for in flash and showmanship. Especially Miss Hutton, whose blond loveliness carries plenty of s. a. made more noticeable by four changes of tight-fitting gowns. She is on the go all the time, prancing about while waving the baton and singing and introducing the acts very nicely.

The 14 girls comprise two pianos, drums, bass, guitar, two trombones, three trumpets and four clarinets doubling at sax. As girl bands go, they are okeh. Probably would be a whole lot better musically if the brass section were up to snuff. The girls don't double down front for specialties, and the whole personality of the band is invested in Miss Hutton, who can handle it.

Condos Brothers are the first of the specialties. The boys are a sure sock, among the best of tap hoofers, coming in here with a buildup from their pix appearance in *Wake Up and Live*. They are unusually fast hoofers, yet their taps ring out clear. Winsted Trio, a girl and two boys, are a nice singing act, handling a couple of pop tunes in good style.

Vic Hyde, the Niles, Mich., youngster under the wing of Rudy Vallee, was another terrific sock, even tho he had to shout over a mike that went gaffloey.

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"Sure, they've been in Europe for the last ten months."

"Stranded, huh?"

"No! They've been working steady—and doubling part of the time."

"They must work awful cheap."

"No, they've got good agents. Music Corporation of America handles the Act."

"MCA must be slipping. I thought they only handled good acts."

"Aw, they aren't such a lousy act. They've already got six weeks lined up over here."

"Well, I still think they are lousy."

"I don't! I think they're a darn good act. As a matter of fact, I think they're terrific—They're funny—They're talented—They're pretty—They're sweet characters—They're . . ."

"You think so! Who are you?"

"Me! I am one of THE NONCHALANTS."

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Mary Small, poor kid, had her hands full when all the stage mikes went on the fritz. Hutton tried to help her with one mike and almost got her teeth knocked out when the mike head came off. However, Mary stood her ground bravely and sang her numbers, mike or no mike. Of course, it was difficult hearing her, but the audience got enough of her splendid vocal quality to come across with a big hand.

Sidney Harris.

Chicago, Chicago

(Reviewed Friday Afternoon, May 21)

House is still looking for something new that will make a good box-office stage show. This week a Swiss Alps scene and the St. Moritz Ice Folies comprise the bill for very mild entertainment.

Against an Alpine background the Evans Swiss-costumed ballet does a native dance, climaxed with some yodeling by George Bammert. Fox and Lull do a hand-to-knee slapping routine that is a little different, if not very exciting. Novak and Tays, dead-pan hand-balancing satirists, follow with their familiar act, ending with a couple of legit tricks. Still getting laughs with their hopeless entanglements.

Ice show has a lineup of 16 girls, five specialty performers and Paul Howard, smee. Stage is converted into an ice rink, set against a wintry drop. Girls open with a simple flash number, followed by Douglas Duffy in some fancy skating. Needs a stronger finish. Returns later in the bill to do an amusing rag-doll routine.

Dick and Irene engage in some graceful waltzing and a fast strutting exit. Kit Klein, featured attraction, tells of her Olympic honors and then proceeds to show how skaters of different nationalities exhibited their wares in Germany. Closes with her honor-winning strides in a flickering spotlight. High spot in the act is the barrel jumping by Miss Klein and Charlie Hamlin. Howard's

introduction and description of the different turns gives the offering a resemblance of a sport contest. All back for the finale.

To enable the setting of the ice rink Paul Howard works in one for four minutes, presenting an acro-contortionistic tidbit.

On screen, *The Prince and the Pauper* (Warner). House average second show opening day. Sam Honigberg.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 21)

This is one of those lull weeks that crop up from time to time, either due to budgetary prunings or inability to buy a bill of fare that Earle mobs look for. As a result, current layout is sub-standard.

Stepin Fetchit takes top billing on a three-way setup. A self-styled master in the art of doing nothing Fetchit lives up to his rep. Consumes almost 15 minutes doing exactly nothing. Even has a page boy to take his bows. Okeh for a five-minute stay to let the villagers give a good see from all sides. As it remains, powers that be must be charged with milking human kindness and patience.

Remaining turns are Allen and Kent on open and the California Collegians to shut. Sheets split on a personable mixed team of tap terpsiters in the usual precision pattern. Bring on their mom and pop for a session of buck and winging that used to keep 'em yelling for more at the old opery house. Oldsters don't depend on sympathy but get right up there and deliver. Get off nicely with a well-earned hand.

California Collegians, dance band act, find it tough to crash thru. Their flicker work means nothing here, and even when the front man reminds that Fred McMurray used to toot a sax in this same band, which he did, pewholders still remain aloof. Town flocks only to a personality as far as dance bands are concerned and by the time they realize that there is a gang that has something to sell the turn is over.

Allen and Kent are brought back again to fill with a tap turn, helping some to spiffle the yawns. It was only when the band does its impersonating muggin', dressing up as headline figures, that interest is aroused. Having finally won them over they fall to follow up on it. Encore with a swing arrangement of a Negro spiritual which, at its best, only serves as an exit march.

Screen portion fills with *Melody for Two* (Warner). Stage portion hardly hits 45 minutes but it seems twice as long. Biz above average for second show on opening day. Oro.

Roosevelt, Oakland, Calif.

(Reviewed Sunday Evening, May 16)

A second-run picture house in the town's older district, the Roosevelt has of late been breaking out with some excellent stage shows to draw patrons from the swankier uptown non-flesh houses.

Masters and May, dance and patter team, opened with a routine consisting of the old stand-bys, aided by a few blue gags. Then Carol Atherton, musical comedy singer, with a pleasing personality and a grand voice. Such tunes as *Alice Blue Gown* and *Will You Remember?* seemed to have been written for her.

High spot of the bill was the Holman Sisters, ex-NBC two-piano team and one-time Paul Whiteman act. What they do to two pianos is a joy to behold and hear. Betty Jane gave out with the *Hungarian Rhapsody* using two pianos. First on one and then the other, then with a hand on each, she really made the ivories talk. Together the sisters

(See VAUDEVILLE REVIEWS page 18)

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Perhaps not quite up to the par of the sustained parade of "names" and top-flight entertainment shown here all season, yet adequately entertaining and of short enough duration not to become draggy, current bill offers Lee Wiley, Freddy Zay and the Stuart Morgan Dancers.

Opening by Zay provides novelty entertainment in the way of juggling and balancing while perched on a unicycle. Young and good looking, Zay does his interesting and thrilly stuff in fast and zippy style without hitches, even tho being astride the tall lone-wheeler made passing and receiving of props difficult. Presents refreshingly and sells nicely an assortment of feats. He handles clubs, balls, sticks and hoops, singly and in combination, in faultless precision, and closes with his balanced vase-lamp trick.

Lee Wiley, from radio and screen, is back after an absence of four months, but she hardly does justice to her reputation and billing. With an abrupt opening Miss Wiley wades thru her several offerings without showmanly hesitations and play-ups, with scarcely any selling mannerisms, rushing one number after the other. Certainly that must be the effect of prolonged radio work. It takes away the importance of striving to please an audience doubly—by sight as well as ear appeal. Tastefully gowned and pretty as a picture, Miss Wiley might have knocked them for a loop with her smooth and delicate renditions instead of the warmish reception tendered her. Repertoire consisted of *Gee, But You're Swell*; *Too Marvelous for Words*, and a medley made up of *Only Make Believe*, *Somebody Loves Me* and *Sunny Side of the Street*, and also *The Lady Who Couldn't Be Kissed*.

Also a return engagement after three months, the Stuart Morgan Dancers, three boys and a girl, literally wake up

the audience with showmanly and graceful adagio routines. With pretty and impressive musical background, theirs is a grand spectacle—daring and blood tingling.

The Meadowbrook Boys and the Hawaiian Serenaders continue as alternate music suppliers. *George Colson.*

Lookout Mountain Hotel, Chattanooga

LaCosta and Lo Lita, Continental dance team, featured a gay floor show that opened the Lookout Mountain Hotel for the season Saturday night.

Other numbers included Yvette, blues singer; Elmer Wooten, versatile dancing and xylophone entertainer, and Nickey Zachary and Evelyn Day, dancing and singing team.

Ellis Farber, singer, is back this year, leading his own orchestra. Still does some vocalizing.

Appearing with the eight-piece band are the Swingster's Three, trio of guitar, clarinet and fiddle, whose specialty numbers and clowning were a hit.

A large crowd packed the main dining room of the hotel at \$3 per.

Murray Wyche.

Green Room, Hotel Edison, New York

This popular hotel dining spot, which manages to do a good business even tho it doesn't advertise much, is sporting a new band, Billy Swanson, Boston society band leader. Swanson is making his local debut in impressive manner.

Swanson's outfit is still rough, but the basis of a swell band is there. His 12 men are good musicians and his girl vocalist is charming. He himself is a handsome fellow who plays snatches on the sax, clarinet and piano and even offers bits of pleasant tenor vocalizing. The band plays sweet music, pleasant to listen to and easy on dancing feet. (See Band Reviews in the Music Department.)

Jane Dover, formerly with Eddy Duchin's Band, is the canary, and a good one, too. Ted Kosafitis leaves the bass fiddle for amusing dialect vocals, while some of the men, notably violinist

VAUDEVILLE REVIEWS—

(Continued from page 17)

offered straight and novel numbers that drew enthusiastic approval.

Comedy highlight of the bill was Elmer Cline and Helen Keller, with the "Professor of Fantomime." Gags, instrumental solos, dancing and costumes, aided by the professor's side-splitting mugging, made the act a winner. Novelty highlight of the act was a tune played by Cline on the professor's head with xylophone hammers, once done on Bob Ripley's air program.

Show emceed by Eddie Cochran, fresh, smiling lad with a way of making a slightly off-color gag seem clean. Good show. *Pat Kelly.*

Empire, Paris

(Week of May 10)

On the whole an excellent bill at the Empire Music Hall, with dumb acts in the majority. Lily and Emmy Schwarz are given headline billing and score a show-stop. Present their usual hoydenish medley of instrumental music, singing and rough clowning, which is of low class, but apparently pleases the audience. Outstanding act is that of the Six Lal Founs, Chinese girls and boys, who are remarkable contortionists, tumblers and plate spinners. Act is neatly costumed and ably presented. Miss Tamara scores with her neat routine of trapeze tricks, climaxed by toe and heel holds.

Old-fashioned but good comedy act is that of Lapp and Habel, who pull genuine laughs with their fake illusion tricks and burlesque acrobatics. The Volair Trio have an excellent flying trapeze act, but slow it up with weak comedy and stalling. Achilles and Newman offer good heavyweight juggling with neat comedy gags. Joan and Steve on in nicely-routined acro dance number, working with their bodies coated with

Irving Spice, step to the mike for strong solos.

Between band sessions there's a strolling trio comprising Bert Gross, violin; Freddie Mayer, guitar, and Leo Spellberg, accordion. Mayer does a bit of vocalizing as well, the trio making the rounds of the tables and handling requests. A competent trio.

Then there's Ralph Torres, in his second year here. He's a guitarist-vocalist in the Continental manner. He sits down with the guests and provides them (the ladies, in particular) with romantic ditties accented by soft strumming.

The room itself, designed in marine green by Mrs. Max J. Kramer, is a nice place, comfortable and pleasant. Dinner is \$1.50 and up, with drinks priced moderately.

Ed Dukoff is press agenting the spot now. *Paul Denis.*

London Night Spots

Pils and Tabet, foremost Parisian piano-singing team, render pop songs in English and French at the May Fair, where other successful entertainers are Frakson, slick Spanish conjurer, specializing in lighted cigarettes and card tricks, and the Grip Quartet, daring French adagolists.

Harry Richman is in his third and penultimate week at the Cafe de Paris, where he is sensation. He cracks one gag, however, that is distasteful to Brits during the Coronation period.

Muriel Gardner and Marvin Kane are a classy and rhythmic dance team, who work smoothly and smartly at the Carlton Hotel. Act gains added favor thru the marked variety of the five numbers.

Rudi Grasl, clever sound impressionist, and Walsh and Barker, Anglo-American piano singing team, hit solidly at the Berkely.

Joe Jackson, inimitable hobo cycling pantomimist, is good for a flock of belly laughs at the Dorchester Hotel, where Maurice and Cordoba rate at the top of the class with their exotic and rhythmic dancing, and Naunton Wayne, English emcee, and the Readinger Twins also click heavily.

Estelle and LeRoy exhibit perfect poise in their engaging dance numbers, Jack Powell remains a comedy hit with his novel and funny black-face drummer act, and the Arnaut Brothers clown, play instruments and whistle tunefully as of yore at the Savoy Hotel.

Antonio and Renee De Marco give their brilliant and unequaled dance display at the Grosvenor House, where Paul Gerrits shines with his comedy novelty and Gail Gail conjures.

Bert Ross.

glittering paint. Safonova and Tulman, talented singers, appear in a burlesqued opera bit which unfortunately lacks real comedy. Doumel scores with his usual line of patter and kidding of the audience. Samson Fainsilber, screen star, recites mawkish poems in super-dramatic fashion. Public appears sated with two samples of his recitations.

Ted Wolfram.

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Congress Casino, Congress Hotel, Chicago

New show, headed by Don Bestor and orchestra, unfolded at this attractive 800-seater May 14 and was warmly greeted by a splendid turnout. Band's soothing melodies blend nicely with spot's pleasant atmosphere. Neil Buckley, baritone, is outfit's featured vocalist.

Floor bill, repeated twice nightly and Saturday afternoons, is emceed by Bob Lambert, hotel's youthful assistant manager, who enjoys a following at the Casino. Jeanne Walker, tapping eye full, opened the show with two infectious turns to the music of *I Can't Believe You're in Love With Me and Spain*. Neatly done.

Jack Gwynne, ever-smiling magish, held attention with his baffling work. While most of the tricks are not new, they are cleverly and speedily performed. Olevene Johnson, prima donna, follows with fair renditions of *Let's Sing Again* and *All My Life*. Supper show crowd did not respond too enthusiastically to her work.

Harris and Shore, dance satirists, tied the bill into a knot with their riotous takeoffs of their more serious dancing brothers and sisters. They stayed on for six numbers and had to beg off. Go over just as well on a night-spot floor as they do in a theater. Started with their *Blue Danube* and *Tea for Two* routines and then went into their adagio satire and *South American* Joe strut. Mitted back to burlesque a tap dance team in rehearsal and a gay version of *Alexander's Ragtime Band*.

Not a minor factor involved in the success of this spot is the courteous service. Joseph I. Spagat makes a gracious host and John Konrad a capable assistant. J. H. Stember, advertising manager, is doing a good job in putting the Casino on the local map.

The Four Gentlemen of Rhythm succeeded the Crusaders as relief band.
Sam Honigberg.

Bal Tabarin, Paris

The Bal Tabarin is playing to packed houses with a revue excellent in spots but shy on talent and slow in tempo. The house is a drink and dance spot which charges an admission price of 20 francs or \$1 and a minimum champagne charge of slightly more than \$5 per table—and the show does not rate these prices.

Revue opens with a series of Spanish dances which lack pep and variety. Best numbers are two by Goyita Herrera, in one of which she is accompanied by the clever guitarist, Miguel Manzano.

Second scene is a novel transparent castle brought up from the basement on elevator after mobile dance floor shifts under stage. Graceful but slow ballet bits and neat nude displays. Elevator used for bringing up other settings, but nothing noteworthy happens except an exceedingly good ballet number in which three boys show marked talent.

Lois and Jean Sterner, clever American acro dancers, are the bright spots of the show, doing two whirlwind acro routines that top everything.

Final scene is an amusing parody of a street fair, with the elevator bringing up realistic horses for a circus bit and the roof opening to let down a quintet of girls on trapezes. Bood and Bood score in this scene with their wire walking and juggling burlesques. Show closes with Bal Tabarin girls doing traditional Cancan.

Amplifying system turns music into a riot of noise both during show and dancing. Sandrini is supposed to bring this show to New York, but it should be radically revamped and provided with more talent of the Sterner girls' class before risking Broadway. In all fairness it must be conceded that no other Paris night spot offers anything nearly so elaborate. It is to be regretted that the entire spec is not of the same quality as the few high spots. Ted Wolfram.

Mayfair Casino, Cleveland

There's a new orchestra here this week. Clinton Noble and his boys form a background to *Propper's Breveties*, which really proves to be quite out of the usual run in the matter of versatile talent.

Mark Ballero, who emceeds and does stunts, is an enthusiastic mimic with a rubbery face that really assumes the lineaments of his "impersonations." Arliss, Joe Brown, Eddie G. Robinson and others are included in his list. Voice, well modulated, completes the illusion. Francis and Carroll, while they're not

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so hot in their opening adagio, go into their real stuff in a travesty on "How To Dance." Three Mapleleafs, two boys and a girl, work swing time after the Mills Brothers' harmonizing fashion.

Ken and Ray Page are slapstick acrobats whose act affords plenty of rough-house. Anolyn Arden's girls back up the principals with a fast rope dance and a modern version of the cakewalk.

Noble's Orchestra is a sweet outfit, working in well with the ensemble. Good entertainment.
H. K. Hoyt.

Ivanhoe, Chicago

Fashioned after famed backgrounds in Ivanhoe, this is one of the most unusual and fascinating niteries in town. Main dining room is a takeoff of Sherwood Forest, the walls decorated with typical 16th century architecture. Quaint sights dot the spot, not the least interesting being six attractively decorated bars conveniently located thruout the building. Operator Ralph Jensen is continually developing new ideas to enhance the charm of the club.

Dance music is furnished by Hal Munro and orchestra, a capable seven-piece aggregation called upon to play both old and new tunes. The high-class clientele requests hits of long ago, and the Munro gang is doing a splendid job satisfying their musical desires. Outfit is in its seventh consecutive month, with another contract extension in view. Band includes Munro, lead and piano; Kenneth LaBohm, alto and tenor sax; Dave Berkover, first violin, trumpet and trombone; Al Golden, first trumpet and E-flat alto trombone; Cappy Kaplan, guitar and violin; Ray Berens, drums, vibraphone and bells, and Willard Nelson, string bass and violin. LaBohm and Berkover do the arranging.

Helen Irwin, singing pianist; entertains in the Catacombs and is instrumental in reviving old-time fun and gaiety in her corner nightly. Four Nighthawks, strolling musicians, play between dance sessions. They are ending an 18-month stay June 6 to go to the Edgewater Beach Hotel here and will be succeeded by the Kit Kat Four.

Spot has been enjoying good business week nights, with turnaways on weekends. A \$2 minimum is in effect Saturdays only. William Henry is the gracious manager.
Sam Honigberg.

University Grill, Albany

A ciréus act as a feature in a local night club is somewhat of an innovation, but it has proved an immediate success at the University Grill here. Chester Trio, wire walkers, are winning such a pronounced approval that the act has been held over two weeks.

The Chesters have appeared with many leading ciréuses, and at first club managers were skeptical about booking such a welcome surprise. It is booked to play the Terrace Gardens, Rochester, after this date.

Freddie Engel and orchestra, a fixture here for several months, will remain until December. Freddie also makes an excellent emcee.
N. W. Herrick.

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DICK MILLS and band opened an indefinite engagement at Powell's night club, Alexandria, La., May 11. Came from an eight-week run at the Trocadero Club, Houston.

Orchestra Notes

DON BESTOR and orchestra may remain all summer at the Congress Casino, Congress Hotel, Chicago, if outfit can get out of previously signed contract with Rice Hotel, Houston. Original Windy City engagement set for four weeks.

HENRY BUSSE and orchestra return to the Chez Paree, Chicago, July 2. On June 4 outfit will open a four-week theater tour in Detroit.

SOUTHERN GENTLEMEN Orchestra, under direction of Grady (Moon) Mullins, opened at The Pines, Pittsburgh, May 29 for an indefinite stand. Personnel includes Grady (Moon) Mullins, Bill Munday, B. J. Putnam, Louis DeWoose, Paul Summey, Jerry King, Frank Pope, Nat Wright, C. R. Touchberry, C. B. Hudson, Phil Mossburg and Joe Wayand. Mullins and Munday are the vocalists. Booking was by Cy Mitchell.

BLUE STEEL and 15-piece orchestra, featuring Betsy Ross, will open the season May 27 at the Blue Moon, Tulsa, Okla., dine and dance club. Blue Moon has been redecorated and accommodates 2,000 people. Rita Rio and her all-girl orchestra will be the feature for one night, June 9.

BEN HOFFMAN'S Hotel Essex Ork is rounding out two years in the Grill Room, Boston.

KOCIAN'S Orchestra opened the new Dick's Danceland, Green Bay, Wis.

BILL CARLSON'S Orchestra opened the summer dancing program at Bay Beach, Green Bay, Wis., May 21.

CHARLIE AGNEW and orchestra played for the formal opening of Liggett's New Antlers, Brown's Lake, near Burlington, Wis., May 15.

HAROLD STERN goes into the Peabody Hotel, Memphis, June 23, following Clyde McCoy, who moves into the Grey-stone Ballroom, Detroit, June 25. Both dates set by CRA.

LUCKY MILLINDER has been set by the Dallas office of CRA to perform at the Pan-American Exposition there June 19 and 20.

KING'S JESTERS have had their contract renewed for the fourth time at the La Salle Hotel, Chicago. Last monthly date starts June 4.

ART JARRETT leaves for Texas this week to fulfill his engagement at the Pan-American Exposition for 10 weeks, beginning June 12. Handled by Rockwell-O'Keefe.

JACK TRACY and orchestra opened a summer engagement for CRA at Eldorado Springs, Colo., May 28.

DANNY DIX, ork leader, who played the Bagdad at the Dallas Expo last year, is now Roy McInerney's assistant in the latter's music department and school at the Boston Store, Chicago. Nearly 1,500 kids taking advantage of the combo plan, buying instruments with free lessons thrown in.

TOMMY DORSEY'S Band will officially open the Pavilion Royal, Valley Stream, L. I., July 1.

BOB HACKETT and band, which recently played the Theatrical Club, Boston, for 14 months, was to open the new Chez Burlesque Club, New York, but the club's opening has been postponed until September. Lee Gellers is the band vocalist. Agented by Ben Paris.

JACK TRENT, who opens at Sweet's Ballroom, Oakland, Calif., May 31, will air over KYA and California Radio System. Associated American Artists, who booked him, insisted on air time.

NOEL THOMAS' Orchestra has opened the new Mayfair dance rendezvous in Oakland, Calif. Spot was once Benny Rubin's night club.

RAN WILDE has left the Deauville, San Francisco, after the most successful run any band has had in that city since Anson Weeks was at the Mark Hopkins. He will do one-nighters and open later in the summer at one of Rockwell-O'Keefe's best spots. His place at the Deauville is being taken by Frank Castle.

ROCKWELL-O'KEEFE now booking three bands headed by Oakland, Calif., lads still in their 20s—Carl Ravel, Del Courtney and Ran Wilde.

LEON JANNEY, juvenile screen actor, is organizing a band in Hollywood. May try for couple of Eastern nitery stands before returning to pix.

JIMMY BITTICK and ork have been booked into the Cafe de Paree, Los Angeles.

NEW OPENINGS in Philadelphia have Tevia Gorodetsky at the Russian Kretchma, Don Rebec at the Paradise Cafe and Bill Doggett at the 7-11 Club.

FRANKIE RICHARDSON inaugurated the season for the Club Avalon, Wildwood, N. J., May 22. Spot formerly the Palals Royal.

BOBBY LEE reveals his new band at the Parrish Cafe, Philadelphia, replacing Walt Woolfer. Other changes bring Charley Winters to Tony Murray's Cafe and Dick Taylor to the Sun Ray Gardens. At the roadhouses, Al Kahn locates at the new Overbrook Villa, Earl Rowe returns to the Hotel White Way and Al Hoefflinger stays on at the Clementon Inn.

FRANCIS CRAIG'S Band says it is the only one that has ever been picked up regularly by NBC from the South, broadcasting from the Hermitage Hotel, Nashville. Only 35 years old, Craig can count as alumni of his outfit James Melton, Kenny Sargent, Irene Beasley and Phil Harris.

SID AUSTIN has left the King Edward Hotel, Toronto, and is opening at the Laurels Country Club, Sackett Lake, N. Y., with a WOR wire.

ADRIAN McDOWELL and his 12-piece swing band have been at the Wagon Wheel, Nashville, the last 10 months. Broadcast four times weekly over WSM.

DONALD HIXON and ork play their home State, Illinois, for the first time in eight months with a date in Bloomington. Following week stay, they move on to Rockford, Ill., for a park engagement.

FIVE CRA orchestras have recording dates set with Master records: Rita Rio, Frank Dalley, Harry Reser, Stan Meyers and Blue Barron. Charlie Barnet is making a new series of platters for Victor.

TOD LIEBLING'S Cheerleaders will appear for six weeks at the Jack-o-Lantern, Eagle River, Wis., roadhouse, beginning June 11.

CLEM HARRINGTON and orchestra have been held over indefinitely at the Indiana Cafe, South Bend, Ind. Harrington was for 15 years first trombone in the Palace Theater pit band there. Besides leader, personnel includes Bill Walters, Eddie Calloway, Johnny Glade and Don Marshall.

PANCHO'S ORCHESTRA will return to the Persian Room of the Plaza Hotel, New York, June 1, to succeed Eddy Duchin.

FREDDIE STARR and ork made their debut at the Roosevelt Grill, New York, May 20, replacing Charlie Dornberger's Band. Skedded for entire summer, until the return of Guy Lombardo.

BILLY BAER and band, who closed April 27 at the Desher-Wallick Hotel, Columbus, O., after 13 weeks, open May 29 at the Bear Mountain Inn, New York, for the summer.

CLIFF HEATHER rejoined the Freddie Berrens outfit as trombonist when Berrens batoned the last Ben Bernie broadcast.

PIERRE KARA goes into the Walton Roof, Philadelphia, May 31.

TEDDY HILL and a Cotton Club Revue unit have been signed by the William Morris agency for the Paris Exposition.

PAUL TREMAINE and orchestra set by Associated Radio Artists and ROC for the Firemen's Carnival, Trenton, N. J., July 5 to 17.

TOMMY STEVENSON will remain at the Southland, Boston, until June 9.

TEDDY KING, formerly a member of the Town Tattlers, has reorganized his own band and is booked for the season at Scaroon Manor, Schroon Lake, N. Y.

JACK HAMPTON and the Detroiters closed a six-week engagement at Showboat Ballroom, St. Louis, airing over KMOX and WIL, May 23, and follow into the Green Mill, Saginaw, Mich., then open their second season, June 11, at Detroit Lakes, Minn. Band features Forrest Hurlay, comedian; Wibby Fisher, vocalist, and Jack Baddely, saxophonist.

RALPH WEBSTER and band are the current attraction at Puritan Springs, Cleveland. Mae Ward is featured warbler. Rest of the roster includes Bill Noble, Al Buckner, Don Kavanaugh, Hugo Newman, Harold Hitcher, Jimmy Wilder, Ding Ellis, Irvin Voll, Mearl Anderson, Paul Zimmerman and Ralph Webster.

HARRY COLLINS Band wound up a five-week stand at the Happy Hollow Club, Hutchinson, Kan., May 21, and will open at the Hotel Colorado, Glenwood Springs, Colo., May 29, for the season.

JOHNNY BURKARTH and orchestra, featuring Nedra Gordiner, opened the

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season at Olentangy Park, Columbus, O., May 22, with a week's stand. Combo just completed 12 weeks at Casa Madrid, Louisville, and two weeks at Churchill Downs there. Band plays the Decoration Day week-end at Lake Manitou, Rochester, Ind.

PAUL TANNER and orchestra have been booked into the Embassy Club, Atlanta, for the summer by Billy Austin.

ORLANDO ROBESON, formerly featured vocalist with Claude Hopkins for five years and who has had his own band the last five months, has a long string of one-night theater dates to keep him busy thru the summer.

BOBBY HAYES and Hotel Edison Orchestra, who opened at the Greyhound Club, Louisville, May 2, have been carded to remain there indefinitely. Hayes followed Anthony Trini at that spot. Latter was there 10 weeks.

Reviews of Acts

Muriel Parker

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

A shapely and clear-voiced soprano who can sell a song in a pleasing manner. Steadily builds up her act into show-stop proportions. Makes a novel entrance singing a chorus of *A Star Fell Out of Heaven*, follows with an operatic number. *Italian Street Song*, a selection from *Faust* and returns for *Cheri*, *Berri Bee*. Hon.

Moroni and Coralee

Reviewed at State-Lake Theater, Chicago. Style—Acrobatics. Setting—Full stage. Time—Six minutes.

An act dipped in acrobatic nonsense that can stand more polish and some tightening up between tricks. Standout is the man with his clever work, particularly his spinning top feats that netted a very good hand. Woman in act is blond and speaks in French accent. For a finish she is carried out standing erect on his hands. Hon.

Sybil Jason

Reviewed at Chicago Theater, Chicago. Style—Singing. Setting—In one. Time—Ten minutes.

A British starlet imported by Warners to build her up into another Shirley Temple. Kid has plenty of appeal and handles herself like a veteran. The voice is nothing to rave about, but this is something the average adult will overlook.

Talks and sings with an unaffected English accent. Opened here with *The Captain's Kid*, from a recent picture of the same name, and then piped *The King Is Still My Prince Charming*, which is done with sincerity. She continues with a touching ditty about *Mike*, *My Little Black Scotty*, and closes with *I'm Rolling in Money*. In latter song she contributes amusing takeoffs of Garbo and Mae West. Hon.

Lowe, Hite and Stanley

Reviewed at Romy, New York. Style—Knockabout comedy and dancing. Setting—In two. Time—Nine minutes.

Billed *Extremes in Fun*, individuals of this unusual trio range in size from midget to giant. Do comedy knockabout, giving a somewhat new twist to the proceedings owing to their remarkable variation in height.

Follow the knockabout comedy with mild ballroom routines but sock part of the act is given over to hoofing. Working first with military precision, the boys manage to match their legwork to produce excellent rhythmic effects. Come on for individual turns also, the ace bit being done by the smallest of the trio perched atop a drum. Beats come over clean. P. A.

Twelve Ensigns

Reviewed at Chicago Theater, Chicago. Style—Choral work. Setting—In one. Time—Ten minutes.

This is another Ben Yost choral outfit but not as strong as the gang carrying his own name. The boys have the voices but are lacking in personality. Presented here against a dull drop, the act did not go over any too well.

A colorful setting, some novel production work and showmanly training on part of the men will bring this offering into the hit class. At this session they delivered selections from musical comedy hits and a medley of college songs. Several of them are singled out in individual choruses. Hon.

Bliss, Lewis and Ash

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

A trim tap trio, two men in full dress and an engaging blonde, doing average work with superior polish. Open with a well-rouined *Tea for Two* turn, the two males following with an intricate step number. Girl returns in short military wardrobe for some toe tapping on a drum and is joined by her partners for a stirring precision finish. Hon.

Isabelle Rook and 2 Octaves

Reviewed at Hotel Walton Roof, Philadelphia. Style—Singing instrumentalists.

A strolling combo that harmonize set in socko style against a rhythmic instrumental background. Isabelle Rook, Latin type and tall, sits at the Tom Thumb keyboard. Tommy McFadden strums the guitar and frere Billy slaps the bull fiddle. Males are personable chaps.



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Threesome concentrates on the hot hymnals, harmonizing them straight at first and then dirty 'em up with the za-zu-jazz figurations. Gal really kicks the gong around when piping on her own, stringsters making it a swiny thingy. Nifty to plug waits in any nitery and of major import for the int-time sipping salons. Oro.

Will and Gladys Ahern

Reviewed at State-Lake Theater, Chicago. Style—Dancing, rope spinning and comedy. Setting—Front of band. Time—Ten minutes.

A likable team doing something different every minute of the way and doing it entertainingly. Will starts out with a loud Mexican novelty and is joined by sister in a Latin strut. Follows with some clever rope spinning and talk and warbles *The Old Santa Fe Trail*. Tune brings out Gladys again in Indian briefs for a rope-spinning toe turn. Will is next with some excellent toe hocking. Finish has Gladys in Western outfit doing *I'm Calamity Jane*, climaxed by Will's applause-getting toe tricks. Hon.

Santu and Moiya

Reviewed at the Le Mirage, New York. Setting—Floor show. Style—Dance team. Time—Eight minutes.

Colored dance team, spotted as the attraction in an all-colored special feature, *Ballet Noir*, offer three modern routines in direct contrast to the native line and specialties which surround

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them. Similarly, they are clothed impeccably in evening attire, while rest of spectacle is garbed in native regalia, or lack of it.

First number, done in a circle of prostrate natives, is a slow interpretive turn in the modernistic manner, with nothing more than synchronous juxtaposing and posturing to highlight it. Second is an orthodox ballroom number, performed with a fair degree of precision and rhythm and quite graceful in movement. (See REVIEWS OF ACTS on page 27)

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Chi's Legit Hopes Bright

Expects banner season next year, with lack of available houses stumbling block

CHICAGO, May 22.—Legit theaters here are winding up their best season since the depression and are preparing to house next season for the first time in some seven years a number of Chicago companies in late Broadway hit shows. This move has been encouraged by the enormous success enjoyed by Charlotte Greenwood in *Leaning on Letty* and *The Night of January 16*, which enjoyed long runs this season, and *You Can't Take It With You*, which is still playing to good business at the Harris Theater. Among plays to start the new season will be *The Women* and *Yes, My Darling Daughter*, it is indicated.

The chief worry at this time is the lack of available legit houses. When legit reached its lowest ebb here darkened houses gave way to picture policies. The Shuberts have at their disposal the Harris, Selwyn and Grand Opera House, while the Theater Guild places its shows into Erlanger. The Studebaker and Auditorium were the only other houses used this season, having played, respectively, *Dead End* and *The Great Waltz*. But that number is not sufficient if the producers are to go thru with current plans.

The Federal Theater is crowding the situation by using the Blackstone, Princess and Great Northern. First two are now housing *The Lonely Man* and *Mississippi Rainbow*, with the Great Northern scheduled to reopen next month with a new edition of the *O, Say, Can You Sing?* revue.

Shubert-managed theaters closed a highly profitable season, playing such attractions as *First Lady*, *Naughty Marietta*, *Ziegfeld Follies* and *Katharine Cornell*, in *The Wingless Victory* and *Can-Did-a*, among others. The Theater Guild and American Theater Society at the Erlanger staged *Call It a Day*, *Jane Eyre*, *End of Summer*, *Lady Precious Stream*, *Pride and Prejudice* and *Idiot's Delight* to hefty grosses.

A notable factor of this waning season is the extended runs hit shows were able to roll up here. Larger crowds have indicated a willingness to patronize a good play and give it a profitable engagement.

Feagin School Gives Tryout of New Play

NEW YORK, May 22.—Last week various alumni of the Feagin School of Dramatic Art got together in the school's little theater on 57th street and presented the tryout of a new play. It was a farcical comedy called *A Welcome Stranger*, written by Stanley Page. Reginald Bach was hailed in to do the direction, and the proceeds of the three performances were given to the school's "Anniversary Fund."

It wasn't as bad as it sounds. The play, it's true, seemed like something from the theater of a couple of decades ago—but the playing was for the most part unobtrusively pleasant, and Bach's direction kept things moving at a steady pace. That at times must have been difficult, for *A Welcome Stranger* is one of those so-called farce-comedies that froths around for three acts, getting nowhere in particular, its plot based on an anecdote and its dialog based on nothing in the known world. It seems at best the book for a not too good musical comedy.

What there is of it is all about Gerry

Too Late

NEW YORK, May 22.—Brooks Atkinson, dramatic critic of *The Times*, wrote a piece for the wastebasket this week. Prepared his Dunningan bill story for *The Sunday Times* on Wednesday. Lehman's veto forestalled publication, heading the essay for the junk pile.

From Out Front

By EUGENE BURR

CENSORSHIP is an old story, in both the theater and this column. For that reason no mention has hitherto been made here of the ridiculous and infamous Dunningan Bill, sponsored by high religious and political authorities, which would place the entire New York amusement world under the moral dictatorship of a single man. The evils are obvious—so glaring, in fact, that to call them obvious seems merely an example of silly understatement. For that reason even the temptation to recall the legitimate theater's own self-censoring machinery, set up five years ago and never called into play by a single complaint, was resisted. There was also the fact that Governor Lehman, being an honest, able and intelligent man, can't possibly be considered the potential signer of such a piece of mental harlotry as the Dunningan Bill.

There has, it is true, been an epidemic of censorship cropping up sporadically throughout the length and breadth of these United States of Philistia, reaching its culmination recently when the mayor of Omaha, taking a tip from the mayor of Philadelphia, banned *Idiot's Delight* because of its mention of Omaha's non-existent Governor Bryan Hotel. The mayor later rescinded his ban—and even that incident wouldn't have prompted me to break silence if it hadn't brought to light a gentleman unique, so far as I can recall, in the long and mind-numbing annals of stage censorship. He is Omaha's Bishop G. Bromley Oxnam of the Methodist Episcopal Church.

The bishop, who possesses intelligence, taste, moral courage and a clean and healthy mind, gave the mayor a sound verbal lashing, in the course of which he remarked: "It is possible there are some of Shakespeare's plays that a child might not see with profit, but that doesn't mean Mayor Butler should edit Shakespeare." And he also said much more, proving himself an adult fair-minded gentleman. When the mayor said that no 17-year-old child should be taken to see *Idiot's Delight*, the bishop remarked that he was taking his 14-year-old daughter, Betty Ruth, along with a group of her schoolmates. The bishop, who had seen the play himself (which the mayor had not) went on at length:

"It is a thousand pities that our mayor should make our city ridiculous. A gentleman astute enough to become a successful politician should be wise enough to know that censorship is more dangerous than an occasional realistic line. I doubt that the mayor realizes the magnitude of the task he has undertaken.

"There is an answer, of course. The mayor must eschew politics and cleave to playwrighting. If the mayor were to write the plays of this nation, all would be well. The millions might attend the theater with full assurance that no baby would cry and no politician would blush.

"Possibly I am unfair to the mayor. If so, I apologize. It may be that there are certain forces dictating policy in this matter and he is seeking to be congenial. Persons or organizations that turn to censorship are turning away from American democracy and toward the dictatorships of Europe.

"If the mayor decides to remain in politics, may I suggest a theme song for his coming campaign: *Every Little Damma Must Be Taken From Our Drama*. Censorship, in fact, is idiot's delight.

"Seriously, such procedures would destroy some of the most effective plays of the day.

"*Dead End*, a highly realistic and terrible portrayal of the effect of the New York slums upon youth, would be destroyed. Some of the most beautiful lines in Maxwell Anderson's play, *The Wingless Victory*, would be cut.

"I have seen *Idiot's Delight*. It is true there are some scenes and some lines to which some might object. It is equally true that these scenes and lines are in keeping with the actual situation and the characters involved. It would be well for the mayor to cease worrying about these lines and allow the people of the city to get the tremendous message of *Idiot's Delight*, wherein war is attacked and revealed as the delight of idiots."

At least two sentences stand out in this entirely outstanding harangue. For one: "Persons or organizations that turn to censorship are turning away from American democracy and toward the dictatorships of Europe." Since churches may be classed as organizations, and since various churches are (for their own health) vigorously opposed to European dictatorships, this is acute, pointed and wryly humorous. Also, note the bishop's last sentence, which emphasizes the well-known fact that some churchman-reformers habitually see in works of art only the filth that their own minds have read into them, ignoring the scope and the larger message.

More power to Bishop Oxnam. Not only people of the theater, but all enlightened adults in the nation, all truly religious people who have shuddered at the slurs placed upon religion by some of its own so-called defenders, should give him thanks. His conferees of the cloth, of no matter what denomination, should endeavor to be as open-minded as he.

While the above was being written, word came to me that Governor Lehman had vetoed the Dunningan Bill. It was only to be expected. The governor is also an adult and intelligent man. But the Dunningan Bill should serve as a warning to the stage, which must be always ready to protect itself against onslaughts.

Stapleton, a young roustabout, who in order to inherit somebody's millions has to marry and settle down. He proposes to and is accepted by an annoying young lady of the neighborhood, never noticing the affection heaped upon him by good sweet little Babs, who has loved him since they were kids.

His marriage is nipped in the bud by the arrival of an unknown but very ill young lady, who is carried upstairs by the butler and who forthwith gives birth to a child. No one, of course (except good sweet little Babs) will believe that the baby is not Gerry's—and the rest of the play depends, not too steadily, upon Gerry's efforts to keep the secret dark until he is safely married. Those efforts are complicated by a couple of drunken college chums, a snooping health officer, a domineering aunt who barges in from Europe and the general ineptitude of the playwright.

In the end, of course, they discover who the girl really is—the why the discovery of her identity should immediately free Gerry from all suspicion of fatherhood I couldn't quite make out—and the annoying neighbor flounces out of the play and Gerry slithers into the arms of good sweet little Babs.

Obviously it's unfair to judge the

participating graduates of the Feagin School according to professional standards at a time when, for the sake of dear old Alma Mater, they're engaged in giving the old college try. But some mention, however gentle, must be made of Richard Courtney, who managed to make the juvenile-hero an extremely hard-to-take young gentleman, and of Queenelle Tucker, who, as the annoying neighboring lass, was just as bad as she was when she made her Broadway debut in *Don't Look Now*. (See review of that production if you must know the details.)

On the other hand, Douglas McMullen offered a nice characterization as Gerry's father, Carmalyn McCann was amusing as the domineering aunt, Dortha Duckworth did (as was to be expected) all that could possibly be done for good sweet little Babs, and David Evans and Robert Scott managed to be both charming and amusing as the brace of bibulous boobs from that strange institution that is sometimes known as Princeton. Young Mr. Evans in particular impressed with his stage presence and his handling of lines. He rates bigger and better things—and he'll probably get them.

E. B.

OUT-OF-TOWN OPENINGS "The Lonely Man"

(Chicago)

A drama in a prolog, three acts and eight scenes by Howard Koch. Produced by the Federal Theater. Directed by Robert Milton. Settings by Clive Rickabaugh. At Blackstone, beginning May 16.

John Huston, Kay Ewing, Barbara Bur-russ, Pat Devlin, Victor Sutherland, Otis Gordinier, Art Smith, Harold Rogers, Oliver Henning, Lester Podewell, Brent Wrenn, Everett Marshall, Edgar Tegner, E. M. Johnstone, Lucille Colbert, William Courneen, Alfred Clarke, Charles Lum, Michael Kingston, Tom Browne, Forrest Smith and others in cast.

This is a story of Lincoln's reincarnation and his appearance in a Kentucky college town where the mining population is oppressed by the operators. He is employed as a faculty member and takes an active part in the liberation of the working class. When he loses the battle to free several organization leaders convicted on a charge of syndicalism he turns to the university's chancellor to take a stand in behalf of the miners. Only during a last-minute realization that the man he hired is Lincoln does the chancellor decide to carry on the battle for the unfortunates.

Commercially, the play looks doubtful. It's too somber most of the way and has few truly entertaining scenes. An arty group perhaps could get a subscription run out of it, as the author's ideas are logical and fairly well developed. Technically, the play presents the local Federal Theater's best job to date. The sets are impressive and lend authenticity to the piece.

John Huston, son of Walter Huston, enacts the title role with proper reserve and dignity. While there is little variation in his speech and mannerisms throughout the play, one imagines Lincoln in his lawyer days as just that type of a person. The others, all WPA performers, do passable work. Sam Honigberg.

Chorus Equity Notes

Annual meeting of the members of the Chorus Equity Association will be held at the headquarters of the association, 117 West 48th street, New York, Monday afternoon, June 7, at 2 o'clock. All members who can possibly do so should attend this meeting. Membership cards must be shown at the door. Only members holding cards good at least to May 1, 1937, will be admitted.

Ballots have been mailed to all members in good standing for whom we have addresses. If you are in good standing and have not received your ballot notify us immediately, giving your present address. There is no vote taken at the annual meeting for officers or members of the executive committee. You must have your ballot at headquarters not later than Monday morning, June 7, at 11 o'clock, the date on which the tellers' committee meets. If you have not voted do so immediately.

Six new members joined the Chorus Equity in the past week.

The chorus of *The Show Is On* is 100 per cent in good standing with the exception of two members who have just been added to the cast.

From May 1 to May 17 the Chorus Equity paid out over \$5,000 to its members, this amount representing salary due and paid from bonds held by the association to cover salaries. There is nothing unusual about this; it is now so much the routine work of the association that our members regard it as a matter of course. So much is it an accepted activity of the association that it no longer has publicity value as an example of the advantages of organization.

Yet it is extremely interesting in retrospect and interesting too when you compare the security of our members in the legitimate theater, where they are 100 per cent organized, with the insecurity of our members in presentations and cabarets.

The stranding of chorus people prior to 1919, the weeks of work which frequently did not result in a pay day, were the prime causes of the strike of 1919. The choruses of 1919 would have considered four weeks of rehearsal, three with pay plus a bond covering two weeks' salary, Utopia.

In the same week that we paid a full week's salary to two companies—and paid it on the day it was owing—eight chorus girls were stranded in Sharon, Pa., when a unit with which they were working failed to pay off; four reported that they had worked a week in a road-

(See CHORUS EQUITY on page 29)

New Plays on Broadway

Reviewed by Eugene Burr

MANSFIELD

Beginning Tuesday Evening, May 18, 1937

SEA LEGS

A musical comedy starring Dorothy Stone, Charles Collins and Roscoe Ates. Book and lyrics by Arthur Swanson, adapted from a play by Lawrence Johnson and Beulah King. Music by Michael H. Cleary. Book staged by Bertram Harrison. Dances staged by Johnny Mattison. Scenery designed and painted by Mabel Buell and constructed by T. B. McDonald Construction Company. Costumes by Charles Christie Company. Grace Arcuri and Brooks. Musical director, Frank Cork. Lighting effects by Alfred Cheney Johnston. Production under the supervision of Arthur Swanson. Presented by Albert Bannister and J. Edmund Byrne.

Captain Nordstrom of the Yacht Pixie. Charles King
Mrs. Alice Wytcherly, the Owner. Mary Sargent
George W. Tuttle, a Wealthy Sutor.
Val Tuttle Jr., His Nephew. Derek Fairman
Mildred, Mrs. Wytcherly's Maid. Rosie Moran
James McCracken, the Ship's Steward.

Roscoe Ates
Bill Halliday, a Stowaway. Charles Collins
Isobel West, Mrs. Wytcherly's Niece.
Barbara Deeds, an Artist. Dorothy Storie
Deedee, a Girl Friend. Deedee
Pat, Ditto. Patricia Knight
THE GIRLS: Deedee, Patricia Knight, Ronnie Beck, Mary Brent, Jeanne Beryl, Althea Elder, Rita Carmen, Maude Carroll, Lynne Carter, Lorraine Latham, Patricia Martin, Barbara Mailman, Helen Sanford, Patsy Schenck, Willis Stiles, Diane Wentworth and Georgina Yeager.

BEN YOST'S CATALINA EIGHT: Dave Sorin, Al Terry, Henry Rudisell, Robert Arnold, Earl Mason, Park Caperton, George Henry Jerstad and Arthur Craig.

The Action Takes Place on the Sun Deck of the Yacht Pixie Lying in Waters Off Catalina Island.
ACT I—Friday at Noon. ACT II—The Following Evening.

A mildly pleasant or pleasantly mild little musical, *Sea Legs*, was brought to the Mansfield Theater Tuesday night by Albert Bannister and J. Edmund Byrne in an evident effort to cash in on that largely mythological commodity, the summer trade. Hampered by a book that spreads itself foolishly over the entire stage, hampered by a thoroughgoing lack of distinction in music and lyrics, hampered by a complete absence of dialog comedy, it still manages to be a pleasant little show, giving customers their money's worth at the low price scale at which it is presented. This it achieves largely thru the almost unaided efforts of its charming and ingratiating cast, led by Charles Collins, Walter Greaza, Dorothy Stone and Roscoe Ates.

In keeping with its title, it is a bit unsteady as the voyage starts, but settles down nicely enough along around the middle of the first half; also in keeping with its title, it spends by far the greatest and pleasantest part of its time in dancing. Perhaps there's too much dancing—but this is a condition literally forced upon the show by the lackadaisical intricacies of the plot. Mr. Arthur Swanson took that plot from "an original play" by Lawrence Johnson and Beulah King—but he didn't take it far enough. Telling all about a yacht-owning lady who loved her pesky pet cat so much that a would-be suitor for the hand of her niece had to pretend to be a one-legged cat doctor, it offers a sufficiently zany basis. But all the comedy remains situation comedy; Mr. Swanson has added no gag lines (which are badly needed) and he has kept so much of what, in justice to him, one can only regard as the original book, that very often one is apt to forget that the affair on the Mansfield is a musical.

Mr. Cleary's music is always pleasant, but for the most part no more than that, reaching real effect only in a delightfully old-fashioned number called *Ten o'Clock Town*, which is made immensely effective by Miss Stone, Mr. Collins and the production.

(The plot, by the way, wanders around telling of how the lady's cat was thrown overboard by a steward, of how a frantic search for a substitute was made—unsuccessful because the substitute turned out to be a not-too-expectant mother—and of how the young man decided that he didn't love the niece after all, falling instead into the arms of a painting lady (See *SEA LEGS* on page 27))

48TH STREET

Beginning Monday Evening, May 17, 1937

DAMAGED GOODS

(REVIVAL)

A play by Eugene Brieux. In a new adaptation by Henry Herbert, based on John Pollock's translation. Directed by Henry Herbert. Settings not credited. Presented by Richard Highley.

Georges Dupont Staats Cotsworth
The Doctor Henry Herbert
Henriette Florence Barry
Madame Dupont Marie Curtis
The Nurse Johnne Barrie
Justin Bruce Rogers
Hospital Nurse Ann Sorel
M. Loches Thomas F. Tracey
The Woman Rose Flynn
The Man Stapleton Kent
The Girl Jane Bancroft
ACT I—The Doctor's Consulting Room.
ACT II—The Home of Georges Dupont. ACT III—The Doctor's Consulting Room.

The *New York News* recently won a Pulitzer Prize for its editorial campaign for regulation of what are sometimes euphemistically referred to as social diseases, so on Monday evening Richard Highley presented a revival of Brieux's *Damaged Goods* at the 48th Street Theater. When Brieux's play was first presented here, some 20-odd years ago, it was a storm center about which raged the contending forces of enlightenment (See *DAMAGED GOODS* on page 29)

CORT

Beginning Wednesday Evening, May 19, 1937

ROOM SERVICE

A play by John Murray and Allen Boretz. Directed by George Abbott. Setting by Cirkor & Robbins. Presented by George Abbott.

Sasha Smirnoff Alexander Asro
Cordon Miller Sam Levene
Joseph Griddle Cliff Dunstan
Harry Englund Philip Loeb
Faker Enigma Teddy Hart
Christine Marlowe Margaret Mullen
Leo Davis Eddie Albert
Hilda Manney Betty Field
Gregory Wagner Donald MacBride
Simon Jenkins Philip Wood
Timothy Hogarth Jack Byrne
Dr. Glass Hans Robert
Bank Messenger William Mendrek
Senator Blake Ralph Morehouse
The Entire Action Takes Place in a Room in the White Way Hotel.

ACT I—A Friday Afternoon in Spring.
ACT II—The Following Day. ACT III—Five Days Later. Evening.

If unhappy memories of *Don't Look Now* and *In the Bag* have convinced you that a hilarious farce can't possibly be turned out if the authors insist upon describing the agonies of a shoestring producer in the throes of problematical production, then take a trip to the Cort Theater, where *Room Service*, a play by John Murray and Allen Boretz, was presented by George Abbott Wednesday night. *Room Service* describes the agonies of a shoestring producer in the throes of problematical production—and it's the zaniest, happiest, balmeist and most hilarious farce since *Boy Meets Girl*. You won't be sorry you investigated.

Basically, I suppose, the script of *Room Service* isn't so much; the play has been announced every once in a while (See *ROOM SERVICE* on page 29)

Stage Whispers

A new smash registered during the week, George Abbott's production of *Room Service* at the Cort, a play that had been previously announced and abandoned by various other managements, and that had even been tried out by Sam Harris. . . . Second night was capacity at the Cort, except for the regular second-night list, and an eight-week agency buy is in the works, to be set Monday. . . . Incidentally, if it turns out to be a hit it will be the first example within memory of a hit show coming in during May; they've happened in April, but May seems to be without precedent. . . . Charles Walters is going into *Between the Devil* next season for the Shuberts; the show will go into either the Shubert or the Barrymore. . . . Leo G. Carroll and Vilma Ebsen may be in it too. . . . And, while on the subject of Shubert casting, the Preisser Sisters, Cherry and June, are the first performers signed for *Yippi*, scheduled to be the next Winter Garden show. . . . The theater groups that spring up with the crouches are, most of them, falling by the wayside without (to mix a metaphor) firing a shot: The Manhattan Players, who were supposed to try out a little something called *Pulling the Curtain* at the Comedy on Monday, have canceled it, and the Metropolis Group, which originally announced Shvarkin's *No One's Baby* for April and then postponed it, has now called it off entirely. . . . On the other hand the Actors' Theater, a new one, threatens to try out Ben Lawrence's *Dollars Make the Nichols* at the Comedy on June 12. . . . Cheryl Crawford, who, when she broke with the Group Theater, announced that she would have a permanent acting company of her own, won't—but her first play, she says, will be a comedy by Hardie Albright, the actor. . . . Speaking of scripts, Frank L. Moss and Frank Gill Jr. have sold their *So Goes the Nation* to H. Philip Minis for an early fall showing—and those who've read the script claim that it's a potential smash.

The other play by Victor Wolfson, who wrote *Excursion*, has also been sold; its name is *Lower Than the Angels* and the buyer is Norman Bel Geddes. . . . Edith Van Cleve went back to her role in *Boy Meets Girl* this week, after helping to stage *Room Service*; she and Garson Kanin are Abbott's pet production assistants. . . . Going back also, but to an office, was Sam H. Harris, who returned tanned and healthy from a convalescent's tour of Florida, Arizona and California with the somewhat negative news that no one has as yet been set for the casts of either *Mice and Men* or the Kaufman & Hart-Rodgers & Hart (two different Harts, of course) musical. . . . He also denied the rumor that 20th Century-Fox would back his next season's schedule. . . . Marjorie Rambaui, according to reports, will return to the stage next season to appear in William Hurlbut's *Story To Be Whispered*, which will be tried out during the summer on the Coast. . . . Gilbert Miller will solo the New York production of Terence Rattigan's *French Without Tears*, which he produced in London in association with Howard Wyndham and Bronson Albery. . . . He's also bought Humbert Wolfe's verse adaptation of Eugene Helta's *The Silent Knight*—but not for New York; he'll do it in London in the fall. . . . Wolfe, incidentally, has done some topnotch verse translations of items from the Greek Anthology—not that it matters much in this precinct. . . . *Dr. Faustus*, when it closes tonight (23) at Maxine Elliott's, won't be definitely off the WPA lists; Marc Blitzstein's opera, *The Cradle Will Rock*, will follow it in, in about four weeks, and two weeks after that the opera and the Marlowe tragedy will start to alternate. . . . Dorothy Hall is said to be considering Jack Harding's dramatization of Bertita Harding's *Royal Purple*, which is all about Alexander Draga, of Serbia. . . . Mary Ellis, back from England, will do either *Mrs. Aphra Behn* over here or *Lola Montez* over there.

Summer Theater News

Robert F. Cutler, managing director of the County Theater, Suffern, N. Y., announces that in addition to several new plays, he will present productions selected from the following: *Tonight at 8:30*, *Let Us Be Gay*, *The Guardsman*, *Kind Lady*, *A Bill of Divorcement*, *The Age of Innocence*, *June and the Paycock*, *The Swan*, *The Royal Family*, *The Distaff Side*, *What Every Woman Knows*, *The Dark Tower*, *The Constant Nymph* and *The Firebrand*. The County Theater opens its fifth season June 28, to run 10 weeks.

Ted King has been appointed musical director of the Scaroon Manor Amphitheater, Schroon Lake, N. Y., where the Scaroon Manor Players will open their 11th season of musical and dramatic stock and tryouts June 6. King, in addition to directing the orchestra, will also play a leading part in the direction and production of musical plays, contributing original scores for the books. Dave Bines will again direct the summer group.

Westchester County Center, White Plains, N. Y., will be available to managers of summer theatrical companies June 15, following the annual Flower Show. The Center was erected at a cost of over \$1,000,000 in 1929 and has a main auditorium and little theater with full stage equipment and lighting facilities. The larger hall seats 4,500, but may be reduced to 1,000 seats, while the smaller auditorium seats 500.

Robert Henderson's 11th annual Dramatic Festival Season at Ann Arbor, Mich., opened Monday night at the Lydia Mendelsohn Theater with a production of Noel Coward's *Tonight at 8:30*. Opening night crowd, probably the best-dressed audience seen in this house in a long time, was a literal sellout. Ticket sales were heavy right from the first announcement of the dates for the festival and, judging from this week's send-off, the productions will have a record season.

Opening production included *Hands Across the Sea*, *Still Life* and *Ways and Means*. A second group is to be given later in the season, which lasts five weeks. Presentation was billed as the first American production outside of New York.

Helen Chandler and Bramwell Fletcher had leads in all three acts, with a supporting cast including Peggy French, Maury Tuckerman, William Austin, Bertha Forman, William Ralman, Judith Alden, Robert Regent, Walter Kingsford Jr., Katherine Parker and Philip Dakin.

Stage management for the season is in the hands of Don Vedder, with scenery designed by Al Graf and constructed by Berman Studios. Stanley Butler is musical director.

The trio of plays runs thru Friday, with *The Merchant of Venice* following.

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NIGHT club operators have learned an awful lot since repeal made it possible for them to be admitted into respectable company. Yet they still have an awful lot to learn and it is the more difficult to teach birds of their feather because they are so filled up with the idea of their omniscience. To make our point clear, the larger night spots are gradually eliminating the element of clipping from their operations. Most large-capacity spots are seriously trying to satisfy and hold customers. There is greater veracity in advertising and in the setup of mennis. Even the quality of food has greatly improved. But these features are not sufficient to constitute the type of service that breeds repeat business thru the medium of satisfied customers. There must be considered the tactics employed in operating the cloakroom concessions and the sales approach of cigaret girls doubling as vendors of gimcracks running the gamut from stuffed dogs to corsages.

* * *

Let us consider the cloakroom situation. The terrific pressure placed on cloakroom girls by concessioners who pay a king's ransom for the privilege reacts against the night spot. Tips for checking wraps and hats are apparently a small item but the average night club patron rightfully resents the employment of cunning and high pressure to get larger tips. We know of at least three spots in the Broadway sector that are notorious for the means employed by the cloakroom girls to make quarters and halves grow where dimes are plaited. The average customer knows no distinction between a cloakroom concession and one operated by the management. All he knows is that he is being clipped. The night club operator should think twice before dismissing the possibility of such conditions existing in his spot lightly. Human nature is such that a man ready and willing to spend hundreds of dollars on one thing balks at paying an extra dime about another—and sours accordingly on the spot where the gyping and pressure takes place. Cloakroom concessions are a nice plum but they cannot possibly be more important than the cash till and the good will of the spot.

* * *

As to the ingratiating young ladies who stroll around a spot selling flash merchandise, night club men could learn much about their own business if they put on disguises and sat at their own tables with pretty young things while the vendors are making their rounds. They would discover that colossally exorbitant prices are charged for items that should not be sold in night clubs. They would discover also that the ambulant salesgirls are bothersome in the sense that they do not let up on a prospect until they sell or until they are dismissed with justifiable rudeness. It seems to us that a club that sincerely boasts of its reasonable prices, refined atmosphere, various features of entertainment contributing to the well-being of patrons and courteous service on the part of waiters is either hypocritical or silly in its efforts to please in other ways if it permits the vendors to carry on as we have found them to do in many spots.

+

THE electrical amplification of music and voice has revolutionized many branches of the show business. This is something we all know. We wonder, however, how many showmen and artists realize to its fullest extent what the mike tied up with a public-address system has done to the vocalists' branch of the performing profession. It is truly astonishing to observe the far-reaching effects of the inoffensive-looking gadget. Considering a mere smattering, let us take stock of our reaction to the hundreds of vocalists we have heard singing thru a mike in theaters, night clubs and over the air in the course of an average month. One common factor stands out: that there is about as much perceptible difference in the voices as there is among an assortment of green peas seen at a distance of 10 feet. What this means in relation to the economic setup of performers is that many thousands of girls and boys who would never have stood a Chinaman's chance in the show business are gainfully employed today—and most of them rather consistently. It means also that mediocre vocalists can attribute to the leveling influence of the mike their even, if not sensational, success.

No longer is the man picking talent interested in the nuances and more delicate features of voice. He cares not what the possessor of a voice can do without artificial amplification. It is the product turned out by the mike that interests him. Consequently what he gets is a sameness of delivery, tone and volume that has resulted in making of the human voice another musical gadget in a band. It is considerably more difficult today for one who has something on the ball vocally to make good. The finer shades of vocal effort are drowned out in the mess of noises that issues from the average horns of the average p.-a. system. The windup of the whole process amounts to encouraging mediocre vocalists to remain in the business indefinitely and discouraging young people with really fine voices from striving to get ahead.

* * *

We would be the last to plead for a return to the horse and buggy era. Like everything else in the genre of modern electrical appliances and contrivances the mike can be made to do good things if it is properly used and not abused. Bands and other traveling organizations should pay more attention to amplification equipment when they have to play spots that are not equipped with p.-a. systems. Theaters, night clubs and other spots presenting entertainment with amplification a necessity should not be too niggardly on the point of purchasing and maintaining p.-a. equipment. A few more dollars spent in this direction should mean a far greater return—so much greater, in fact, that the initial investment is trifling.

The Broadway Beat

By GEORGE SPELVIN

SHIPWRECK KELLY is at it again, this time for the American Legion, squatting atop the flagpole over the Cine Roma. . . . Just another of the Coney Islandish attractions now cluttering Broadway: all the street needs, is a roller-coaster in Longacre Square and a giant slide from the top of the Paramount Building. . . . A local night spot is shortly putting in an all-girl show, backed by an all-girl band—and Mr. Spelvin will wager that the audiences will be practically all-male. . . . Night spots have struck a plausible out (in fact, they've always had it) for the city fathers' current case of dithers over the display of nudity; by employing the protective embrace of "art"—by presenting thinly disguised "arty" spectacles that leave the burly houses far behind—they find they can go the limit. . . . Thus not only offering unadulterated aphrodisiacs, but also directing the name of art. . . . In trying to organize a restaurant recently Local 16 of the waiters' union had its members go in and occupy the tables; they ordered coffee and stayed for hours, ordering extra coffee when the waiters got too pesky. . . . P.S.: They won the strike. . . . Travel notes: Fred LeQuorne and the missus are sailing for a vacation in Cannes; Irving Mills is going to Europe to arrange for European distribution of his Master and Variety records. . . . The Brass Rail is featuring a "Virgin Cocktail," 35 cents, special. . . . Just thought you'd like to know.

The Essex House Casino installed a gaudy maypole in the center of its dance floor when it opened for the summer; but dancers got tangled in the ribbons and then thought it was fun to cut them off and take them home—result: the new set of ribbons has been tucked sedately out of reach, and the top of the pole looks like a varicolored bird cage. . . . Score a defeat for the maypole. . . . The Hotel New Yorker has those doors, operated on a light beam, that open automatically when you approach—and plenty of customers have been scared stiff at the sudden door movements. . . . Bands, which have steered clear of such outre items as shepherds' horns and gluckenspiels, and even bassoons and oboes, are now adding hand motors, no less; at least Jerry Blaine's crew at the Park Central is adding one. . . . The motor effect, Blaine says, is for introductions, modulations and endings, to carry out the billing, "Streamlined Rhythm," the angle being for the band to open with two bars of melody, followed by the clarinets and the purring of the gadget.

This writing business, Mr. Spelvin, like everyone else, has a Friend Who Writes: the young lady in question sent an article to *The Forum* and got it back with a polite little memo that read, "Sorry, we're too congested"—but attached to this document was an ad for *The Writers' Handbook*, which is sold by *The Forum*. . . . The mail-order crowd would call it a hand-picked list. . . . Broadway boys looked for advertising matter on the back of that Indian who trudged down the Stem the other day, but, tho the redskin was in full regalia, he carried no ad copy; at the corner of 43d street he was heard to remark, "There's someone following me," but Mr. Spelvin's operative No. 731 could learn nothing further. . . . The latest bit of wholesale merchandising can be seen near the Public Library: a lad drives up to the park on a specially built bike with a compartment for carrying goods—and then wholesales shoe polish to the bootblacks who work that territory, saving them the trouble of shopping around for it. . . . The Broadway cleanup has even spread to the 5-and-10, which for days has had porters scraping up dead chewing gum from the sidewalk in front.

Chicago Chat

By NAT GREEN

NIGHT club salaries continue to be a bone of contention among performers. This applies mainly to the smaller spots, of which there are scores in every sizable city, and to the less important acts, among which, unfortunately, there are far too many whose material is so out of step with the times that it does not fit into the night club picture. The fact that there are so many of this latter sort makes it more difficult for fair to good acts to obtain satisfactory bookings, because the mediocre turns, desperate for jobs, will work for "cakes." A Chicago performer who has been working Detroit night clubs writes "Chat" from the Motor City: "I've sure got my belly full of Detroit and vicinity. Why, the club jobs here smell bad. Here is the layout: Night spots here all pay the same salary—two floor shows a night and a single gets \$5. Fifty cents of this goes to the booker and the car fare to and from the place is 20 cents, leaving a grand total of \$4.30 net for a single. And the joke is, you get this no matter what you do; whether you are good or bad it doesn't matter. . . . I don't know of a single booker in Chicago, an authorized booker, who ever offered me less than \$10 per job, and one show, at that!"

We fear our correspondent is somewhat inaccurate in his estimate. No doubt there are many Detroit spots that pay only \$5 for a single. But so there are in Chicago—and in many instances the performer must do three or four shows a night and work under conditions that are far from pleasant. It's a condition that is deplorable, but for which no adequate remedy has yet been found. The AFA offers a measure of relief to acts in the lower salary brackets, but the support given the association by Chicago performers has been disappointing, and without adequate support nothing can be accomplished.

Dale Carnegie, the "success expert," did so well with his recent lecture before the Executives' Club that he came back to Chi Saturday and gave several thousand eager listeners pointers on how to win friends. . . . The current *Esquire* carries an interesting article on Carnegie. . . . A feature of Carnegie's classes is instruction on "married happiness." . . . Carnegie was divorced four years ago! . . . Sam H. Harris stopped off here on his way to New York to view the Chi company of *You Can't Take It With You*. . . . Woods Theater is getting a new front. . . . Irene Castle McLaughlin, former dancer, who suffered an attack of food poisoning in Baltimore, reported recovering. . . . Wendell (*Ain't Gonna Rain No More*) Hall still knocking out singable tunes and his *Rhythm of State Street* has been accepted as the official tune of Chi's Main Stem. . . . Ravinia Opera, started and in large part supported for many years by Louis Eckstein, Crackerjack king, is to resume this season after several years' quiescence. . . . Electric scooters have made their appearance on Loop streets, the game "Fiddlestix" in Chicago's parks; Heloise Martin, of shower-bath fame, at the Oriental, and now Jack Kirkland is going to present *Tobacco Road* on the showboat Dixiana. . . . Just when it looks as if our jaded appetites would have nothing more to feed upon something always pops up. . . . It was ever thus, and probably always will be. . . . The how of today is the old of yesterday. . . . Up on Sheridan road we saw a grand dame leading a wheezy pug dog the other day!

"They Gave Him a Gun"

(MGM)

Time, 93 minutes. Release date, May 14. Screen play by Cyril Hume, Richard Maibaum and Maurice Rapf, based on the book by William Joyce Cowen. Directed by W. S. Van Dyke. Produced by Harry Rapf. Cast: Spencer Tracy, Gladys George, Franchot Tone, Edgar Dearing, Mary Lou Treen, Cliff Edwards and Charles Trenholme. Reviewed at the Capitol, New York.

If what this country needs is anti-war propaganda that is as subtle as a machine-gun barrage, then this film satisfies the order. But for all its bludgeon moralizing on an old popular post-war cry it's a dynamic presentation. For one thing, Tracy, Tone and Miss George are downright serious about the whole thing. They make the war specific. Rigid direction resisted temptations to pack in a lot of blood-curdling episodes. There is little of this type of generalization. Everything focuses itself on the war as it affected the lives of these three persons, particularly Tone's.

It changed him from a milk-fed bimbo to a calloused sharpshooter. At his first bayonet practice he faints after plunging into the vital section of a dummy. Gaining military composure and insanely confident of his powers when protected by ammunition, he feels his way into a heroic position during an offense raid. Subsequently he is wounded and his hospitalization brings together Spencer Tracy and Miss George, the nurse. Both men fall in love with her, but Tracy, the more noble, sacrifices himself for the happiness of his buddy. Tone returns after the war with a perfected aim, hardened heart (and a couple of medals) as the only vocational attributes he could muster from his army apprenticeship. When he tries to use these resources to earn a living he is pronounced a racketeer and murderer and is shot down by orders from none other than the sergeant-general who had given him his first gun. His exit clears the way for the reunion of Tracy and the nurse.

To bear out the title in words as well as in deed, the clause is reiterated with impression several times throughout the text and gives Tracy a dramatic closing monolog.

Sylvia Weiss.

"The World's in Love"

(VIENNESE FILM CORP.)

Time, 90 minutes. Release date not given. Adapted from Franz Lehár's operetta 'Clo Clo by Ernst Marischka. Directed by W. Tourjansky. Musical arrangements by Willy Schmidt-Gentner. Orchestra conducted by Julius von Borsoody. Cast: Marta Eggerth, Leo Slezak, Ida Wuest, Rolf Wanka, Hans Moser, Anny Moser and Alfred Neugebauer. Reviewed at the Filmarte Theater, New York.

The prospective audience for this foamy musical is definitely limited to matured persons who can understand a bit of German or young persons who are quick-eyed enough to read the English translations at the bottom of the pictures, which are flashed unusually rapidly. To these two categories the farce should bring joy and jollity, if only for its novelty. Its mechanical unpretentiousness and dramatic naïveté are ingratiating, tho its comedy is stylized and rooted in misidentity, a natural with Master William of Stratford-on-Avon. It is worth exploiting sooner than is Marta Eggerth's singing. Cast as Lona Ratkay, an opera star, Miss Eggerth has plenty of opportunity to warble, but her voice is shallow and squeaky. Faulty sound register may be to blame.

Fortunately, tho, the comedy is unimpaired. Adalbert von Waldenau and his son, Peter, disregard the adjective business in their business trip and substitute a night at the opera for a conference on farm machinery. Both fall in love with the prima donna, with the younger Von W. making faster and more definite headway than his elder by inadvertently and prematurely bringing down the curtain on mademoiselle's encore. Peter is credited with the bouquet his father sent to the actress, but the lady's bid for a rendezvous is miscarried to papa. Further complications grow from a publicity stunt which related Ratkay to a great dancer of yesteryear. Herr von W. had been party to *les affair* 25 years ago. A guilty conscience gives him the notion he is the singer's father, making it impossible for him to consent to the marriage between

her and his son. Trying to keep the information from the austere Frau von W. opens the way for comical scenes unopposed by papa and his faithful manservant, Anton. Identities are clarified to end the confusion and the picture happily.

Anton is as funny a butler as ever has been featured in American films. The clew to his success is his dead pan and effortless speaking.

Sylvia Weiss.

"Episode"

(METROPOLIS)

Time, 96 minutes. Release date not given. Producer, Gregor Rabinowicz. Director, Walter Reich. Story by Walter Reich. Cast: Paula Wessely, Karl Ludwig Diehl, Otto Tressler, Erika Von Wagner, Wolf Dieter Tressler, Hans Jurgel Tressler and Friedly Ceapa. Reviewed at the 55th Street Theater.

Episode, at the Venice International Exhibition in 1935, won the gold Volpi cup for the best screen performance. Despite this handicap, the yarn is a pleasant one, sliding thru its 96 minutes with little effort, a fair amount of humor and an insight into what went on in Vienna during the inflated days of 1922.

Paula Wessely plays Valerie Gartner, an art student with no money and an indigent mother. Situation obviously calls for an angel and one appears, an elderly and married art collector named Torresani. Really a benevolent soul, Torresani tries to help the girl without insisting on his pound of flesh. So he visits her, she gives him a cup of tea, they chat, and Torresani's libido never gets the better of him. Kinz, the tutor of Torresani's sons, meets Valerie, eventually falling in love with a girl he once regarded as his employer's mistress. He is confirmed in this old belief when the Torresani boys get wind of the business and bring back an unintentionally false report. Complications straighten out when Mama Torresani, who knew all the angles all the time, does a match-making job for the lovers.

Miss Wessely is an amiable young lady who can act and sing some, and on occasion can dump a modicum of refined sex appeal around the flicker. Otto Tressler and Erika Von Wagner, as Mr. and Mrs. Torresani, are able.

Direction fair but a trifle slow. Titles in English.

Paul Ackerman.

"Turn Off the Moon"

(PARAMOUNT)

Time, 85 minutes. Release date, May 14. Producer, Fanchon. Director, Lewis Seiler. Screen play by Marguerite Roberts, Harlan Ware and Paul Gerard Smith, from story by Mildred Harrington. Music by Sam Coslow. Cast: Charles Ruggles, Eleanor Whitney, Johnny Downs, Ben Blue, Marjorie Gatenon, Grady Sutton, Andrew Tombes, Kenny Baker, Phil Harris and ork, Romo Vincent, Constance Bergen, Franklin Pangborn, Albee Sisters, Fanchonettes and others. Reviewed at the Paramount, New York.

Embracing most of the characteristics of screen musicals that have been turned out in the past, *Turn Off the Moon* shapes up as good fun, if not a very good picture. Luckily, there are a lot of vaude specialties, funny dialog and amusing situations, and under the supervision of Fanchon, producer, it's made to mean plenty. She's one-half of the Fanchon & Marco firm. The story is hackneyed and meaningless, but the surrounding revue qualities give the film its life and entertainment.

You'd imagine it was a vaude unit, with folk like Ben Blue, Romo Vincent, Phil Harris and ork, Eleanor Whitney, Johnny Downs and the Fanchonettes. Fanchonettes even do the ball number, which has been seen aplenty in vaude. Blue's a standout with his comedy and his dancing, a laugh awaiting his every antic. Music is okeh, tunes including a title song and *Easy on the Eyes*.

Ruggles, as always, is good for solid laughs, with Blue, Gatenon and Tombes the others in a strong comedy quartet. Downs and Whitney are adequate as the juve leads, but that's about all. Seiler gave able direction to the pic, moving it along at a snappy pace, but the folks responsible for the story weren't so helpful.

Story centers on a department store, where the owner is an astrology bug and is working on an anniversary jubilee show. The store owner, prompted by the stars, sponsors the young leading couple, the girl being down and out. She works in the store and, of course, she and the

boy fall in love. A menace, the store owner's nephew, is gotten out of the way when he tries to play the girl by foul methods, and everything works out swell with the jubilee show. Store owner has a romance also, his being with his matured secretary, and they clinch at the finish also. Otherwise, the story's submerged by specialties, comedy and the like.

Most audiences will like it, especially the neighborhood folk, who shell out no more than 40 cents for their pix entertainment.

Sidney Harris.

"You Can't Buy Luck"

(RKO-RADIO)

Time, 60 minutes. Release date, May 7. Director, Lew Landers. Screen play by Martin Mooney and Arthur Harman, from original by Mooney. Cast: Onslow Stevens, Helen Mack, Vinton Haworth, Maxine Jennings, Paul Guilfoyle, Frank M. Thomas, Murray Alper, Hedda Hopper and others. Reviewed at the Palace, New York.

This might have been a good picture and not just another baloney, but midway thru, or even sooner, a few extra plots were called in and the picture changes skelns with the speed, but not the interest, of a kaleidoscope. The basic idea at the start is that Joe Baldwin, a gambler mainly on nags, will stop at nothing to buy luck insurance. He pays a dame \$25,000 a month or so to root for him; helps the needy for the same reason. When he loses the Derby, he figures it was because he hoped for rain on May Day so the kids in an orphanage he visited rooted against him. So he takes the kids out and blows 'em to a real time. But the orphanage also supplies the love interest in the clerk there, Helen Mack. Meanwhile, Baldwin's luck-charm gal cheats; the other man wants a cut on the dough she gets from Baldwin. When she refuses, he murders her, framing Baldwin. This takes place near the close of the film, remainder being Baldwin's attempts, aided by his lovey-dovey, to find the real guy, with a box of matches the sole clue.

Stevens does what can be expected with his role, and Helen Mack is properly sweet. Maxine Jennings does a nifty job as the gold-digger and looks as tho she rates whatever she might promote. Harworth is an excellent villain.

Production is second grade thruout.

Jerry Franken.

"Trouble in Morocco"

(COLUMBIA)

Time, 62 minutes. Release date not given. Director, Ernest B. Schoedsack. Story by J. D. Newsum. Cast: Jack Holt, Mae Clarke, C. Henry Gordon, Harold Huber and others. Reviewed at the Mayfair, New York.

As a change from a diet of sagebrush thrillers, this Jack Holt meller may fill in. Same kind of trade will go for it. And as some of the scenes are so badly done, particularly several riding shots, the sophisticates will titter and everyone concerned will be happy.

It's all about a man and a woman, rival correspondents, who chase after a smuggling story in Morocco. The gent in the case pulls some fast business with a passport, but then gets his just deserts from an ex-gangster who mickey finns him and swaps rags. Hero gets mixed up with some of the Foreign Legionnaires, gun smugglers and the like. But the last shots end on a Cupid note, so all's well.

Holt is inclined to resemble the kind of ham that can't be purchased in meat markets, while Mae Clarke is suitably cast to play his heroine. Strictly for the lower-priced nabe houses, and then with an "also" rating.

Benn Hall.

"Talk of the Devil"

(GE)

Time, 75 minutes. Release date not given. Director, Carol Reed. Screen play by Carol Reed and Anthony Kimmins. Cast: Ricardo Cortez, Sally Eilers, Basil Sydney, Randle Ayrton, Fred Cullley, Charles Carson, Gordon McLeod, Denis Cowls, Langley Howard, Quentin McPherson, Margaret Rutherford and others. Reviewed at the Roxy Theater, New York.

Talk of the Devil is one of the weakest pix seen in a leading Broadway house in a long time. Plot is a combination of melodramatic fol-de-rol, with the actors hampered accordingly.

Meanie in the piece is Stephen, adopted son of John Findlay, ship-builder. Latter contracts to build a vessel at a loss in order to provide work

for the starving villagers. Stephen, a spendthrift and crook, forges a check and creates a situation on the stock market whereby Findlay is made to appear as the engaged in nefarious financial activities. Resultant scandal ruins Findlay in the industry. He is subsequently found dead and the apparent case of suicide is revealed as murder by Ray Allen, innocent gent, who unwittingly has been used as a tool by Stephen.

Rays gets the girl, and Stephen, threatened with exposure as a crook and murderer, commits suicide.

Plot involves trapdoors and a load of voice imitations by Cortez. Hot stuff for Eighth avenue, but n. g. for spots like the Roxy.

Paul Ackerman.

"Girl Overboard"

(UNIVERSAL)

Time, 53 minutes. Release date not given. Director, Sidney Salkow. Story by Sarah Elizabeth Rodger. Screen play by Tristram Tupper. Cast: Gloria Stuart, Walter Pidgeon, Billy Burrud, Hobart Cavanaugh, Oliver Smith and others. Reviewed at the Mayfair, New York.

Familiar ingredients go to make this porridge a rather ordinary dish lacking flavor or individuality. While this Universal meller is no topnotcher, it does fill modest entertainment requirements and rates lower spotting on double-decker bills. Better and worse pictures have been turned out of the Hollywood production line, and this is just another in-between.

It seems there was a beautiful model (not Nellie) who tired of it all and wanted to go off to Europe to escape. Her companion was an ex-model who had had her day and had been discarded. But the villain, Gloria Stuart's boss, considered her a business investment as well as an interesting personal attachment, and attempted to prevent her sailing. To thwart his foul plan, Gloria's girl friend stabbed him with a corsage pin, but Gloria knew naught of this. Shortly after this incident, the tug caught fire, the discarded model penned a note and took the Dutch route. Gloria mothered a young lad and, in helping him, lost the confession note. Thru a strange coincidence, as they say in Hollywood, the lad's dad turned out to be a d. s. who went for Gloria in a big way, but nice. Looked like a jam when the coppers tried to pin the dirty work on innocent Gloria, but it all cleared up in time for a lip smacko.

Rather standardized was most of the playing. Miss Stuart is a winsome lass, but no great shakes at the Bernhard business. Her associate performers were not particularly finished, but were adequate or all that could be expected for this type film. But the two pups shown for a few minutes were swell—and this is meant as no insult to the human players. More of such occasional and brief animal scenes would do much to humanize productions and win sympathy.

Benn Hall.

Wis. Anti-Producer-Exhib Bill Passed by Assemblymen

MADISON, Wis., May 22.—The Hall Bill, which would prohibit producers from operating theaters, was passed by the Assembly May 13 and immediately messaged to the Senate, where an attempt to pass it under the suspension of rules was blocked by a 17 to 16 vote. It was then referred to the committee on corporations and taxation, from which it was recalled and referred to the committee on State and local government, before which a hearing on the bill has been scheduled for May 27.

An amendment by the author, making the bill effective January 1, 1939, instead of 12 months after signing, was adopted by the Assembly before it finally passed the measure by a 80 to 6 vote.

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Moss Reserves Decision on Vaude License for Oriental

NEW YORK, May 22.—Darkened burlesque houses here can hope for no word from the city authorities until Mayor LaGuardia returns from his trip out West, as was indicated Thursday at the hearing on the Oriental Theater before License Commissioner Paul Moss. Oriental applied for a license to run colored shows, the only house among the burlesque theaters seeking a change of policy. The other theaters are still hopeful of running burlesque, awaiting the mayor's return and in the meantime talking of the creation of a czar for the field.

Applying for a license to run colored shows at the Oriental Theater, Morton and H. K. Minsky, operators of the house, appeared before Moss Thursday in a hearing that lasted four hours. Moss reserved decision on the application. The Minskys outlined what the policy was to be, whereas Moss brought up matters dating back to the burlesque activities of the theater, including a report of the show by one of the department's inspectors.

Moss yesterday would make no statement at all about the burlesque theaters, revealing that he was not at liberty to talk at this time. It appears, and reports substantiate it, that he is awaiting the mayor's return to learn what his wishes are. Moss has been refusing to see other burlesque operators, and it is

Frisco House To Play Mildred Harris Chaplin

SAN FRANCISCO, May 22.—Capitol Theater here, thru Jack E. Lewis, has signed Mildred Harris Chaplin for a two-week engagement early next month. Eddie Skolak, manager of the theater, plans to exploit the booking in a big way, with 1,000 six-sheets, 1,000 window cards, 1,000 inches in the local dailies and announcements on KJBS.

Currently featured at the Capitol are Billy (Bumps) Mack, Garrett (Dusty) Price, Joe Miller, J. Watson, Dot Farley, G. Rydeen, Ann Leonard, Virginia Roberts, Zala, Louise Phelps, Helen Colby, Chloé and Pat Murray. Acts are Raul and Rita and Smith and Lotrelle and Company. A chorus of 18 girls are in the line, captained by Billie Dalton. Bob Worth and his band in the pit.

Davies, Frisco, Folds

SAN FRANCISCO, May 22.—Davies Theater here folded May 10 after a run of two weeks. House, a new one managed by Anthony Bow, was the fourth burlesque spot in town, the opposition from the three others being too much for it to meet.

ALICE BENTON and Lois Kramer have joined the Billy Rose outfit at the Cleveland Exposition.

Burly Briefs

VIC TRAVERS, formerly manager of the National, Detroit, for 20 years, is now appearing in radio skits on the Coast. He was a Shakespearean actor before he turned manager. . . . Jeanne Gilbert has changed her name to Mile. Jeanne and is now featured stripper at the Kearney, San Francisco. Eddie Gilbert figures on quitting the dental laboratory game soon and returning to burly. . . . Joe Quttner got in a good week at the Globe, Atlantic City, with the colored unit, *Brown-Skin Models*. . . . Annette arrived at her home in Miami last Wednesday on her auto trip from New York.

CHICAGO BRIEFS: June St. Clair returned from New York and opened an indefinite run at the Rialto. A newcomer at that house is Middle Valley Parks, New York dancer. . . . Dewey Michaels, Palace, Buffalo, operator, pens that business at his house has improved considerably. . . . Jack Kane is planning to reopen his Gayety, Milwaukee, with pictures for the summer and rein-

understood that during the Minsky hearing that Sam A. Scribner and Tony Miccio attempted to see the commissioner.

With the exception of the Oriental, all the other darkened burlesque houses have filed new applications for burlesque licenses. There is general talk that the burlesque operators have prepared plans which call for the appointment of a czar to watch over the field. Also, the plans call for a better type of shows than those which prompted the refusal of license renewals by the commissioner.

Gayety, Cincy, Winds Up

CINCINNATI, May 22.—Gayety Theater, local indie stand, wound up its season Thursday night. Morris Zaldins, manager, left last night for Cleveland to take charge of the credentials department of the Great Lakes Exposition, a post he held last season. He will return here early in August. The Gayety will be completely renovated during the hot months. House has been doing good business since switching to indie shows a few months ago.

BAA Nominating Officers

NEW YORK, May 24.—Nominating committee of the Burlesque Artists' Association will meet early this week to prepare the slate of officers for the election to be held June 27. Committee comprises Al Golden, James X. Francis, Joe Devlin, Eddie Lloyd and Mandy Kay.

Burlesque Reviews

Gayety, Baltimore

(Reviewed Wednesday Evening, May 19)

Before a fair-size audience, despite the usual seasonal letup, Bozo Snyder's show provided 100 minutes of fast-stepping burlesque at Baltimore's major burly house. Balancing the clean comedy and moderate stripping was the fact that the show moved along at an extremely rapid pace. The former is not a result of censorship elsewhere, but has been the policy of the Gayety right along. Altho the comedy skits dragged in spots, the chorus performed with a zip and the strippers showed considerable zest.

Heading the comedy was Bozo Snyder, who brought forth peals of laughter with his antics in pantomime. His versatile efforts on the drum and slide trombone also brought rewarding applause. Alternating in the comedy scenes was Billy Koster, who, in contrast, also received joyous responses for his efforts. Both were featured in one hilarious scene, *At the Theater*, which

state burlesque early in the fall. His *Empress*, Indianapolis, closes for the summer after Decoration Day. . . . Among New York burly performers who have invaded this territory are Marie Voe, Jean Carter, Bert Morton, Claude Mathis, Kay Lopez, Margie France and Sally O'Day. . . . Chuck Gregory, producer at Casino, Toronto, writes that his first stock show was a notable success. . . . Milt Schuster reports placing Joan LaBrae into Roky, Toronto, for one week; Madge Carmyle into Follies, Los Angeles, for 12 weeks, starting June 6, and Paul and Paulette, Bobbie Pegrin, Gaye Knight, June March and Margie Kelly into Palace, Buffalo.

TOM PHILLIPS, head of the Burlesque Artists' Association, was present at the meeting of the Associated Actors and Artists of America, and was responsible for a resolution being passed to have the group protest to City Hall against the unfair deal handed burlesque in New York.

Persecuted

CHICAGO, May 22.—*The Times*, local tabloid which recently blasted with sensational stories against burlesque strippers, has pulled the curtains down on the word "strip-tease." Amusement Editor Henry M. Markbreit was notified by his publisher not to use that expression in any of the news or review columns.

Chi Performers Flock to Clubs

CHICAGO, May 22.—Burlesque performers, hard hit by summer closings and anti-stripper rulings in this area, are eying night spots for their future engagements, Milt Schuster, burly agent, is concentrating on niteries and reports placing a large supply of burly talent in clubs.

Schuster booked Dorothy Wahl, Maxine DeShon, Three London Sisters and George Pronath, producer, into Colosimo's for an indefinite stay, and placed Dorothy Dee, Buddy Kane and Homer Meachum into the Eberhardt Club, Buffalo. Other recent night club placements include Dorothy Green into Blonde's, Margie Kelly and Georgia Kline into McGovern's; Marie Voe and Margie Dale into Joe's Club in Calumet City, Ill., and Betty Blossom into the Cave Cafe, Rockford, Ill.

With stripping taboo also in night clubs, teasers are now required to display some talent, either in the song or dance departments. A stripper who has nothing but disrobing ability has a tough time getting work.

also provided an opportunity for other members of the cast to perform individually and collectively. The straight roles were capably handled by Joe Forte and Danny Jacobs.

The stripping parade presented a pleasing variety, with blond Mary Woods, red-haired Lorrie Lamont and brunet Sugar Farrell. The balanced trio give forth in their individual styles. Mary Woods, heading the list, has an exceptionally good voice, using the mike effectively for a sob song before breaking into *You've Turned the Tables on Me*. Following this she does a feverish strip amid much shaking and shimmying. Incidentally Miss Woods also deserves a mention for her sincere work in her several comedy-sketch appearances. Miss Lamont disrobes with unique movements while executing an exotic dance under a green spot for an unusual effect, while Sugar Farrell contrastingly performs with a tantalizing type of strip. Her teasing port mahnner pleased the customers.

The chorus, consisting of 11 youngsters, executes its routines with perfect precision. It is a better-than-average line both from a standpoint of looks and dancing. The girls and costumes both remain fresh-looking, despite the six-week running of the show.

Dance team of Jack and Polly Golding handle the specialty assignments and receive a fair amount of applause for their soft-shoe and tap work. Alice Sohne does a nice job as contafalto but would do well to allow someone else to handle her assignment in the several comedy skits. *Philip Lehman.*

Old Howard, Boston

(Reviewed Thursday Afternoon, May 20)

Hello, Paris, contingent of three strippers boosted this 125-minute show into enjoyable brackets, with the warbling and peeling of the three extraordinarily okeh. Ash-blond Alma Mabien doffs her garments pleasantly; blond Kay Johnson is a cutie, featuring mild bump work that gets over well; but when that red-headed tycoon, Nona Martin, parades in her inimitable style she's got the boys in the palm of her hand. She's fast, languorous and "gets them" with her twirling, hair-pulling sensuous style. Terrific applause. As added attraction, Valda, "queen of shimmy and snakehips," does all right for herself with her pair of torrid hip-slinging and loving (See *Burlesque Reviews* opposite page)

U-Notes

By UNO

JANE DOBBINS, dancer, thru Harry Walker, agent, has been spotted for an all-summer run at the Beaux Arts Club, Atlantic City.

JACK MONTGOMERY, producer, formerly at the Irving Place, New York, is putting out chorine units in association with Duke Martin, agent. First unit, with Vivian Riemer, Hazel and Olive Rougeau, Ginger Willis and Stella Garbo, opened at the Embassy Club, Bronx, May 13.

EVELYN MARCH, of the March Sisters, hereafter will be known as Gaye Knight. Sister June's moniker remains as is. Both opened at the Palace, Buffalo, May 13.

MURRAY LEWIS, comic, and Gene Doyle, formerly of Doyle and Donnelly, are a new team in vaude.

QUEENIE KING is putting the finishing touches to a roller-skating dance routine all her own.

ARTIE LLOYD, comic, is now at the Elm Cafe, Astoria, L. I., as bit man and singing waiter, while Peggy O'Neill, soon to preside over a Long Island night spot of her own, is emceeing in the Village Celler, New York.

GLADYS FOX is in vaude, doing straights in the Maude Hilton act.

JOE QUITNER is planning to open the Globe, Atlantic City, the latter part of June. He will assemble the chorus in New York but rehearse them in Atlantic City. Al Golden slated to put on the book. Paul Marakoff, number producer, expected to arrive in New York next week.

JACQUELINE JOYCE broke in her own new dance creation, *A Fantasy in Furs*, at the Mirador, New York, May 18. It also was her first terps attempt.

MAX COLEMAN replaced Phil Silvers as team mate of Al Golden in a new vaude act that opened at the Pitman, Pitman, N. J., May 17.

BONITA GERMAINE, dancer, engaged thru Bothwell Browne for 16 weeks, beginning Decoration Day, in the *Streets of Paris*, Luna Park, Coney Island, N. Y.; also Gypsy Nina, a dance team and eight chorines.

FRANK DUTELL and Richie Covey, former Columbia wheel stars, left New York last week to chaperon their daughter, Katherine (Sugar) Kane, who starts a seven-year pix contract in Hollywood.

LOU BLACK, Moe Hackett, Jack Albertson and a line of chorines, booked by Phil Gross, will open at the Laurel Country Club, Sackett Lake, N. Y., Decoration Day week-end and July 1 for the summer. Billy Perch, agent, will have Harry Rose, Joe Devlin, Pearl White and Helen Black at the Capitol Hotel. (See *U-OTES* on opposite page)

The Essence of Tap Dancing.
MADGE CARMYLE
Ultra Nudos Modernista
NOW PALACE, BUFFALO, N. Y.

PROFESSIONAL CARDS

DONNA WAMBY
SOPRANO AND TALK SGENES.
Paris By Nite Co., Indie Circuit.

THE PERSONALITY GIRL
JUNE LACEY
Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUCY
MOORE & BAXTER
Enjoying This Season on the Indie Cir.

WINSOME
WINNIE GARRETT
Burlesk's Newest Strip Sensation.

Tab Tattles

ART GLEASON'S Vaudeville Marches
An unit is now in its 35th week of the season and Gleason reports he has the show booked until July 25. "Very few p. c. dates this season," Gleason pens, "and those we took proved profitable. Between T. D. Kemp in Charlotte, Cowles in Atlanta and Bob Shaw in Springfield a unit can get 20 weeks of good playing time." . . . McConnel and Moore have signed with *Paradise Scandals*, playing the Gus Sun time. . . . Homer Meachum, well known in tabs and burly, has closed at the Roxy, Cleveland, and is now at the Midnight Sun Club, Buffalo, for an indefinite engagement. . . . Nixon and Norris, jugglers, have joined *Girls in Platinum*, working the Sun Circuit. . . . Al Fraser is a recent addition to Ed Gardiner's tab unit. . . . B. Pedigo, formerly for years projectionist at the Hippodrome, Louisville, when Billy Rendon was going strong there, is now playing the drums and bells with the ork at the Chantina Tavern, La Fayette, Ind.

MARSHALL WALKER and wife, Beulah, after rounding out their 11th week with George Dewey Bartlett's No. 1 show in Chattanooga, departed last week for Beulah's home in Wichita, Kan., for a much-needed rest. "Unfortunately," writes Walker, "I have a mother-in-law and I thought the days of miracles had passed, but, lo and behold, she has just purchased a new home in Wichita and she says if we don't come home and take care of that decorated front room she has fixed up for us she is coming after us. So in order to save gas, oil and what not, we are long gone for mother-in-law, fried chicken, mashed potatoes, cream gravy and that good old mattress that's waiting for us when we get there." . . . Ann Bradley, blues singer, formerly featured with Jimmy Hodges' *Laff, Town, Laff*, closed with the troupe at the conclusion of its Florida tour and is now working clubs in Cleveland, Akron and vicinity. . . . The Columbia, Alliance, O., managed by Ray Wallace, which has been playing tabs every Friday and Saturday, will go dark July 5 for extensive improvements. House will reopen Labor Day and will continue to play tabloid two days a week in conjunction with the regular film programs. . . . The Capitol, Macon, Ga., which has been playing tabs two and three days a week for the last five months, is cutting the shows to one day a week during the hot-weather period. . . . Featured with the Art Gleason unit are Gleason and Allyn, Zeller and Wilburn, Honey Paine and Bill Romer's Musical Town Criers and Mayfair and Manors, sister team.

BIG BOY BROWN and wife, Tiny Ricton, have disposed of their cafe in Wagner, S. C., and, after spending the last week-end in Cincinnati, departed for Adairsville, Ga., to join the Ricton Show, owned and operated by Tiny's dad. . . . Leon Miller, long a feature and former producer of the A. B. Marcus show, posts from Auckland, N. Z.: "Show is a smash hit in New Zealand. Will be here 16 weeks, then Sydney, Australia." . . . Ramona Theater, Grand Rapids, Mich., opens May 29 under direction of American Attractions, Inc., headed by J. U. Gross. Company will be known as the Variety Players and will do one show nightly, with two matinees on the week. Tommy Hanlon and Nellie Clark will head the troupe. Others prominent in the show will be Millie Grosse, Billy Roe, Al DeClerq and Max Duval. There will be 20 girls in line. Company plans to do such old favorites as *45 Minutes From Broadway*, *Gingham Girl*, *Hit the Deck*, *Tangertine*, *High Jinks* and others.

BURLESQUE REVIEWS—

(Continued from opposite page)
soul dances. It was Miss Martin's spot again with her ace work as a drunk with Harry Landers in *The Drunk Scene*. Max Furman is the comedian, but the stuff is all whitewashed. More burlesque would have bolstered his various efforts. However, Furman keeps the pace. Business with members of the line in an endeavor to spot chorine specialties gets some spontaneous laughter. Landers proves himself a likable and solid comedian. Especially effective is his balcony scene with Eddie Aiken, straight man. Rather unusual to see all strip teasers

work as straight women, but they shine in both departments. Eddie Innes, straight man and vocalist, clicked with his warbling of Eddie Cantor's *Keep It Over There*. Forceful and invigorating. Nice mitt-slapping. Agnes Honey and Gladys Toddy pair for several specialties, including ballet, taps and such, but their high-kick, hand-spring, tap stint is the best. Miss Honey singles it for a control session. Okeh. Joey Shaw owns some nice pipes and the production benefits greatly thereby. Josie Carroll is a mama singer of songs, with healthy, pleasing vocal chords, and sells her interesting arrangements. *Frankie and Johnny* scene is good production, Shaw vocally taking care of all dialog. Sidney J. Paine.

U-NOTES—

(Continued from opposite page)
Loch Shel Drake, N. Y. Other Catskill Mountain placements are Danny Lewis, Oliveria Hotel, Big Indian; Joey Faye, Bert Grant and Ernie Glucksman, Berkshire Country Club, Windgate; Sammy Birch, Paul's, Swan Lake; Buddie Walker, Stevensville Lake Hotel, Swan Lake, and Sammy Smith and Stanley Simmons, Shawanga Lodge, Highview. Hank Henry is dicker for a return to Grossinger's, Ferndale, where he has comicked the last seven seasons, with Majorie Ray as his straight foil.

RICHARDS & GOLFORB'S studio, New York, busy assembling and perfecting chorine units for niteries and elsewhere, with Jimmie Trainor teaching taps; Hazel Mackay, production formations; Lola Bravo, Spanish, and Ann Povitch, ballet.

TITANIA, with a vaude unit, while in Mansfield, O., recently did a show for the Ohio American Legion. Afterwards partied by the members. In Portersmouth, O. later she was guest star at the Shriners' show and theater party. Also played for the War Veterans in Marlon, Ind., a few days after.

CHARLES A. (KID) KOSTER now ahead of *Brother Rat*, legit play that jumps from Boston to the Metropolitan, Seattle, where it opens June 5 to ruff 12 weeks on a Coast tour.

SEA LEGS—

(Continued from page 23)
commissioned to do a portrait of the cat. All of which seems no sillier to you than it does to customers at the Mansfield.) Despite everything, tho, the evening is a pleasant one—and that is due chiefly to the superlative tap dancing of Mr. Collins, who, with ease, grace, flawless taps and amazingly difficult routines, manages to suggest that Fred Astaire isn't as unique as he's supposed to be. Miss Stone ably abets him; Mr. Ates, whose stuttering is pretty hard to take at first, works himself into one's affections in time for the finale; Mr. Greaza, one of the most dependable of our performers, lifts up a speaking part by its hair; Charles King sings (and shouts) energetically as the yacht's captain; a potentially cute lass named Rosie Moran spoils some excellent dancing by foolish overmugging and by the worst makeup this side of Lon Chaney; Kathryn Mayfield successfully imitates an airbrake in the chief singing role, and Mary Sargent and Derek Fairman do what they

On Again

HARRISBURG, Pa., May 22.—After toying with the idea for several days and once placing it, then removing it, the Pennsylvania Senate finally again inserted theaters in a bill to tax chain stores and passed the proposal, putting a tax on theaters ranging from \$1 for each individual house to \$500 for every house in a chain operating more than 500 establishments in the State. House of Representatives, however, where the bill originated, balked at amendment and the proposal is now stuck in a conference committee.

Dazian Legacy to Fund

NEW YORK, May 22.—Henry Dazian, theatrical costumer, who died recently, bequeathed \$50,000 to the Actors' Fund of America. According to the terms of the will, which was filed for probate in Surrogate's Court last week, the money is to become part of a permanent fund, the Henry Dazian Fund Endowment. The costumer was a trustee of the Actors' Fund for 30 years. Dazian bequeathed the income of his residuary estate to establish a foundation for medical research under Dr. Alexis Carrel, of the Rockefeller Institute.

Richard Walsh in Charge

NEW YORK, May 22.—Richard Walsh has been appointed by International Alliance of Theatrical Stage Employees to organize ushers, doormen, cashiers and ticket takers in the East.

REVIEWS OF ACTS—

(Continued from page 21)
except in one or two attempts at fancy lifts and throws which showed ragged finish. A hard and fast eccentric hoofing bit, a melange of steps from every style of dancing, is sandwiched in before their closing number for sprightly and effective relief. A rumba, terribly misplaced as the feature bit of the production number, *Dance Rituals of the Balinese*, is their windup. By itself it impresses as lively, fast and colorful, altho not spectacular or finished. G. C.

Charles Neale

Reviewed at the *Le Mirage*, New York. Setting—Floor show. Style—Singing. Time—Four minutes. Conventional Irish tenor with better than average appearance and with the typifying gracious manner and smile, but whose voice is slightly lower-pitched than the run-of-the-mill tenor, making up for it in warmth and fullness. Two numbers, *Sing, Baby, Sing* and *Did Your Mother Come From Ireland?*, were his only offerings, yet he was able to garner best hand of show. G. C.

Rilla Dau

Reviewed at the *Le Mirage*, New York. Setting—Floor show. Style—Singing. Time—Five minutes. Tall, brunet and attractive warbler working in three numbers, two of which are in foreign tongue and the other of semi-classical order. Expression and gracious personality have an equal part with voice and selling ability in putting over her offerings. Voice smacks more of musical comedy than of personality or blues singer. Her forte is a clear and sustained closing high note, altho her middle registers are dulcet and warm. She offered *Valentine*, in French; *Sweetheart*, from *Maytime*, and *Jat, Jat, Ja* in Spanish. G. C.

can with additional speaking parts. Two girls from the chorus are pulled out as minor principals: a lass suffering under the somewhat enigmatic billing of Deedee, who does what one supposes is thought to be a modernistic ballet routine, and a girl named Patricia Knight, who at least displays a stunning figure. There is a 16-girl line, capable enough tho certainly not overpretty, and there are (thanks be to Thespis!) no show-girls to clutter up the stage with their painful postures and asinine simpers. *Sea Legs* is by no stretch of the imagination a topflight musical, but it does offer innocuously pleasant entertainment—enough, anyhow, to give full value at its \$3.30 top.

Coast Union Activity; Directors Ask Pact

HOLLYWOOD, May 22.—Settlement of agreements between Screen Actors' Guild and producers has made other filmmaker classifications union-conscious, with the result that several new groups have been organized the past few days and new interest is springing up in other established but dormant organizations. Most recent development is the appointment of a committee of Screen Directors' Guild members to bargain with producers on a basic working agreement. Guild is currently preparing an agreement to be submitted by the committee as soon as a general membership vote can be taken. Society of Motion Picture Editors, recently formed, has a membership of 523 department heads and senior, junior and associate film cutters. Demands of this group for improved working conditions, with holidays and time off between calls, were submitted to Pat Casey, producers' labor contact, during the week. Another new group is the Society of Motion Picture Artists and Illustrators, representing about 100 workers. It will be determined next week whether group will affiliate with another organization or negotiate demands independently.

Wis. Child Labor Law

MADISON, Wis., May 22.—Assembly has passed and sent to the Senate Bill No. 698-A, which puts into law most of the present rulings and orders of the industrial commission regarding child labor. The measure prohibits, among other things, minors under 12 from appearing as entertainers in public exhibitions and children under 18 from performing in night clubs, taverns and dance halls.

Endurance Shows

Old Sol Jacks Up Kitchen Show Biz

WILMINGTON, Del., May 22.—Josh Kitchen's 1937 edition of the Battle of Champions, European-type walkathon, opened just outside of Wilmington May 6 with 32 couples and four solo boys. After nine days 15 teams and seven solos remained. Business the first week was slow because of rains, but with the sun out the past week the mammoth canvas stadium has been well filled. Contest goes on the air three times daily over WDEL, Wilmington. Complying with the Delaware State laws, the arena is closed Sunday. Contestants after nine days of going were Johnnie Hughes, Marlon Yardell; Frankie Donato, Alice Krug; Benny Leonard, Edith Mer-

ritt; Tex Smith, Irene Carter; Bob Turner, Gladys Turner; Curley Kent, Billie Neal; Jimmie Daley, Edith Downey; Bill McCoy; Elsie Downey; Barry O'Day, Buttons Slanen; Jack Glenn, Margie Bright; Ralph Ellis, Opal Ferdig; Teddy Webb, Birdie Spaulding; Bert Glazer, Lil Fancher; Virgil O'Neal, Marie Woldell; George Rowland, Lillian Lucas. Solos are Hie Hill, Bozo Gelardi, Hank Allison, Roy Harris, Eddie Blessing, Billy Cane and Buck Rodgers. Staff includes Josh Kitchens, general manager; Lillian Kitchens, concessioner; Harry Simon, chef; Joe Purcell, day judge; Bill McDaniels, day trainer; Virginia Sweeney, day nurse; Joe Pucnelli, night judge; Blackie Kirby, night trainer; Peggy Kirby, night nurse; Bill Orrick, Kirk Orrick, Ray Passo and Tom Walters, concessioners; Coleman Johns and Eddie O'Hara, doormen. Stand staff includes Monte Hall, Duke Hall, King Brady and Smitty Inman.

WALKATHON

OPENING ST. LOUIS JUNE 3
LAKESIDE PARK BALLROOM

(Formerly West Lake Park)
Wanted Teams Who Can Take Fast Sprint Show

This is not a "fly-by-night promotion" Show. Is being sponsored by Local Sport Promoters who can pay off. Duffy and Tillie, Joe and Margie Van Rann, Pee and Pauline, Kenny and Evelyn, Billie and Dolores Steel, Joe and Marge Rock. All others who know or think they can take this show write or communicate at once. No collect wires or phone calls.

Masters of ceremonies, floor judges and trainers. Moon Mullens get in touch with us at once.

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Cornell Hotel, 4167 Olive St., St. Louis, Mo., or

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P.S.—Hal Ross write to David J. Massa, Normandy, Mo.

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Desires connection with reliable vaudeville unit. Know all territories' booking offices. Booked last unit nine successful months. Have car. Go anywhere. Plenty reference.
TED MUNSON, wire Western Union, Oreston, O.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

MILBOURNE CHRISTOPHER, youthful Baltimore magician, who has been working in Europe the last six months, writes from Dublin, Ireland, under recent date: "Am currently at the Theater Royal here. Next week Limerick, then over to the Empire in Edinburgh. Only magician I have seen in Erin has been one Harry Jerome, currently at the Olympia in what I imagine is supposed to be a burlesque show. He does a milk trick in which a transposition takes place between a Demuth bottle and a flag vase, the human pump with a boy from the audience, and the aforementioned milk, and winds up with a production of silks and shrieking alarm clocks from a derby. Then, too, he does bits thruout the rest of the show. Saw Chris Charlton just before I left London. Since I saw the act in America he has added the *Disembodied Princess* and the *Rod Thru the Girl* illusions, tho in the latter, instead of the usual one rod, he uses several. I hope to return to America in June, but may remain abroad all summer."

SOME WEEKS AGO we cracked something about the one-armed paperhanger having been discovered, but that we've never come across a one-armed magician. Now along comes M. L. Fogarty, of Greensburg, Pa., to tell us about an armless magish. "About six years ago," Fogarty writes, "there was a magician working around Pittsburgh without any arms. If memory serves me rightly his tag was Elmer the Great. He was assisted by his wife and daughter. He lived on Pittsburgh's northside and worked schools and clubs. He may still be living, but I have lost trace of him. Both his arms were off about three inches from the shoulder."

KING KELTON and daughter, Betty, have joined the Justus-Romain Show in Nebraska.

PRINCESS ZEELLA, mentalist, is this season engaged with the Downie Bros. Circus side show. She is assisted by Chanda, who is handling the inside.

BALZAR, prestidigitator, is at the Lyon-Palace in Paris.

OKITO, magician, is at the Empire in Brussels, Belgium.

HOWARD DE COURSY, illusionist, is at the Corso in Zurich, Switzerland.

THE WIZARD CLUB, Chicago, staged a celebrity dinner May 18 which drew a record attendance of magic celebrities. Following names were guests of the Wizards: Joseffy, Gwynne family, Paul Rosini, Russell Swann, Mr. and Mrs. McDonald Birch, Charles Hoffman, John Booth, Haskell, Martin Sushins, Bill Baird, Ted Huber, Mr. and Mrs. Al Wheatley (Tung Pin Soo). Joe Berg was in charge of the affair and acted as toastmaster. Impromptu entertainment followed the dinner.

ALFRED L. CAROSELLI is playing his fourth week at the Powatan Club, Detroit. He expects to remain there six weeks.

PAUL NOFFKE, well known in Eastern magic circles, is planning to visit Detroit some time in June.

DAVID FOGO, Scotch magician, is now in charge of the Children's Center in Detroit.

THE DIFFERENCE between failure and success in the magic game is the courage to make an early start.

MRS. WALTER H. DOMZALSKI, wife of the Detroit magician, is recovering from her recent serious illness.

TANYA GARTH, mentalist, featured at the opening of Pierre's Roof Garden, Philadelphia, has added a novel feature by reading out of the customer's champagne cocktail.

MYSTIC PLATA and Company appear at the Silver Lake Inn, Philadelphia, and Marlow the Mystic is held over at the cocktail salon of the Arcadia International House there.

REGELAH, designer of illusions and writer of several methods in mental

magic, and his daughter, Arnauldine, have begun a tour of the province of Quebec with some of his latest creations.

FRATRES SINCIPTIS MYSTICI, Harrisburg (Pa.) magic club, held a meeting at the residence of Fred Landrus May 17. Annual dues were increased and plans for newspaper publicity were discussed. Among those attending were Eddie Clever, Michael P. Zerrance, Thomas Hurst, Joseph Yeager, James Fisher and Joseph Moder.

HARDEEN opened May 21 at the Edgewater Beach Hotel, Chicago.

IT'S THE DESIRE to appear more prosperous than we are that keeps us from becoming independently prosperous.

MONTAGUE, the "man with the educated hands," has entered his 21st week under the sponsorship of the Salt Lake City Recreation Department. Le Dille is presenting his marionettes under the same auspices. Montague expects to return to the road with his own show at the close of his present engagement. Le Dille is also breaking in a new magic act for the road later on.

HENRY HAVILAND, paper-tearing magish, pens from the nation's capital under date of May 19: "Have been confining myself exclusively to party dates for the socially elite here since leaving Rajah Rabold's *Miracles of 1937*. Playing vaudeville this week at the town's only burlesque house. Am kept plenty busy trying to handle the social register crowd in this burg."

WILLIAM T. HUNTER (Omar), mentalist-magician, is still working theaters, stores and clubs in the St. Louis area. On May 8 he put on his frozen-in-ice stunt five times in the window of the Wellston Furniture Company, St. Louis, and since then has had numerous offers to put on the novelty in night clubs. Hunter reports that he is working on new illusions and that he expects to put out an illusion show about July 1 to work parks and fairs en route to the East.

LEO J. ZOLG, who last year had his *Fantasia* show at Coney Island, Cincinnati, is now in his fourth week as lecturer with Eddie Strassburger's Monkey Circus on the Gooding Greater Shows. He will be joined later by Mrs. Zolg and daughter, who will present the *Snake Girl* illusion.

WHEN SOME of these magicians write in to tell us how many people they have in their show we wonder if they're not including the people in the audience.

PALMER AND DOREEN, who recently concluded a fortnight's stay at Old Vienna in the Carew Tower, Cincinnati, head the current floor show at the Glenn Rendezvous, Newport, Ky. Palmer has been clicking in a big way in the Cincinnati area with his magic tea kettle from which he pours countless mixed drinks, including several quarts of beer for the finish. Drinks are passed out to the customers for consumption.

STEWART JUDAH was elected president of the Queen City Mystics, Assembly No. 11, SAM, Cincinnati, at the group's recent election. Other officers are Walter Kuhl and Charles J. Fritsch, vice-presidents; John Braun, secretary; James Ronald Haines, treasurer, and Cyrus R. Gilmore, sergeant at arms. Queen City Mystics will make a bid for the 1938 SAM Convention at the latter organization's conclave in Albany, N. Y., this week-end.

AMEDEO, magician, sails from Quebec July 1 on a two-month trip which will take him as far as Constantinople. He will entertain on board.

London Magic Briefs

LONDON, May 17.—Horace Goldin, best known of British magicians, who is still headlining and proving a big draw in British vaude, is preparing his book, which covers events, experiences and reminiscences of his 42 years in show business. Volume contains 80,000 words



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

CHARLES CANTOR—one of radio's busiest actors, who, as a multi-voiced character player, is one of the very few men who can fool even experts. Has an almost unlimited voice and dialect range and a delivery that is sock. Has worked some stage appearances and would be a character player par excellence for plx.

currently at the Club Yumuri, Cuban cabaret in New York. Has drawn much attention with his renditions of romantic and semi-classic ballads and native folk songs. Of prepossessing appearance he typifies the Latin caballero and has appeared advantageously in several Spanish films. In a revue he could lend color and be used very fittingly as nucleus of production numbers.

For LEGIT MUSICAL

RICHARD (RED) SKELTON—youthful, clean-cut comedian who loses very little time in making himself liked by an audience, tough or otherwise. With any break in material he should prove a real favorite in a musical comedy. Went over big at the Palace, Chicago, where his original three-week stay was extended for another fortnight.

ROLF HOLBEIN—European novelty now at the French Casino, New York, who would make a worth-while act for a revue. Working on a huge drawing board, he crayons simple drawings of persons and objects, the punch coming when the drawings are animated by an unseen assistant behind the board. Also recommended strongly for dc luxe house stage shows.

FELIPE DE FLORES—young and handsome Mexican baritone appearing

RAY AND TRENT—two-man act current at the Radio City Music Hall, New York. Would be an okeh laugh item for a revue. Hand-to-hand acrobats playing up comedy, they are clever showmen and also do a lot of sock stunts.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

WILLARD (GOO GOO) COOK, now producing home-talent shows in and around McComb, Miss., writes in to say that he has been enjoying Prof. Walter Brown Leonard's *Minstrel Memoirs*, which have been appearing in this column recently. "I have never had the pleasure of doing a professional minstrel," Cook pens, "but the last two years I have produced local benefit minstrels, doing an end myself. I have also trouped

and is to be called *It's Fun To Be Fooled*. Goldin, who will have the book on the market by September, claims that it's the first autobiography by any reputable magician which does not expose a single trick. Meanwhile Goldin, headlining over the Moss Empires, is giving a 50-minute show and baffling all onlookers with his version of the much-discussed *Indian Rope Trick*.

Talking of the *Indian Rope Trick*, there is a German illusionist presenting his version of the famed trick at the Wintergarten, Berlin, this month. A committee of British magicians made the trip from London to Berlin to see the act and returned unimpressed.

Fogel, English conjurer impressionist, who adds novelty to his act by giving "take-offs" of prominent magicians, is scoring well on the Moss Empires.

After three successful weeks at the Savoy Hotel, leading London nitery, Cardini, suave prestidigitateur, is wowing them at Glasgow Empire, Scotland's premier vaude house, where he shares headline honors.

Ching Wu, Chinese magician, is featured at Bournemouth, English seacoast resort.

Jasper Maskelyne, headlining conjurer and last of a long family of magicians, is creating a fine impression with his lavish and well-presented magical turn at the Gaumont, Camden Town, London's latest de luxe picture house.

Linga Singh, Indian mystic and necromancer, is touring the Union Cinemas and currently playing to big business at the Grand, Falmouth.

Frakson, "the man with 1,000 lighted cigarets," is back in London after an extensive Continental tour and is a hit this week at the May Fair Hotel.

in repertoire with my old friend and a veteran of the cork business, Arthur Crawford.

Neil O'Brien, born in Port Dickinson, N. Y., July 16, 1868. Comedian, author, producer and owner. First appearance in Student's Minstrels at Binghamton, N. Y., 1889. Subsequent engagements: Haverly's Chicago Minstrels, 1892; Al C. Field's Minstrels, 1896-'97-'98; Primrose & Dockstader, 1899 to 1903; Lew Dockstader, 1903 to 1910; and many seasons with his own show and in vaudeville. Present address and activities: Mount Vernon, N. Y.; writing and producing.

BURNS KATTENBERG, authority and writer on the art of contortion, is anxious to obtain some information on William Grant, contortionist, said to have been with John W. Vogel's Big City Minstrels some years ago. Kattenberg is also anxious to borrow some photos of this performer.

REX M. INGHAM, agent of the World Wonder Car, and Mrs. Ingham were guests of Manager Charles Robinson and wife of Robinson's Silver Minstrels for two nights recently during the show's stay in South Norfolk, Va. Show enjoyed big business there. Ingham reports. Program moves fast, he reports, comedy is funny and the show features a good 12-piece band.



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"Tobacco Road" on Dixiana Showboat

CHICAGO, May 22.—*Tobacco Road*, banned by local authorities in 1935 after playing six weeks at the Selwyn Theater, will return to this section May 28 to open on the Dixiana Showboat.

Producers Sam H. Grisman and Jack Kirkland and Jacob Weller, secretary of the showboat, have signed a percentage agreement and the floating theater will ply neighboring waters as long as business holds up.

Show will open in a suburban region and will play in river towns where docking privileges and theatrical licenses can be obtained. A cast is now in rehearsal in New York and is expected in early next week.

Boat has been idle here for 18 months. Has a seating capacity of 1,200.

Billroy Show Briefs

READING, Pa., May 22.—After a short trek thru Pennsylvania we wound up our "foreign" tour May 20 and headed back into the United States, where one can walk down the street and not expect to have police hiding in doorways watching and hopefully waiting for a person to spit on the sidewalk or commit some other heinous crime, giving them cause to swoop down with drawn pistols and machine guns and arrest the entire show for conspiracy. This successfully defends another Puritan town against the savages known as show people.

I now know why the battle of Gettysburg was staged but can't understand how Lincoln ever got thru his famous address there. He must have had a more powerful p.-a. system than we.

Buddy Hawkins slept a trifle late in one town and missed the bus. Not having a route card with him at the time, he became lost from the show for several days but now is back to keep the fires burning on that budding romance.

Morris Nelson is still in Valdosta, Ga., rehearsing and waiting for the show to open. Certainly would like to have him join us soon, as we could use that wrestling act he does so well.

Cal West sounds a little better on that peck horn this week, as some of the boys stopped up the mouthpiece and he hasn't caught on as yet.

Mr. Billroy on for a few days' visit, but after hearing *The Billboard March* being played in swingtime on parade almost fired Mr. Wehle and departed then for parts unknown.

WAYNE BARTLETT.

Original Floating Theater

ELIZABETH CITY, N. C., May 22.—Original Floating Theater, Captain Milford Seymour, manager, opened at Manteo, N. C., to good business and followed with Plymouth and Colerain, N. C., to good returns. New pulp factories in this section have improved business considerably. We are enjoying the best fishing in years.

Fangio and Dawn, dancers, are going well, and Theayer Roberts, gold dancer, is creating a sensation thru these parts. Pup Shannon's swingcopators play a dance each week.

Had a swell time at the Herring Catchers' Ball in Colerain. Chet Hughes has his schnozzle buried in a lot of concert music but found time to catch some real fish in Plymouth. The game warden of Bertie County paid the boys a visit.

Elihue Dobbs is not on Billroy's Show, but he and Spratt Mangum are both on the Original Floating Theater. Toby Roberts, Toby Shannon and Toby Angelo went swimming Sunday. Peggy Miller and Fred Radcliffe were married Sunday. Connie Matthews and Johnnie Rupee are that way about each other, too. Capt. Seymour is worrying about how to fix the staterooms. BOOB BRASFIELD.

Huffie "Tom" May Go Tent

GREENSBURG, Pa., May 22.—John W. Huffie's Uncle Tom's Cabin Company, nine people, has been out since September playing schools and theaters in New York State and Pennsylvania. Huffie is planning on taking his organization under canvas for the summer thru the same territory. In his troupe are Mr. and Mrs. John W. Huffie; their son and daughter, Thomas and Elisabeth; another daughter, Myra, and her son and daughter, Henry and Fern. Charles Rivers is at the piano.

Rep Ripples

"SEABEE" HAYWORTH, who recently closed his own attraction to sign as producer with Boyd Holloway's new Milt Tolbert Show, which opened the season May 8, posts from Lenoir, N. C., under date of May 14: "We opened great. Past six days has been S. R. O. Believe it or not, it's true. Have a great advertising medium on here—swell flash sound car, regular circus paper, cards and heralds, but the big noise is an airplane stunt, with Johnny Crowell flying a 200-foot banner with 'Milt Tolbert Tent Show Tonight' behind his plane. Some flash."

CLYDE J. WHITE, general agent for Dick Lewis the last two years, now is operating a tavern dansant and filling station on Route 501, between South Boston and Halifax, Va.

RUSTY WILLIAMS, comedian, and wife, Dot, and their daughters, Wilma and Billie, are still located in Durham, N. C. Rusty posts that the two kiddies are singing and dancing these days.

Palmerton Players Lose Show When Star Takes Ill

WORCESTER, Mass., May 22.—For once the "show didn't go on" here, as the Guy Palmerton Players were forced to call off the evening performance of *Her Majesty, the Widow* as Nancy Duncan, company's star, was stricken with appendicitis backstage shortly before curtain time last Saturday.

This marked the third time since the company opened here that hard luck has caused the show to be halted. First it was a fire in the Worcester Theater, where the players are performing. That upset plans for a week. A short time later one of the cast was unavoidably detained at curtain time and the show was called off.

Company put in an eleventh hour call for Miss Rose Dresser, of this city, to take Miss Duncan's role in *When Ladies Meet*, which opened Monday. Miss Dresser drew raves from the local critics for her work.

Kansas City Jottings

KANSAS CITY, Mo., May 22.—Leo Jack Dunbar recently joined the Jack Kelly Number 1 unit in Michigan.

Fred and Lylyan Poole are said to be closing with the Frank Smith Players at an early date.

Hugo Players opened the tent season at Ashland, Neb., this week.

Ted North Players are playing one and two-week stands under canvas thru Kansas.

Hila Morgan Players, after a successful week at Olathe, Kan., just 45 minutes from here, made a long jump into Iowa for their regular summer territory.

Hazel McOwen Stock Company closed its Nebraska circle recently and will reopen under canvas after a week's layoff.

Christy Obrecht Players opened the tent season at Stewartville, Minn., this week after an eight-week season in theaters.

Cliff and Mabel Malcom have closed with the Golden Rod Showboat and joined Bud Hawkins' Company in Kentucky.

Jimmie Warren's Company, after a few weeks in Arkansas, has gone back to its regular Louisiana territory.

Henry and Ruby Neal Players are slated to open an airdate circuit in Colorado next week.

Darr-Gray Company, which opened early in a Texas spot, has invaded Missouri.

Gagnon-Pollock Stock Company is slated to open next week at Seymour, Wis.

DAMAGED GOODS

(Continued from page 23)
and "moral reform." Now, about it rage only the walls of critics who were forced to sit thru it in its revived form. Cash customers, one presumes, were not so obligated.

Damaged Goods, in Intention, was—and still is—a lofty and much-needed drama. It sought to shed light upon the scourge that is called syphilis and to prevent spread of the disease thru discussion of it and thru the horrors of case examples. At the time it was

written it was important because it did center attention upon a politely verboten subject, because it did open the way to honest discussion. But, as may be gathered, it was important as a social document rather than as a play.

Now its use as a social document is gone; *The News* campaign, if nothing else, overwhelmingly proves that. And as a play it is a sad and rickety affair, presenting the best sentiments in the worst possible way. Its dull recital of how Georges Dupont found that he was diseased, was warned by an upright doctor, married anyhow, and saw the sins of the father literally visited upon the children, is triste and uninspired hack-work, made even harder to take by the frequent occasions upon which Brieux gave up even the pretense of writing a play and had the doctor indulge in long lectures aimed directly at the customers. That may have been for the customers' good, but it would have been fairer if the piece had been put into a lecture hall rather than a theater.

Brieux, despite his intentions, was a hack writer, lacking entirely the dramatic ability and, indeed, the genius of Papa Ibsen, who had earlier elected, as you don't need to be reminded, to write on the same subject. The result was that, while Ibsen wrote a powerful, moving and tremendously effective play, Brieux produced a shoddily written tract. Even the best intentions in the world can't excuse that—at least in a theater.

All of the play's weaknesses are ruthlessly spotlighted in the glare of modernity. And the production, a cheap and hurried affair, could make even a much better play seem worse. The players, laboring under the direction of Henry Herbert, join with the production in emphasizing the obvious defects of the script. As for Mr. Herbert himself he not only directed but also did the present adaptation and cast himself in the leading role, that of the doctor. In view of the fact that he wrote the words, it is all the more surprising that he manages to remember so few of them.

ROOM SERVICE

(Continued from page 23)

for a couple of seasons, and at one time achieved the rather parlous dignity of a trout in Philadelphia; obviously, it has been tinkered with and rewritten. Put in its rewritten version it gives a chance for a director and a cast to go gorgeously goofy in the best farce tradition—and that's all that Mr. Abbott and the members of what seems to be the George Abbott stock company ask of any play.

The thing starts off amusingly enough in the first act, tho' not so uproariously as one expects; in the second act it hits a high farce clip, and in the third act it surpasses itself and almost all other similar plays by staging a whirlwind mixture of magnificent idiocy that makes even Billy Rose's plans for a personal World's Fair seem like the calculations of a conservative member of the Union League Club. That is eminently as it should be—the most plays unfortunately reverse the procedure—and Mr. Abbott has made the most of it. He starts at a tempo unusually slow for an Abbott farce production, builds thru his entire second act, and in the third lets all hell loose for the delectation of customers at the Cort. As Gregory Ratoff once remarked in a similar play, it is, in two words, terreecific.

If a befuddled but enthusiastic reporter were to attempt to go with anything like thoroughness into the intricacies of the plot he'd end up as crazy as the characters at the Cort. Enough to say that it's all about Gordon Miller (there's a theatrical name for you), shoestring producer, who has a play in rehearsal for seven weeks, no less—and who has quartered himself, his faithful henchmen and his hungry cast in the White Way Hotel because its manager happens to be his brother-in-law. There, with a backer expected momentarily, a \$1,200 bill is run up—and Mr. Miller's troubles begin when a supervisor of the hotel chain begins to go over the books. How

he stalls him off until a backer is found, how difficulty piles upon difficulty (Mr. Miller at one point remarks, "I'm like Hercules in the stable. I think I get everything cleaned up and then I turn around and there's some more of it"), and how the stupefied and belligerent hotel supervisor finally finds himself an unwilling and peculiarly infernal angel—all of that must be seen to be enjoyed or even believed. It is, you can take my word for it, eminently worth seeing.

A generally grand cast works the cockeyed comedy to the limit, with a reporter's heartfelt thanks going out to Philip Loeb, whose frozen-faced and mildly lugubrious director becomes, thru Mr. Loeb's efforts, the play's grandest nut character; to Eddie Albert, who makes the hick playwright a human and ingratiating guy; to Teddy Hart, who plays a hanger-on with the fiendish earnestness of a crazed Mickey Mouse; to Philip Wood for his authentic and harried potential angel; to Alexander Asro, for his madly delightful Russian actor who turned waiter; to Cliff Dunstan, for his properly played-down hotel manager; to Jack Byrne, for his genial bill collector, and to Hans Robert, for his hotel doctor.

It has long been my hunch that Sam Levene, who plays the producer, is a type rather than an actor, and Mr. Levene does much to bear out my hunch at the Cort. He does a good enough job as the harried Mr. Miller, but—the role being somewhat outside his own rigid type limitations—never the job that one constantly imagines might have been done. On the debit side of the ledger—but almost unnoticed in the general madness—score Donald MacBride's wildly overemphasized hotel supervisor, Betty Field's sweepingly ineffective and amateurish ingenue, and Margaret Mullen's actress who, in the midst of the mad farce melange, manages to suggest that Miss Mullen is suffering from delusions of Lady Macbeth.

Those things, tho, don't matter; it's a grand evening at the Cort. Quite evidently, I prepared my lineup of the season's 10 best plays just a week too early; add *Room Service* to the list.

Just one thing, tho, still puzzles me: what was Equity doing, allowing that cast to rehearse for seven weeks without pay?

CHORUS EQUITY

(Continued from page 22)

house cabaret and were not paid. The answer seems obvious. Join the Chorus Equity. If Chorus Equity had the 100 per cent membership in presentations and in cabarets that it has in the legitimate theater it would then be in a position to insist on a salary bond. The Chorus Equity can go 90 per cent of the way in helping you—the other 10 per cent you must travel yourself. The council permits chorus members working in cabaret and presentation to pay current dues to place themselves in good standing, a little over 23 cents a week; it permits new members to come in at a much lower initiation fee than is charged in the legitimate. The way has been made easy for you. Follow it.

Do you hold a card good to November 1, 1937? Remaining in good standing is your responsibility. In mailing dues to the office do not send cash; send a money order or check made payable to the Chorus Equity Association.

DOROTHY BRYANT,
Executive Secretary.

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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 572, Cincinnati, O.

Singapore, S. S.

To the numerous praises of *The Billboard* I wish to add mine, which I mean from the bottom of my heart. It is always the happiest day when that rare and eagerly awaited copy of *Billyboy* arrives. Born and bred under the white tops, son of an old circus trouser and being in the same profession for more than 16 years, naturally I am interested to know what is happening in show business on the other side of the ocean, and the only possibility is *The Billboard*. It may mean nothing to the local amateurs, but it means a lot to me. The professional artist has been driven away from the Orient by cheap amateurs who are not interested in anything except to obtain a date and get something in payment for it. Recently a trio of amateurs appeared at a hotel here, beginning with \$50 for the first week, were offered an extension for another week at \$25 and remained for the third week for board and lodging. And it would have made a professional flush red with shame to hear the remarks passed among patrons of the hotel. Is it fair to those artists who toil and practice day in and day out for the betterment of the profession and with only one ambition, to please the public? And when I approached one of these amateurs with a copy of *The Billboard* he did not display any interest in it and went as far as to say that it did not interest him what other artists in other parts were doing. Of course one might say, "What are the managers and proprietors doing about it?" The idea of every manager in these parts is to obtain the cheapest artist, regardless of what he does or what he uses, and real talent is of no value to him unless he is able to have it cheap. There still remain several hotels, clubs and cabarets that realize the value of good professional artists and a swell show, but these are few. Vaudeville has absolutely disappeared from the stages of the Far East with the exception of Manila, P. I., where it is presented regularly with combined native and American talent. Carnivals have gone with the exception of one, Tait's. Circuses are gradually disappearing and the remaining few are badly in need of good artists. Unless something is done to restore flesh shows they will fade away entirely from the East. Managers, agents and artists must fight hard and co-operate with one another to restore flesh shows to every city and country in the world, and there shall always be a hearty response from the public in any part of the globe. And in the meantime, while I am waiting to give a helping hand for the improvement of brother artists, I may always be found on a hot afternoon lounging on a long rattan chair engrossed in the latest copy of *The Billboard*, the only faithful and dependable friend of the show business and every professional performer.

TONY MOSKOVITCH.

Jacksonville, Fla.

As a unit producer for the past five years I have heard many unpleasant things said about bookers of unit circuits in the \$125 and \$150 class, complaints being that jumps are tremendous, there are bad p. c. dates and poor routing and that some producers do not pay off. Having produced units in this class for the past five years, I'll go on record as saying that four out of five times it's the show's fault. Bookers stay up nights trying to figure ways and means to get theaters to play this type of unit. They route it the best they can to avoid layoffs. Most dates are salary and if any producer fails to pay off he is chiseling, as I know from experience that the weekly average gives a man plenty to pay off with and a reasonable profit. This is my 35th week of the season with 10 more to go. I have contented people and most of them have been with me all season. I've worked for the four largest bookers of this type of show and have found all of them

Puts Up Paper For Bookers of Unit-Type Show

honest, reliable and always doing their utmost to promote this type of show. So, I say again, this business is just what we make it. Routes are submitted and if we don't want them we don't have to take them, so why blame the bookers? ART GLEASON.

New York.

It is interesting to note the elaborate defense mechanism that radio has built up against the initiation of television. Whereas the motion picture industry was almost completely reconstructed when the sound was initiated, radio will find very little cause for concern. Instead of building up personalities which would be sensational only thru the medium of the airwaves, radio has developed stars which have been seen thru the stage and screen. This, of course, has been seen ever since the inception of the various artists' bureaus, which work in conjunction with the studios and which give the performers a chance to get personal experience with the stage. It might not be tomorrow that television will be accepted as an everyday medium, but when it does arrive radio will be all set to continue en masse, with few reservations.

He Declares Radio Well Set For Television

SEDLEY BROWN.

Ithaca, N. Y.

I read with interest the letter in *The Forum* of May 15 from Henry H. Walker regarding dates of old shows playing Winsted, Conn. Having made Winsted two years, I thought perhaps I might have some information of interest regarding dates and show.

When Sautelle Circus Showed Winsted, Conn.

Sig Sautelle's Circus showed in Winsted on Monday, July 5, 1897, and also on Thursday, September 12, 1912. The show in those seasons traveled by wagon and performers and musicians slept and ate breakfast in hotels. In 1912 the show's hotel people made a night drive into Winsted from Litchfield, Conn., because of not being able to get hotel accommodations for the whole troupe in Litchfield. Hence we arrived in Winsted on the night of September 11 and put up at the Beardsley House. I don't remember whether the whole troupe stayed there, as we had a large company of hotel people and sometimes the troupe was put in two or three hotels. At any rate, if the Beardsley House is still operating and the hotel register for 1912 can be located the names of the people connected with the show that season will be seen. I was on the show both years mentioned and the dates are correct.

F. M. FARRELL.

Tin Pan Alley Going Highbrow?

THE fetish for appropriate names and titles, even descriptive nicknames, has always been characteristic of personalities in show business. Here, more than anywhere else, individuals are sensitive to the fact that certain names bring forth associations or connotations, so much so that Shakespeare's implied belittling of the subject with the phrase, "What's in a name," is no longer taken seriously despite its pleasant cadence. This sensitivity on the part of show business is not limited to individuals but has reached out into its various branches.

The popular music industry, in particular, is showing a greater consciousness. An industry whose history reads like a Horatio Alger yarn and whose annals are replete with sentiment and colorful interludes is now shying away from the term "Tin Pan Alley," a phrase which is credited to Monroe H. Rosenfeld and which to Broadway is securely bound up with the halcyon days of the Stem. With 99 per cent of their tunes having to do with sentiment, love and heart throbs, the ill-advised music makers have the callousness to consider dumping what is perhaps their most sacred heritage and what still continues to be one of their most important sources of publicity.

Intellectuality was never considered one of the strong points of the tune purveyors. Since the '90s, when the Alley—then on 28th street—echoed with melodies concocted for the public, the boys have revealed in their designation as Tin Pan Alleyites. Their genuine Bohemianism has apparently been affected by the Hollywood gold rush and a constant flow of dividends from ASCAP.

The tipoff that the industry was edging away from the hot polloi really came when the song pluggers adopted the handle of "Professional Music Men." Maybe Avon's Bard was right when he said, "What's in a name."

Calls O'Brien Marvelous as a Circus Fixer

that. He belonged to almost every fraternal organization except the WCTU, although he was a teetotaler and held no brief for liquor among his employees. He had the Side Show on the Campbell show as well as being adjuster. Many times was I called to assist in my medical capacity to settle claims of accidents to patrons during the season, and his cleverness in "explaining" to would-be shakedowners was a marvel to me. I thought he must have been a very clever lawyer, but all he knew about law was to know the loopholes thereof. Have lost track of the venerable and likable old Jack but will never forget him and his old gray horse, Higgins, and buggy when he drove uptown before the parade. "Them were the days."

T. S. CROSBY, M. D.

New York.

I have read the article with a May 8 dateline in the May 15 issue of *The Billboard* concerning the activities of my client, Elsie Maria Troja. The article itself contains a correct account of Miss Troja's position in connection with her charges made by the Anti-Nazi League. However, I wish to call your attention to the heading over the article wherein it states: "Elsie Troja Denies Pro-Naziism." I wish to make it clear to you that our only concern is whether or not Miss Troja employs the radio as the means of disseminating the political doctrines of New Germany. This she has denied in no uncertain terms, but at the same time nothing therein is to be construed as a statement on her part as to her personal political beliefs.

Anent Personal Political Beliefs Of Miss Troja

MITCHELL D. SCHWETZER.

I have watched with increasing interest public reaction to vaudeville in Denver. The Tabor and Center theaters are offering each other keen competition, and from my observation both theaters seem to be profiting by their experiment. It has been well over three months that this branch of entertainment has been accepted by Denver theatergoers. Both theaters have been presenting well-balanced bills consisting of five acts, which undoubtedly tends to substantiate my contention that real vaudeville can revive the public's interest if wise showmen will be progressive and gamble like true sportsmen. Judging by the talent presented, there are still many good standard acts available. We have had the pleasure of a few that were good for sore eyes, so to speak, and many that were familiar during

How Denver, Salt Lake Fare In Vaude Return

years when vaudeville was in vogue. Salt Lake City also is playing many of these acts on a split-week policy and has even been running vaudeville for a longer period than Denver. No doubt many cities have tried to revive vaudeville but have dropped the policy too hastily without considering the standpoint of merit and variety in acts. I never could swallow that alibi, "There are no good theater acts to go around." If enough theater managers would open their houses to vaudeville again thousands of standard acts would pop out of nowhere, respond to the call and unpack their makeup boxes that have stored away for the past seven years. Surely seven years would not render the real vaudeville artist less capable, nor add too many gray hairs, nor cause their jokes and chatter to be old-fashioned. If they did I do not think the public would be conscious of it when it has to bear up under some of the antiquated jokes that come over the air waves night after night, jokes and chatter that were wows when grandma and grandpa were going to shows.

43d YEAR

The Billboard

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publishing office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLIX. MAY 29, 1937. No. 22

J. PARRELL BROWNE.

Saranac Lake

By JOHN C. LOUDEN

Mary C. Louden celebrated another birthday last week and was well remembered by her patients and friends here.

Jack Edwards responded favorably to the phrenic operation last week and is showing improvement.

Irving Wilbur is our latest guest-patient. He is from New York and was formerly manager of Loew's Burland Theater in the Bronx.

Sal Ragone left the lodge last week to spend a few days with friends and relatives in New York.

Brian Tracy responded successfully to the pneumothorax operation last week and is making excellent progress.

Camille Carpenter, who has been curing here for the last 10 months, has received her okeh papers and will leave shortly for her home in Boston. Clara Coveney, Rose McIsaac, Mary Doherty and James Hayes—all buddies of Camille's from Keith's Theater, Boston—spent a pleasant week-end visiting here and making arrangements for Camille's homecoming.

Dr. Werner Muhlfelder, popular Will Rogers Memorial Hospital interne, left for New York last week, where he will welcome his parents, who will arrive from Germany to spend a few weeks' vacation with him.

Write to those you know in Saranac Lake.

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

Parcel Post

- Claussen, Theo M. 100
Dare-Devil Daniel 50
Evans, Robert Lee 50
Craft, Don, 10c

Ladies' List

- Abbott, Mrs. Fay
Ainsworth, Gertrude
Akins, Alice I.

- Kuhn, Mrs. E. P.
Ryle, Ben
LaBass, Patsy
LaClende, Amy Lee

- Lamouraux, Eva
Laudrum, Mrs.
Lang, Mrs. Joe
Lathie, Mae

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Ravlings, Mrs.
Ray, Claire
Ray, Mrs. Robert
Ray, Olga

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Crane, H. W.
Coolie, H. W.
Cooper, Alzie

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Duncan, Guy M.
Duncan, Mac
Dunlap, O. F.

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

- Grabo, Michael
Grabbs, Louis
Grady, Kelle

- Bachor, Mrs. Earl
Bachori, Mrs. Billie
Barnett, Mrs. Edna

- Reynolds, Vera Janet
Rhinhardt, Ollie
Rhodora, Jade

- Warren, Mrs.
Watson, Mrs. Pauline
Watson, Mrs. F. H.

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

- Bass, Lue Veda
Bath, Mrs. M. H.
Baxter, Dorothy

- Reynolds, Vera Janet
Rhinhardt, Ollie
Rhodora, Jade

- Warren, Mrs.
Watson, Mrs. Pauline
Watson, Mrs. F. H.

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

- Bills, Nellie
Bliss, Harriet
Boswell, Mrs. B.

- Reynolds, Vera Janet
Rhinhardt, Ollie
Rhodora, Jade

- Warren, Mrs.
Watson, Mrs. Pauline
Watson, Mrs. F. H.

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

- Clark, Hazel Mae
Cleaveland, Mrs. Geo.
Clifton, Mrs. W. L.

- Reynolds, Vera Janet
Rhinhardt, Ollie
Rhodora, Jade

- Warren, Mrs.
Watson, Mrs. Pauline
Watson, Mrs. F. H.

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

- Conway, Mrs. Harry
Cook, E.
Cook, Mrs. O. S.

- Reynolds, Vera Janet
Rhinhardt, Ollie
Rhodora, Jade

- Warren, Mrs.
Watson, Mrs. Pauline
Watson, Mrs. F. H.

- Wilson, Mrs. Tex
Wilson, Right
Whitford, Bette

- Connelly, Lawrence
Conrad, George
Cook, Richard

- Dudley, Dick
Duke, L. E.
Duncan, Franklin

- Golden, Jimmy
Goldie, E.
Golub, Edward Wm.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The Final Curtain

ANDREW—John R., 53, former circus man, at his home in Springfield, Ill., May 21. He had been in the amusement business for many years, entering it in 1904 as treasurer of Harris' Nickel Plate Circus. In 1905 he was assistant treasurer of Great Wallace Circus; winters 1905-'13, manager of theatrical attractions; 1908-'18, treasurer Hagenbeck-Wallace; 1918-'23, assistant auditor and Canadian manager of Caldwell's Pepsin Syrup Company; 1923-'24, manager F. M. Harvey's Minstrels; 1925, auditor John Robinson Circus; 1926, superintendent of door on Sparks Circus; 1927, secretary Sparks Circus; 1928-'29, manager Rusco & Hockwald's Minstrels; 1929, secretary-treasurer of Rubin & Cherry Model Shows; 1931, secretary Downie Bros.' Circus. Lately he had been in the employ of the Illinois State government. He was a member of Masonic bodies in Monticello, Bloomington and Springfield, Ill. Survived by widow, Dottie Julian, former bareback rider with various circuses; two sons and a daughter.

BERRY—Noah Webster, 86, father of Wallace and Noah Berry, screen actors, in Hollywood May 19.

BRUCE—Daniel Francis Vincent Flynn, 57, retired actor and vaudeville headliner, at Glendale, Calif., May 17. He had appeared in road shows of George M. Cohan's plays.

BUNN—Vince, 38, advertising director of the Royal Theater, Philadelphia, after an illness of several months at his home in Philadelphia May 12. His widow and two children survive.

CHALMERS—Donald, 58, musical director of the Ocean Grove Auditorium for 20 years, at his home in Wannamassa near Asbury Park, N. J., May 17. He appeared with Mme. Schumann-Heink in a nation-wide tour in 1912. He had also made solo recordings for the Edison and Victor companies 20 years ago. He leaves a wife and daughter.

CONKLIN—Mrs. Margherita, 45, wife of Chester Conklin, former screen player, May 15 in Los Angeles.

DEBOAME—W. Truman, 60, former legit actor, at Presbyterian Hospital, Waterloo, Ia., May 4. He was for a time producer of stage plays at the Waterloo Theater. Survived by his widow, Viola M. DeRoame, former actress.

DREW—Cy, 29, auto racer, killed May 16 in Wisconsin State Fair Park, West Allis, Wis., when his midge car hit a bale of hay placed on the track as a marker. Survived by his widow, a daughter, his parents, a brother and three sisters.

GANTVOORT—Arnold J., 69, nationally known music teacher, at his home in Los Angeles May 18. He was particularly an authority in the field of harmony and was on the staff of the College of Music in Cincinnati for 28 years. Born in Amsterdam, Netherlands, he came to the United States in 1876 for the Philadelphia Centennial celebration. He was the author of a model music course used in public schools in Philadelphia, Detroit, Chicago and other cities. For four years he was president of the Ohio Music Teachers' Association. He was also at one time president of the National Education Association and of the Music Teachers' National Association. He was selected to represent the United States at the International Music Conference held in Italy before the World War. Surviving are his widow, Mrs. Nettie Gantvoort, and a son, Herman, who used to be a prominent theatrical producer. Funeral in Los Angeles.

HALL—F. Jeanette, 84, May 17 at her home in Monroe, Mich. She was for many years a teacher of music at the Cincinnati Conservatory of Music and organist for Cincinnati Music Hall Orchestra. She also served as supervisor of music in Denver schools for 20 years. Burial at Cleveland, her birthplace.

HICKMAN—Guy, 57, well-known comedian, at his home in Chicago May 19. He was associated for over 30 years with Jack Bessey in the operation of the Hickman-Bessey Company, which toured the Middle West. Survived by his widow, Belle Hickman, who was the leading woman for Hickman and Bessey for many years; a brother and sister, two daughters, one of whom is Gullynn, leading woman of the Federal Theater in Peoria, Ill. Funeral at Bentley Funeral Parlors, Chicago. Body was shipped to Centerville, Ia., for burial.

LOTT—H. Stokes Jr., 38, radio writer, motion picture director and performer

for WOR, Newark, N. J., May 18 in Switzerland after a long illness. He was a Presbyterian minister before he became engaged in advertising and editing. After a period as motion picture director, he became associated with WOR, originating the Martha Deane program. He leaves his wife, son and three sisters.

MAGANN—John B., 52, former owner of motion picture theaters in Somerville and Quincy, Mass., suddenly in New York May 15 while attending a convention. Magann was sales manager for the Warner Bros. Motion Pictures of New England for the last 22 years. Leaves his wife, Mrs. Helen Magann; a sister, Mrs. Edward Galvin, Cambridge, Mass., and a brother, Frank P. Magann, Belmont, Mass. Body was shipped to his home at Belmont for services. Interment in Blue Hill Cemetery, Braintree, Mass., May 18.

MARRET—Georges, well-known French film producer, after a long illness at his home in Champagne, France, May 9.

MITNICK—Emma, wife of Louis Mitnick, assistant stage manager of the Loew-Globe Theater, Bridgeport, Conn., and one of oldest theater attaches in Connecticut, in Bridgeport May 13 after a long illness.

NOLAN—Robert, 50, veteran showman, at Beaumont, Tex., May 10. Nolan was with Gold Medal Shows for a number of years and at the time of his death was prepared to go with Dodson's World Fair Shows. Survived by four children and two brothers, one of whom is with the Jefferson Amusement Company.

PAYNE—Alfred T., 89, father of Louis Payne, actor, and father-in-law of Mrs. Leslie Carter, May 14 in Hollywood.

PEARSALL—Mrs. Eleanor Julian Betterton, 87, known professionally as Nellie Glover, May 17 at her home in Tenafly, N. J. She had appeared in the theater for about 15 years following the Civil War. Her father was Howard Glover, English composer and music critic, and her grandmother was Julia Glover, English actress. Mrs. Pearsall made her debut in England at the age of 16. She was a member of the Augustin Daly Company for two years, appearing at the Academy of Music and the Grand Opera House in New York. She leaves a daughter, son, sister and brother.

REX—Mrs. Ada G., 54, well-known colored actress, May 12 at Mercy Hospital, Philadelphia, where she had been confined for four weeks after an illness of two years. She starred in the Williams & Walker show which toured the world in 1905, was featured in the *Darktown Follies* in 1915 and returned to the stage in 1933 to appear in *Green Pastures*. Her husband, Dr. Sterling Rex, survives.

ROBINSON—Louis B., 76, former acrobat with P. T. Barnum, of heart attack at his son's home in Holyoke, Mass., May 15. Robinson began training for his circus career at the age of 5, and when 10 started out with the John Murray Circus. Later he was with the Van Amburg and Nathium shows. His widow and six sons, Louis, Fred, George, Arthur, Edward and Clarence, and two daughters, Mrs. Florence MacMillan and Mrs. Laura Hannon, survive. Funeral at his home in Belchertown, Mass., with burial in Mt. Hope Cemetery there.

RUTHERFORD—James H., former manager of the Old Regent and Strand theaters, Lansing, Mich., May 15 after three years of lingering illness. Rutherford was formerly with Ringling Bros.' Circus as manager of clown acts. Survived by his widow, Lottie. Funeral and burial at Saginaw, Mich.

SCHMIDT—Otto E., 55, owner of the Grand Theater, Salem, Ore., at his home there May 6 of a heart attack. He began work in the theater business 40 years ago in Chicago. Survived by widow, Mrs. Ruby Schmidt; his son, Loring; three brothers, Lyle and Keith Orvis, of Stockton, Calif., and Worth Orvis, of Billings, Mont., and a sister, Mrs. C. B. Higgins.

SOUSA—John Philip Jr., 56, son of the famous bandmaster and composer, the late John Philip Sousa, suddenly at his home in La Jolla, Calif., May 18. Survived by his mother; his widow, the

former Eileen Adams; three daughters, Mrs. Eileen S. Beauchamp, Priscilla and Nancy Sousa, and two sons, John and Thomas.

STANBRIDGE—George H., 72, retired stage carpenter known as "Uncle George" by theatrical folk, at his home in Gates Mills, O., May 16. Born in Randall, O., he started as a youth as a stagehand at the Academy of Music, Cleveland. Later he served at the Opera House there under the late Gus F. Hartz; at the Colonial, under the management of the Shuberts; at the Star Theater, under Drew and Campbell, and at the Priscilla Theater until it was razed. Survived by a widow and one daughter, Mrs. Gertrude S. Bolsom. Buried May 19 in Cleveland.

STAPLES—Marloe, 20, aerialist, in Los Angeles May 17 of a fractured skull received May 2 when she fell 30 feet to a theater stage. Survived by her husband, Alfred J. Staples; her parents, Mr. and Mrs. Sidney Willey, and two brothers, Sidney Jr. and Leslie. Funeral from Pierce Bros. Funeral Home, Los Angeles.

STRINE—John Edward (Paddy), 67, former circus slack-wire performer, May 15 at his home in New Philadelphia, O. More than 50 years ago he toured the country with Sun Bros. Circus, and at the 1893 World's Fair at Chicago he was one of the featured midway attractions. Until his retirement about five years ago he continued to play celebrations, street fairs and indoor circuses. His widow, three brothers and three sisters survive. Funeral services at his home and burial in East Avenue Cemetery, New Philadelphia.

THOMAS—William H., 78, father of Harry C. Thomas, outdoor attraction agent, and Walter C. Thomas, of Acme Film Distributing Company, Pittsburgh, May 15 at his home in Pittsburgh. Interment in Uniondale Cemetery, Pittsburgh.

VERNON—Jules, 66, ventriloquist, in Los Angeles May 18. Because of failing eyesight he had not been active for some time. Funeral in charge of Masonic order at the Los Angeles Crematory May 21.

WOOLNOUGH—James, 70, former legitimate actor, lately with Federal Theater Project in Los Angeles, recently in that city. Funeral May 21.

Marriages

BERT-WHITE—Harry Bert, superintendent of tickets with Barnes-Sells-Floto Circus, and Diane White, performer and daughter of Mr. and Mrs. John White, also of the show, at Reno recently.

BRENT-WORTH—George Brent, film actor, and Constance Worth, Australian screen actress, in Mexico May 17.

DAVISON-MILTON—Bill Davison, trumpet player, to Vera Milton, dancer, May 10 in Chicago.

DICK-VON HARTZ—Fred Dick, employee at NBC Studios, Hollywood, and Friedrika Von Hartz at Yuma, Ariz., May 15.

ECKERT-GARRITY—William S. Eckert, radio actor associated with a Cincinnati radio station, to Patricia M. Garrity, daughter of John J. Garrity, executive for Shubert Theaters, May 16 in Chicago.

GLASS-COLMAN—Dr. Edwin B. Glass and Irene Colman, actress, in Mexico May 15.

GOLDBERG-MARKETT—Louis Goldberg, RKO Theater executive, and Mrs. May Markett, nonprofessional, at New York May 12.

GOULD-MOSHEIM—Howard Gould, son of the late Jay Gould, and Margaret Mosheim, German actress, May 15 at Klagenfurt, Austria.

LEHMAN-ANDERSON—Prof. Benjamin H. Lehman and Judith Anderson, stage actress, at Kingman, Ariz., May 18.

MCQUIRL-BARTON—John Stanley McQuirl, professionally known as Jack Adams and at present associated with the Fred Norman Vaudeville Agency, Montreal, to Marie Barton, Miami, in that city May 16.

MATTERN-HARVEY—James J. Mattern, flyer, and Dorothy Harvey, showgirl, in Chicago May 18.

POLLACK-ROSINE—Gabe Pollack, former president of Scenic Artists, Local 621, Hollywood, and Esther Rosine, studio makeup artist, in Nevada May 14.

STEELE-MORTON—Fred Steele, Universal film executive, and Mildred Morton, nonprofessional, at Las Vegas, Nev., March 17, it has just been learned.

Coming Marriages

Vernard L. Gordon, Boston nonpro, and Mary A. Bishop, Boston entertainer, soon.

Edward J. Carroll, Boston theater manager, and Mary L. Toomey, nonpro, of Cambridge, Mass., soon.

Paul Hosier, publicist, and Grace Ford, film actress, in Juhe on the West Coast.

Births

An eight-pound daughter, Geraldine, to Mr. and Mrs. Gerald Harrison May 15 at Belmont, Mass. Father is public relations chief of the Yankee (WNAC) and the Colonial (WAAB) networks, Boston.

To Mr. and Mrs. Jack Gertzman an 8-pound 10-ounce son in Los Angeles May 19. Father is assistant cameraman at MGM Studios.

Divorces

Mrs. Betty Brown, concessioner with the Yellowstone Shows, from Lester Brown, boxer, formerly with the Tidwell Shows, at Altus, Okla., May 14.

Oliver Hardy, film comedian, from Myrtle Lee Hardy at Los Angeles May 18.

Frederick Van Doren, owner of the Hamilton Theater, Waterbury, Conn., from Ethel Schuttska Van Doren in Waterbury recently.

Adrienne Barton from Charles B. Barton, screen director, in Reno recently.

Schumann Show Opens 21st Season

COPENHAGEN, May 17—The Circus Schumann has opened its 21st season in Copenhagen with a big bill, including the Maurice Colleano Family, tumblers and acrobats; Aussie and Czech whip crackers; Reinsch Brothers, jockeys; Monroe Brothers, trampolines; Regina and Jean Strassburger, high-school horses; Four Berosinis, perch; Charles Hessel, comedy roller skater, and the Cairo Trio, clowns.

The De Long Sisters, American acrobats; Four Urbains, equilibriumists, and Rebla, juggler, are at the National Scala. The Four Asgards, teeterboard tumblers, are at the Valencia. The two Abdelys, bounding trampoline, and the Frediani Brothers, acrobats and tumblers, are at the Tivoli Gardens.

The Circus Bell is touring Denmark with a bill including the Four Aseveras, high-school horses; Theada Sisters, aerial; Albertinis, perch and tumbling; Bell elephants; Four Ellerks, jugglers; Raja and Ranjo Four, contortionists-equilibriumists; Two Hallans, hand-to-hand balancers; Four Angelos and the Alfredoos, clowns.

Roster of R-B No. 2 Car

PHILADELPHIA, May 22—The roster of Advertising Car No. 2 of Ringling Bros. and Barnum & Bailey Circus includes W. C. St. Clair, manager; Mark Wisheart, boss billposter; Eddie Jackson, steward; James Kennedy, Henry Riley, P. Kingman, Joe O'Hara, Jack Chandler, R. Longo, Thomas Colligan, Jack Rosenheim, lithographers; Bobby Johnson, cards; Thomas Connors, Richard Connors, Roy Hlatt, Guy Blodgett, James Judge, Dixie Green, billposters, and Jess Shallcross, pastemaker.

Vanderburg Show Files Articles of Incorporation

WHITEWATER, Wis., May 22—Vanderburg Bros. Circus, which opened season May 15 at East Troy, Wis., recently filed articles of incorporation with a capitalization of 200 shares of stock at \$10 each. Mrs. Zella Hall recently sold a half interest in show to Lew Christensen, Sheboygan, Wis., who is accompanying show with his wife. The Christensens had an act of their own for many years.

Bonnie Hall, daughter of Mrs. Hall, will join show after school closes with her trained-dog act.

LETTER LIST

(Continued from page 32)
 Foster, Doc
 Freeman, Bob L.
 French, Charles B.
 Goad, Dude
 Gordon, The Great
 Grant, Sol
 Harding, Steve F.
 Haun, Eddie
 Henderson, Tommie
 Hodges, Joe
 Holland, Oet

Lonnon, Richard J.
 Leonard, Jack
 Lewis, Malcolm
 Love, Carl
 Mason, C. H.
 May, L. M.
 Murray, Mike
 Murphy, Mike
 Ogle, Joe Douglas
 Phillips, Harry
 Pike, Blackie
 Porter, Pat
 Powell, Speedy
 Purtilot, Wayne

Roach, Charles J.
 Rohn, T. W.
 Russ, Charlie
 Sadler, Harley
 Sewell, C. M.
 Skidmore, A. L.
 Sims, J. Wilmer
 Soosa, Joe H.
 Spencer, Charles C.
 Stanley, Clipper
 Stanley, Mike
 Stark, Mack
 Stoiber, Tex
 Thompson, Thomas
 Topping, James F.

Twohouse, Chief
 Vail, George
 Virtue, Harold R.
 Wade, Adrian
 Warbarten, Rex
 Wagner, Robert L.
 Warner, Joe
 Williams, Bob
 Wilson, Ed L.
 Wright, H. F.
 Zonnyville, M.

Large Crowd Attends PCSA Indoor Show

LOS ANGELES, May 22.—A large crowd, including members, Ladies' Auxiliary and their guests, attended the last of the winter indoor entertainments staged by the Pacific Coast Showmen's Association at the clubrooms here last Monday night. The affair, promoted by R. S. Moyer and offering a splendid program of entertainment, arranged by L. K. Smith, vaudeville manager of a Federal Theater Project unit, proved one of the most successful ever attempted by the club.

Rex Van emceed the show and B. M. Doc Cunningham handled the introductions of notables preceding the event. Victor Banks, project electrician, set up the spotlights and color wheels, which added much to the setting. George Moran, partner of the late Charles Mack, of Two Black Crows fame, opened the show with an entertaining reminiscence of the period when the team was in vogue. Billie Mack, rag picture artist, in the second slot, created some remarkable pictures from colored rags and closed with a finely trained posing and hind-leg dog to some nice palm whacking. Jimmie Clark and Doris Whitmore pleased with several comedy songs and a refreshing bit of patter.

Dorothy Rogers, who just completed a picture at Paramount, garnered a big hand for her artistic offering tabbed Plyniesian Diversions. An oldtimer, George Bogart, of Sweeney, Alvido, Gorman Goetz minstrel fame, and Miss Gray begged off with a neat curtainer after presenting a fine comedy sketch. Three Show Steppers, Billie Reed; George Preston and Randolph Le Ferr, stopped the show with a swell dance number that this critical audience was loath to let go. Beulah Dorsey, concert violinist, received a tremendous hand for her rendition of several classic and popular numbers. Moran and Van appeared next in a takeoff from the Moran and Mack style with a swell assortment of up-to-the-minute gags done in a droll, unctuous manner. The noted Spanish Fiesta Orchestra, directed by Celestino Morales, was well received in the closer. Ethel Masters, piano, and Charles McDonald played the program other than the closing number.

HENDERSON, Ky., May 22.—L. J. Heth, of the shows bearing his name, upon his return here this week announced he closed contracts with Ben F. Anderson, secretary-treasurer Coles County Fair, Charleston, Ill., for the midway. Other fairs in Illinois now on the route are Harrisburg and Fairfield, Ill. The latter to be a free fair this year.

BEVERLY WHITE speaking:

After a record-breaking run over three railroads the Goodman Wonder Show pulled into Detroit Tuesday afternoon, May 11, for a stay of three weeks. The run was thru all kinds of grades, uphill and down, ranging from the Great Smoky Mountains to lake levels. Weather conditions have by no means been favorable for outdoor show business. Overcast skies have no doubt reduced patronage most materially. Detroit, however, is recognized as one of the best show towns in the country and every cloud has its silver lining. That keeps the show family in fine fettle and enthusiastic over the outlook. . . . On the way here many of our folk stopped to visit with the Sheesley Midway and also the Wade Shows, both of which were on the route of both train and trailers. In return, we have received calls from many others. Among these are Eric B. Hyde, of the Hyde Shows; Joe Decker, Ivan Jerzy Kohn, Dave Morris; John C. Reid, of the Happyland Shows, and last but not least, J. C. McCaffery, president of the Showmen's League of America. . . . New Octopus ride was erected and scored nicely from the start. Also the new Loop-a-Plane and pony track were added to the lineup. Another addition to the staff is Nicholas B. Stepp, of Asheville, N. C., who assumed charge of the bookkeeping department for the entire show. . . . In making the several lots around Detroit the show will move when the traffic is lightest. The Motor City is not incorrectly named. Nearly every street is as busy as the famous Michigan boulevard in Chicago.

DAVE CARROLL speaking:

The proper name "Guy" comes from the Celtics and means "sense." C. Guy Dodson has demonstrated that fact for over a quarter of a century in the outdoor show world. Prominently displayed on his desk where all can see and observe is a motto of Mark Twain's, "Always do right." This will gratify some people and astonish the rest. . . . It's a good rule to work with anyone who works with you. . . . Men are never so likely to settle a question rightly as when they discuss it freely. . . . There are occasions in life when hesitation is destructive—delay fatal. . . . Life has a way of being complex and full of surprises. Just when you think you have the perfect theory to fit the facts along comes another bit of evidence which

Trainer Sit-Down Striker

SYDNEY, Australia, May 7.—The animal trainer at Wirth's Circus caused a sensation recently when he staged a sit-down strike in the tiger's cage. He wanted to use lions in his act but the management decided on tigers, so he sat in the cage for some hours, guarded by two tigers, until the management conceded his wishes.

Quill Quips

destroys the pretty theory.—Mel G. Dodson, general agent. . . . Here is a bit of thought from C. Guy Dodson: "If we would only stop long enough to ask ourselves the question, 'What is the basic principle underlying this and that and will it help or hurt if we do it?' . . . We will at least know for a little while that there are some things that can't be done without doing more harm than good. . . . Widen your circle of acquaintance in the suggestion of Mel G. Dodson and try to see the other fellow's good qualities.

WALTON DE PELLATON speaking:

In an attempt to rescue his swarming monkeys from the tree tops behind Hilderbrand's midway, Roland Richards not only lost his dignity but became regaled with recollections. . . . Surrounded with attentive swains. June Pickard shrugs her beautiful shoulders as much as to say, "who's next?" . . . Mrs. John E. Castle came, saw, conquered and departed with O. H.'s goat. . . . We trust she will return it in the near future so tranquility may be restored upon the midway. . . . The artistic efforts on the part of Jack Clifford as the cookhouse poet has gained him the enviable title, "Midway Clown." . . . Charles Soderberg still insists upon taking his daily bath in spite of the fact he dives each night from his lofty pedestal into his soup bowl of water. . . . Jerry Mackey, the genial host of the privilege car, claims he is too busy to think about the ladies. . . . says you. . . . After the "War Department" arrived, Bud Cross settled down to normalcy. . . . 's too bad, Bud. . . . Should all of the waitresses go on a sit-down strike en route, Al Keenan would be like the boy lost in a Great Big City. . . . If you want to find out who is looney now all you have to do is listen to one of Danny Callahan's bedtime stories of far off Alaska. . . . Take any cluster of fair damsels on the midway in a huddle and you will discover Reggie Marrion in the center signing autographs. . . . Claude Barie claims he affects a walking stick for professional purposes, but we know better, it's old age creeping on relentlessly. . . . Slim Elmer will stand on his head on a motorcycle while circling his drome at 50 miles per hour any night for a quarter a look. . . . Falling in and out of love is the easiest thing Charles Marshall does, but he falls in faster than he falls out. . . . The Tommie Lees want the world to know they are hillbillies and not cowboys. . . . The Great Mogonigal, Dan Barnett, is hooked, roped and tied to an apron string and his title as No. 1 ladies' man is non compus mentus. . . . When better blushes are exhibited, Verna Seeborg will exhibit them, especially when the Boss of the Pickle Boat stops to chat a bit. . . . After flittering and fluttering for years, Stanley Cole finally settled down to a steady job, and what's more is doing good. . . . atty boy, Stanley! . . . Larry Gale frankly confesses he likes the business; he should, for he is a go-getter when it comes to accumulating bank rolls by the end of the season. . . . Inconspicuous and unassuming, the C. D. Coudens carry on in the midst of us without seeming to be one of us. . . . Jimmy Heller opines cigars during the winter are a luxury, nonessential, nevertheless enjoyable. . . . how about a butt, Jimmy? . . . Art Anderson claims when better concessions are built he will build them. . . . Everybody's sweetheart, Jean LaVella, carries on to the acme of perfection. . . . I tank I go home now, Delbert O. McCarty as the show nears Marshfield, Ore. . . . Eureka, which means "I have found it," and that is what the show expects to do from Eureka on.

WALTER D. NEALAND speaking:

Mrs. Annie Gruberg appeared in a new role at Decatur, Ill., May 17. It seems that a luckless youth was mobbed by dubious cronies a few weeks ago and the money his mother had given him to attend the Seils-Sterling Circus was thefted. When informed of the tragedy by Walter Hale, press agent, Mrs. Annie whistled for her limousine and sped to the lad's school, where, to his utter astonishment, she pressed passes upon him. The midget misses, Helen and Stella Royal, accompanied the Lady Bountiful, and by some strange co-incidence a photographer from *The Daily Review* was there to snap the happy picture.

"You missed the circus," Mrs. Annie said smilingly as the youth stood trembling and in awe, "but you won't miss the carnival."

"Gosh—gee, tanks," was the almost inarticulate reply. At Davenport, Ia., a tieup made by Walter Hale with the Peterson-Harned-Von Maur department store resulted in a real circus street parade. Mother Goose characters and floats furnished by the store were incorporated with show wagons, bands and performers. It was Saturday morning and the sun was out for the moment and thousands lined the downtown streets for the event, which was given wide publicity.

A real tribute was paid the show at Davenport over the radio when City Editor Bob Klauer of *The Davenport Times* arose to say that he didn't think press agents were especially pesty and that

business manager; Curtis J. Velare, concession manager; Walter H. DeVoyne, secretary; Mrs. Ruby Velare, treasurer; Jack E. Dadswell, publicity director; Sam Gluskin, special agent; Sam Smith, trainmaster; Vince T. Book, construction superintendent; Charles Davis, grounds foreman; Ed Nelson, chief carpenter; Nath. Nelson, chief electrician; Slim Soverby, head decorative painter; Fred Baur, mail and laundry man, and Dan Harrison, marshal. . . . In department of publicity also are Ed Squires, veteran radio entertainer; Ray Thompson, mechanical elephant; G. Richardson, sound truck and "Bama," sercrlight foreman. . . . Of especial interest in executive department changes is a new private coach divided into two modernistic and homelike apartments for Mr. and Mrs. Curtis J. Velare and Mr. and Mrs. Elmer J. Velare. Mr. and Mrs. Carl J. Sedlmayr have the same private coach they have used for two years, but innumerable improvements have been made in its accommodations and facilities. . . . Another highly interesting feature in Royal American organization is presented in the Dillon Hurt cookhouse. Virtually the same staff of employees who have been with "Peanuts" and Kitty for three years, Jack E. Emmerson, chef; Thomas L. Daniels, fry cook; George S. Thompson, pastry cook; Frank E. Guild, Roy E. Hunter, Floyd C. Nichols, Harry H. Nivers, Wilbur Kitner and Jackie Cruz, waiters; Flossie G. Palmer, cashier; Louis C. Fulgona, stockman; Noffie Q. Johnson, Joe Hunt and Louis Preston, yardmen; Clyde Sample, Benny Thomas and Jack Redding, kitchenmen; Jesse Palmer, Harold A. Hayes, Dave G. Durkee and Joseph W. Daniels, griddlemen; Carl H. James, night manager, and Elijah Black, night yardman.

Mrs. Kitty Hurt, treasurer, and Dillon Hurt, manager. The Hurts, during winter layoff, purchased a beautiful frame residence as well as one of the finest apartment houses in Tampa as an investment. . . . Among many new attractions is one framed by Cortez Lorow, well-known illusion show operator, entitled "The House of Torture." It is cleverly designed on the pit-show style and presents well-fashioned working models of some of the most historic forms of "third degree" torture both of medieval and ancient times. Mrs. Peggy Lorow is manager and Snap Wyatt assistant. Robert Millroy is machinist; William Wyatt, tickets, and Jerry Chaney, boss canvasman. In Lorow's extensive Illusion Show, "Streets of All Nations," "Pa" Lorow is manager; "Ma" Lorow, glass demonstrator; George Ringling, lecturer; Henry Scott, talker, with Lewis Stratton as assistant. Performers, Vera Duke, Alberta Mack, Jeanette Rollins, Rosa Rodriguez, Juanita Safrin, Leona Scott; Mrs. Jerry Ringling, mentalist; L. D. Collins, assistant glass-blower. Other performers, Emmet Gaynor, Robert Faircloth, Don Isabel, Bert Thornton, Wade Allison, John K. Safrin; Robert L. Wallace and O. J. Boner, tickets. Garry Collins, cook.

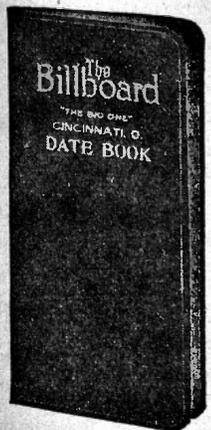
Mrs. Annie Gruberg appeared in a new role at Decatur, Ill., May 17. It seems that a luckless youth was mobbed by dubious cronies a few weeks ago and the money his mother had given him to attend the Seils-Sterling Circus was thefted. When informed of the tragedy by Walter Hale, press agent, Mrs. Annie whistled for her limousine and sped to the lad's school, where, to his utter astonishment, she pressed passes upon him. The midget misses, Helen and Stella Royal, accompanied the Lady Bountiful, and by some strange co-incidence a photographer from *The Daily Review* was there to snap the happy picture.

"You missed the circus," Mrs. Annie said smilingly as the youth stood trembling and in awe, "but you won't miss the carnival."

"Gosh—gee, tanks," was the almost inarticulate reply. At Davenport, Ia., a tieup made by Walter Hale with the Peterson-Harned-Von Maur department store resulted in a real circus street parade. Mother Goose characters and floats furnished by the store were incorporated with show wagons, bands and performers. It was Saturday morning and the sun was out for the moment and thousands lined the downtown streets for the event, which was given wide publicity.

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ACTS, UNITS AND ATTRACTIONS

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

A

Aarrens & Broderick (Casino Parisien) Chi, nc.
Abbott Dancers (Palmer House) Chi, h.
Abbott, George (Met.) Seattle, nc.
Abbott, Joan (Yacht Club) Chi, nc.
Adelet (French Casino) Phila, nc.
Adams, Billy (Uproar House) NYC, nc.
Adellita (Casa Valencia) NYC, nc.
Adler & Taub (Continental) NYC, re.
Adrian, Iris (Kit Kat) Phila, nc.
Alan & Anita (Cotton Club) NYC, nc.
Ali, Andeen (Uproar House) NYC, nc.
Allen & Kent (Earle) Phila, t.
Allis, Francis (Casino Da Unica) Rio de Janeiro.
Alvin, Don, & Co. (Lyric) Indianapolis, t.
Ambrose, Ruth & Billy (Blackhawk) Chi, nc.
Amminers, Ruth (Cocoanut Grove) Boston, nc.
Anderson, Ivey (Cotton Club) NYC, nc.
Andre, Janis (Paradise) NYC, nc.
Anthony & Rogers (Paradise) Milwaukee, t.
Antonio & Rene (Yumuri) NYC, nc.
Aristocrats, Four (Palmer House) Chi, h.
Arleys, The (Forum) Montreal, Que., Can., t.
Armando & Maria (Yen Ho) Boston, re.
Armstrong, Joe (White Way) NYC, N. J., h.
Ashburn, Harris & Yvonne (Essex House) NYC, h.
Audrey, Virginia (Ball-Ball) Chi, nc.
Aunt Jeimima (Loew) Montreal, Can., t.

B

Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.
Bacon, Faith (Warner) Oklahoma City, t.
Bailey, Bill (Cotton Club) NYC, nc.
Bailey Sisters (Lookout House) Covington, Ky., nc.
Baker, Bonnie (Lookout House) Covington, Ky., nc.
Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J.
Ballero, Mike (Mayfair) Chi, nc.
Bammert, George (Chicago) Chi, t.
Banks, Sadie (Old Roumanian) NYC, re.
Baplle & Lamb (New Yorker) NYC, h.
Baptiste Guyon (Park Central) NYC, h.
Barber, Hal (Flamingo Club) Orlando, Fla., nc.
Barclay, Les (Queens Terrace) NYC, nc.
Barnes, Lee & Nichols (McVans Club) Buffalo, nc.
Barnes & Steger (Famous Door) Boston, nc.
Barnett, Lorraine (Valhalla) NYC, re.
Baron & Blair (Astor) NYC, h.
Barr & Estes (Loew) Montreal, Can., t.
Barra, Cappy (St. George) Brooklyn, h.
Bartell & Hurst (Foursome Tower) Kansas City, Mo., t.
Barton, Mary (Jimmy Kelly's) NYC, nc.
Beekman, Jack (Yacht) NYC, nc.
Belin, Edith (Hills Grove) Providence, cc.
Bell & Grey (Major Revue) Detroit, nc.
Bels Hawaii (Golden Gate) San Francisco 26-June 1, t.
Bemis, Beverly & Billy (Paradise) NYC, re.
Beneto & Berry (El Toreador) NYC, nc.
Bennett, Ethel (Old Roumanian) NYC, re.
Beno, Ben (Swansea) NYC, nc.
Bentley, Gladys (Piccadilly) Phila, nc.
Benton, Larry (Mitchell's Playhouse) Chi, nc.
Bentum, Ben (Funland Park) Miami.
Ber, Ben (Riverside) Milwaukee, t.
Bernard & Harris (Club Alhambra) Chi, nc.
Bernard, Bobby (Top Hat) Union City, N. J., nc.
Bernard, Freddie (Merry-Go-Round) Brooklyn, nc.
Bernier, Neida (Edgewater) Lafayette, La., nc.
Berry, Jay (Colonia Village) Phila, Ill., nc.
Beryl, Billy (Osga) Detroit, Mich. c.
Billmore Boys, The (Wm. Penn) Pittsburgh, h.
Blaine, Rose (Leon & Eddie's) NYC, nc.
Blake, Jimmy (1214) Phila, nc.
Blake, Larry (Met.) NYC, re.
Blakeley, Bidda (Mon Paris) NYC, nc.
Blanchard, Jerry (18) NYC, nc.
Blanche & Elliott (Bal Tabarin) San Francisco, c.
Blenders, Four (Embassy Club) San Francisco, nc.
Bongo, Gongo (Uproar House) NYC, nc.
Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
Bordine & Carole (Rendezvous) Broadalbin, N. Y., nc.
Bordoni, Irene (Cocoanut Grove) Waukegan, Ill., re.
Boshoer, Dora (Russett Art) NYC, re.
Bouche, Nevla (Edgewater) Lafayette, La., nc.
Bowes, Major, All-Girl Show (Orph.) Memphis, t.
Bows, La Verne (Ballyhoo Club) Columbus, O., nc.
Boyer, Lucienne (Cafe de Paris) London, nc.
Boyettes, The (Coco Club) Buffalo, nc.
Bradford, Barbara (Paradise) NYC, re.
Bradshaw, Tiny (Piccadilly) Phila, nc.
Bray, Alma (Mirador) NYC, nc.
Bredwins (Pal.) Chi, t.
Erico, Phil (Mount Royal) Montreal, h.
Brooks, Betty (Chi) Phila, nc.
Brown & Ardsley (Park Central) NYC, h.
Brown, Danny (Club Lido) Youngstown, O., nc.
Brown, Evans (Wonder Bar) Mansfield, O., nc.
Brown, Mary (Cotton Club) NYC, nc.
Brown, Otis (Plantation) NYC, nc.
Bruce, Betty (French Casino) NYC, nc.
Bryson, Clay (Montclair) NYC, h.
Buckley, Dick (Planet Mars) Chi, nc.
Buckley, Neil (Congress) Chi, h.
Buddy & Selma (Mayflower Casino) Chi, nc.
Burnett & Walt (Hi-Hat) Chi, nc.
Burns, Boots (808 Club) Chi, nc.
Burns, Jimmy (Village Brewery) NYC, nc.
Bush, Barbara (Village Barn) NYC, nc.
Buster & Warren (Dude Ranch) Berwyn, Md., re.

C

Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Cocoanut Grove) Hollywood, nc.
California Collegians (Earle) Phila, t.
California Varsity Eight (Colonial) Dayton, O., t.
Californians, Four (Drake) Chi, h.
Calloway, Cab & Band (Pal.) Cleveland, t.
Camilla's Birds (Shea) Toronto, Can., t.
Campbell, Burns (Java Jungle) Pittsburgh, nc.
Campbell's, Roy, Royalists (Astor) NYC, h.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Campo, George (Ritz-Carlton) NYC, h.
Carega, Verna (Valhalla) NYC, re.
Carawe, Lucille, & Her Melody Men (El Reno Club) Oklawaha, Ill., nc.
Carr, Billy (808 Club) Chi, nc.
Carroll, Helene (Cocoanut Grove) Waukegan, Ill., re.
Carroll, Marie (Gaynor's Club) Milwaukee, nc.
Carroll, White (Dizzy) NYC, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carvino & Yovita (Casino) Chi, nc.
Chaney, Charlie (Frank's Casino) Chi, nc.
Chandler, Evelyn (New Yorker) NYC, h.
Chappell & Drum: Boone, Is.
Clare & Sanna Sisters (Earle) Washington, Charles & Barbara (Walton) Phila, h.
Charles & Celeste (Hollenden) Cleveland, h.
Clemens, Margie (Edison) NYC, h.
Cobey, Lew (White Way) NYC, h.
Cole, Lester, & Co. (Loew) Montreal, Can., t.
Collette & Galle (Red Gables) Indianapolis, nc.
Comique Continentals (Capitol) Lancaster, Pa.
Condos Bros. (Paramount) NYC, t.
Condos Brothers (Chez Paree) Chi, nc.
Conrad & Haydock (Flamingo) Orlando, Fla., nc.
Cool & Brown (Uproar House) NYC, nc.
Cooper, Evelyn (Kit Kat) NYC, nc.
Coral Islanders (Montclair) NYC, h.
Corbett, Ellen & Joe (Chez Ami) Buffalo, nc.
Corella, Claudia (El Gaucho) NYC, nc.
Cortina, Mlle. (Yacht Club) Chi, nc.
Cortez, Al & Tom (Black Cat) NYC, nc.
Cortez & Marquis (Lotus Gardens) Cleveland, nc.
Cossacks, Three (Paradise) NYC, re.
Costello, James (Park Central) NYC, h.
Courtney, Ann (Montclair) NYC, h.
Coy, John (Frollos) NYC, nc.
Crackerjacks (Park Central) NYC, h.
Crane, Ford (Nixon Cafe) Pittsburgh, nc.
Craven, Ford (Bertolotti) NYC, re.
Cross & Dunn (Riviera) Fort Lee, N. J., ro.

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

Cunningham, Fairy (8th Ave. Klub) Ft. Worth, Tex., nc.
Curtis, Rubb (Greater Texas & Pan Amer. Exp.) Dallas.
D'Arcy Girls: Kewanee, Ill.; Dubuque, Ia., 31-June 5.
Dale, Virginia (Silver Bowl) Sacramento, nc.
Danders, Bobby (Colosimo's) Chi, re.
Davis, Lois (Thorador) Detroit, nc.
Deane, Mary (Wonder Bar) Mansfield, O., nc.
Day, Tiny (Fritz's Fiesta) Crystal Lake, Ill., ro.
Daye, Ruth (Chez Paree) Chi, nc.
DeAngelo & Porter (Beverly Hills) Newport, re.
DeBolt Twins (Royal Palms) Miami, Fla., nc.
DeCardos, Six (Edgewater Beach) Chi, h.
De Ring, Trudy (Avalon) Cleveland, O., nc.
Dean, Laura (Village Casino) NYC, nc.
Dean, Shannon (Palme) NYC, re.
Debutants, Six (Hollywood) NYC, re.
Debutants, Four (New Yorker) NYC, h.
DeGoff, Harriet (Frollos) NYC, nc.
Delgado, Fausto (El Toreador) NYC, nc.
DeFores, Felipe (Yumuri) NYC, nc.
DeFornetti, Rene (Radio City Rainbow Room) NYC, re.
Delmondes, Nena (El Toreador) NYC, nc.
Denise (St. George) Brooklyn, h.
Denning, Ruth (Pawtani) Detroit, nc.
Dunn, Hazel (Small's) NYC, nc.
Diaz, Jose (El Gaucho) NYC, nc.
Dick, Henry (St. Regis) NYC, h.
Dictators, The (885 Club) Chi, nc.
Diggs, May (Cotton Club) NYC, nc.
Dillon, Jean (Paradise) NYC, re.
Dimas & Anita (Rou & Tarrin) NYC, nc.
Dimitri & Virgil (El Gaucho) NYC, nc.
DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
Disarzo Co-Eds (Chez Ami) Buffalo, nc.
Dolores & Andre (Roxy) NYC, t.
Doris, Miss (Versailles) NYC, re.
Dover, Jane (Edison) NYC, h.
Drake, Connie (Village Brewery) NYC, nc.
Drayton Sisters & Jack (McVans Club) Buffalo, nc.
Drew, Allen (Harlem Hollywood) NYC, nc.
Drinos, The (Harlem) Chi, h.
Dudley, Bessie (Cotton Club) NYC, nc.
Duffy, Douglas (Chicago) Chi, t.
Duffy & Wait (New Yorker) NYC, nc.
Dukes, Three (Chez Ray Ventura) Paris, nc.
Dunn, Vera (Famous Door) Boston, nc.
DuPat, Bob (Casino Atlantico) Rio de Janeiro, re.
Dunn & Clayton (Barrel of Fun) NYC, nc.
Duran, Adellina (El Chico) NYC, nc.
Duskin, Joyce (Paradise) NYC, re.
Duval & Co. (Shea) Toronto, Can., t.

Erlicco, Edna (Famous Door) Boston, nc.
Esquire, Four (Mayfair) Cleveland, nc.
Fanchon & Fanchon (Edgewater Beach) Chi, h.
Farmer, Chic (Stork) NYC, nc.
Farrar, Jane (Chicago) NYC, nc.
Faries & Goodelle (Vanderbilt) NYC, h.
Faye, Frances (1214) Phila, nc.
Faye, Joyce (Bertolotti's) NYC, re.
Felicia & Delrey (Loftus) Washington, D. C., re.
Fenton, Mildred (Roosevelt) New Orleans, h.
Ferguson, Bobby (Ballyhoo) Phila, nc.
Fern, Pearl, Duo (Michigan) Saginaw, t.
Fervar, Mitty (Billmore) Miami, h.
Fetich, Eupha (Earle) Phila, t.
Fields, Benny (Surfside) Atlantic Beach, N. Y., cb.
Fields, Shep, & Orch. (Stanley) Pittsburgh, t.
Fields, Smith & Fields (Oriental) Chi, t.
Fink & Maxing (Chateau) Detroit, nc.
Flash, Serge (Drake) Chi, h.
Florenz, Cleo (Variety) NYC, nc.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flournoy, Yula (Bertolotti) NYC, re.
Fonda & St. Clair (Ringside Club) Ft. Worth, re.
Fontaine, Evan Burrows (Adelphia) Phila, h.
Fontaine Sisters (Edgewater) Lafayette, La., nc.
Fonzelli, The Three (Colosimo's) Chi, re.
Ford, Herbert (Edgewater Beach Hotel) Chi, h.
Foran Sisters & Tom (Mayfair) Cleveland, nc.
Forbes, Maria (Weilin) NYC, h.
Forbes, Sunny (St. Regis) NYC, h.
Ford & Barthe (808 Club) Chi, nc.
Ford, Gene (Forch Club) Baltimore.
Ford, Nora (806 Club) Chi, nc.
Foster, Faith (Mayfair) Detroit, nc.
Four Sons of Satan (French Casino) NYC, cb.
Fowler, LaMae (Dixon's Cafe) Omaha, c.

Fox & Ames (Frollos) NYC, nc.
Fox & Lud (Chicago) Chi, t.
Frances & Carroll (Mayfair Casino) Cleveland, nc.
Francis & Carroll (Mayfair) Chi, nc.
Franklin, Cas (St. George) Brooklyn, h.
Frazier, Jack (Playland) NYC, N. Y.
Freddie & Ginger (Uproar House) NYC, nc.
Freiber, Milton (Park Circle) NYC, re.
Frohman, Bert (Paradise) NYC, re.
Gaby, Frank (Adelphia) Phila, h.
Gainsworth, Marjorie (Michigan) Detroit, t.
Gale, Barbara (Butler's) NYC, c.
Gallagher, Shirley (Frollo) Albany, N. Y., nc.
Garay, Joaquin (Palmer House) Chi, h.
Gardie, Jeanette (Roosevelt) New Orleans, h.
Gastor, Andre (Mayfair) Detroit, nc.
Gaston (Monte Carlo) NYC, nc.
Gates & Claire (Oriental) Chi, t.
Gaynor, Marilyn (Chateau Moderne) NYC, re.
Gentlemen Songsters (Astor) NYC, re.
Georges & Ginger (Uproar House) NYC, h.
Giants of Rhythm, Three (Cotton Club) NYC, nc.
Gibson, Virginia (Bagdad) Miami, flc.
Gilbert, Bob & Fleurette (Colosimo's) Chi, re.
Gilbert, Elsie (Towers) Kansas City, Mo., t.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gilmore, Patricia (Leon & Eddie's) NYC, nc.
Giron Girls, Three (Colonial) Dayton, O., t.
Gitanilla, La (Valencia) NYC, nc.
Glason, Art (Capitol) Atlanta, t.; (Gordon) Rome, Ga., 31-June 1, t.
Glover & Lamae (Rainbow Grill, Radio City) NYC, nc.
Gobs, Three (Plantation) NYC, nc.
Goff, Jerry (Adelphia) Phila, h.
Golden, Les (Golden) Boston, nc.
Gongora, Carlos (El Chico) NYC, nc.
Goodell, Danzi (Adelphia) Phila, h.
Goodman, Benny, & Band (Met.) Boston, t.
Goss & Barrows (Shea) Toronto, Can., t.
Green, Iris (Paramount) NYC, t.
Gregory, Jack, & Co. (Cat & Fiddle) Cincinnati, nc.
Grenadiers & Arleen (Palace) Jacksonville, Fla., t.
Guadalcas, Las (El Chico) NYC, nc.
Green, Jackie (Beverly Hills) Newport, Ky., cc.
Guy, Barrington (Plantation) NYC, nc.
Guy, Vernon (Farrish) Phila, nc.
Gwynne, Jack (Cotton Club) NYC, h.
Gypsy Lee (Wine Cellar) NYC, nc.
Hale, June (Variety) NYC, nc.
Hale Sisters (Mirador) NYC, nc.
Hale, Ted (Chez Paree) Chi, nc.
Hale, Teddy (Uproar House) NYC, nc.
Hall, Frank (Park Plaza) St. Louis, h.
Hadden, Ruby (Chez Brummel) Cannes, France.
Hamilton, Betty (Edgewater) Lafayette, La., nc.

Handie & Mills (Gloria) Columbus, hc.
Hanes, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hann, Alex (Versailles) NYC, re.
Haphazard & Co. (Towers) Kansas City, Mo., t.
Haphazard (Oriental) Chi, h.
Hardeen (Edgewater Beach) Chi, h.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harris, Alice (Kit Kat) NYC, h.
Harris, Tom & Mickey (Vesuvio) St. Petersburg, Fla., nc.
Harrison, Spike (Gay '90s) NYC, nc.
Harston, Martin (Small's) NYC, nc.
Hastings, Sue (Rainbow Room) NYC, re.
Haviland, Henry (Peacock) Columbus, O., nc.
Hayes, Carol (Crisis) NYC, re.
Haywood & Allen (Le Mirage) NYC, nc.
Heath, Ann (Pierre) NYC, h.
Heath, Helen (Sheva) Chi, h.
Hearn, Bobby (Chicago) Chi, t.
Helaine & Donaldson (Kenmore) Albany, N. Y., h.
Henry, Noel (Grauda) NYC h.
Herrera, Gerita (Mirador) NYC, nc.
Hickory Nuts (Wivel) NYC, re.
Hill, Joan (Mirador) NYC, nc.
Hill, Ruby (Uproar House) NYC, nc.
Hilliard, Jack (Royal Frollos) Chi, nc.
Hilton, Maxwell (Radio City) Montreal, Can., t.
Hixon, Hal (1214) Phila, nc.
Hooter, Harriet (Drake) Chi, h.
Hoffman, Max (Chez Maurice) Montreal, nc.
Holland & Hart (Radio City Rainbow Room) NYC, re.
Holmes, George (Black Cat) NYC, nc.
Hooton, Don (Syracuse) Syracuse, N. Y., h.
Houghton, Dorothy (Harry's New York Cabaret) Chi, nc.
Howard, Joe E. (Gay '90s) NYC, nc.
Howard, Paul (Chicago) Chi, h.
Howard, Terry, & Co. (Michigan) Detroit, t.
Howe, Dorothy (Vanderbilt) NYC, h.
Hudson, Ethel, & Mme. (Tap House) Elmira, N. Y.
Hugh, Tiny (Barrel of Fun) NYC, nc.
Hughes, Lysbeth (Billmore) NYC, h.
Huston, Josephine (Riviera) Ft. Lee, N. J., ro.
Hutton, Ina Ray, & Band (Paramount) NYC, t.
Hyde, Victor (Paramount) NYC, t.

Icce Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Illiana (Hollenden) Cleveland, h.
Ingali (Cocoanut Grove) Boston, nc.
Internationals, Three (Roosevelt) NYC, h.
Irene & Florine (Harry's New York Cabaret) Chi, nc.

Jackson & Brown (Uproar House) NYC, nc.
Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc.
Jackson & Nedrow (Royale Frollos) Chi, nc.
Janelle, Marie (Chicago) Chi, h.
Jeanette & Kalan (Lord Baltimore) Baltimore, h.
Jeffers, Dorothy (Park Central) NYC, h.
Jennier, Walter & Buddy (Chase) St. Louis, h.
Jensen, Gene (Lacalle) Chi, h.
Jerry & Turk (Cocoanut Grove) Waukegan, Ill., ro.
Jockeys, Two (Villepigue's) Brooklyn, re.
Joffe, Ruth (Famous Door) Chi, nc.
John Jr. Wally (Coronado) St. Louis, h.
Johnson & George (Congress) Chi, nc.
Johnson, Elinor (806 Club) Chi, nc.
Johnson, Jay (St. George) Brooklyn, h.
Johnson, Lucille (Paradise) NYC, re.
Johnson, Mae (Plantation) NYC, nc.
Johnson, Cleveans (Congress) Chi, h.
Jones & Lee Revue (Michigan) Detroit, t.
Jones, Alan (Radio City Rainbow Room) NYC, nc.
Jones, Ray (Queen Mary) NYC, re.
Jones, Six (Auditorium) Newark, O., t.
Jordan, Verna (Open Door) Chi, nc.
Jose & Patricia (El Chico) NYC, nc.
Joyce, Jacqueline (Mirador) NYC, nc.

Kane, Allen, & Boys (Monte Carlo Hotel) Chi, h.
Kay, Dolly (Royale Frollos) Chi, nc.
Kaye, Jane (Eladine) Chi, nc.
Kaye, Johnny, Playboy Revue (Dude Ranch) Berwyn, Md., nc.
Keathes, Jean (Variety) NYC, re.
Keck, Eddie (Shrine Circus) Ft. Wayne, Ind.
Kerens, Loretta (Cotton Grove) Boston, nc.
Kemper & Haggerty (Oriental) Chi, h.
Kenny, Phyllis (Park Central) NYC, h.
Kerns, Helen (Village Casino) NYC, nc.
Kewpie Dolls, Five (Monte Carlo) NYC, nc.
Khadatic, Nicolas (Russia Art) NYC, re.
King, Rex (Famous Door) Chi, h.
King's Scandals (Paramount) Springfield, Mass., t.
Kirst, Albert (Roosevelt) New Orleans, h.
Kirkland, Paul (Oriental) Chi, t.
Klein, Kit (Chicago) Chi, t.
Krackdocks, Four (Casino Parisien) Chi, nc.
Kramer, Ida (Swanes) NYC, nc.

LaCentra, Peg (Met.) Boston, t.
La Marr, Bobby (New Earl) Baltimore, nc.
LaMonte, Edna (Auditorium) NYC, nc.
LaMonte, Jean (Frontenac) Detroit, nc.
LaRue, Bobbie (Ballyhoo) Columbus, O., nc.
LaVerne Twins (Penhouse) Boston, nc.
LaVola, Don (Shrine Circus) Joplin, Mo.
LaVonne, Jane (Blackhawk) Chi, nc.
Leavin, Gene (Brevoort) Chi, h.
Lafayette & Laverne (Jefferson) St. Louis, h.
Laird, Ruth, & Her Texas Ricketts (Adelphia) Phila, h.
Lamar, Henry (Gay '90s) NYC, nc.
Lamont, Don (Horn) NYC, nc.
Landis, Jeanne (Kit Kat) Phila, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Tom (Benny the Bum's) Phila, nc.
Lang & Lee (Colonial) Detroit, Mich., t.
Lang's Torrid Tempos (Sun Set Tavern) Okmulgee, Okla., nc.
Lanette Sisters (Liberty) Zanesville, O., t.
Lavier, Jack, & Co. (Colonial) Dayton, O., t.
Lawton, Judith (Cat & Fiddle) Cincinnati, t.
Lawton, Reed (Mon Paris) NYC, re.
Lede, Lita (Chez Lido) Chi, nc.
Lee, Bonnie (Troador) Dallas, Tex., nc.
Lee, Bob (Wivel) NYC, re.
Lee, Pinky, & Co. (State-Lake) Chi, t.
Lee, Val, Leona (Jimmy Kelly's) NYC, nc.
Lee, Virginia (Famous Door) Chi, nc.
Leone Sisters (Silver Bowl) Sacramento, nc.
Leslie Sisters (Liberty) Zanesville, O., t.
Leslie, The (Mayfair Casino) Cleveland, nc.
Lester, Jerry (Hi-Hat) Chi, nc.

Lester, The Great (Wivel) NYC, re. Lewis & Ames (Lyric) Indianapolis, t. Lewis, Erwin (Harry's New York Cabaret) Chi, re. Lewis, Joe (Frollic) NYC, re. Lewis Sisters (Hi-Hat) Chi, re. Lewis, Jeanne (Mayfair) Cleveland, re. Lewis, Tex, & Hillbillies (Village Barn) NYC, re. Libonati Trio (Riverside) Milwaukee, t. Light, Enoch, & Orch. (State) NYC, t. Linden, Harry (Open Door) Chi, re. Lindstroms, The (Casino Parli) Chi, re. Lindy Hoppers (Pal) Cleveland, re. MacArthur & Adam (Edgewater Beach) Chi, h. Littlejohns, The (Loew) Montreal, Can., t. Lombard Sisters (Biltmore) Providence, h. Lombardo, Guy, & Orch. (Earle) Washington, D. C., t. Lona Sisters (Frollic) NYC, re. Lorna & Carr (Capri) Lawrence, Mass., re. Lona, John (Club Lido) Youngstown, O., re. Lorraine, Billy (Queen Mary) NYC, re. Lorraine, June (Hollywood) NYC, re. Lowry, Phil (Italian Gardens) Pittsburgh, re. Lucky Sisters (Royal) NYC, re. Lunard & Perkova (Silver Bowl) Sacramento, re. Lynn, Dale (606 Club) Chi, re.

Nicholas Bros. (Cotton Club) NYC, cb. Nichols & Haley (Avalon) Cleveland, re. Niles, Noma (Swanee) NYC, re. Nils & Nadyne (Shoreham) Washington, Y. C. Nip, Agnes & Tommy (Hollywood) NYC, re. Nirley, Doris (Butler's) NYC, re. Niffen & Dell (Lincoln) Chi, re. Nixon, Lols (Chez Maurice) Montreal, Can., re. Noble & Donnelly (Mayflower Casino) Chi, re.

THE NONCHALANTS
Now Playing
STANLEY THEATRE,
Pittsburgh, Pa.
Personal Direction
MUSIC CORPORATION OF AMERICA

Noland, Nancy (Queen Mary) NYC, re. Noli, Eddie, & Marion Nolan (Urea Casino) Rio de Janeiro, Brazil. Noma (Southland) Boston, re. Norman & McKay (Casino da Urea) Rio de Janeiro. Norman, Fay (Paddock Club) Louisville, re. Novak & Fay (Chicago) Chi, t. Novak, Wilma (Famous Door) Boston, re.

Rosalind & Annette (Tokay) NYC, re. Rose, Harry (Yacht Club) Chi, re. Roselle, Mildred (Butler's) NYC, re. Rosita & Fontana (Surfside) Atlantic Beach, Y. C. Ross, Dr. Sydney (Radio City Rainbow Room) NYC, re. Ross, Joe (Frollic) Albany, N. Y., re. Ross, Renie (Royale Frollics) Chi, re. Ross, Lillian (Beverly Hills) Newport, Ky., re. Roth, Sybil (Riverside) Milwaukee, t. Roxettes (Pal) Chi, t. Royal Moscovians (Fort Hayes) Columbus, re. Rudolph, Teresé (Stevens) Chi, h. Rue Enos Trio (Pioneer Tavern) Longview, Wash. Rugel, Yvette (Yacht) NYC, re. Russell, Johnny (Paradise) NYC, re. Ryan, Daphne (Crisis) NYC, re. Ryder Sisters (Colosimo's) Chi, re.

St. Claire & O'Day (American) NYC, mth. St. Claire, Sylvia (St. Regis) NYC, h. St. George, Joe (Police Circus Coliseum) St. Louis. Santos & Elvira (Jimmy Kelly's) NYC, re. Sargent, Jean (Hollywood) NYC, re. Savy, Harry (Oriental) Chi, t. Sevin, Billy (Beverly Hills) Newport, Ky., re. Seton, Ann (Sapphire Room) NYC, re. Sandra (Park Central) NYC, h. Shaver, Buster (Pal) Chi, t. Shaw, Helen (Mirador) NYC, re. Shayne, Gloria (Mayflower Casino) Chi, re. Shea & Raymond (Paradise) NYC, re. Sheppard, Sammy (Mitchell's Playhouse) Chi, re. Sheridan, Eleanor (Radio City Rainbow Room) NYC, re. Sherman, Muriel (McAlpin) NYC, h. Shore, Willie (Colosimo's) Chi, re. Short Waves, Three (Tower) Kansas City, Mo., t.

Shurt, Ethel (Royal Palm) Miami, re. Simmons, Lee (Plantation) NYC, re. Sissman, Dan (Fort Pitt) Pittsburgh, h. Skelton, Red (Pal) Chi, t. Skyrocks, Four (Gay '90s) Chi, re. Small, Harry (Paramount) NYC, t. Smith, Cyril (Astor) NYC, h. Smith & Dale (State) NYC, t. Soler, Willie (Village Barn) NYC, re. Spear, Harry (Levaggi's) Boston, re. Spector, Lou (Variety) NYC, re. Starr, Judy (Astor) NYC, h. Steele, Bill (Mayfair) Boston, re. Steele, John (Whirling Top) NYC, re. Sterling & Hart (Castle Farms) Lima, O. Stern, Keen & Lois (Bal Tabarin) Paris, re. Stone, Dick (Essex House) NYC, h. Strickland, Charles F. (Buckingham) NYC, h. Stuart & Lee (Benny the Bum's) Phila, re. Stuart & George (Marilyn's) NYC, re. Stuart, Gene (Kit Kat) Boston, re. Sturges, Hal (Astor) NYC, h. Sullivan, Mickey (Eden Gardens) Worcester, Mass., re.

Sunde, Mary (Colosimo's) Chi, re. Sunshine, Sammy (Southland) Boston, re. Sunshin, Russel (Palmer) Chicago, h. Swiffs, Three (French Casino) NYC, re. Syddell, Paul (Surfside) Atlantic Beach, N. Y., re. Symington, Eve (Waldorf-Astoria) NYC, h.

Tania & Kirsoff (Hollywood) NYC, re. Tappen, Maxine (Essex House) NYC, h. Taylor, Harry (Monte Carlo) NYC, re. Taylor, June (Palmer) NYC, h. Templeton, Alec (Rainbow Room) NYC, re. Temptations, Four (Edgewater) Lafayette, La., re. Terry, Ruth (Chez Paree) Chi, re. Theodora (The Duchess Club) Parkersburg, W. Va. Thomas, Eddie (College Inn) Phila, re. Thompson, Helen Waterbury (Ambassador) NYC, h. Thornton, Hal (Whirling Top) NYC, re. Thury, Honra de (Tokay) NYC, re. Tic Toc Girls (Casanova) Hollywood, Calif., re.

Tinney, Dot (Black Cat) NYC, re. Tondelayo (Plantation) NYC, re. Trent, Tommy (Rain) NYC, t. Tricone, Angela (Colosimo's) Chi, re. Tudor Sisters & Avery (Shrine Circus) Ft. Wayne, Ind. Travis, Mildred (Parody Club) Chi, re. Travel, Harrison (Sawdust Trail) NYC, re. Traylor, Thorn & Post (State-Lake) Chi, t.

Valdez, Vern (Club Lido) Youngstown, O., re. Valley & Lee (Weber's Hofbrau) Camden, N. J., re. Valton, Nannette (El Gaucho) NYC, re. Van, Gus (Bal Tabarin) San Francisco, d. Vane, Virginia (Pantages) Birmingham, t. Vaughn, Ray (Lyric) Indianapolis, t. Veloz & Yolanda (Plaza) NYC, h. Velz & Lamar (Ambassadeurs) Cannes, France, re. Vickers, Joan (Mirador) NYC, re. Villani, Mario (Arcadia) Phila, re. Villon, Mlle. Renée (Oriental) Chi, t. Vince & Anita (Mayfair) Boston, re. Walker, Edna (Chez Casino) Brooklyn, re. Vivan, Carlos (Valencia) NYC, re. Von Losen, Countess Emily (Beverly Hills) Newport, Ky., re. Vox & Walters (Roosevelt) New Orleans, h.

Wages, Johnnie (Trail End Tavern) Vienna, O. re. Wahl, Dorothy (Club Minuet) Chi, re. Wainer, Ruth (Cocoanut Grove) Boston, re. Waldron, Jack (Kit Kat) Phila, re. Walker, Betsy (Night) NYC, re. Walker, George (Savarin) Buffalo, N. Y., re. Walker, Jeanne (Congress) Chi, h. Walker, Tracy (Bismarck) Chi, h. Wallace, Babe (Uproar House) NYC, re. Walsh, Mary Jane (Whirling Top) NYC, re. Walsh, Vera (Palm Garden Club) Columbus, re. Ward, Mae (Lido) Tulsa, Okla., h. Ward, Pinkie & Terry (Lyric) Indianapolis, t. Waring, Seab (Astor) NYC, h. Waring, George (George Dewey (Cotton Club) NYC, re. Waters, Ethel (Cotton Club) NYC, cb. Webb, Capt. Geo. (Celebration) Taylorville, Ill. Weil, Herb (Montclair) NYC, h. Welch, Harry Foster (Biltmore) NYC, h.

Wells, Wally (Barney's) NYC, re. Wences (Club Trocadero) London, England. Wenzel, Dorothy (Italian Gardens) Pittsburgh, re. Whalen, Jackie, Steamline Steppers (Club Stanley) Montreal, Can. Whirls, The Flying (Village Barn) NYC, re. White, Jack (18) NYC, re. White, Belva (888 Club) Chi, re. White, Danny (Merry-Go-Round) Brooklyn, re. Whitman, Paul, & Orch. (Capitol) Washington, D. C., t. Wickes Bros. & Armda (Christchurch) New Zealand 28-June 11. Wilbert, Raymond (State) NYC, t. Wiley, Lee (Versailles) NYC, re. Williams, Art (Club Alabam) Chi, re. Willis & Gilmore (Mayfair) Detroit, re. Winston, Derby (Plantation) NYC, re. Winston, Foris (Merry-Go-Round) Brooklyn, re. Winthrop, Dale (Met.) Boston, t. Winice, Jerry (Village Barn) NYC, re. Winick, Charles (State) NYC, t. Wolandi Duo (Olympic Park) Irvington, N. J. Wolf, Tiny (Yacht) NYC, re. Wolfe, Lorna (Tower) Kansas City, Mo., t. Wong, Anna May (State) NYC, t. Worth, Grace (Dorchester) London, h. Wyatt, Bob (Golden Spot) Chi, re.

Young, Ben (Blackstone) Ft. Worth, Tex., h.

Zay, Freddy (Versailles) NYC, re. Ziegler, Billy (New Earl) Baltimore, re. Zero, Jack (8-H) NYC, re. Zita & Marseille (Chez Paree) New Orleans, re. Zita (Merry-Go-Round Bar) NYC, re. Zornie (Mayfair) Detroit, re. Zudela & Co. (Harry's New York Bar) Chi, re.

Abbott, Dick (Emerson) Baltimore, h. Abrams, Al (Mayfair Casino) Cape May, N. J., re. Adams, Johnnie (Dutch Gardens) Dayton, O., re. Adcock, Jack (College Inn) Phila, re. Adrian, McDowell (Wagon Wheel) Nashville, re. Akin Jr., Bill (Miami) Dayton, O., h. Aldin, Jimmy (Gino's Cedar Gardens) NYC, & Alpert, Mickey (Riviera) Fort Lee, N. J., re. Alberto, Don (El Chico) NYC, re. Arheim, Gus (New Yorker) NYC, h. Arthur, Zinn (Pinchrock) Nichols, Conn., re. Ashman, Eddie (Tokay) NYC, re. Atkinson, Connie (Berkeley-Carteret) Asbury Park, N. J., h. Atwater, Fred (Flamingo Club) Orlando, Fla., re. Averill, Bud (Paradise) Los Angeles, c.

Baer, Billy (Bear Mountain Inn) Iona Island, N. Y. Bair, Ted (The Stables) Topeka, Kan., re. Bair, Charlie (New Kenmore) Albany, N. Y., h. Barrett, Hughie (Tavern on the Green) Central Park, NYC. Barris, Harry (Uptown) Portland, Ore., h. Barron, Blue (Southern Tavern) Cleveland, O., re. Bay, George (L'Aiglon) Chi, re. Belasco, Leon (Roosevelt) New Orleans, La., h. Berger, Jack (Leon & Eddie's) NYC, re. Berge, Maximilian (Biltmore) Miami, h. Berigan, Bunny (Pennsylvania) NYC, h. Berkeley, Duke (Honkey-Dory) Stamford, Conn., re. Bestor, Don (Congress) Chi, h. Betzner, Jack (Essex House) Newark, N. J., re. Black, Bob (Pere Marquette) Peoria, Ill., h. Blackburn, John (Golden Gate) Salida, Colo., re. Black, Perry (Park Central) NYC, h. Blake, Lou (Park Plaza) St. Louis, h. Boroff, Mischa (Morocco) Mountinside, N. J., re. Borr, Mischa (Netherland) NYC, re. Borze, Lou (Casino Parisienne) Chi, re. Breinholt, Verdi (Lagoon) Salt Lake City, re. Brogde, Ace (Elitch Gardens) Denver, c. Brooks, Alan (Glen Casino) Williamsville, N. Y., re. Brown, Les (Playland) Rye, N. Y., p. Brownage, Chet (Town Casino) Miami, re. Bruno, Al (Butler's) NYC, re. Bundy, Ray (Levaggi's) Boston, re. Burkhardt, Johnny (Lake Manitou) Rochester, Ind., 29-31. Burton, Ben (Three Mile Inn) Monroe, La., re. Byard, George (Stillwell) Los Angeles, re.

Caceres, Emilio (Chez-Ami) Buffalo, re. Callaway, Cab (Pal) Cleveland, t. Campbell, Jan (Club Paree) Hartford, Conn. Cane, Jessers (Cypress Arms) West Hartford, Conn., re. Capello, Joe (Jimmy Kelly's) NYC, re. Carpenter, Earl (Lincoln) NYC, h. Capraro, Joe (Cotton Club) New Orleans, re. Carlson, Merle (Casino Gardens) Ocean Park, Calif. Carr, Mickey (Terrace Gardens) Albany, N. Y., c. Carroll, Frank (Schierenbeck's) Bronx, NYC. Casalonos, Don (888 Club) Chi, re. Casveny, Frank (Silver Lake) Oconomowoc, Wis., p. Chester, Bob (Lowry) St. Paul, h. Childs, Reggie (Commodore Perry) Toledo, h. Clark, Frank (Black Cat) NYC, re. Clemente (Royal Palm) Miami, re. Coburn, Jolly (Claremont) NYC, re. Cordelan, Cornelius (St. Regis) New York, h. Collins, Harry (Colorado) Glenwood Springs, Colo., re. Collins, Paul (Indiana Roof) Indianapolis, b. Conn, Irving (Arrowhead Inn) NYC, re. Conrad, Lew (Cocoanut Grove) Boston, re. Cornelius, Paul (Peony Park) Omaha, re. Covate, Fitz (Plaza) Pittsburgh, c. Craig, Francis (Hermitage) Nashville, h.

McArthur, The (Village Barn) NYC, re. McBride, Jack (Romance Inn) Angola, N. C., re. McCoy, Bob (Biltmore) NYC, h. McCoy, Elena (Jimmy Kelly's) NYC, re. McCulley, Jean (Village Barn) NYC, re. McCullough, Gene (Sawdust Trail) NYC, re. McDonald, Barbara (Fenthouse) Boston, re. McDonald, Ray & Grace (Savoy-Plaza) NYC, h. McGarry & Dawn (Colonial) Dayton, O., t. McKay & LaVelle (Shelby) Toronto, Can., t. McKenny, Julia (Piccadilly) Phila, re. McMahon, Larry (Village Barn) NYC, re. McNally Sisters, Four (Mayflower Casino) Chi, re. MacQuarrie, Haven, & Co. (State-Lake) Chi, t. Mack, Della & Billy (Casino da Urea) Rio de Janeiro. Mack, Helen (Jefferson) St. Louis, h. Mack, Lyle (Club Lido) Youngstown, O., re. Maclovie & Candide (El Chico) NYC, re. Maddux, Frances (Stevens) Chi, h. Madison, Rudy (Gay '90s) NYC, re. Mady & Cord (Michigan) Detroit, t. Mae, Edna (Paradise) NYC, re. Mahon & Rucker (Mayfield Club) Detroit, re. Maida & Cord (Chicago) Chi, t. Malina, Luba (Adelphi) Phila, h. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manners, Lorraine (Dempsy's) Miami, re. Manners, Lucille (Roxy) NYC, t. Manning, Lee & Mitzi (Hollywood) NYC, re. Manolita (Russian Art) NYC, re. Manon, Sylvia (Chez Paree) Chi, re. Manon, Sylvia, & Co. (State) Chicago, Can., t. Manors, Molly (Parody Club) Chi, h. Mapes, Bruce (New Yorker) NYC, h. Maple Leaf Trio (Mayfair Casino) Cleveland, re.

O'Donnell, Ione (606 Club) Chi, re. O'Neil, Catherine (Royal Palm) Miami, re. Olds, Betty (St. Regis) NYC, h. Orlins, Toddy (Nut Club) NYC, re. Olympic Ice Follies (Chicago) Chi, t. Omar (St. George) Brooklyn, h. Ortega, Rosita (Yumuri) NYC, re. Oshins & Lessey (Frollics) NYC, re. Ost, Charles (Carmichael Club) Augusta, Ga., re.

Page, Gale (Drake) Chi, h. Page, Ken & Roy (Mayfair) Chi, re. Pal, George (Colonial) Dayton, O., t. Palagi, Nella (Silver Bowl) Sacramento, re. Palmer & Peaches (Villegue's) Brooklyn, re. Palmer, Gladys (Three Deuces) Chi, re. Palmer, Paddy & Peggy (Harry's New York Cabaret) Chi, re. Panchoito (Yumuri) NYC, re. Pancho & Dolores (Stevens) Chi, h. Parlatto, Joe (Brevoort) Chi, h. Parish, Deane (Chez Maurice) Montreal, re. Parker, LaRue (Kansas City Club) Kansas City, Mo., 31. Parker, Lew. & Co. (Riverside) Milwaukee, t. Parsons, Kay (Sawdust Trail) NYC, re. Pasquale & La Dorr (Edgewater Beach) Chi, h.

Paul & Esther (Monte Carlo) NYC, re. Paxton, Glen (Lincoln Highway Inn) Mishawaka, Ind., re. Payne, Billy (Penthouse) Boston, re. Pedro & Luis (Sipho) Kokomo, Ind., re. Peggy & George (Village Casino) NYC, re. Pegue, Paul (Gloria Palast) NYC, re. Pennington, Ann (Paradise) NYC, re. Pepino & Beatrice (New Yorker) NYC, h. Peppers, Three (Riviera House) NYC, re. Perdue & Camille (Palmer) NYC, re. Perry, Frank (Tuxedo Club) Phila, re. Perry, Margy (Palm Garden Club) Columbus, O. Peterson, Ivor (McAlpin) NYC, h. Phelps Twins (Harry's New York Cabaret) Chi, re.

Pierce & Harris (Sapphire Room) NYC, re. Pierce & Roland (St. Moritz) NYC, h. Pinous, Bobby (Royale Frollics) Chi, re. Pinooks' Casino (Palmer) Chi, re. Pierre & Temple (Biltmore Bowl) Los Angeles, h. Prince, Pamela (Villegue's) Brooklyn, re. Plaut, Jerry (Dizzy Club) NYC, re. Plaza, Trini (El Gaucho) NYC, re. Plunkett, Ely (Chez Am) Buffalo, re. Poe, Les (Silver Bowl) Sacramento, re. Powell, Eddie (Avalon) Cleveland, re.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, re. Racketeers, Three (Yacht) NYC, re. Radio Aces (Chez Paree) Chi, re. Rafferty, Tom (Cocoanut Grove) Boston, re. Rand, Sally, & Revue (Queen) Wilmington, Del. Randall Sisters, Three (State-Lake) Chi, t. Ramon & Rosita (St. Regis) NYC, h. Rancheros, Los (El Chico) NYC, re. Randall, Marion Martinez (Roosevelt) New Orleans, h. Randall, Peter (Village Casino) NYC, re. Randolph, Amanda (Black Cat) NYC, re. Raphael (Waldorf-Astoria) NYC, h. Rasch, Albertina, Dancers (St. Regis) NYC, h. Raye, Buddy (Edison) NYC, h. Reed, Etta (606 Club) Chi, re. Reeds, Billy (French Casino) Detroit, re. Regar, Charlotte (Skylight Club) Cleveland, re.

Relly, Patricia (Wivel) NYC, re. Rekkots, The (French Casino) NYC, re. Renard, Teri (Open Door) Chi, re. Renaud, Rita (Mirador) NYC, re. Rene & Estelle (Cotton Club) NYC, re. Rene & Rone (Duch Village) Toledo, O., re. Reings, The (Greenbrier) White Sulphur Springs, W. Va., re. Reynolds, Frank (Avalon) Cleveland, re. Reynolds, Helen (Chicago) Chi, t. Reynolds, Pearl (Mirador) NYC, re. Rhodes, Dale (Northwood Inn) Detroit, re. Rock, Mildred (Mayflower Casino) Chi, re. Richards & Carson (Paradise) NYC, re. Rickard, Carl (Open Door) Chi, re. Rickard, Vernon (Sapphire Room) NYC, re. Rimaes' Rumbaland Muchachos (Royal) Dub-lin, Ireland, Ma., 31-June 5. Rike, Bob (Casino Parli) Chi, re. Robins, A. (St. Regis) NYC, h. Robbins Family (State) NYC, t. Robbins Sisters (Royale Frollics) Chi, re. Roberts, Three (French Casino) NYC, re. Rock, Mildred (Mayflower Casino) Chi, re. Rodrigo & Francine (Mayfair) Boston, re. Rogers, Sally (Skylight Club) Cleveland, re. Rogues, Three Musical (Barney Gallant's) NYC, re.

Romer, Billie (Frontenac) Detroit, re. Roland, Dawn (St. Moritz) NYC, h. Roland, Mary (Paradise) NYC, re. Rolph, Wynne (Wivel) NYC, re. Romano, Caesar (St. Regis) NYC, h. Romero, Arturo (Buckingham) NYC, h. Root, Isabel (Waltton) Phila, h.

Rosaling, Joan (Mirador) NYC, re. Villani, Mario (Arcadia) Phila, re. Villon, Mlle. Renée (Oriental) Chi, t. Vince & Anita (Mayfair) Boston, re. Walker, Edna (Chez Casino) Brooklyn, re. Vivan, Carlos (Valencia) NYC, re. Von Losen, Countess Emily (Beverly Hills) Newport, Ky., re. Vox & Walters (Roosevelt) New Orleans, h.

Wages, Johnnie (Trail End Tavern) Vienna, O. re. Wahl, Dorothy (Club Minuet) Chi, re. Wainer, Ruth (Cocoanut Grove) Boston, re. Waldron, Jack (Kit Kat) Phila, re. Walker, Betsy (Night) NYC, re. Walker, George (Savarin) Buffalo, N. Y., re. Walker, Jeanne (Congress) Chi, h. Walker, Tracy (Bismarck) Chi, h. Wallace, Babe (Uproar House) NYC, re. Walsh, Mary Jane (Whirling Top) NYC, re. Walsh, Vera (Palm Garden Club) Columbus, re. Ward, Mae (Lido) Tulsa, Okla., h. Ward, Pinkie & Terry (Lyric) Indianapolis, t. Waring, Seab (Astor) NYC, h. Waring, George (George Dewey (Cotton Club) NYC, re. Waters, Ethel (Cotton Club) NYC, cb. Webb, Capt. Geo. (Celebration) Taylorville, Ill. Weil, Herb (Montclair) NYC, h. Welch, Harry Foster (Biltmore) NYC, h.

Wells, Wally (Barney's) NYC, re. Wences (Club Trocadero) London, England. Wenzel, Dorothy (Italian Gardens) Pittsburgh, re. Whalen, Jackie, Steamline Steppers (Club Stanley) Montreal, Can. Whirls, The Flying (Village Barn) NYC, re. White, Jack (18) NYC, re. White, Belva (888 Club) Chi, re. White, Danny (Merry-Go-Round) Brooklyn, re. Whitman, Paul, & Orch. (Capitol) Washington, D. C., t. Wickes Bros. & Armda (Christchurch) New Zealand 28-June 11. Wilbert, Raymond (State) NYC, t. Wiley, Lee (Versailles) NYC, re. Williams, Art (Club Alabam) Chi, re. Willis & Gilmore (Mayfair) Detroit, re. Winston, Derby (Plantation) NYC, re. Winston, Foris (Merry-Go-Round) Brooklyn, re. Winthrop, Dale (Met.) Boston, t. Winice, Jerry (Village Barn) NYC, re. Winick, Charles (State) NYC, t. Wolandi Duo (Olympic Park) Irvington, N. J. Wolf, Tiny (Yacht) NYC, re. Wolfe, Lorna (Tower) Kansas City, Mo., t. Wong, Anna May (State) NYC, t. Worth, Grace (Dorchester) London, h. Wyatt, Bob (Golden Spot) Chi, re.

Young, Ben (Blackstone) Ft. Worth, Tex., h.

Zay, Freddy (Versailles) NYC, re. Ziegler, Billy (New Earl) Baltimore, re. Zero, Jack (8-H) NYC, re. Zita & Marseille (Chez Paree) New Orleans, re. Zita (Merry-Go-Round Bar) NYC, re. Zornie (Mayfair) Detroit, re. Zudela & Co. (Harry's New York Bar) Chi, re.

McArthur, The (Village Barn) NYC, re. McBride, Jack (Romance Inn) Angola, N. C., re. McCoy, Bob (Biltmore) NYC, h. McCoy, Elena (Jimmy Kelly's) NYC, re. McCulley, Jean (Village Barn) NYC, re. McCullough, Gene (Sawdust Trail) NYC, re. McDonald, Barbara (Fenthouse) Boston, re. McDonald, Ray & Grace (Savoy-Plaza) NYC, h. McGarry & Dawn (Colonial) Dayton, O., t. McKay & LaVelle (Shelby) Toronto, Can., t. McKenny, Julia (Piccadilly) Phila, re. McMahon, Larry (Village Barn) NYC, re. McNally Sisters, Four (Mayflower Casino) Chi, re. MacQuarrie, Haven, & Co. (State-Lake) Chi, t. Mack, Della & Billy (Casino da Urea) Rio de Janeiro. Mack, Helen (Jefferson) St. Louis, h. Mack, Lyle (Club Lido) Youngstown, O., re. Maclovie & Candide (El Chico) NYC, re. Maddux, Frances (Stevens) Chi, h. Madison, Rudy (Gay '90s) NYC, re. Mady & Cord (Michigan) Detroit, t. Mae, Edna (Paradise) NYC, re. Mahon & Rucker (Mayfield Club) Detroit, re. Maida & Cord (Chicago) Chi, t. Malina, Luba (Adelphi) Phila, h. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manners, Lorraine (Dempsy's) Miami, re. Manners, Lucille (Roxy) NYC, t. Manning, Lee & Mitzi (Hollywood) NYC, re. Manolita (Russian Art) NYC, re. Manon, Sylvia (Chez Paree) Chi, re. Manon, Sylvia, & Co. (State) Chicago, Can., t. Manors, Molly (Parody Club) Chi, h. Mapes, Bruce (New Yorker) NYC, h. Maple Leaf Trio (Mayfair Casino) Cleveland, re.

McCarthy, The (Village Barn) NYC, re. McBride, Jack (Romance Inn) Angola, N. C., re. McCoy, Bob (Biltmore) NYC, h. McCoy, Elena (Jimmy Kelly's) NYC, re. McCulley, Jean (Village Barn) NYC, re. McCullough, Gene (Sawdust Trail) NYC, re. McDonald, Barbara (Fenthouse) Boston, re. McDonald, Ray & Grace (Savoy-Plaza) NYC, h. McGarry & Dawn (Colonial) Dayton, O., t. McKay & LaVelle (Shelby) Toronto, Can., t. McKenny, Julia (Piccadilly) Phila, re. McMahon, Larry (Village Barn) NYC, re. McNally Sisters, Four (Mayflower Casino) Chi, re. MacQuarrie, Haven, & Co. (State-Lake) Chi, t. Mack, Della & Billy (Casino da Urea) Rio de Janeiro. Mack, Helen (Jefferson) St. Louis, h. Mack, Lyle (Club Lido) Youngstown, O., re. Maclovie & Candide (El Chico) NYC, re. Maddux, Frances (Stevens) Chi, h. Madison, Rudy (Gay '90s) NYC, re. Mady & Cord (Michigan) Detroit, t. Mae, Edna (Paradise) NYC, re. Mahon & Rucker (Mayfield Club) Detroit, re. Maida & Cord (Chicago) Chi, t. Malina, Luba (Adelphi) Phila, h. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manners, Lorraine (Dempsy's) Miami, re. Manners, Lucille (Roxy) NYC, t. Manning, Lee & Mitzi (Hollywood) NYC, re. Manolita (Russian Art) NYC, re. Manon, Sylvia (Chez Paree) Chi, re. Manon, Sylvia, & Co. (State) Chicago, Can., t. Manors, Molly (Parody Club) Chi, h. Mapes, Bruce (New Yorker) NYC, h. Maple Leaf Trio (Mayfair Casino) Cleveland, re.

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Cricket, Ernie: (Unique Grill) Delawanna, N. J.

D'Arcy, Phil: (Governor Clinton) NYC, h. Deley, Frank: (Meadowbrook) Cedar Grove, N. J. ro.

Dan, Arthur: (Park Lane) NYC, h. Dara, Ronald: (Muehlebach) Kansas City, Mo., h.

Darwin, Pat: (Wonder Bar) Zanesville, O., nc. Davidson, Trump: (Esquire) Toronto, nc. Davey, Arthur: (Villepligue's) Sheephead Bay, N. Y. re.

Davis, Al: (Saranac Inn) Saranac, N. Y., h. Davis, Lew: (Embassy Jacksonville) Fla., nc. Davis, Eddie: (LaRue) NYC, re.

Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc. DeLeon: (Dutch Mill) Memphis Tenn., nc.

DeLena, Eddie: (Palmer's) Philadelphia, Pa., nc. DeLora, Don: (El Casar) Newark, N. J., nc. Delmar, Jack: (La Casa) Phila., h.

Denny, Jack: (Drake) Chi, h. Derr, Ray: (Oakes) Phila., h. Doreaux, Svy: (Chez Florence) Paris, nc.

Dibella, Angelo: (Armando's) NYC, re. Di Polo, Mario: (Weylin) NYC, h. Libert, Sammy: (Webster Hall) Detroit, h.

Dixieland Jazz Band: (Expo.) Worth, Tex. Dixon, Dick: (Gloria) NYC, nc. Donaldson Boys: (Lawrence) Erie, Pa., h.

Donnelly, Rex: (Crest Pier) Wildwood, N. J., h. Dornberger, Charles: (Rosevelt) NYC, h. Duchin, Eddy: (Plaza) NYC, h.

Duer, Dolph: (Green Leaf) Cleveland, nc. Dunn, Al: (Wagon Wheel) Alexandria, La., nc. Durst, Henry: (Heidelberg Roof) Baton Rouge, La., h.

Dutton, Denny: (Chez Parce) Indianapolis, nc. Dvorak, Francis: (Sherry-Netherlands) NYC, h.

Edmund, George: (Loyale) NYC, c. Ellington, Duke: (Cotton Club) NYC, nc.

Ellis, Don: (Tribble Spring) Durango, Colo., h. Engel, Charlic: (Royale-Frolles) Chi, nc.

Engel, Freddy: (University Club) Albany, N. Y., nc. Farley, Harry: (Embassy) Indianapolis, nc.

Farmet, Will: (Leon & Eddie's) NYC, nc. Felix, Don: (Eines) Newtown, Conn., h.

Ferd, Don: (Star of Edgeport) Conn., h. Ferrick, Tom: (Roundup) Boston, nc.

Fidler, Dick: (Peabody) Memphis, Tenn., h. Fines, Shep: (Surfside) Atlantic Beach, N. Y., cb.

Finch, George: (Shore Road Barn) Brooklyn, nc. Fisher, Jack: (Steuben) Boston, h.

Fisher, Mark: (Cocoonat Grove) Wauegan, Ill., ro. Fitzpatrick, Eddie: (Cosmopolitan) Denver, h.

Fodor, Jerry: (Talk of the Town) Toledo, O., c. Fomeen, Basil: (Pierre) NYC, h.

Foscutt, Dick: (New Louvre) Salt Lake City, nc. Foulck, Gene: (Mon Paris) NYC, nc.

Foster, Bob: (Reno's) Clarksdale, Miss., nc. Fray, Jacques: (St. Regis) NYC, h.

Freeman, Jerry: (Paradise) NYC, cb. Furst, Joe: (Brook) Millburn, N. J., nc.

Gaines, Charlie: (Morocco) Phila., nc. Garrett, Jimmy: (Narrogansett) Providence, h.

Genovese, Vince: (Park Casino) NYC, h. Gentry, Tom: (Graystone) Detroit, h.

Gil, Manuel: (Plaza Enseneda) Enseneda, Calif., h. Goho, Billy: (Checkerbox) Buffalo, nc.

Godman, Benny: (Met) Boston, h. Gordon, Gray: (Park Casino) Chi, h.

Gordetsky, Teva: (Russian Kretchma) Phila., nc. Graff, Johnny: (Anchorage Inn) Phila., nc.

Gray, Len: (New Cedars) New Bedford, Mass., nc. Grayson, Bobby: (Gunter) San Antonio, h.

Green, Garth: (Rice) Houston, Tex., h. Greer, Eddie: (Carlisle Club) Pittsburgh, nc.

Grenet, Eliseo: (Yumuri) NYC, nc. Grier, Jimmy: (Biltmore Bowl) Los Angeles, cb.

Hall, George: (Taft) New York, h. Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.

Hamilton, Johnny: (Piccadilly) Phila., nc. Hauck, Carlton: (Sak's) Detroit, nc.

Herdie, Dick: (Club Frolles) Albany, N. Y., nc. Harris, Buddy: (Murray's) Tuckahoe, N. Y., ro.

Harris, Claude: (Joey's Stables) Detroit, nc. Harris, Ken: (Rendezvous) Battle Creek, Mich., re.

Harris, Phil: (Ambassador) Los Angeles, h. Harris, Tommy: (Bertolotti's) NYC, re.

Harte, Carl: (Clarendon) NYC, ro. Harvey, Dave: (Dempsey's) Miami, re.

Headricks, Pearl: (Manhattan) Johnstown, Pa., h. Heath, Al: (Sunset) Los Angeles, nc.

Herbeck, Ray: (St. Paul) St. Paul, Minn., h. Herber, Marty: (Village Brewery) NYC, nc.

Hesberger, George: (Old Heidelberg) Chi, c. Higgins, Nel: (Harmony Inn) Tampa, Fla., nc.

Hines, Earl: (Cotton Club) Culver City, Calif., nc. Hoff, Carl: (Biltmore) NYC, h.

Hoffman, Earl: (Bon Air C. C.) Chi, nc. Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.

Holden, Cally: (College Inn) San Diego, nc. Holly Harry: (Savoy) Phila., nc.

Holmes, Herbie: (400) Wichita, Kan., nc. Hullinger, Vic: (Manhattan Grill) Sarasota, Fla.

Huntley, Lloyd: (Mount Royal) Montreal, h. Hutton, Ina Ray: (Paramount) NYC, h.

Imperial Trio: (Imperial) NYC, h. Jackson, Jimmy: (Chateau C. C.) Milwaukee, Wis., nc.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc. Janis, Fred: (Parody Club) Chi, nc.

Jensen, Gill: (Waverly) Minot, N. D., h. Johnson, Jerry: (Schroeder) Milwaukee, Wis., h.

Jones, Ted: (63) Rhineland, Wis., nc. Joy, Jimmy: (Stevens) Chi, h.

Juan, Don: (El Toreador) NYC, nc. Jurgens, Dick: (Casino) Catalina Islands, ro.

Kain, Paul: (Commodore) NYC, h. Kamaus, Evalyn: (Casinor's) NYC, re.

Kassel, Art: (Clairidge) Memphis, h. Kavelin, Al: (Mark Hopkins) San Francisco, h.

Keener, Lee: (Madison) Jefferson City, Mo., h. Kellum, Milton: (Arcadia) Phila., re.

Kemp, Hal: (Glen Island) Long Island, Kennedy, Pat: (Grey Wolf Tavern) Sharon, Pa., nc.

Kent, Irwin: (Chanticleer) Millburn, N. J., nc. Kerr, Jack: (Warwick) NYC, h.

Ketchin, Ken: (Hollywood) Madison, Wis., b. Kettner, Bob: (La Belle Gardens) Gull Lake, Mich., ro.

Kiesta, Don: (Medinah Athletic Club) Chi, h. Kimball, Henry: (Uptown) Portland, Ore., h.

Kis, Henry: (Westchester C. O.) Rye, N. Y., ro. King's Jesters: (LaSalle) Chi, h.

Kirkham, Don: (Bikeland Inn) Denver, nc. Klein, Jules: (Stalder) Detroit, h.

Knight, Al: (Adelphi) Phila., h. Knowles, Jesse: (DeRito) Nashville, Tenn., nc.

Kress, Andy: (Avon Inn) Asbury Park, N. J. Krumin, Costya: (Russian Bear) New York, re.

Kremer, Robert: (Martin's Rathskeller) NYC, nc. LaSalle, Frank: (Wivel) New York, h.

Laeser, Walter: (Nightingale) Wausau, Wis., nc. Lagman, Bill: (Club Trianon) Mobile, Ala., nc.

Lane, Dolph: (Green Leaf) NYC, h. Lane, Eddie: (Shelton) NYC, h.

Lang, Lou: (Bossert) Brooklyn, N. Y., h. Lang, Sid: (Hi-Hat) Chi, nc.

Lange, Lesse: (Santore's Cabaret-Restaurant) New Brighton, N. Y., h.

LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.

LeRoy, Howard: (Jermyn) Scranton, Pa., h.

Lee, Joey: (Marti) Hollywood, nc.

Levi, Ted: (Chez Parce) Chi, nc.

Lewis, Willie: (Cliff Top) Ventura, Paris, nc.

Leibling, Tod: (Chase) St. Louis, h.

Light, Enoch: (State) NYC, t.

Lindeman, Udo: (Gloria Palast) New York, cb.

Lishon, Henri: (Royale Frolles) Chi, nc.

Lofield, Frankie: (Edgewater) Lafayette, La., nc.

Lombardo, Guy: (Earle) Washington, D. C., t.

Lyons, Al: (Howard's) San Diego, c.

McCarr, Grace: (Ohinese T Gardens) Detroit, re.

McJoy, Clyde: (New Penn) Pittsburgh, h.

McCune, Will: (Fizala) NYC, h.

McGill, Billie: (Huntington Inn) Detroit, nc.

McGrew, Bob: (Green's Casino) Pittsburgh, Pa., nc.

McRae, Red: (Mirador) NYC, nc.

McRae, Jerry: (Three-Mile Inn) Montoe, La., nc.

Maddi, Larry: (Place Elegante) NYC, nc.

Maek, Austin: (Harry's New York Bar) Chi, nc.

Mack, Ed: (Martin's Tavern) Lima, O., c.

Manning, Piper: (Pirates Castle) Miami, nc.

Manning, Sam: (Melody Gardens) Elmira, N. Y., nc.

Manone, Winny: (Washington - Youree) Silverport, La., h.

Mareno, Frank: (Sweeney) Baltimore, c.

Mariani, Hugo: (French Casino) NYC, nc.

Marsico, Al: (Showboat) Pittsburgh, nc.

Martel, Gus: (Shork-Club) NYC.

Martin, Slim: (Zenda's) Los Angeles, c.

Marton, Don: (Frolles) NYC, nc.

Mature, Henry: (Three Door Inn) Bridgeport, Conn.

Mayhew, Nye: (Glen Island Casino) New Rochelle, N. Y., ro.

Mazie & Her Melody Boys: (Five Points) Union, N. J., re.

Meadowbrook Boys: (Versailles) NYC, re.

Melber, Stanley: (Sands Point Baths) Long Island, N. Y., cb.

Melba, Jack: (Ma About Town) NYC, nc.

Meyer, Gus: (Woodland Tavern) Ardsley, N. Y., o.

Middleman, Herman: (Nixon) Pittsburgh, c.

Miller, Jay: (Hollywood Inn) Wheeling, W. Va., h.

Mill, Floyd: (Du Pont) Wilmington, Del., h.

Millis, Dick: (Powell's) Alexandria, La., nc.

Moore, Carl: (New Blossom Heath) Tomawanda, N. Y.

Moore, Carl "Deacon": (Beverly Hills) New-Mooreport, Ky., cb.

Moore, Eddie: (Eagles) Ithaca, N. Y., h.

Morrell, Larry: (Merry Gardens) Lynchburg, Va.

Morris, Griff: (Wagon Wheel) Akron, O., c.

Motter, Berke: (Gasa Garden) Berwyn, Md., nc.

Munro, Hal: (Ivanhoe Gardens) Chi, nc.

Nagar, Patt: (Chesterfield Club) Chi, nc.

Nagel, Freddy: (Del Monte) San Francisco, nc.

Navarro, Al: (Belvedere) Baltimore, h.

Naylor, Oliver: (Club Reg) Birmingham, Ala., nc.

Neibaur, Eddie: (Casino Moderne) Chi, nc.

Nelson, Red: (Famous Door) Chi, nc.

Newman, Ruby: (Radio City Rainbow Room) NYC, nc.

Nichols, Ed: (Cliff Rico) Los Angeles, h.

Nichols, Red: (College Inn) Chi, nc.

Norman, Vincent: (Evergreen Casino) Phila., nc.

Norris, Stan: (Merry Garden) Chi, h.

Norvo, Red: (Gibson) Cincinnati, h.

Noury, Walt: (Roma) Haverhill, Mass., re.

O'Hare, Husk: (Grand Terrace) Wichita, Kan., nc.

Odgers, Joe: (Greenoble) Wildwood, N. J., h.

Olson, Walter: (New Julius) Gardenville, N. Y., re.

Oregonian Ork.: (Sawer's Park) Klamath River, Calif., 29-June 5.

Palmer, Freddy: (Colonial Inn) Singee, N. J., re.

Panico, Louis: (Oriental Gardens) Chi, re.

Pantone, Mike: (Canton) Albany, N. Y., re.

Payno, Al: (Glen Leon) Garden, N. J., nc.

Peary, Bob: (885 Club) Chi, nc.

Pecoraro, Dick: (Monte Rosa) NYC, re.

Pendarvis, Paul: (St. Paul) St. Paul, h.

Perazzi, Horace: (Uptown) Portland, Ore., b.

Perkins, Roy: (Club Cadillac) Calumet City, Ill.

Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.

Petit, Emil: (Savoy Plaza) NYC, h.

Pitman, Jack: (Port Arthur) Providence, Fla., re.

Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.

Pryor, Roger: (Meadowbrook) St. Louis, ro.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.

Rausch, George: (Melody Mill) Chi, h.

Reich, Ed: (French Lick Springs) Indianá, h.

Ravel, Carl: (Lexington) NYC, h.

Ray, Floyd: (Tip Top) San Diego, Calif., nc.

Reader, Charles: (Fort Montague) Nassau, B. W. I., h.

Reimann, George: (Omar's) Los Angeles, nc.

Regis, Tommy: (Syracuse) Syracuse, N. Y., h.

Reichman, Joe: (Fairmont) San Francisco, h.

Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.

Rice, Al: (Club Kekko) South Bend, Ind.

Ricarda, Hal: (St. Moritz) NYC, h.

Riley, Mike: (Meadowbrook) Cedar Grove, N. J., re.

Rivero, Don: (El Toreador) NYC, nc.

Rizzo, Vincent: (Adelphi) Phila., h.

Roberts, Edger: (Red Mill) Bronx, nc.

Rocco, Buddy: (Paragon) Hartford, Conn., nc.

Rodriguez, Jose: (Montparnasse) NYC, nc.

Roland, Will: (Schenley) Pittsburgh, Pa., h.

Roman, Wally: (Farcher's Grove) Union, N. J., h.

Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

Rosenthal, Harry: (Merry-Go-Round Bar) NYC, nc.

Rosier, Carl: (Guyon's Tavern) NYC, nc.

Rove, Art: (White Way) Atoe, N. J., h.

Rudolph, Herbie: (Broad-Mont) Chi, cb.

Russell, Jack: (Golmore) Grand Beach, Mich., h.

Sabin, Paul: (Blossom Heath) Detroit, re.

Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., nc.

Sales, Lou: (Mayflower Casino) Chi, nc.

Saunders, Bob: (Gurnewood Park) San Francisco, nc.

Schell, Sandy: (Steeplechase) Coney Island, N. Y.

Schooler, Dave: (Blossom Heath Inn) Laramont, N. Y., ro.

Schrieber, Carl: (Guyon's Paradise) Chi, h.

Scott, Chas: (Troquos Gardens) Louisville, Ky., h.

Scott, Bud: (Crystal) Natchez, Miss., nc.

Seifer, Jack: (Bagdad) Miami, nc.

Septelo, Canto: (San Suo) Havana, nc.

Shaw, Art: (Willows) Pittsburgh, nc.

Shaw, Chas: (Strawick Casino) Boston, nc.

Sherman, Maurie: (Morrison) Chi, h.

Shreeves, Joe: (White Swan) Galesburg, Ill., nc.

Sillman, Phil: (Cocoonat Palms) Eastwood Park, Detroit, h.

Siry, William Larry: (Ambassador) NYC, h.

Smith, Bill: (Tumble Inn) Croton, N. Y., h.

Smith, Joe: (Mayfair) Boston, nc.

Smith, Lloyd: (La Casina) Jamaica, L. I., N. Y.

Smith, Stuff: (Silver Grill) Buffalo, re.

Snider, Billy: (Gibson) Cincinnati, h.

Sorey, Vincent: (Morl's) NYC, re.

Southern Gentlemen Ork.: (Pines) Pittsburgh, N. Y.

Spatt, Jack: (Cascade Park) New Castle, Pa.

Spring, Jack: (Netherlands Plaza) Cincinnati, O., h.

Spiro, Milton: (Merry-Go-Round Bar) NYC, nc.

Stale, Dick: (William Penn) Pittsburgh, Pa., h.

Stafford, Jess: (Lake Merritt) Oakland, Calif., h.

Stanley, Arthur: (Yacht) NYC, nc.

Steadman, Chas: (France) Montoe, La., h.

Stein, Blue: (Blue Moon) Tulsa, Okla., nc.

Sten, Elmore: (Mayflower) Jacksonville, Fla., h.

Stenos, Charles: (Webster Hall) Pittsburgh, Pa., h.

Stern, Harold: (Merry-Go-Round) Brooklyn, nc.

Stevenson, Tommy: (Southland) Boston, re.

Stoefler, Wally: (Utah Empire) Salt Lake City, h.

Storer, Benny: (Brown) Louisville, Ky., h.

Stuart, Nick: (Tavern) Reno, Nev., nc.

Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

Swanson, Billy: (Edison) NYC, h.

Texas Co-Eds: (La Fontaine) Huntington, Pa., h.

Thomas, Eddie: (Nut Club) NYC, nc.

Thomas, Terry: (Mayfair) Detroit, nc.

Thompson, Ellis: (Zell's) NYC, nc.

Tinsley, Bob: (Colosimo's) Chi, re.

Tompkins, Tommy: (Raymond) Boston, h.

Tomlin, Bill: (Farakela) Phila., nc.

Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.

Cole Draws 'Em in Cincy

Two-day engagement a darb—second show for city this season—downtown lot used

CINCINNATI, May 22.—Cole Bros., second show for this city this season, made a great impression with the circusgoers. It again appeared on the Fourth and Smith streets lot downtown, dates being May 16-17, one a Sunday stand. Show also played a Sunday date here last year. The Hagenbeck-Wallace Circus exhibited on the Cumminsville lot two weeks ago for two days, one of which also was a Sabbath date.

Cole had a big first day, as mentioned in last week's issue. On second day tent was approximately two-thirds filled at matinee, and at night folks were on straw around the track.

It is a most beautiful show. Equipment is of the best, canvas is new thru-out and the new lighting system, giving indirect and diffused light to the rings and track, is the last word in illumination. Both the equipment and high-class performance came in for much
(See COLE DRAWS on page 45)

Mix Planning Show on Rails

UTICA, N. Y., May 22.—The Tom Mix Circus next year will probably abandon the motor transportation policy and switch to the railroad.

While in Utica Mix said that he believed the show next year would have to go on rails because truck and trailer travel has "a certain limit to expansion."

"For instance," he suggested, "I can buy an elephant for \$2,000, but it costs \$4,500 to truck that elephant. We can get a railroad stock car for \$3,500 that will hold six to eight elephants."

Lewis Bros. Having Very Rainy Season

DOVER, O., May 22.—Raining almost every day since it opened May 1, Lewis Bros. Circus has been playing to good business thru-out Ohio. Paul M. Lewis informed *The Billboard* here.

The show has new canvas, has been enlarged and all props and trucks repainted. Show has a 90-foot round top, three 40s. Side walls are red and orange striped.

The program is the best offered by the Lewis organization, running an hour and 30 minutes. Twenty-eight head of stock is being carried. Opening pageant is a flash, wardrobe spick and span.

At most every stand show is playing auspices, mostly American Legion. Show has another week in Ohio and then heads east for a while.

Matinee here was light and a heavy downpour, which started after the matinee, kept up until house was in at night. Officials expecting nothing but were agreeably surprised when every seat was occupied.

Among visitors here and at Newcomerstown day previous were Glen Z. Wagner, Nick Hinig, John Hare, K. C. DeLong, Doc Jones, Maynard Mast and Rex McConnell.

Three for H-W At Charleston

CHARLESTON, W. Va., May 22.—Hagenbeck-Wallace Circus had a break in weather here, May 17. Afternoon performance was to a straw house, and night crowd was so large that it was necessary to give two shows.

Excellent program and Henry Kyes' symphonic band gave great satisfaction.

Workingmen's Union

Details of unionizing workingmen of Ringling-Barnum Circus appear on Page 3 of this issue.



ORRIN B. DAVENPORT, widely known in the outdoor and indoor circus fields, is this season equestrian director of the Hagenbeck-Wallace Circus.

Excellent Biz For Rice Show

Cloudburst at Pocahontas, Va.—Kid Show top torn—new one has been ordered

MONTGOMERY, W. Va., May 22.—Reporting excellent business as it enters its eighth week of season, Dan Rice Circus, with Ray Marsh Brydon at the helm, continues to move on scheduled time, notwithstanding many rough spots in the West Virginia roads.

The rolling stock is in best of shape, with the many departments well organized. A blowdown was narrowly averted
(See EXCELLENT BIZ on page 44)

Howard Y. Bary Makes Changes In Staff of Hagenbeck-Wallace

CUMBERLAND, Md., May 22.—Seven "straw" houses already have been recorded by Hagenbeck-Wallace Circus since road tour opened despite much rain and inclement weather. General Manager Howard Y. Bary continues to make changes in his staff, which he now believes is the best in H-W history.

During past week William Moore, former legal adjuster for Al G. Barnes Circus, joined and took over duties of that department, replacing Harry Seymour, who returned to his business in Wilkes-Barre, Pa. George Singleton, well-known boss canvasman, flew from California to Greensburg, Pa., and immediately started with his duties and named as assistants Dan White and Grady Blackwell. Joe Wallace, proprietor of the J. & K. Restaurant in Peru, Ind., joined as boss porter and also has charge of the dining cars. Joe is well known in the circus fraternity.

Dan Dix, veteran 24-hour man, and Fred B. Hutchinson are doing the work one day in advance of show. Maurice Tyree, of Lynchburg, Va., is now checker-up and working one day in advance. "Jake" has not trouped for several years but joined quickly after H-W was taken over by Mr. Bary. George Davis heads the commissary department, being an

Graham's Midget Show Draws at Dallas at Premiere Performance

DALLAS, May 22.—Stanley Graham's International Midget Circus had its world premiere here last night before an audience occupying three-fourths of the 4,000-seat tent. Matinee and night performances will be staged the remaining five days of the initial stand, after which the show will entrain for San Antonio and Northern cities.

The weather was ideal. An innovation

Capacity for Barnes Show

Reno, Klamath Falls excellent stands—Herbert Weber, Billie Morales join

KLAMATH FALLS, Ore., May 22.—The Barnes-Sells-Floto Circus had a late arrival in Reno, Nev. Menagerie was corralled and front doors were opened at 4:15 p.m. Both matinee and evening houses were "strawed." Night performance at Alturas was fair. At Klamath Falls both matinee and evening were capacity. About 100 Indians were encamped on lot and it took the police to induce them to move off so the show could go on. The bucks kept insisting that "they came the night before to see the circus" and they "were there first."

Herbert Weber joined from Hagenbeck-Wallace Circus and is presenting his wire act in display of wire number, leaving Hal Silver, featured, to work by himself later in show. Billie Morales also joined show and is working with Weber Troupe. Abe Goldstein and Baghongl, midget
(See BARNES SHOW on page 45)

Angela Antalek Injured in Fall

WASHINGTON, May 22.—Angela Antalek, 17-year-old member of the Antalek perch pole troupe with the Ringling-Barnum Circus, fell from the top of the pole during her routine here Monday night. Fall was broken by a quick-witted prop boy who caught her before she hit the stage. Girl suffered painful bruises and a badly sprained wrist and prop boy was knocked unconscious.

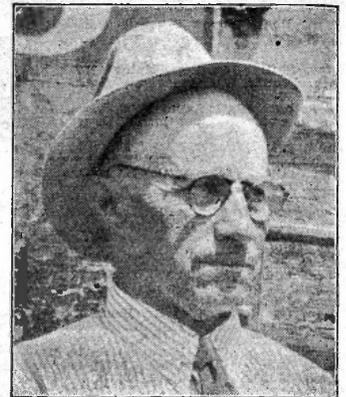
Show had a good engagement here this year, playing to near-capacity houses Monday and Tuesday afternoons and a sellout Tuesday night. Weather hampered business somewhat on Wednesday, paper day for the six-performance date.

appointee of the new management. His meals are receiving great praise from the workmen, performers and executives.

Greensburg, despite following a large motorized show by five days, gave a good afternoon and a big night house. The editors of *The Tribune and Review*, Messrs. Sweeny, Herbert and Derby, gave show excellent afternoons and praised the performance and system of show. It rained and rained in Washington, Pa., but this did not prevent a big afternoon and a good house at night considering weather.

Wheeling on May 14 will take the prize as the banner day's business of season when one considers show played a lot which was covered with 18 inches of mud, left from the spring floods. The fairgrounds on Wheeling Island were okeh until heavy rains fell Thursday night and Friday morning. When show unloaded there was a foot and a half of slimy mud, and despite the matinee not getting started until 4 o'clock the tent was three-quarters full.

Rain fell again in torrents immediately after the matinee and everyone figured there would be no night business. Wheeling turned out again and all the general
(See HOWARD Y. BARY on page 43)



CAPT. W. H. (BILL) CURTIS, who is again general superintendent of the Barnes show. He has been with the big tops for many years.

WPA Show Opens Canvas Season

NEW YORK, May 22.—The WPA circus, combined with the all-Negro spectacle *Savage Africa*, opened its tenting season May 18 at Sunnyside, Queens, under auspices of the Mayor's Committee on Community Study. The program as a whole is nicely timed and balanced and the spec is well received. Ben Probst is equestrian director and Billy Walsh, announcer. The show, which was reviewed earlier by *The Billboard*, has several new additions, including four high-school horses.

Hallie Flanagan and her staff, Ted Mauntz, Eddie Rowland, Charles Ryan Jr. and Frank Merlin, from the Federal Theater, were present for the opening and complimented the "kinkers" on their splendid show.

The tent is a 100 with three 30s. Performance is given in two rings and on stage. In addition, there are two pad-rooms and a cookhouse. Show has a 55-piece band.

During the week the writer, Wendell
(See WPA SHOWS on page 49)

Dover, O., To Have R-B on Sunday

DOVER, O., May 22.—Al Butler, of Ringling-Barnum, contracted show to play here on fairgrounds Sunday, July 11, first circus ever to play Dover on a Sunday. American Legion will sponsor appearance of show.

Mayor Earl Gross issued Butler license for date personally. Glen Z. Wagner, circus fan, assisted Wagner in making his contacts.

rising from the animal rings and a few technical tangles, but everything moved surprisingly fast for a circus organized in such a short time.

A standard-type circus program beginning with grand march was followed, ending with the Robinson, Christy and Power's elephants in three rings. Outside of trainers only midgets worked in every set. Max Chrysler was outstanding in his lion act and later worked the Arabian horses. Luz Villalobos led the Ike Rose Royal midget fan dance and worked the middle ring in the Donald and Jean McLaughlin trick-rope act. Torelli ponies and dogs, Christy ponies and three little pigs drew heavy applause. John Lester's imported act starred Muriel Longden, as Auriel, and Mary Patricia Finn, who made a one-legged catch on a backward somersault from the swinging bar and later walked upside down by her toes blindfolded. Charles Dudley's acrobatic troupe and Garland Slatten's plank elephant act drew attention. Ray Dean announced.

Slide-show headlines include Major James Doyle and Gilbert Tracey, sword swallower.

Graham ironed out many minor difficulties during the first performance, announcing that everything will be working smoothly in a few days. Among the guests was J. C. McCaffery, president of the Showmen's League of America.

HAGENBECK-WALLACE CIRCUS

After a month of rain is full handed and moving on time. Our various department heads will be pleased to hear from people THEY KNOW to replace a very few that are not keeping up to our standards.

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Equestrian Director—Attractive Young Girls Who Ride Manage

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Leonard Karsh
Superintendent Front Door and Auditor

Mel Smith
Manager Side Show—Freaks to Feature, Colored Musicians

Cheerful Gardner
Superintendent Elephants

Terrel Jacobs—Eddie Trees
Superintendents Menagerie

Mike Malos
Superintendent Props.

Mack McGuff
Superintendent Tickets

Hard Times
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Jake Posey
Superintendent Ring Stock

George Singleton
Superintendent Canvas—Seat Men, Pushers and Wagon Loaders

Spot Griffin
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C. W. FINNEY,
General Agent

WM. (Bill) MOORE,
Legal Adjuster

Howard Y. Bary, Manager
Hagenbeck-Wallace Circus

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PHILADELPHIA, PA.
May 24-29

THE GREATEST SHOW ON EARTH



With the
Circus Fans

By THE RINGMASTER

CFA. Secretary
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2980 West Lake Street, Thomas Bank,
Chicago, Ill. Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Top," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

ROCHELLE, Ill., May 22.—W. W. Sisson, 87, died May 15 at Binghamton, N. Y. He was a member of the CFA for last eight years and was believed to be the oldest CFA member in the United States. He was the first member George Barlow signed when he started to get members enough there to organize the Pat Valdo Tent. Funeral services, held on the 17th, were attended by CFA members James H. Andrews, George M. Scholderer, William H. Hecox and George Barlow III.

Together with our Circus Fan son, Walter, caught Sells-Sterling Circus at Aurora, Ill., May 14 for evening show. In spite of very cold weather, had a good crowd. The spec, with all new costumes, followed by a smoothly running, well-balanced program, was given a good hand. Show looks good with all new canvas, new banner line on kid show and nicely painted trucks. The new all-steel bull truck is a dandy. We were given a nice reception by the

Lindemann Bros. and had a pleasant visit with many members of show.

Fans in Binghamton are starting off their circus season in grand style by having three shows in a row. Tom Mix was first and Fans English, Daily and Barlow spent entire day on lot and saw circus move for next stand. They are looking forward with great enthusiasm to June 5, when Cole Bros. Circus plays there. It will be followed by Ringling-Barnum July 1, when the entire Pat Valdo Tent will turn out to greet the great showmen by that name, who was born and reared in Binghamton. The *Syracuse Herald* of April 11 printed an entire colored picture page on the life of Valdo. It was called "Biggest Boss Under the Big Top" and told of his life under the white tops and the many stars whom Valdo has discovered, as well as the many props that he has contrived. Dorothy Herbert and Antoinette Concello are among Valdo's proteges. Binghamton is indeed proud of the name that the local chapter of Circus Fans bears.

Primrose Called Home

DOVER, O., May 22.—C. S. Primrose, general agent of Lewis Bros. Circus, left here May 18 for his home at Oak Park, Ill., where his wife is reported seriously ill. Due to fact that he has route laid out fully a month ahead he will not be replaced immediately, but later one of the staff will be switched ahead. Paul Lewis himself may look after his duties personally until he can return.

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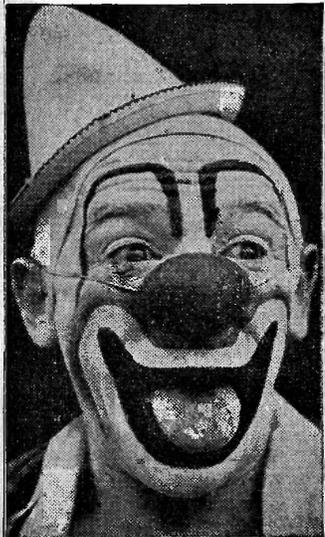
RINGLING BROS.

AND

BARNUM & BAILEY

Combined Circus

SEASON OF 1937



LOU JACOB

STILL WITH
THE GREATEST
SHOW ON EARTH
—AND FOR
IT 100%



MARIA RASPUTIN

Daughter of the Mad Monk of Imperial Russia

Repeating

her European triumphs
as a trainer of liberty
horses in the rings of

THE GREATEST SHOW ON EARTH



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CAPTAIN LAWRENCE DAVIS

SUPERINTENDENT OF ELEPHANTS

presenting

7 Herds of Fast-Stepping Elephants

1st Ass't MAC McDONALD

Herd Workers { ARTHUR WALSH
JACK SPENCER

Pygmies—FRANK HEALY
Doctor—RED POWELL

ALF LOYAL



DOG ACT

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RINGLING BROS.

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Combined Circus

SEASON OF 1937

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(BILLY WAITE) *Routine, Ideas, Presentation and Original Features Fully Protected.*

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Posing and Contortionistic Act
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greetings from

RUDY RUDYNOFF

World's Foremost Mentor of Free Running Horses
and

ERNA

Many thanks for numerous messages and words of encouragement during my wife's recent illness.

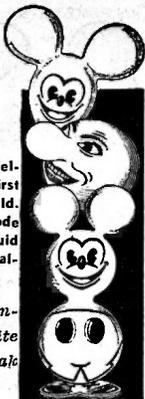
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RAVENNA, OHIO.



Under the Marquee

By CIRCUS SOLLY

RUBY LATHAM, aerialist, recently joined **Mighty Haag Shows**.

RINGLING-BARNUM has contracted **Fitchburg, Mass.**, for June 19.

TIGE HALE, trombonist, has joined **Lewis Bros.' Circus**. He had been with **Haag Bros.' Circus**.

JACK RYAN is now doing the announcing on **Cole Bros.' Circus** and making a good job of it.

MIX SHOW played to good crowds at **Worcester, Mass.**, May 18, being first in there.

F. W. SIMPSON says that **Jack Hoxie Circus** at **Somerset, Pa.**, May 17 had two big houses in rain and hall storm.

JIM CURRY is clowning for the famous **Stine Carnival Sale** at **McKeesport, Pa.**, this month.

JAMES LIVINGSTON, former circus man, is doing novelty violin act, "The **Yankee Fiddler**," at **Ernie's Restaurant**, **Jamestown, N. Y.**

VAN WELLS and **Happy Kellems** are in clown alley with **Cole Bros.' Circus**. They work come-in with **Otto Griebing** and **Emmett Kelly**.

A RIDDLE that grows increasingly difficult to solve: Why some circus managers desire to withhold the current week's route from publication?

FRED BOURQUE, with the **Barnum & Bailey** band 50 years ago, is custodian of **Griswold's** agricultural interests on **Stone Hill, Jewett City, Conn.**

HAROLD CONN, clown, was in **Cincinnati** last Wednesday and gave *The Billboard* a call. He was on his way to **Lansing, Mich.**

GUS SCHWAB, who was legal adjuster with **Barney Bros.' Circus**, left show and returned to **Bethel, O.**, to take charge of his hotel for remainder of season.

CHARLES (KID) KOSTER is the boy ahead of **Brother Rat**, which will jump from **Boston** to **Seattle** for 12 weeks on the Coast.

COLE BROS.' Circus will be at **Binghamton, N. Y.**, June 8. **Fred T. Slater**, an oldtimer, says that it is same date there as last year for show.

LEWIS BROS.' CIRCUS has been contracted at **Massillon, O.**, for June 11 and will play under auspices of **American Legion**.

JOE AND ORDA MASKER visited **Harold Voise**, **Irene Larry** and other friends on the **Cole** show at **Anderson, Ind.**, before going east to open their park and fair season.

WAXIE DYKE, who did the cutting and designing in the harness department of **Cole Bros.' Circus** at quarters in **Rochester, Ind.**, is on the road with the show, in charge of all the harness.

SEASON was officially opened in **Westmoreland County** in **Pennsylvania** when **Wallace Bros.** pitched tents on city lot of **Monessen** May 6. Packed houses afternoon and night.

B. H. NYE, manager of **Rink Bros.' Circus**, states that show will play dates in **Kansas**, auspices of **American Legion**. Show scheduled to open at **Valley Center** May 31-June 1.

R. E. BARCLAY, clown, has left the **Rice** show owing to illness. He stopped off in **Cincinnati** last week, giving *The Billboard* a call, en route to **Ft. Madison, Ia.**, where he will rest.

AL HOFFMAN is again with **Cole Bros.' Circus**, doing 24-hour work. Al has been in show business 30 years, most of which was spent with **Hagenbeck-Wallace Circus**.

BILLY SCHULTZ, former circus performer and director of the **Vocational circus school** at **Manitowoc, Wis.**, has been made an honorary member of the **Junior Chamber of Commerce** there in token of his splendid work.

THE LOBBY of a theater is one of its principal attractions. Why not dress up your marquee? You can put some color and flash to an otherwise drab "main entrance" and at very little extra cost, too.

JOSEPH MARTIN, electrician with **Cole Bros.' Circus**, was struck upon head with a hammer by a **Negro circus employee** in **Cincinnati** May 17 and suffered a skull fracture. He was taken to **General Hospital**.

CHARLES R. MCCARTHY, of **Syracuse, N. Y.**, cards that **Hagenbeck-Wallace** will be there **June 1** and **Cole Bros.** **June 4**, **Ringling-Barnum** coming in **July**. Advertising men are dividing space in windows. **Mix show** was there **May 10**.

MILLARD & BULSTERBAUM, **Coney Island (N. Y.)** banner company, painted the 16-panel front used by **Clyde Ingalls** on the **Ringling-Barnum** side show. Same firm did the marquee front on the same show.

"HI-BROWN" **BOBBY BURNS**, former advance agent and specialty man with **Rosalie Nash Players**, **Norma Ginnivan** and other rep shows, is handling press back, radio and uptown tickets with **Walter L. Main Circus**.

ADVANCE department of **Silver Bros.' Circus** visited the **Main** show at **Tyrone, Pa.**, May 18. Tent was filled at night show. **Ken Wheeler** and **Charles Sinsel** visited with **Bobby Burns**, **Kirk Adams** and **Dave Roland**.

CHASE & SON, **Conroy Bros.** and **Norris Bros.** circuses are in **Iowa**. **J. C. Admire**, general agent of the **Chase** show, states that they have an agreement not to have any opposition or cover any paper.

DOC BACON, of **Indianapolis**, saw **Cole Bros.' Circus** in that city, reporting an excellent show and visiting with a number of people, including **Jess Adkins**, **Zack Terrell**, **Charles Young**, **Crazy Ray** and **Judge Palmer**.

WHAT THE MOTORIZED circus has lost in glamour in comparison to railroad shows it makes up in economy and labor-saving operation, say some circus experts. But the subject is a never-ended or decided argument among circusgoers.

O. R. DILLINGHAM, former trouper, advises that **Downie Bros.' Circus**, booked for **Garfield, N. J.**, **May 28**, has the finest circus billing that has been seen there in years. Town is regarded as hard to bill and the **Downie** billers deserve much credit.

WALTER M. BUCKINGHAM, Connecticut banker and secretary-treasurer of the **Circus Fans of America**, attended the canvas opening of the **New York WPA** circus at **Sunnyside, L. I.**, **May 18**. **William Brunner**, president of the board of aldermen, opened the show as official representative.

WHEN **SEILS-STERLING** was at **Joliet, Ill.**, **Hodgini Brothers** and sister, **Caroline**, visited their aunt and uncle, **Mr. and Mrs. Albert Hodgini**, of **Chicago**; **Mrs. Charles H. Rooney**, of **LaVenia Sisters**, free attraction, playing in **Joliet**, and **Dr. and Mrs. Schlack**, of **Chicago Hospital Institution**.

TOMMY BUTLER, electrician, and wife, **Ella**, one of the **Four Clifton Girls**, are located at **Mansfield, O.** **Tommy** working at **Ritz Theater** in projection room. The **Butlers** have rebuilt their house trailer which was used while with **Lewis Bros.' Circus** and have moved to "Trailer City," a camp that overlooks the city.

ROSTER of **Side Show** band with **Walter L. Main Circus**: **Kid Tally**, band leader and trombone; **Ernest Polk**, **William Fair**, trumpets; **Ed Cox**, sax; **Ernest Parker**, tuba; **Ed Devols**, drums; **Spark Plug**, **Jimmie Mitchell**, **Charles J. Boone**, comics; **Edna Talley**, **Sarah Bates**, **Frances Tally**, chorus, and **Mabel Wallis**, blues.

JOHN C. WYATT, of **Bellair, O.**, writes that on **May 14** **Hagenbeck-Wallace** arrived on siding at **Bridgeport, O.**, scheduled to show **Wheeling, W. Va.**, and met

with trying conditions due to very muddy lot. He adds that performers must be commended for their excellent efforts. He visited better part of day with friends and saw show load for **Zanesville, O.**

L. L. STEVENSON, who writes a column for *The Detroit News*, went to **Ringling-Barnum Circus** just before it left the **Garden** and became acquainted with a number of the troupers. He had a nice story in *The News* of **May 18** of his visit. **Vern Wood**, of **Detroit**, an old circus band man, in a letter to **Stevenson**, suggested that he make a trip to the big city and see the show and meet the folks.

THE AUTOBIOGRAPHY of **Charles Sparks** would be one of the most interesting and thrilling life stories ever penned. This famous showman, who rose from impoverished childhood to be one of America's best known circus owners, has had a career that will rival fiction. He has won a high place in the respect of both the public and troupers, who regard honor and modesty as among his outstanding characteristics.

Dressing Room Gossip

HAGENBECK-WALLACE—Visitors at **Greensburg, Pa.**, included **Frank and Mrs. Mackey**, of **Mackey show**; **Harry Sommers**, magician; **Ralph Sharrow**, skater; **L. S. Johnson**, musical act, and **Tony Rydlewski**. They called on **George DeMott**, **Harry Thomas**, **Pittsburgh agent**, visited at **Washington, Pa.** **Al Ackerman**, of **Six Tip Tops**, was a recent visitor, special agent of **Chris Cornalla**, who has just recovered from a severe cold. **Art Borella** renewed old acquaintances in **Greensburg**, his old home town.

Bobbie Peck has been on sick list. **Marco Songini** has opened a branch drug store in the **MDR**. **Curly Phillips** had a slight explosion en route to visit the **Wallace show**—a cigar blowing up. **Doc Murphy**, big show announcer, is on sick list. **Governor Holt** of **West Virginia** attended show with his family and met many performers. The **Lafayette** carnival played day and date with show in **Charleston**. **Duke Carey**, of **Dan Rice Circus**, was a visitor at **Charleston**. **Bessie Gardner** is back in show after a recent illness.

Mrs. Poodles Hanneford was away from show due to illness of mother. **Bessie Hollis** took her place in **Hanneford** act. **Ella Urganhart** joined **Side Show** at **Charleston**. **Jesse James** was a piker compared to the taxi companies out this way. The **Simons Trio** continues to garner many laughs with table rock. **Girls** on swinging ladders trying to outdo each other in fancy wardrobe. **Charlotta Rogers** spent Sunday, **May 16**, viewing pretty homes en route. **Car 52** can never be mistaken, for snoring is the favorite pastime.

Dr. H. F. Troutman and family visited at **Charleston**. Was a former member of **Henry Kyes Band** in **1921**. **Grant S. Ray**, former **U. S. deputy collector Internal Revenue**, is holding place on staff as **Social Security** and auditing counsel. **Majestic Showboat** is at **Parkersburg, W. Va.** **Captain T. J. Reynolds** and sons, **Jahn** and **Jack**, and **E. V. Whitaker** were early visitors on lot. First straw hat sprouted in dressing room on **Pinkie Hollis**, a gift from **Ernie White**. Show will employ "State police" to trace **Toby Tyler's** white sweater and **Grant Ray's** trouser. **HENRY KYES AND SINON D. J. COLLINS**.

Downie First Show At Harrisburg, Pa.

HARRISBURG, Pa., **May 22**—**Downie Bros.** showed here **May 17** and received a big welcome as the city's first circus of season. An electric storm blew over quickly at noon and left the afternoon cool but satisfactory. Evening weather was also cool but show drew heavy crowds.

Reb Russell reaped loads of publicity for show by going on the air. **Boggy grounds**, vacated day before by **Strales'** carnival, greeted show when it arrived here Sunday. Of no apparent injury to the show was a **Ringling-Barnum** display ad, which papers ran next to **Downie's**, dwarfing the latter. **Ringling's** spread was an announcement of show to play here **June 4**.

En route here **Eugene Johnston**, truck driver, escaped serious injury when his truck turned over near **Lewistown, Pa.** He was treated at a local hospital for a lacerated right hand.

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MUSICIANS WANTED FOR THE BIG SHOW BAND FEATURED ON THE HAGENBECK-WALLACE CIRCUS

Hot Dixieland Clarinet, double Tenor or Alto Sax that can sell it over the Mike Van Cyclic wire. Acception Player, double some instrument in Band. Other Musicians that are live wires keep in touch with me, as this Band is enlarging to 20 men. If you appreciate good treatment, union scale and one of the best trouping jobs, address as per route: **HENRY KYES**, The **Paul** Whiteman of **The White Tops**.

Social Security Act Questions and Answers

The decision on the constitutionality of the Social Security Act, expected May 17, was not forthcoming. It can be truthfully said that no other decision is awaited with so much expectancy. In the meantime two things have happened which will have a bearing on the issuance and the tenor of the decision: The Supreme Court announced that it would recess June 1 for the summer months, and Supreme Court Justice Willis Van Devanter, leader of the conservative group of justices, which has voted a number of government measures unconstitutional, announced that he would retire from the Supreme Court bench June 2, one day after the recess of the court.

While the Supreme Court never makes an official statement in regard to the day when an important decision is to be announced, it is taken for granted at Washington that the decision on the constitutionality of the Social Security Act will be given before the court goes on its extended summer vacation till October. It is possible that the Supreme Court may make known its decision May 24, but it seems more reasonable to assume that the ruling on the validity of the Social Security Act will not be publicly given until a short time before the court goes into recess; namely, June 1. If the decision is not given May 24 it would be unwise for show owners to hold up their tax returns for April any longer, because payments must be made within 30 days from the end of a month to avoid a penalty.

In case the Supreme Court should uphold the law in its major points arrangements have been made to immediately send the writer of these articles to Washington to get the official lowdown on a number of questions of interest to the show world, which are at present still doubtful and need an official interpretation. The Informational Service of the Social Security Board will arrange for the writer a series of conferences in the office of the general counsel of the Bureau of Internal Revenue, who is the final arbitrator in all cases involving taxes due under the Social Security Act. We have already compiled a number of important questions which will be submitted in writing to the general counsel, and his answers will be absolutely official and binding.

One of two major questions which need airing before the legal department of Bureau of Internal Revenue is the exact status of owners of circus acts, booked either with a circus or at fairs,

and seems to have inherited all of his father's astute and masterly showmanship. Paul Newton Branson, general agent of the show, has been highly complimented by Mr. Mix for his judgment in routing the show. After playing New England, Canada and the Middle West all the high spots in Southern territory will be visited. Genial Ted Metz, manager of the Side Show, said he had played to crowds all day long. He is an oldtimer who learned the side-show business with the Barnum & Bailey Circus during the days of James Anthony Bailey. Fred Smythe, the official announcer in the big top, has an impressive delivery. His sonorous voice is far reaching and his persuasive eloquence induced four-fifths of the night audience to remain for the aftershow. Gloversville yielded two big audiences. In Schenectady the show encountered a drenching downpour that lasted all day but business was good and the performance was given without a cut. TOWNSEND WALSH.

Howard Y. Bary— (Continued from page 38) admission and 60 per cent of the reserved seats were filled despite the patrons being forced to walk thru mud-wet straw and shavings. It was a remarkable tribute to the drawing power of the circus. Zanesville, O., turned out en masse to meet the show trains morning of May 15, which were delayed by the Wheeling rain and mud. Thousands crowded the B. & O. crossing for the unloading and moved one and all to Gant Park. So heavy was the canvas that with difficulty was the big top raised at 1 o'clock. On account of matinee being late and so many patrons on the grounds Manager Bary had Henry Kyes and his band appear in the menagerie for an hour's concert. It is said, to be the first time any big circus has played a concert in the animal tent and it was greatly appreciated by the spectators. In fact, not a single admission was refunded, altho performance did not start until 4 o'clock. Bandmaster Kyes is getting many notices in the papers on account of his organization.

The show trains left Zanesville at 3 a.m. Sunday for Charleston, W. Va., and good time was made via Marietta, Parkersburg and Point Pleasant on the B. & O. and then a switch to N. Y. C. Charleston was all excited about its first railroad circus in two years. Hundreds of advance reservations had been made at Potterfield drug store, which were filled Sunday, and the white ticket wagons on the grounds were also open to the public Sunday. Leo Lyons made many sales for the Monday exhibitions. Charleston gave show two huge houses. Parkersburg and Clarksburg were both hungry to see a railroad show, as these towns did not get a big circus last summer. Daylight saving at Charleston gave the show a slight advantage in the tear-down at night and first section rolled into Parkersburg at 8 a.m. "Spot" Connors, boss hostler, and Benny Sturgis, tractor boss, had their men ready and waiting for first wagon off the runs. Big business both afternoon and night and the same at Clarksburg, where a new lot, the Nixon Plaza grounds, was used. Mrs. Elizabeth Hanneford, mother of "Poodles," went to the hospital in Wheeling for an operation to her ear, but made a speedy recovery and joined show at Parkersburg. While in Wheeling she was visited by the members of the "Poodles" Hanneford Tent of Saints and Sinners.

"There is nothing in the Social Security Act which excepts services performed within the United States by aliens, regardless of whether they enter this country under treaties of commerce and navigation with foreign countries or whether they are admitted temporarily as employees of either foreign or domestic employers. The taxes imposed by Titles VIII and IX of the Social Security Act—Unemployment and Old Age Pension taxes—are therefore applicable to such services."

Tom Mix in Albany

ALBANY, N. Y., May 22.—Tom Mix might well be satisfied with the splendid business his fine shows enjoyed here. Despite very inclement weather, two enthusiastic audiences, well-nigh capacity, gave the show the indorsement of being a superior three-ring circus of high quality of excellence. Irma Ward, Ray Goode, the Arbaughs, the Arleys, the Cotellets; Max Gruber's wonderful elephant, "Little Eva," and Rhoda Royal's Liberty horses were all distinctly pleasing. The George Hanneford troupe has been augmented this season by a sprightly youth who is uncannily clever. I did not learn his name, but it is safe to predict that he will speedily develop into a brilliant equestrian of the first class. George Hanneford has introduced some new comic stunts that were uproariously received by adults and youngsters.

Charles Warrell has been appointed assistant manager by Mr. Mix in recognition of his proficiency and unflinching courtesy in taking care of patrons at the front door. Mr. Warrell is the son of the late Fred Warrell, formerly superintendent of the Ringling-Barnum show,

and seems to have inherited all of his father's astute and masterly showmanship.

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(Continued from page 38)

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Lewis Bros. Circus WANTS

Two first-class Mechanics with tools and familiar with Chevrolet cars. Also People to work Stock, Bass Player. Other useful people write, Wednesday, Court; Thursday, Kane; Friday, Bradford; all Pennsylvania; Saturday, Hornell, N. Y. Bill Durante, can place you P. S.—Dead-end, can place you, also your Wife for Dancing. Max and wife, can use you.

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Five aluminum castings, Ringling-Barnum type, 16 rounded spokes, suitable for one inch scale models. Four diameters: 2 1/2, 3, 3 1/2 and 4 in.; Hires are 9 1/8 in. wide. Exact copies, limited supply at 50c each. Send 20c for samples or stamp for complete list of Postcard Circus Photos of S. F. R. B. B. & B. H. W. C. B. O. D. Mix, etc. ROBERT D. GOOD, 27 S. 10th St. Allentown, Pa.

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FOR ONE-DAY STAND SHOW,

Advance Man with car, Banner Man, Boss Canvasman, Chorus Girls, Flute, Dancers, Aerial Acts, Animal Acts, Clowns, State lowest salary or no answer. Write Jacksonville, Ill.

A-1 CIRCUS MUSICIANS WANTED

For the best Circus Band on tour today, a real Solo Cornet, also Drummer with complete line of Traps. Would consider hiring a Concert Drummer with Bells, Chimes, Kettle Drums, etc. Will pay top salary for men of this type.

CAN ALSO PLACE AT ALL TIMES, SOBER WORKINGMEN. For Side Show need Ticket Seller who makes Second Openings. Long season and good treatment to all. Ninth week out, and positive paydays every Sunday. All reply to the

GREAT DAN RICE CIRCUS

Ansted, May 26; Gauley Bridge, 27; Powellton, 28; Montgomery, 29; Logan, Monday, May 31; all West Virginia.

MIGHTY HAAG BIG 3 RING CIRCUS

Wants Immediately—Performers for Big Show. Troupe doing two or more acts to feature, Clowns doing one act, Musicians for Big Show Band, all instruments, Candy Butchers, useful Circus People in all departments. Reason for this ad, enlarging show. Rainelle, 27; Camden on Gauley, 28; Webster, 29; Elkins, 31; all West Virginia.

The Corral

By ROWDY WADDY

RODEO sports will be an outstanding feature of the California Stampede to be held at Marysville, Calif., \$15,000 in prize money has been set up for contestants to shoot at.

GENE AUTRY, singing cowboy of the screen, and his movie horse, Champion, appeared in person at the Fairbanks Theater, Springfield, O., May 20. He gave four performances and was accompanied by the singing cowhands.

INCLUDED among the performers at the two-day 18th annual Hayward (Calif.) Rodeo are Pete Knight, John Bowman, Johnny Schneider, Clay Carr, Earle Thode, Don Nesbitt, Everett Bowman and Leonard Ward.

PERRY (POISON) IVORY, well-known contestant, has turned from riding to judging. He has already helped determine winners at Red Bluff, Sonora and Hayward this season. He will also officiate at the Portland (Ore.) Rodeo and Stock Show.

EVERYTHING is in readiness for the three-day rodeo to be held in conjunction with the Community Celebration at Electra, Tex. An old settlers' reunion and a chuck-wagon dinner will be among features. E. E. Scheurer has been named committee chairman.

ARKANSAS' FIRST RODEO of the season, which was held May 9-10 at Pine Bluff, was highly successful. More than 8,000 persons attended Sunday's performance, while the show reported an overflow crowd on Monday. Bill Crosby directed the event.

FOR THE 10th consecutive year Oklahoma Ranch Shows, managed by Jimmy Ellis, will stage the Rodeo and Frontier Days Celebration at Canton, Okla., to be held this summer. Buetler Brothers have been contracted to furnish the stock. Sterling Weeks will be arena director.

COLONEL A. L. GATEWOOD letters from Flint, Mich., that he has just signed a contract with the Flint Park and Amusement Company to present his Flying X Rodeo for a month's engagement there beginning May 28. Flying X officials are Gatewood, manager; Earl Evans, live-stock superintendent; Toots Ayers, arena director; Wild Horse Charlie Evans, chief of cowboys.

ARENA DIRECTOR MIKE STUART has announced that \$4,000, to which will be added all entrance fees, will be awarded contest winners at the Prescott (Ariz.) Frontier Days, to be held this summer when the city celebrates its golden jubilee of frontier contests. Prescott is a Rodeo Association of America member. Happy Wintz will announce the event.

COMMISSIONER ANDY BROWN, of Bartlesville, Okla., announced last week that county commissioners have given permission to the Tulsa Rodeo to hold a roundup and rodeo at Dewey (Okla.) fairgrounds this summer. Business men of Dewey and Bartlesville, together with the Bartlesville Chamber of Commerce,

have approved the holiday attraction and promised co-operation for the event.

BACKED by the prestige of a charter membership in the Rodeo Association of America, the Livermore (Calif.) Rodeo promises to live up to its reputation in a two-day show to be held there this summer. With 24 chutes in the arena, the organization is able to run off events with record speed. The 22 events programed run the whole gamut of rodeo sports.

PLANS FOR the 16th annual Panhandle Stampede to be held in Alliance, Neb., this summer have already been completed. Advertising campaign, including small counter cutouts, window cards and bumper signs and 24-sheets, has been started. Mel H. Vaught's State Fair Shows have again been awarded the contract to furnish the midway attractions. Event is being sponsored by the American Legion but is backed by the local Chamber of Commerce. D. C. Bradbury was re-elected chairman. E. B. Black is secretary.

FINAL DETAILS for the fourth annual Arkansas-Oklahoma Rodeo, to be staged at Fort Smith, Ark., under Chamber of Commerce auspices, have been completed. Officials include Homer Todd, producer; R. K. Rodgers, general chairman, and J. E. (Pat) Garner, publicity director. Prize lists will total more than \$1,600. Holders of several national championships, according to Garner, work this rodeo each year. As in previous years, State officials of both Arkansas and Oklahoma will be honor guests at the rodeo. The Interstate Peace Officers' Association has also been invited to attend one matinee en masse.

RESULTS of the 11th annual Pioneers' Day and Rodeo, held May 7 at Hanford, Calif., follow: Bronk Riding—Doff Aber, Pete Grubb; Eddie Woods and Nick Knight split third and fourth. Bareback Bull Riding—Smokey Snyder, Dick Griffith; Frankie Schneider and Ken Hargis split third and fourth. Steer Wrestling—C. O. Luchner, James Irwin, Everett Bowman, Mickey McCrorey. Single Roping—Everett Bowman; Clay Carr, Buck Sorrells and M. W. Del Rey split second, third and fourth. Bareback Riding—Pete Grubb, Shorty Hill, Dick Griffith; Fritz Truan and Johnnie Schneider split fourth. Calf Roping—Homer Pettigrew, Breezy Cox, Tom Taylor; Clay Carr and Hugh Bennett split fourth.

DAY MONEY and final winners at the recent six-day rodeo held in Tulsa, Okla., under the direction of Binns and Kelly. (All results are for night contests unless otherwise indicated.) Cowgirls' Bronk Riding—First day (Wednesday), Peggy Long and Violet Clements split first and second; Vaughn Kreig. Second day (Thursday), Vivian White, Vaughn Kreig, Grace White. Third day (Friday), Vivian White, Violet Clements, Grace White. Fourth day (Saturday morning), Vaughn Kreig; Vivian White and Peggy Long split second and third. Fifth day (Saturday), Vaughn Kreig, Grace White, Vivian White. Sixth day (Sunday), Vivian White, Violet Clements, Grace White. Calf Roping—First day (Wednesday and Thursday), Dick Truitt (24-2-5 seconds), Hayden Rucker (29), Clyde Burk (29 4-5), Everett Shaw (31 2-5). Second day (Friday night and Saturday morning), Roy Matthews (19 2-5), Dick Truitt (21 4-5), Jim Snively (25 1-5), Jess Goodspeed (28 4-5). Third day (Saturday night and Sunday matinee), Clyde Burks (20 2-5), Hayden Rucker (24 2-5), Jim Snively (25 1-5), Jess Goodspeed (26 1-5). Finals (total time for three calves), Clyde Burks (86 2-5), Dick Truitt (81 2-5), Jess Goodspeed (96 2-5), Earl Moore (96 4-5). Cowboys' Bronk Riding—First (Wednesday), Vic Schwartz, Eddie Curtis, Lynn Huskey, Ted Harmon. Second day (Thursday), Hub Whiteman; Chet McCarty and Eddie Curtis split second and third; Cliff Helm. Third day (Friday), Hub Whiteman, Vic Schwartz, Cliff Helm, Ken Roberts. Fourth day (Saturday

morning), Junior Colwell, Cliff Helm, Eddie Curtis; Vic Schwartz and Ken Roberts split fourth. Fifth day (Saturday), Vic Schwartz, Eddie Curtis, Cliff Helm, Lynn Huskey. Sixth day (Sunday matinee), Vic Schwartz, Chet McCarty, Eddie Curtis, Cliff Helm. Finals, Vic Schwartz, Eddie Curtis, Lynn Huskey, Chet McCarty. Steer Wrestling—First day (Wednesday), Gene Ross (5), Joe Thompson (6 1-5), Shorty Ricker (7 1-5), Rube Roberts (7 2-5). Second day (Thursday) Gene Ross (5), Joe Thompson (6 3-5), Tom Hogan (7 1-5), Dick Truitt (7 3-5). Third day (Friday), Hub Whiteman (7), Joe Thompson and Hearshall Ross split second and third (7 2-5), Shorty Ricker (8). Fourth day (Saturday morning), Hub Whiteman (6 1-5), H. D. Binns (7 1-5), Shorty Ricker (7 3-5), Joe Thompson (10 3-5). Fifth day (Saturday), Gene Ross and Joe Thompson split first and second (5 4-5), Tom Hogan (6 1-5), Red Thompson (6 2-5). Sixth day (Sunday matinee), Red Thompson (5 2-5), Gene Ross (6 2-5), Dick Truitt (7 1-5), Rube Roberts (8 1-5). Finals (total time on six steers), Gene Ross (50 3-5), Shorty Ricker (58 3-5), Rube Roberts (62 3-5), H. D. Binns (80 3-5). Steer Riding—First day (Wednesday and Thursday), Hughie Long, Kid Fletcher, Shorty Hill. Second day (Friday night and Saturday morning), Jim Whiteman, Earl West, Shorty Hill. Third day (Saturday night and Sunday matinee), Hoyt Heffner, Shorty Hill, Andy Henderson. Finals, Hughie Long, Hoyt Heffner, Shorty Hill, Junior Martin. Wild Cow Unbelling—First day (Wednesday and Thursday), Jonas DeArman (44), Bob Crosby (51), Gene Ross (55). Second day (Friday night and Saturday morning), Earl Moore (41 2-5), Clyde Burk (49), Everett Shaw and Dick Truitt split third (64 2-5). Third day (Saturday night and Sunday matinee), Clyde Burk, Everett Shaw, Bob Crosby. Finals, Everett Shaw, Bob Crosby.

EXCELLENT BIZ—

(Continued from page 38)
at Pocaohontas, Va., when a cloudburst occurred during afternoon performance with a tent full of children. With every man in show on duty as Manager Ira Watts gave orders, danger was averted, only damage being done to Side Show top, which was slightly torn by strong wind. Brydon immediately ordered a new top for kid show that is expected to arrive within next 10 days.

Running time of performance is one hour and forty minutes, reeled off in a fast manner. Thirty-four displays, taking place in three rings with an abundance of novelties interpolated, are the answer to the many excellent after-noon notices show has received.

The Program

Opening with a tournament titled *Old Mexico* gives ample opportunity for display of spectacular costumes, youthful performers and lots of pep. No. 2.—Major Moulton working four young lions. No. 3.—Reardon's riding monks. No. 4.—Swinging ladder girls, Mary Miller, Helen Duffy, Esther Henry, Margaret Ford, Harriet Proctor. No. 5.—Clown entry, Danny McPride, producing clown; James Thomas, R. E. Barclay, Lew Walters, Dave Pultz, Earl Stinson, Thomas Nash, Will Clark, Charles Tettleton, Mel Krug and the Duchess of Kent. No. 6.—Neil's Liberty horses. No. 7.—Acrobatic display, Dell Trio, McMahon and Loy, Knapp Family. No. 8.—Perch ensemble, the Brocks, Lake Duo, the Lamonts. No. 9.—Clowns. No. 10.—Gentry ponies on revolving tables. No. 11.—Thirty-three performing dogs. No. 12.—Clown baseball game. No. 13.—Mary Miller on bounding wire. No. 14.—Monkey races. No. 15.—Double traps, the Brocks, Lake Family, Marlow Twins. No. 16.—Jargo, the giraffe, and clowns. No. 17.—Iron jaw, Mary Miller, Helen Duffy, Bertie Heron. No. 18.—Leaping greyhounds. No. 19.—Danny McPride and his clown dogs. No. 20.—Suato Japanese Troupe. No. 21.—Arthur Morrison Quartet, comedy bicyclists. No. 22.—The Brocks, White Family, Tantaraz, acrobatic display. No. 23.—Andy Colleno, \$10,000 Hollywood chimpanzee, and the Grahams. No. 24.—Clown number. No. 25.—Ad-Zacs three performing elephants. No. 26.—Cloud swing, Mary Miller, Esther Henry, Helen Duffy. No. 27.—Clown firecracker bit. No. 28.—Bucking mules. No. 29.—Clown walk-around. No. 30.—Gentry's horses, ponies and dogs. No. 31.—The Brocks, comedy bar. No. 32.—Casting Carletons. No. 33.—Mary Miller, aerial gymnast. No. 34.—Six Casting Cantellos.

The Wild West, headed by Buck Sells, includes Chief Chico and Princess Wa-

15 Years Ago

(From The Billboard Dated May 27, 1922)

"Tusko," elephant with Al G. Barnes Circus, walked away from show at Sedro Wooley, Wash., and was not corralled until 14 hours later. . . . All-time attendance records at Philadelphia were broken by Ringling-Barnum when that organization had a sellout at each performance. . . . Frank Braden closed with Al G. Barnes Circus as press representative and signed with Sells-Floto in same capacity. . . . A carload of animal, including polar bears, wild boars, pumas, camels and an elephant, had just been received by Christy Bros' shows at Norton, Kan. . . . Hagenbeck-Wallace and Ringling-Barnum shows were staging a billposting war in Cleveland.

Howe's Great London Circus opened to good business at Redwood City, Calif. . . . Wheeler Bros' show was encountering the worst rain and wind storms experienced in years during its tour of Oklahoma and Kansas. . . . John W. Gates, Benton Harbor, Mich., said to be the oldest active billposter, had just celebrated his 75th birthday anniversary. . . . Three persons were severely injured and scores suffered minor injuries at Postoria, O., May 17 when the reserved-seat section of LaRoy's Motorized Circus collapsed. . . . Howe's Great London Circus was playing day and date engagements with Foley & Burk Shows in California.

Hagenbeck-Wallace Circus played Cincinnati May 15 and 16 to capacity crowds. . . . Due to a late arrival at Bethlehem, Pa., May 10 Walter L. Main Circus played to only fair matinee business. Night performance, however, drew a capacity crowd. . . . Bert Cole, with Hagenbeck-Wallace Circus, infested that his wife, who appeared for many years in Billie Burke's vaudeville act *Tango Shoes*, was rapidly recovering from a recent operation. . . . Campbell Bros' Circus was playing to capacity crowds at every stand after opening at Tucker, N. J. . . . Billing brigades of Al G. Barnes, Gollmar Bros. and Christy Bros. circuses were so close to one another in Colorado that they could see each other's smoke.

lenda, nine Sioux Indians, Neil O'Neil, Buckslink Moran and the Pacific Coast light heavyweight wrestler, Tiger Tagesson, meeting all comers.

The band, under leadership of Lee Hinkley, includes Orville Meredith, Walter Bowen, Clarence Carter, R. R. Banke, George Keefe, Gordon Newham, Helms Heinrich, William Tobias, John Allen, Ray Chapelle, Louis Goodee, Clarence Bennett, Harry Sawyer, William Palmore, Walter Scott, George Craven; Lew Friebe, at the callopie.

Side Show

The Side Show, a 90 with three 30s, and a string of 16 banners, under management of Ray Craemer, includes the Dandy Dixie Minstrels, Jerry Roll Rogers, principal comedian and sax; Roland Thompson, guitar; John Johnson, cornet; Arthur Edmundson, drums; Will Price, tuba; Louis Page, trombone; Al Johnson, soloist; Rayon Trio, dancers; Lillian Lorraine, Phoebe Mobeling, Alta LaMar, Jenny Kline and Daisy Green. Swiss Bell Ringers and radio entertainers, Tom, Dick and Harry; Lew Dormorton, glass blower; Johnny and Willie Carpenter, pygmies; Little Lord Leo, midget, mail man and *The Billboard* representative; Elizabeth Webb, Mysteries of Bagdad; Martha Raye, mentalist; Cuban Mack, swords and juggling; Chief Miller, impalement; Marquita Mack, big snakes; Mickey Kelley, torture act; Allan Harris, iron tongue. John Moss is talker in Annex. Dancing girls, Elizabeth Webb, Ruby Moore, Mickey Kelley, Marion Gain, Margie Ray, Maude Montague. No. 1 ticket box, Kokomo Morrison; No. 2 ticket box, Tod Burgess. Menagerie display in Side Show includes lions, pumas, tigers, hyenas, monkeys; Buck Sells' wonder horse, Larry; Cupid, educated pony, and Sultanna, the killer. W. R. Henry is in charge of concessions; Howard King is legal adjuster; Slim Webb, master of transportation; Russell George, electrician. Executive staff includes Ira Watts, manager; William Storey, auditor; Butch Cohen, treasurer.

"DAYS OF OLD FORT HALL"

4TH OF JULY CELEBRATION,

JULY 3-4-5

Pageant—Carnival—Fireworks,

RODEO—INDIAN PARADE
POCATELLO, IDAHO

THIRD ANNUAL AMERICAN LEGION FLINT RODEO

UNDER PERSONAL DIRECTION OF MILT HINKLE

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Cowboys, Cowgirls, Indians, Wild West Acts, get with the Texas Rangers Rodeo, the one that works every week. We are booked by Geo. A. Hamid for a long string of fairs. Our No. 2 Show opens July 12 at Franklin, Ind. We now have 18 fairs for No. 1 Show and 11 fairs for No. 2 Show. We have some of America's best Rodeo Stars under contract, but can use a few more. Will buy rodeo stock or will rent. Write MILT HINKLE, Portland, Ind., June 3-5; then Flint, Mich. Pay your wires.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GARDEN ROLLER RINK, Hamilton, O., managed by F. O. (Corkey) Elliston, was scene of a novel skating party given by Mr. and Mrs. William Wolf and Mr. and Mrs. William Griesmer on May 17. Plans were secret and mysterious invitations were sent to some 200 guests, who in order to know the identity of their host had to attend. Management presented the act Thrills and Spills, put on by William Cramer and William Coolidge. Contests were held for best and worst skaters, who were awarded prizes. Refreshments were served and guests disbanded at a late hour, congratulating their hosts upon the novel idea of a "cheap skate" party.

CHARLES HESSEL, comedy roller skater, is with the Circus Schumann in Copenhagen.

NEW RINK opened in Quakertown, Pa., by New Jersey Rink Company of Pennsylvania and with Ed (Iggie) Rau, Allentown, Pa., as emcee and skating comedian, he reports, got off to a good start. It is first rink ever in the town and weekly floor shows are proving popular. Central Park Rink, Allentown, opened by William Butler, vet operator, is playing to good business. It is first rink in the park in 30 years and has a floor 70 by 140 feet.

RIVERSIDE ROLLER ACES, Indianapolis, were hosts at a party on May 12 attended by the public and Muncie (Ind.) Skating Association and skating clubs from Anderson, Ind., acts and contests being presented, reports Ray Woods.

A **ROLLER RINK** has been opened in Melick's Grove, near Zanesville, O., with sessions on Sundays, Tuesdays and Thursdays. Good music is provided and much equipment is new. Operation is planned thruout summer.

THE LOCKWELLS, trick roller skaters, were held over for a new floor show in the Hotel Walton Roof Garden, Philadelphia.

TIE-UP between *The Philadelphia Daily News* and Arena Rink provides for a general admission coupon in the newspaper to admit all school pupils to the Roller Derby which started on May 20 and will continue until June 10. Five hours of skating makes up each night's program.

JOE KETTER, Ohio's one-mile amateur skating champion, defeated Joe Heuter, Louisville, in a one-mile exhibition race at Jack Singhiser's 17-lap rink at Fontaine Ferry Park, Louisville, recently. Armand J. Schaub Sr., repre-

senting Cincinnati's Norwood Rink, gave a comedy number in his wooden-shoe outfit. Betty Matcheck and Mr. and Mrs. Frank Hess accompanied the skaters.

FRED BERGEN, operator of Skateland Rink, Cleveland, and owner of a Louisville night club, reports his rink is booked solid with parties until June 14.

A **NEW ROLLER SKATING ACT** has been started by Ed (Iggie) Rau, Allentown, Pa., with Miss Kay Eyrer, Quakertown, Pa., and Iggie reports the act doing well playing night spots, and he notes that many new Chicago skaters are appearing at rinks in his territory, which is, as he remarks, "a good sign that the old game is coming back strong, and let's all do our share to keep it coming."

Some Notes From Philly

By E. M. MOOAR

While weather appears suitable, Philadelphia rink attendance is falling off. Chez Vous and Circus Gardens are slated to close about June 14. Carman Rink will call it quits on May 30.

Miss Ruth Salon, one of Philly's expert waltz exponents, has opened a neat little summer rink in Edison, Pa., on the outskirts of this city. There was good attendance at the May 6 opening despite circus opposish near by.

Bill Holland, floor manager in Circus Gardens, will manage the new Chester (Pa.) Rink soon to be opened by Margolis & Cohn.

William Stewart, several seasons floor manager in Chez Vous, will pilot Joe Barnes' Wildwood (N. J.) Rink this summer.

Ben Newman, of Pax-of-Fun Rink, Buckingham, Pa., and E. M. Mooar were visiting Vic Brown in Dreamland Park Rink, Newark, N. J., and sitting in his office when the Hindenburg passed on its way to Lakelhurst, N. J., less than half an hour before it was destroyed. A severe thunderstorm was following it at the time.

Rumors are afloat that roller skating will be installed in Atlantic City this summer. At any rate, numerous Philadelphia and out-of-town men have been busy down that way scouting a location.

Appears as the some rink managers are giving up trying to keep floors clean with fiber-wheeled skates and will revert to steel again. Dreamland Park Rink, Newark, N. J., will open the 1937-'38 season with all-steel wheels of the new Chicago-type solid steel.

Jesse (Pop) Carey is proud possessor of a new Ford sedan, but for the present will depend upon the services of a chauffeur. It is possible "Pop" has designs on the Indianapolis Speedway (?) for a 24-hour race.

BARNES SHOW—

(Continued from page 38)

clown, are receiving a fine reception from audiences with their new walkarounds. Are working together. Abe also works the come-in as clown cop. Goldstein and Milt Taylor are working together as producing clowns.

At Reno occurred second wedding since opening when Harry Bert, superintendent of tickets, married Diane White, performer in show. Bride was given an ovation when clown band struck up numbers in backyard. *Here Comes the Bride and Hail, Hail, the Gang's All Here*. Her horse was decorated for message number with old shoes and a silver horseshoe, also a cowbell and sign—"Just Married."

The show has been making new friends every day, and S. L. Cronin, manager, has received much praise for his fine organization.

The Evening Herald, of Klamath Falls, gave the writer, Harry B. Chipman, a nice display of pictures on front page day of show, all scenes made on the arrival and putting up. The papers have been splendid along the line, with several running banners across the front and full-page spreads inside.

The State Orphanage, of Carson City, was entertained by Mr. Cronin. Ninety-five youngsters were brought to Reno over the T. & V. by special train, thru the courtesy of the Rotary Club, for afternoon performance.

Earl De Glopper replaced H. J. Kane in press department. He is three days ahead, doing story work. Gardner Wilson, general press representative, is receiving wonderful co-operation from the press. J. D. Newman was a visitor for two days and then made a hurried trip east.

Chester Pelke and his boys did very well in Reno, also at Sacramento. Most

of the big buyers were State officials. Were entertained by Mr. Cronin.

Eddie Woeckener and Harry Levy were neck and neck in the race to start the straw-hat season. Otto Hagel, of *Time* magazine, and Hansel Melth, of *Life*, were on show taking scenes around the big top. Mike Garner is scoring with his tramp pantomime. The Leprahons are still breaking concert records.

COLE DRAWS—

(Continued from page 38)

commendation and Jess Adkins and Zack Terrell can well feel proud of their 1937 unit.

H. J. McFarlan, equestrian director, has the program running in fine style, and Vic Robbins and his high-class musical organization have a great deal to do with keeping show moving at a rapid pace.

Beatty Big Feature

The show has a number of features. Outstanding is Clyde Beatty and his large mixed group of lions and tigers and his thrilling act always receives a big hand. It is one of the greatest circus attractions of all times. His wife, Harriett, also handles an animal act—an elephant with a lion and tiger as riders. Nicely done. Cyse O'Dell, aerial gymnast, scored solidly with her one-arm planges. Done in a very graceful manner. Another aerialist who registered was Mlle. Rita LaPlata, on trapeze, finishing with a great trap breakaway. Fine showmanship displayed. The Gretonas have a thrilling high-wire turn, their finish being a darb—doing a three high, with girl on shoulders of a balanced middle man. Another aerial feature is the flying return number—Flying Harolds and Imperial Illingtons. A fine exhibition of flying. The horse acts are standouts. In the Liberty turn Jorgen M. Christiansen, center ring, puts 24 equines thru a most interesting routine, as do John Smith and Jack Joyce with smaller groups in end rings. Menage display is exceptionally good, there being some fine dancing horses in it.

Harold Barnes, juvenile tight-wire performer, registered with his dancing, crotch jumps and other feats on the silver thread, as did Georgia Sweet, Roman standing rider, driving a 16-horse hitch. Juanita Hobson and Aurelia Zavatta have good principal acts. The McCree Family, Aurelia Troupe and Hobson Family are one of the big hits with their bareback riding and clowning. Fast-working elephant acts are handled by Betty Stevens, Gene Allen and Wanda Wentz, mount on track following. Eight bulls in center and five in each of end rings. Credit to Edward Allen, the trainer. The Bell Troupe is there with tumbling and teeter-board work, as are the Beehee Rubiette-Ben Hamid Troupe with tumbling and pyramiding (for a finish they do a five high) and Zoeppe Family on unsupported ladders. Seal acts, presented by Albert Fleet and Roland Hebler, are very interesting. Edwards Sisters and Tacoma Sisters, iron jaw; Renault Sisters in endurance work and girls on swinging ladders are a very pretty display. Chester Barnett received a big hand with his hind-leg dog, which circles the track. The burlesque Mexican bull fight is a pip, three dogs being realistically caparisoned as bulls.

The clowning is especially good. Otto Griebling was missing here due to having been injured recently. Emmett Kelly, dead-pan comic, as always a wow. Has several new bits this season.

An excellent Wild West concert is presented by Ken Maynard, Western screen star, with his famous horse, Tarzan, which includes cowboys and girls, Indians and Cossacks. Trick and fancy roping, riding, whip cracking, shooting, etc., are offered.

Lou Delmore has a beautifully arranged kid show with an excellent line of attractions and he has had plenty of customers.

Entire program was reviewed in detail when show was in New York and Chicago.

Zack Terrell was not with the show

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here. He has been ill and is at home in Owensboro, Ky.

There were broadcasts on lot over the Crosley stations WLW and WSAI, also WCPO. Sunday morning, May 16, Jorgen Christiansen broadcast at WERC studios, and following day at 1:30 p.m. Clyde Beatty was on the air at WLW studios. Mark Lynch, handling radio publicity for show, spoke on the circus over WSAI May 13 and WERC May 14.

Ora Parks handled press for local date and obtained an excellent showing in the papers. Plenty of paper was on the boards.

Ray Marsh Brydon, owner of Dan Rice Circus, and several members of show were in attendance Sunday.

CANTON, O., May 22.—At Richmond, Ind., Cole Bros.' Circus was on the old circus grounds, which had not been used for last several years. Twenty-four-hour man John Cory had considerable work to do in preparing location. The boys around the front are still talking of the sudden deluge of rain that came just before the doors were opened at night. It was impossible to get all the people that had gathered on the midway thru the doors before they were thoroughly drenched. All took it good naturedly, however.

At Dayton, O., owing to soft lot night before, the arrival there was about two hours late. Parade left lot shortly after noon, and matinee show was under way a little before 3 p.m. Radio contact man, Mark F. Lynch, arranged to give a running account of street pageant over the air at Dayton, which gained a lot of response from surrounding towns where show was soon to exhibit. Trade at Dayton was big, with a turn-away at night.

With only a few miles to cover for next stop at Middletown, first section was in before daylight. In making a sharp turn from a bridge into the lot the Side Show wagon went into a shallow ditch, which held things up for an hour or so. This had no final effect on the daily schedule, however. Gratifying business afternoon and night. Mrs. John Robinson motored from Cincinnati to take in afternoon show. Weather cool and cloudy here.

Springfield was a rainy day. What a lot of effort and work those few words mean to a circus. It really poured here most of the day. Parade went out on time and two shows were given. Attendance was really more than any showman would expect. The back yard was a sea of mud and the tournament had to be eliminated. Springfield had not had a railroad circus since Cole Bros.' show was there in 1935. Dick Cavanaugh, former trouper and now in advertising business in Columbus, visited in afternoon at Springfield.

The cold rainy spells that are being encountered are giving the circus folk their share of colds. The latest to succumb is Cliff Thompson, giant, who was absent from his platform at Springfield. Speaking of Side Show, Lou Delmore has a great lineup of attractions. One of stellar attractions is the Gibbs Sisters, Siamese twins, accompanied by Mr. and Mrs. Gibbs.

Jack Ryan, who has had the "mike" at Side Show, now does announcing in the big show over public address system. He took over duties in big show when Ray Dean, who had been doing the announcing since 1935, left at Richmond, Ind.

Beverly Kelly, former circus press agent, now living at his home in Delaware, O., visited at Springfield.



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OHIO AREA'S OUTLAY SOARS

Score of Spots Do Big Spending

Most construction in years marks new season—outings are coming back

CANTON, O., May 22.—Anticipating the best year since depression, a score of Eastern Ohio amusement parks will inaugurate the season next week-end, majority of major play spots getting under way on May 29. Optimism prevails throughout the district and without exception operators are confident that the new season will be the most profitable in almost a decade.

For the first time since 1929 major parks in Eastern Ohio have spent large sums for new construction, rides and improvements, and in some instances badly run-down plants have been rejuvenated at a cost exceeding \$50,000. Smaller parks are adding new facilities and doing the first modernizing in several years.

Outstanding in the district are Meyers Lake Park here; Summit Beach, Akron; Chippewa Lake Park, near Medina; Idora Park, Youngstown; Rock Springs Park, Chester, W. Va.; Geauga Lake Park, Coshocton; Riverview, New Philadelphia; Moxahala Park, Zanesville; Lake Park, Alliance; Brady Lake Park, near Ravenna, and several others.

Excursion agents report that not in years has there been so much interest in outings. They appear well pleased with the large number of big industrial concerns that plan to restore annual picnics this season. In every instance parks in this district have heavier bookings than in any previous season in 10 years.

From all indications it will be a good year for concessions. Rides should get a good break, since peak production in steel centers, on which parks in this area are largely dependent for patronage, have been working steadily for months.

Spots in Savannah Given New Features

SAVANNAH, Ga., May 22.—Tybrisa Pier, Savannah Beach, is undergoing extensive repairs and renovation for opening on May 29. An all-day celebration is expected to draw record crowds.

Ken Moyer and his Pacific Coast Orchestra will play for the opening and probably will remain two weeks. In Tybrisa Pavilion, said William H. Haar, of Tybee Amusement Company and manager of Tybrisa, two pre-season dances will be held, with music by Cliff Garfield and the Professors.

Extensive repairs to the pavilion are near completion and big improvements to amusement places on the beach have been made. Pier will have a new front, and two modern band stands are being erected. A modern soda fountain and bar adjoining the pier are additions.

Barbee's Pavilion and Daffin Park, also open, are visited daily by large throngs of bathers and dancers. Music at Barbee's is by Ken Palmer and his Paramount Orchestra.

Review at Winnepesaukee

OHATTANOOGA, May 22.—A bathing suit review, in which 10 girls competed for prizes, gave a good start for the 1937 season at Lake Winnepesaukee on Sunday. Review was sponsored by a leading Chattanooga store. A Hawaiian band played for the contest. Manager Mrs. Minette Dixon added a number of attractions to the lakeside spot. Special Sunday programs are being planned.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.



HARRY C. VOLK, who is in his 10th season as director of publicity for Atlantic City Steel Pier, plans more extensive exploitation for 1937 thru the personnel of more than 40 in his department. Newspaper material will be handled by Fred Schwarz.

Chi Riverview In 34th Season

New rides and shows greet opening patrons—concession space is well filled

CHICAGO, May 22.—Riverview Park opened its 34th season on Wednesday and for the first time in many years with plenty of sunshine. It has been dressed with varied colors and its appearance is proof of extensive preparations for the season. Concessions and shows on the midway opened on the starting gun, with a few exceptions.

Executive lineup is: George A. Schmidt, president; Edward F. Hill, director of concessions; Oscar Nelson, grounds superintendent; Charles Martin, warehouse manager; A. L. Filigrasso, auditor; Arthur Cleary, park superintendent; Sam Battaglia, director's secretary.

Management, which has always given customers plenty of rides, has added to the list this year Strato-Stat and Cuddle-Up, with last season's new Pair-o-Chutes, head this department. Flying Turns is back with James Elliott managing. Lillian C. Robinson opens another season with a duplex Ferris Wheel.

New shows include S. W. Thomson's Hollywood Monkey Village and Flaming Youth. Several more will bow within a couple of weeks. Most of last year's concessioners are back with new equipment and ideas. Space is practically all filled. Four shooting galleries, operated by Henry Belden, are in action. Steve Chadderton is back with his Penny (See CHI RIVERVIEW on page 49)

Playland, Offering Floral Display Colorful Lighting, Bows in Season

NEW YORK, May 22.—With Managing Director Herbert F. O'Malley officiating, Playland, Rye, N. Y., opened its 1937 season 'mid summery weather on May 15. The big Westchester County park is again resplendent in new paint and lighting effects and elaborate floral displays that year after year stamp it as one of the cleanest and most beautiful parks in the nation.

Several new rides and shows greeted inaugural patrons, including an Octopus, Ferris Wheel, a couple of kiddie rides and Harry C. Baker's elaborate Funhouse. Fireworks marked opening day and will be offered on Tuesday and Friday of each week.

An automobile will be given away weekly throughout the season and free at-

Rafal Is Manager For Summit Beach

AKRON, May 22.—Frank Rafal, Akron, has been appointed general manager of Summit Beach Park here. It was announced by the new organization which is rehabilitating the big playground. He is said to have had considerable experience in both indoor and outdoor branches of show business. Ed Latshaw is superintendent and Jack Kuehn picnic agent.

The ballroom, one of the largest in Ohio, opened on April 29 with Sammy Kaye and his WTAM orchestra and will be open on Mondays, Thursdays and Saturdays during May. Business thus far is reported far above expectations. Dick Fidler is booked for May 27 and 29. Charley James and his orchestra will inaugurate regular season dancing six nights per week. Lew Platt is ballroom manager.

The rebuilt park will reopen on May 29. All buildings have been remodeled and repainted. Fireworks will mark opening day, and A. E. Selden, "The Stratosphere Man," has been booked for nine days starting on May 29.

Flint Refreshment Biz Up For Season, Reports Kerner

FLINT, Mich., May 22.—Business so far this season has been more than double that of 1936 for Flint Park Refreshment Company, said Lacy Kerner, who again has Willis McLain as assistant and Hank Shelby as manager of stands.

Corporation has 25 concession stands, he said. Roster includes: Bingo, Bob Kerner, manager; J. Hill, M. Kroell, J. Smith, A. Monaco, D. Thorne, J. Whitree, agents; Madeline Wolvertin, checker; Mrs. Bob Kerner, cashier. Game concession agents, Nettie Eagan, Jack Furrow, Gene Imlay, Jean Wilson, John McClure, Mrs. Reilly, Emma Weber, Ben Bernard, Mike West, Charles Bickell and John Smith.

Refreshment stands, Eddie Burke, Howard Burdge, Ed Imlay, Joe Maupaus, Herb Frazier, Joe and Abram Everett, Joyce Van Norman, Manuel Thoun, Bill Imlay, Jack Coates, Ray Kuhl, Fred Odette; Lucille Maas, secretary; John Sherbenau and Arthur Clark.

Bee Kyle Held Over in N. O.

NEW ORLEANS, La., May 22.—Bee Kyle, fire diver, proved herself a real trouper at Pontchartrain Beach last Friday night, when confronted with a sudden lake squall, she acted against everybody's wishes and took her high dive into a 15-foot tank. Her act was joined this week at the beach by the Five Flying LeVans for three a day. Originally booked for two weeks, she held over for a final week before going to Philadelphia. The double free feature is bringing out large crowds and there is every indication that a new record will be set for total attendance weeks before the season ends in September. Rides, concessions, the beach houses are doing largest business in history of the resort.

Idora Spends About \$50,000

Ohio playground open to big crowds—free acts and bands are contracted

YOUNGSTOWN, O., May 22.—Remodeled at a cost of about \$50,000, Idora Park here, one of the largest in Eastern Ohio, inaugurated its season on May 15 with *Vindicator* Day, sponsored by a local newspaper. Attendance was more than 12,000, officials said.

Spot has been completely reconditioned under Manager Charles Deibel. Buildings were recoated and three new rides have been installed on the midway, where walks have been resurfaced, this being one of few parks in the Middle West with all hard-surfaced midway walks.

An innovation is a streamlined miniature railway with six cars. Another new feature is the Stratoship, aeroplane mounted on a 40-foot pylon. Shok Shu is a new funhouse and a new ride is the Raisynell. The big ride has been renovated with extensive repairs.

Old Mill has been repainted and extensive improvements have been made to the baseball plant. Dance pavilion has been redecorated and MCA bands have been contracted for the season, with Sammy Kaye's Orchestra current. Swimming pool has been redecorated. Heidelberg Gardens will feature Phyllis Rathburn and her orchestra, Manager Deibel said. Park expects to entertain more than 200,000 from Northeastern Ohio and Western Pennsylvania this summer. More than 150 are employed. Assisting Mr. Deibel in management are Max Rindin and Larry Troy. Free-act policy will be continued, with Wolandi Duo, high wire, presented opening week.

Laundered Buckroe To Open

BUCKROE BEACH, Va., May 22.—Laundered to satisfaction of Peninsula Baptist Ministerial Association, this resort will open the season on May 27. Ministers turned thumbs down on the beach for Sunday-school picnics, a grand jury investigation followed and recommendations resulted in action by Elizabeth City supervisors, who added more police, ordered a stricter checkup on cottage rentals and laid down regulations as to bathing suits. Whereupon the ministers rescinded their ban.

New Dock for Roton Point

NORWALK, Conn., May 22.—Improvement of the steamboat pier and enlargement of the central grove have been completed in time for the one-day pre-season opening of Roton Point Park tomorrow. Reconstruction of the dock, one of the resort's most valuable properties, has been on for two months. Substructure has been reinforced and a new deck replaces the old weather-beaten surface.

New Capitol Beach Debuts

LINCOLN, Neb., May 22.—With a free gate for the first time, Capitol Beach is open. Billing lays emphasis on everything being new, as the park was practically rebuilt after \$75,000 wind and fire damage last year. New dance pavilion will debut on May 29. Pool is managed by Ralph Beechner, who will also assist Park Manager Hoyt Hawke. Dance spot is in charge of Harry King. Old dance pavilion is now a skating rink.

Paris on Summer Schedules

PARIS, May 17.—Luna Park inaugurated its summer season on May 6. Jardin d'Acclimatation has been open all winter but recently reopened its big open-air circus stadium. Molitor open-air swimming pool is open, as are bathhouses along the River Seine. River excursion steamers are running on summer schedule. Amusement parks at Paris International Exposition, nearing completion, will not open until the exposition is officially inaugurated.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard.)

Keeping Up With Jones

Took my annual jaunt last week to Jones Beach, State Park Commission's huge project on Long Island, N. Y. You can talk all you want to about Robert Moses, park commissioner (and commercial pool men in these parts certainly do), but he surely keeps the Island beach in tip-top shape.

To be sure, when one has municipal money one can do marvelous things. And when one has private money and when that dough is none too plentiful it's a horse of a different color. Still many pointers can be learned from examining Jones Beach policies, pointers that do not require a great deal of money.

First thing that always impresses at Bob Moses' pet dream is its complete cleanliness. If any place is kept spick and span that spot is. And the secret of its success along this line seems to lie in its abundance of waste baskets. Those who have visited Jones Beach will recall the clever manner in which the State bathing park conceals its refuse cans, all of which is in keeping with its entire shiny appearance.

Majority of the receptacles are shaped like ship funnels, while others are in equally unique forms. Not a single ugly garbage can exists in all of Jones Beach and still it must have more baskets than any other bathing establishment of equal size. Surely commercial tank owners can work similar tricks to keep up the appearance of their swim pools and it's something that doesn't require so-called government money.

Another point about Jones Beach is its uniform policy. Everything is right in line and an employee, whether life guard or game attendant on duty, will never be found in anything except the attractive park attire. Too many privately owned tanks, no matter how big they are, are often lax about this uniform situation and because of one employee, who may like his own particular sweater and is permitted to prance about in it, the entire scheme of things is destroyed.

It's ironical to note that two main attractions at Jones Beach, besides swimming facilities, of course, are those which have proved awful flops at commercial natatoriums—shuffleboard courts and archery ranges, which seem to be its most popular side-line activities. Even though these games have been highly publicized only a few privately owned pools apparently can make them pay. And one wonders why. Could it be that the plungeries which fizzle with shuffleboard and archery need to take a leaf from the operating book of those at Jones Beach to see exactly how these sports should be run?

Yes, you can talk all you want to about a State proposition like Jones Beach and, lest you get me wrong, let me add that you probably have a right to—but still it must be honestly reported that a place like Jones Beach certainly is leading the way in proper bathing establishment management.

Altering Currents

Many changes have been reported by metropolitan tanks. Castle Hill park and pool, Bronx, New York, announces an enlarged cafeteria, taking the space that was used for game devices during the winter. A new kiddie pool will also be open when this tank makes its bow for the 1937 season this week-end. A novel feature will be accommodations to keep children's lunches for them.

Another Bronx tank which has made alterations for summer is Prospect open-air pool on Westchester avenue. Morris P. Weiss, manager, writes that he has enlarged locker space and that the cafeteria has been rebuilt. Management also has erected a sun pavilion, and a play shower for the kids has been installed. A feature will be free dancing in the ballroom or in a new pavilion.

Postman Rings Once

Walter Surjack writes from Fort Worth, Tex.: "My wife and I read your column about the hair campaign in New York and we can't help having that 'I-told-you-so' feeling. You'll recall that my wife wrote to you about the hairy-chested problem among male swimmers, which you published at the time. But nothing seemed to happen then. Now

somebody has started something and maybe they'll win their point."

Dots and Dashes

Just discovered that Chris Egen, Bronx Beach pool, New York, used to be an executive with the F. F. Keith vaudeville circuit. . . . First stunt of season in Palsades (N. J.) Amusement Park salt water pool will be a beautiful leg contest on June 6, first of bathing beauty contests in the new outdoor season. . . . A hasty trip to Rockaway Beach, L. I., last week-end revealed that the Loopit game, one of the few open on the Boardwalk, did land-office biz. . . . Pete Doraine plans radio broadcasts, as was done last year, to publicize bathing facilities in Atlantic Beach Park, Atlantic Highlands, N. J. . . . St. George indoor tank, Brooklyn, N. Y., runs its big shindig this week, a sort of finale for the indoor season.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Season is close to official opening. Some performers affected by the New York burly situation have taken engagements with Island night and roadside spots. Pavillon Royal's summer opening toga being put on Freeport Stadium will open soon, featuring varied events four nights a week. Central Theater, Cedarhurst, being put back into shape after a fire. Hofbrau, Broad Channel, opened and playing exclusively to motor trade. World Fair Club, organized in Queens County to act as a vigil for the forthcoming expo, increasing its scope of activities under direction of Russell Kruppenbacker.

Ris Park, Neponsit, will probably be the cynosure of Long Island beaches this summer, what with Park Commissioner Robert Moses giving special attention to its development and following in certain details, the makeup of Jones Beach. Bathing pavilions in Queens County (part of New York City) cannot receive permits to open until they have constructed life lines and can insure protection for bathers.

ROCKAWAY BEACH: Chamber of Commerce dinner, official indicator that "the season's on," is slated for latter part of June in Ris Park Pavilion. Jack's Bar reopened on the Boardwalk. S. & M. Amusement Company's Motorboat ride is a fancy affair. Warner's photo studio back at the old stand. Fascination, near the Incline Walk, prepared to greet the trade. Izzy Faber, novelty mogul, back on the Walk this year.

Jack Hanlon has McGovern's old spot, Mannie Kline and brother, Dave, back for second year with a refreshment stand at Beach 77th street. Rand Restaurant opening and proprietors hoping for happy appetites. About a dozen sites of old hotels and boarding houses torn down as non-profitable ventures will be auto-parking places. Schwartz's Steeplechase pool is set for opening shortly after Decoration Day. Cottage rentals better than they've been in five years and prices likewise. The Trouville, Grandview avenue, Far Rockaway, is close to the century mark in age.

LONG BEACH: Castle Baths, which went up into flames a couple of weeks ago, will be replaced at cost of \$50,000. Builders will have to do some quick timing to get the baths open for summer. Harry Marx is in from Florida, where he prolonged his winter vacation. Biggest news locally in years is that the new Boardwalk will be open by the next issue of *The Billboard*.

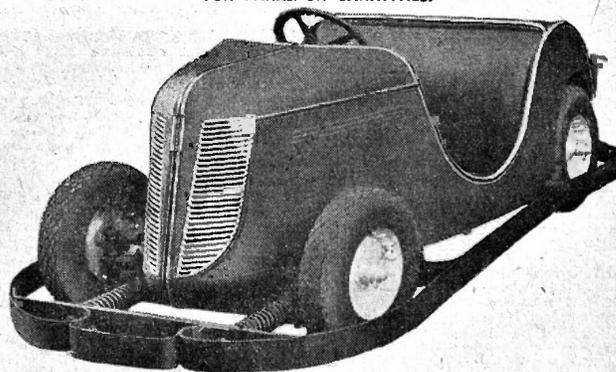
Playland, Rye, N. Y.
By J. WILSON CLIFFE

Now that this big Westchester County spot has been formally opened, things are settling down to a normal routine. Aitho weather has been spotty, business has kept up remarkably well over the week-end, concessioners and ride men reporting excellent patronage. Boardwalk concessions include Morgan's Roof Garden, Abbot's Frozen Custard, Frank LaPer's Pennyland, Tru-Studio Studio, Izzy Furer's Novelty Shoppe and Arthur Marrar's Boardwalk Spa.

Les Brown and his Duke Blue Devils Orchestra seem to be clicking nicely. Colonel J. Austin Kelly has the Colonnade Buffet, and his Beach Cafeteria and tunnel stands are set to open with the beach on May 29. Badalato & Sons are operating Playland Casino, park ball-

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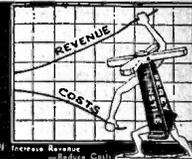
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room, and will offer name bands periodically.

Concessioners in the park proper report favorable biz and include Mike Wallace, perennial weight guesser; Gus Rosasco, photo studio; Fred Fansher's Walkthru, Gus Bergman's photo studio, Abbot's Frozen Custard, and Madame and Yogi Jordan, forecasters.

Superintendent of Refreshments Fred Merritt has most of his stands in apple-pie order. Bathhouse Manager Woodward is rapidly getting everything ready on the beach. Several thousand tons of sand have been spread to replace that washed out by winter tides. Dot Divin, sketch artist, is again here and it's a pleasure to note her pleasant smile.

Reception Manager Edith Bossert is in United Hospital, Fort Chester, with a serious illness. We all wish her speedy recovery.

Dwindling Newport Revenue Is Problem

NEWPORT, R. I., May 22.—Future of Newport Beach apparently hangs in the balance. Trustees of Newport Beach Association requested city officials recently to reduce the \$4,000 annual rent on the beach to \$500, that \$20,000 indebtedness for back rent be reduced to \$10,000, that the city become a common creditor for this amount, that city cancel interest charges and enter into an amended agreement for five years. The requests were rejected by the board of aldermen.

Last week a new offer was made by the Beach Association with these terms: Payment to the city of \$5,000 on accrued debt, city to reduce annual rent from \$4,000 to \$2,000, be a preferred creditor and in October receive 25 per cent of net profits for summer toward payment of the debt. Terms of a trust agreement signed in 1933 would continue five years.

Stockholders of the Beach Association gave a vote of confidence to the trustees and new offer to the city was approved. Aldermen voted to take the offer under advisement. City officials declare beach business had dwindled in recent years. One alderman estimates revenue for four

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years has been no more than \$50,000. Another says "liquor and bathing privileges" are now the beach's main source of revenue, with the public, "preferring sand to dirt," drifting away.

GREEN BAY, Wis.—Bay Beach Park pavilion has been reconitioned with interior redecorated and floor retouched. DAV sponsored opening dance on May 21 with Bill Carlson's Orchestra.



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American Recreational Equipment Association

By R. S. UZZELL
BELMONT PARK, Montreal—Charley Miller, manager of Luna Park, Coney Island, N. Y., in *The Billboard* of May 15 showed some real serious thought on the question of concessioners in amusement parks. There is a lot of truth in what you say, Charley. Did you go into the records to see the big part concessioners played in putting Luna Park on the map?

It was our old guard, who, as youngsters, first came to know one another well in the early days in Luna Park. They constituted much more than half of the park. Luna management, with their multiplicity of duties and responsibilities, could never have given minute attention to all of the devices those first busy years. And the financing would have swamped Thompson & Dundy.

Thompson as Asset
 As it was, Fred Thompson had to borrow the money with which to buy a new pair of pants for the opening. The old pants were not hocked; they were worn out. This is almost a parallel story of the building and opening of White City, Chicago, and many parks of America and the world.

W. G. Bean, late of Blackpool, England, often admitted that but for L. A. Thompson as a concessioner he could never have made the grade. On Mr. Bean's last trip to the States he acknowledged to the writer that Thompson had been a godfather to him. In those days when they signed L. A. Thompson as a concessioner the park was made.

Those easy times saw many parks successfully launched where the management had only a lease, a band stand and a fence. The concessioners did the rest. The manufacturer of a ride can service it, as a concessioner, far better than anyone else unless it be in a place with a complete machine shop and thoro mechanics in charge. Then often they overlook some very vital items in maintenance that an inventor and builder of the ride could see at a glance.

Humphrey Not Absorbed

Then happy is the concessioner producer of a ride when the operation is easily accessible to his factory. As, for example, Lusse Bros. operating in Woodside Park, Philadelphia; W. F. Mangels in Luna Park, Coney Island, or the writer at the New York's World's Fair, four minutes by truck from his factory. There is another side to the picture. All who do not agree with Miller should express themselves as freely. The late D. S. Humphrey started in Euclid Beach, Cleveland, as a concessioner. He was a good one. No one had ever sold such pop corn at the beach before his day. They did not absorb him. Here is a

fine illustration of where the concessioner absorbed the park. Some parks swallow the concessioner. But for the unjust treatment of concessioners in some parks managements would not have to importune concessioners to come in or go back to them now.
 "Red Onion," in *The Billboard*, admonishes us to come back with the Frolic. You guessed it, Bill; we are on the way.

Billings Augments Aim

Rex D. Billings started in here to build the most beautiful park in Canada. He has succeeded but is not content to rest on his laurels. His mark now is the most beautiful park on the Western continent. You who are content with present accomplishments are going to drop behind the procession. He had a preview opening on May 16 which presages a far, better season than in 1936.

All who have been preaching beauty in parks as an asset are beginning to see results. Better not wait for New York's World's Fair. Why not start now and be ready to make further progress with the new developments that you will see at the great show of 1939?

Canada and the States already show the better results from re-employment. Let us hope there will be work now instead of strikes and stagnation.

Palisades, N. J.

By MARION CAHN

Things have shaped up well and, with the extensive rebuilding, the park looks better than it has in years. Concessioners this season will include Anna Steinberg, restaurants; Edith Shorten, wheels; Joe Welsman, Harry Frankel, skill games; Haweeny and Mrs. Ganim, souvenirs; Adolf Schwarz, Daddy Simmons, wheels and mouse game; Orville Jennings, high striker; Ella Parker, hamburger; Sadie Harris, teddy-bear wheel; Ida Spiel, roast beef; John Pretorius, roast beef; B. & B. Amusement Company, skill games; Koma Komatsu, string game; Kohr Brothers, frozen custard and ice cream; Tony Ganim, potato chips and waffles; William Hart, glass blower; Rose Guttenmacher, photo gallery; Hyman Nierenstein, weight machines and palmistry; Emanuel Deutsch, handwriting analyses and Romance of Niagara; Jimmy Sirico, ball game; Palisade Novelty Company, pinball games; August Bernl, Emanuel Mazzochi, Penny Arcade and Skee Roll; Mitzl Mannes, malted milk; Dave Cohn, short golf game; Boss Creamer, Harry Dyer, frankfurters, lemonade and candyland; Phil Smith, coconut drink; Captain Walker, zoo; Plato Guimes, shooting galleries; Yuan Chen, Chinese restaurant.

Big bally was planned for opening on May 22, free act including Florescu and Honey Family.

New Fernbrook Is Ready For Opening, Says Venner

NEW YORK, May 22.—Pierre Venner, manager of New Fernbrook Park, near Wilkes-Barre, Pa., who spent a day here, said that for the opening on May 29 the park has been repainted in ivory, blue and red and inclosed in a six-foot picket fence. A new entrance of modernistic construction has been added, grounds have undergone complete landscaping and a new Coaster is being constructed under supervision of Frank Martz, he said.

Park will have a free gate and free parking, will offer free acts obtained from Rutan Enterprises and a series of 18 name bands in the ballroom one night a week, with local bands the remainder of each week. Russ Morgan will be opening maestro.

Picnics have been booked for practically every Sunday, new sportland and bingo buildings are being erected and fireworks will be presented weekly.

"Jungle Train" to Benson's

HUDSON, N. H., May 22.—Boston & Maine Railroad and John T. Benson, owner of Benson's Wild Animal Farm here, will inaugurate a "jungle train" service from Boston tomorrow. The Boston & Maine is credited with thinking up the "snow train" and the "bike and hike train" ideas for sports lovers.

ALBANY, N. Y.—To operate amusement parks, theaters, etc., Sandy Amusement Company, Inc., of Brooklyn, was granted a charter of incorporation. Stockholders include Esther Monks, Ruth Fine and Nathan L. Levitz, Brooklyn.

Asbury Park, N. J.

By RICHARD T. HOPPER

Most spectacular fire along the shore in many years on the night of May 16 wiped out Loch Harbour Hotel, Loch Harbour, just north of here. Loss was placed at \$200,000. Mrs. Howard Hulick and LeRoy Duffield, owners, were readying the large structure for opening next week. Hotel Monterey, on the ocean front here, opened with Sherman Keene and his WOR ork in the grill. Berkley Carteret announced plans for a new setup on outdoor terrace restaurant and night club this season. Are spending large bundle for orchestra shell, new dance floor and other fixings. Connie Atkinson and ork as usual will hold down the spot for summer.

Ike Harris has his kiddie playground going smoothly on the Boardwalk at First avenue with several new rides. Nick Vetran opened a new playland with coin-operated games, Whirl-o-Ball alleys and such in Convention Hall Arcade. Jerry and Bob Carlton again readying their scales for 'Walk spots. Ken Lee will be in charge again. Expect Doc Beberman back at his Fourth avenue table. He had a swell season last year. Reade's Casino continues to be top draw in this section. Ina Ray Hutton and her Melodears pulled 2,300 Sunday night. Top-ranking bands will appear here thruout summer. Plans for Convention Hall, also under Reade management, not announced as yet.

A. M. Williams opens his Palace of Amusement on Lake avenue for weekends and will be running full time shortly. Place abounds in new attractions. City election last week saw entire council returned to office and leaves fight between city fathers and beach commission over control of all beach revenues and property just where it was two weeks ago. Opposition at election promised co-operation with the four-man board. Nat Morris opened a new gadget shop in Convention Hall Arcade. Pitch appears popular if crowds are indicative.

Among night spots being readied are Ross Fenton Farms, Trocadero, Maison Folci, West End Casino and Colony Surf Club. Alice Clarkson, former legit star, opened new drinkery in conjunction with her Sea Girl Restaurant.

Senate confirmation of James Forsyth, Carlton Roberts, George A. Smock II and S. H. Calvert as local beach commission appears to give the four the inside track on beach control. Council has refused recognition of the board because they lacked confirmation. Now they have it.

Virginia Beach Improved

VIRGINIA BEACH, Va., May 22.—Lewter's Bathing Beach Cottage Line, has been remodeled and more than \$7,000 spent on improvements, including new boardwalk. Club 500 is staging floor shows and using bands. New Virginia Beach Club has been remodeled and much work has been done at Cavalier Beach Club. Virginia Beach Casino, under same management, is using name bands and putting on some floor shows. Everyone at the shore anticipates a big season.

SINGAPORE, S. S.—After a successful season in Malaya, Peejay Ringens, internationally known high diver, who was featured in the Marine Theater, Great Lakes Exposition, Cleveland, in 1936, sailed from here for Europe, where, he announced, he would open in Tivoli Gardens, Copenhagen, in June. He said he was booked in Norway and Sweden for July and August, with Paris to follow, and would return to the States in December.

DETROIT—Eastwood Park offered its first pyro display of the summer on May 21, called *Planets on Parade*. Al and Jean Johnson, xylophone team, head a new musical show in Coconut Palms. In the floor show are Marino and DuVoll, ballroom routines, and Lois Brady, vocalist. Gene Youngblood is emcee.

NEW YORK—Perey Turnstile Company, of this city, reports added interest in new-type entrance machines and much activity along the park front. Perey recently consummated deals with Woodside Park, Philadelphia, Coney Island, Cincinnati, and Palisades (N. J.) Park.

Tying Up Parks With Exhibitions

Address of Cy D. Bond, sales manager of Dodgem Corporation, at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30:

What I have to say is just an idea, but I have a hunch that it is only by working out some new ideas in the amusement park business that parks as a whole are going to prosper as they would like to. For some time—and it is not altogether original with me—I have been thinking that some of these local exhibitions, such as the Cleveland Exposition, are nothing more than portable amusement centers, organized with a great deal of publicity, which are just as adaptable in possibilities to most every amusement park in the country. Yet only a few parks have tried to work out an annual exhibition. For instance, at Cincinnati Zoo they hold an annual food exhibition, and when Charles Miller was manager there he told me that the biggest receipts of the season came during the food show.

An outstanding celebration with a lot of local and national exhibits is not so hard to promote as one might think and I am quite sure that if you give some thought to the expense you will find that the results will more than justify the expenditure and preparation. Let us say we are going to start an annual program for the month of August and most of us know the last two weeks in August can stand a little boosting.

Stir Local Spirit

First, select a good name for this exhibition that will be attractive to 200 or more local and national manufacturers. Then build around this name a big free attraction of the most outstanding acts, pageants, fireworks, music and advertising program your community has ever known. Now get a little local public spirit into the plan. Organize a local exhibition committee of outstanding merchants and civic-minded people in your community. You cannot expect this committee to do much work for you, but if you can show them where they will receive a part of the proceeds for some civic institution in most cases they will help underwrite the show.

With some newspaper publicity regarding this committee and what you expect to accomplish you are ready to sell space to national exhibitors. In doing this, at least for the first time, show them that their cost is merely to cover overhead expenses and the full amount of money paid by them will go for publicity and attractions. Show them that you do not want to make one cent on them, but intend to draw great crowds of people to the exhibition, where they can demonstrate and sell their wares.

Probably right now you are saying that up to this point I may have something, but what will the thing really cost? Let's start here at Danny Bauer's park. The name of the exhibition will be the Three Hundredth Anniversary of the First Whaling Ship That Sailed From New Bedford. We should draw from at least a 50-mile radius to this show. A civic committee has been organized and we are going to give part of the proceeds to the New Bedford Whaling Museum. This is the foundation. The rest is up to Danny.

Budget Is Suggested

Let's say we sell 100 booths the first year at \$100 for each booth; 100 times 100—that is \$10,000 to begin with. To this add many stands for games and drinks other than those he has at the present time. These will gross 25 per cent more business than regular, we will assume.

Now during this time we are going to charge admission to the park, for we have a big outstanding show to pay for, and make this show a good one. To the show we will add daily and weekly awards of automobiles, ice boxes and other household attractive premiums. Many of these can be promoted. Add to this a fashion show and a domestic science course of lectures and you have a program that will click.

If you can stand a 25-cent gate you ought to attract at least 50,000 people to your park during the month, which would mean \$12,500 gross. These amounts, together with your increased receipts, should gross for the exposition not less than \$30,000. If \$20,000 of this amount was budgeted the first year for

the exposition it would leave a net of \$10,000.

The budget, I think, would look something like this; \$5,000, booths, which you will have left; \$5,000, advertising; \$5,000, shows and attractions; \$3,000, extra help and promoters; \$2,000, free gifts. It is quite possible that no set plan can be made that will fit all occasions, but I am sure that with the possibilities for attracting large crowds, such as exhibitions have, every park owner can afford to give this suggestion serious consideration.

More Concessions in Casino

FORT WORTH, Tex., May 22.—Five more concessions have been opened on the Boardwalk in Casino Park, Lake Worth. Bee hive, operated by Mrs. Blakeley; auto bumper, Eddie Jones; ball game, J. B. Braux; three-horse racer, Red Bird, and hoop-la, Mrs. Bertha Potts. There are nine more to be opened, according to P. B. Morris, in charge of concessions. Bluebeard's Palace opened after being repainted and repaired, with Mrs. Jesse Mann, cashier. Fortune, operated by E. L. Smith, opened to good business. Attendance first three weeks has been more than satisfactory, said Manager George T. Smith. Larry Lee's Orchestra was followed on May 20 by Jay Whidden's Orchestra. Art Kassel and his band will begin an engagement in Casino Ballroom on June 11.

Wish Has Ex in South Bend

SOUTH BEND, Ind., May 22.—Al Wish, recently connected with his brothers in Eastwood Park, Detroit, and who has exclusive on concessions in Playland Park here, reports construction of new rides and concessions under way. Opening is set for May 29, with Eddy Duchin in the ballroom on Decoration Day. Mr. Wish plans to open with corn game, blower, fishpond, ball game, Skee Ball, Sportland and Penny Arcade, grocery wheel, cigaret wheel and bumper. He also has the pop-corn stand. Besides rides and concessions, park has a large swimming pool, monkey isle and a large half-mile track for auto and motorcycle races.

Trailer Camp Bid Received

OCEAN CITY, N. J., May 22.—Plans for a camp for automobile trailers in an outlying section were revealed by Mayor Joseph G. Champion. Several operators, he said, have offered to take over a city-owned plot near the bay and conduct the reservation at no expense to the city. One person, it is said, promised to install light, water and sewerage and pay the city 20 per cent of gross income.

With the Zocs

CINCINNATI—The second zebra to be born at the zoo within a month arrived on May 20. The 20-pound youngster and his mother, a Grant zebra, were reported to be thriving. Several weeks ago Frisky, a 25-pound Chapman zebra, arrived, first born at the zoo in 20 years, it was said. With the newcomer rated as a "standing nursing colt," as race horse people say, the African veldt promises to have

WANTED

14 WEEKS FOR SPORT SHOW

At ATLANTIC CITY, May 29-September 11, 1937

PISTOL OR RIFLE ACT—KNIFE THROWING ACT—CHIEF WHITE HORSE, COME ON—GOLDSTEIN OR MEYERS, WHISTLERS, WIRE. NOT A GRIND SHOW.

Wire SPORT SHOW, 2203 Boardwalk, Atlantic City, N. J.

PAY YOURS — WE PAY OURS

Joy Lake Amusement Park

Can place good Attractions, Rides and Concessions. Year around spot—15 towns to draw from. Only Amusement Park in Rio Grande Valley. Write MARION KENWORTHY, Joy Lake Amusement Park, McAllen, Texas.

Broadway's Newest Drink Sensation

HAWAIIAN TROPICAL DRINKS!

Pina Colada 500% PROFIT Coconut Champagne

Complete Equipment and Formulas, \$75 and \$100 a Unit.

See Our Latest Eight Unit Installation Next to the Palace Theatre, Broadway, N. Y.

NAT LERNER 10 Installations in New York. All Making Money.

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two new lively attractions this summer. Zoo authorities attribute rise in the zebra birth rate to the veldt, which, they say, resembles the natural habitat of the zebra sufficiently to lead to mating.

PHILADELPHIA.—Mrs. Prairie Dog in Philadelphia Zoo Gardens is showing off with sextuplets, first prairie dogs born here in several years. New additions are a pair of Alaskan huskies. In exchange with London Zoo a shipment of English snakes arrived, including 24 adders, 20 assorted snakes, 68 assorted lizards, 37 frogs, a ball python from Africa and a sharp-nosed snake from Madagascar.

SAN DIEGO, Calif.—A recent issue of Zoologica, official monthly publication of the Zoological Society of San Diego, announced rules and prizes for a local snake-catching contest. A similar contest was conducted annually for a number of years until the depression became responsible for suspension of the customary prizes. By means of the competitions, the zoo was able to secure a large number of snakes and reptiles of other kinds. These enabled it to maintain its own collection at high standard and provided it with considerable trading stock. Careful record was kept of the point of origin of all specimens and, over a period of years, a mass of valuable scientific information has accumulated. Investigational work of Laurence M. Klauber, curator of reptiles of San Diego Zoo, has been largely based upon the great numbers of reptiles brought to the zoo. It is doubtless true that more is known about snakes of San Diego County than about snakes of any other county in the United States.

DETROIT—Detroit Zoo's six performing chimpanzees, heirs of the late Joe Mendi, have become temperamental, Superintendent John T. Millen disclosed

MIDGET CARS

LOW COST—HIGH PROFITS

Everybody fights to drive these 1-H. P., 2-Passenger ARROW JUNIOR gasoline runabouts. Four of them on a vacant lot will net you as high as \$60.00 daily. They're the rage. Cash in now on this sure-fire winner.

WIRE

AIRCRAFT MECHANICS, INC.

COLORADO SPRINGS, COLO.

in a plea to city council. "They act properly only for those to whom they have become accustomed," he said, and secured permission for appointment of Norman Kaufman, Harry Giles and Edwin Werth to remain for the summer to handle the monks. Another special contract approved at Mr. Millen's request was to engage Joseph Jones to handle snakes for the new reptile exhibit.

CHI RIVERVIEW

(Continued from page 46)

Arcades and William J. Coutry is taking photos in four spots.

Riverview ops announced continuation of previous price policy, giving Mondays, Wednesdays and Fridays over to two-cent admissions and Tuesday and Thursday nights at a nickel. Crowds appeared early and gained momentum right up to closing. Execs say all indications point to the best season in many years.

WPA SHOW

(Continued from page 38)

J. Goodwin, hopped over to Englewood, N. J., and caught Kay Bros.' Circus. Bill Ketrov has a fine show and can be well proud of it. Was guest of Dan Stewart at supper time and the Kay cookhouse continues to live up to its name.

Mix First in Providence

PROVIDENCE, May 22.—First circus to hit this city and territory this year was Tom Mix show May 19. Fall River, Mass., followed. Fred Kilgore, of Downie Bros. show, was in Newport last week and signed contracts for June 7.

Saturday dates in larger New England cities are getting tougher and tougher since Fall River set the example a couple of years back by refusing one of the larger shows a Saturday permit, necessitating the show setting up just over the Fall River line in Westport, Mass. Fall River also turned down a request for a Saturday date to one show this season. New Bedford did the same, and Lowell, Mass., recently rejected an offer for a June 12 (Saturday) date.

Coney Island, New York

By ROGER LITTLEFORD JR.

Weather man turned another trick last week-end by bathing Coney Island in a couple of days of clear, warm weather. It rained during the week, cleared up Friday eve, remained that way until Monday and returned with the disagreeable stuff Monday night.

Charles R. Miller, manager of Luna Park, who has kept the big playland's doors locked all spring, will evidently postpone activity until opening on May 29. According to reports, plenty of renovation is taking place within. Steeplechase has been more or less open the last few week-ends and on especially good nights in between.

Most spots, altho enjoying okeh biz on Saturday and Sunday, have been averse, as usual, to operating during the week-day afternoons, but from all appearances plan to inaugurate that stage of the season's development by Wednesday of this week. There is money

around the Island this year—money that will be spent.

Boys along the line are wondering what effect the governor's veto of the Dunningan Censorship Bill will have on operation of all sorts of sex attractions at Coney Island this season. License commission has followed a definite thumbs-down attitude all spring toward sex shows and after the recent burlesque cleanup it appears that Island showmen may be forced to forego certain types of patron pullers during 1937.

Victor Racano will sell tickets on the Bowers Boat Ride. Jimmy West, returned from the road, will work the front of Fred Sindell's side show. . . . Demise of Brooklyn burly had little effect on Betty King, who moved direct from the Star Theater to Sindell's Coney Island Circus Show, where she will make openings. She has been around the Island four years.

MILLIONS FOR FRISCO EXPO

Legislators Vote Backing of State

Los Angeles '40 event also is remembered — other commonwealths coming in

SAN FRANCISCO, May 22.—California Legislature last week appropriated \$5,000,000 for State participation in the 1939 Golden Gate International Exposition. Without a dissenting vote the Senate followed action of the Assembly approving the San Francisco delegation's bill, providing for the State's share in the expo to be held on Treasure Island, now being built in San Francisco Bay. Governor Merriam indicated satisfaction with the measure.

An effort by Senator Culbert L. Olson, Los Angeles, to reduce the appropriation to \$2,500,000 received no encouragement and the bill was given immediate approval. Senate also approved the Doyle Bill appropriating \$1,500,000 for acquisition of land for State participation in the 1940 Pacific Exposition and Mercado in Los Angeles. Task of raising \$7,500,000 by subscription in and around San Francisco progresses steadily with more than half the money subscribed.

Former President Hoover will have a leading part in planning a mining industry exhibit at the exposition. He

(See FRISCO EXPO on page 52)

No Renewal of Matheson Contract, Say Directors

VANCOUVER, B. C., May 22.—Contract of J. K. Matheson as general manager of Vancouver Exhibition Association, which will expire on July 31, will not be renewed, directors have decided. He is on leave until that date, granted because of illness.

Recently the association obtained services of Prof. Harry M. King, head of the department of animal husbandry, University of British Columbia, to act in Mr. Matheson's place. He will continue until after the fair in September.

Directors authorized erection of another cottage barn at Hastings Park race track at cost of \$10,000. A similar barn was built last year, it being the intention to replace all old barns.

New Jax Mark, Says Jordan

MACON, Ga., May 22.—After again managing a successful Duval County Fair in Jacksonville, Fla., E. Ross Jordan, secretary-manager of Georgia State Fair, returned to his offices here. Jacksonville event nearly doubled attendance and receipts of 1936, he said. Work has been under way for Georgia State Fair several months. The 1937 fair will have a historical theme, and Macon's famed Indian mounds, now being explored by scientists of the Smithsonian Institution, may be tied in with the exposition.

Montreal To Have W. O. M.

MONTREAL, May 22.—World of Mirth Shows have been contracted for Montreal Agricultural Exhibition at Decarie Boulevard Park. Cattle, sheep, swine and agricultural entries are restricted to Montreal counties, but for the horse show and daily horse racing entries are open to United States and Canada. Walter Young, winner of the Boston Marathon, will be in the marathon event on the Sports' Day program.

Topeka Books Sloan Races

TOPEKA, Kan., May 22.—Maurice W. Jencks, president of the International Association of Fairs and Expositions and manager of Kansas Free Fair here, announced signing a 1937 contract for auto races with the American Booking Agency, Inc. He said there would be three days of auto races, that since his incumbency auto races were handled by the late J. Alex Sloan and that he believes John A. Sloan Jr. will deliver the same brand of racing.



AMONG LEADING SHOWMEN AND CONCESSIONERS at Great Lakes Exposition, Cleveland, this summer will be Harry H. Hargrave and Ed Reicher. They will present "The Drunkard," with a 120-foot front and 700 seats; Rigorium, European Laugh-in-the-Dark, with 80-foot front; two Skee-Ball batteries and two Loopit batteries on the midway and in Streets of the World and the only ball game on the midway. Shown signing final contracts, left to right, standing: Almon R. Shaffer, associate director of the exposition; Frank D. (Doc) Shean, assistant to Mr. Shaffer; Ed Reicher; seated, Harry H. Hargrave.

Casey New Mass. Ag Commissioner

BOSTON, May 22.—William Casey was appointed commissioner of agriculture for Massachusetts by Governor Hurley, replacing Howard Haines Murphy.

Mr. Casey has been active in Worcester South Agricultural Society, Sturbridge, a number of years and in Spencer Farmers and Mechanics' Club, which formerly conducted an annual fair in Spencer. The new commissioner has been an exhibitor of Ayrshire cattle.

Another change in the department of agriculture is appointment of Robert F. Cross as director of division of reclamation, soil survey and fairs, succeeding George J. Moran.

Alfred W. Lombard remains as assistant director. He has long been secretary of Massachusetts Agricultural Fairs Association.

Watt Back on Detroit Job

DETROIT, May 22.—W. H. (Bill) Watt, executive secretary of Michigan State Fair, returned to the office here this week following recovery from illness that kept him away for a week. State fair office has been seriously hit by illness in the past two months, with several staff members affected.

State Fair Boards Are Shaken Up By Mich. Governor's Appointments

LANSING, Mich., May 22.—Reorganization of Michigan State Fair board, Detroit, and Upper Peninsula State Fair board, Escanaba, with plans for "enlarging and improving fairs and taking them out of the red," were announced by Governor Frank Murphy.

Timothy Carmody, Owosso, member of the board of Upper Peninsula State Fair, was renamed by the governor to succeed himself for a term ending on April 14, 1941. William J. Dowling, Owosso, former manager of Owosso Fair and now connected with the State Racing Commission, was named on the board for a term ending on April 14, 1940. Austin C. Hayes, Muir, present member of the board, was reappointed for a similar term.

It is understood that Governor Murphy will present to the new boards at their initial meeting the name of Frank Isby, Detroit, as manager of Michigan State Fair.

Appointments of board members are: William A. Fisher, Detroit, for a term

W. F. Fed Aid Expected Despite Veto of F. D. R.

NEW YORK, May 22.—Altho President Roosevelt this week vetoed the Merritt Bill providing for \$5,000,000 federal participation in New York World's Fair of 1939, it is expected in World's Fair circles here that revisions will be made and that ultimately the government will be represented in the fair by a sizable sum.

The President explained his rejection on two chief points: (1) In view of the administration's current efforts to cut down federal expenditures, \$5,000,000 seemed an excessive and unnecessary amount to spend, and (2) the bill called for creation of a federal commission to represent the government and consisting largely of Congressional members, which is "an unconstitutional invasion of the province of the executive."

Grover Whalen, president of the fair, accompanied by a party of fair officials, returned early in the week from London and Paris, where they viewed the Coronation and site of the forthcoming Paris (See W. F. FED on page 52)

Graham Sells Dallas Bowery

Rodgers and McConnell take over attraction—Beck is made manager of Casino

DALLAS, May 22.—Among developments on Greater Texas and Pan-American Exposition grounds this week were appointment of Curt Beck as manager of Pan-American Casino and purchase of the Bowery attraction from Stanley Graham by Nat D. Rodgers and Emmett McConnell.

Mr. Beck's appointment was announced by George Marshall, director of amusements. Beck was associated with Texas Centennial Exposition last year and is former manager of the Majestic Theater here. With Chester Hale's chorus and show workers due to arrive from New York on May 28 and casino scheduled for completion about that date, he said everything is in hand for the gala opening on June 12 and preview the night before.

Upon taking the Bowery over from Mr. Graham, a firm with Mr. Rodgers, president, and Mr. McConnell, secretary and treasurer, was formed to operate it. Occupying central midway location of old Midget Village, the Bowery is designed as a replica of the New York Bowery of the 1900s. Margie May Robertson, operator of the heavy-drawing Life Class, (See GRAHAM SELLS on page 52)

La Senay Is New Monterey Manager

MONTEREY, Calif., May 22.—In line with a plan for expansion of the former restricted county fair here, directors of Monterey County Fair, Ltd., have retained Treffe R. La Senay, West Coast fair and exposition manager, to manage the 1937 annual and lay groundwork for permanent improvements.

The organization has purchased the initial unit of a new grounds, 21 acres of oak grove on Castroville highway, adjacent to race track and polo field of the noted Hotel Del Monte. An agricultural association of the seventh California district, legal organization through which State funds for fair support are allocated, has been formed.

Title has been changed to Monterey District Fair and this year, for the first time, competition in departments will be open to the world, with special recognition of participants from lower Santa Clara, Santa Cruz, Monterey and San Benito counties. Pari-mutuel horse racing on Del Monte track will be featured during the 1937 fair.

Manager La Senay is a former president of Western Fairs Association. He was for six years manager of Fresno District Fair, manager of the internationally known California Raisin Festival and was pioneer in establishment of West Coast Relays and other similar Coast events.

Hughes Home From Europe

NEW YORK, May 22.—Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, returned from a several months' European trip this week, paused a day here and departed for Toronto Thursday night. He spent the early part of his sojourn in company of Mr. and Mrs. J. W. (Patty) Conklin, witnessed the Coronation, Paris Exposition and other European show fronts, besides having a rest on the Riviera.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

Sale Started In Ft. Worth Fair Grounds

Ticket campaign launched at banquet—Rose tells of Casa Manana episodes

PORT WORTH, Tex., May 22.—Advance ticket sales campaign for Frontier Fiesta was launched at a banquet, attended by more than 800 from all over Texas, at Fort Worth Club on May 16, with Harry P. Harrison, handling advance ticket sales, in charge. It was announced that books include, besides five general admission tickets, one ticket each to Casa Manana, Firefly Garden, Melody Lane, Pioneer Palace and an optional ticket good for admission either to Firefly Garden, Melody Lane or Pioneer Palace. Casa Manana tickets will be good for any performances except Saturday nights, when there will be 50 cents extra admission charge.

Figures on last year's Casa Manana Revue, given by Billy Rose at the banquet, revealed that it played to more than 4,000 nightly during the 117-night engagement and closed with operating profit of \$289,000. Revue took in \$477,000 in cash, besides tickets sold before opening, he said.

Based on Best Sellers

The four episodes of Casa Manana Revue were described in detail by him. Episodes are based on four best selling books, which will be dramatized with musical background but no dialog. First scene, based on *Gone With the Wind*, represents a plantation in the South. Harriet Hoctor, ballerina, and Everett Marshall, singer, are featured, Marshall's song being titled *Gone With the Wind*. Cabin Kids are in this scene, too. Second episode, based on *The Lost Horizon*, representing a lamasery in Tibet, will feature Stuart Morgan Dancers and the Peppers, male octet. Third episode, based on *Wake Up and Live*, has scene laid in a park and will feature comedy.

Finale, with what is called the largest set in world that has stairway leading over top of cafe-theater and elevators going up, is based on *It Can't Happen Here* and deals with types of governments in foreign countries. Miniature battleships, said to cost about \$1,000 each, are being built for this scene. Texas Sweetheart No. 1, to be selected on June 5, will represent the symbol of liberty and peace in the finale. Sweetheart's dress, to contain 1,200 yards of spangled satin, is now being "built" here. Stage sets for the revue are rapidly nearing completion. Finale scene is completed, as is that for the second scene. Work on the third scene begins next week. Rehearsals for dance routines are going forward.

Pat Rooney's Are Signed

Pat Rooney Sr. and Pat Jr. have been signed for Pioneer Palace show. Jeannette Reade will be the singer in this show. Name of Pioneer Palace is to remain, Rose said. Merle H. Tucker, in charge of radio programs from the centennial last summer, has been appointed director of radio for the fiesta. Harry Connelly, public relations director for the centennial last year and in charge of the fiesta financial campaign this year, has resigned to open a publicity service bureau here.

Free show at Last Frontier arena is to include high divers and other thrill stunts and will be called *Flirting with Death*. Hyman Maurice, who directed orchestra for *Jumbo* here last summer, (See *SALE STARTED* on page 52)

SPRINGFIELD, Mass.—List of live-stock judges for 1937 Eastern States Exposition here, announced by Charles A. Nash, general manager, is notable for even division between managers and owners of large breeding establishments and nationally famous authorities. Those who have accepted include Prof. Carl Oldsen, Iowa State College, Ames; Paul Misner, Dunloggin Farm, Ellicott City, Md.; Charles J. Hudson, Mason, O.; L. V. Wilson, Boulder bridge Farm, Excelsior, Minn.; William Greenshields, Senneville, P. Q.; Prof. Harry L. Garrigus, Connecticut State College, Storrs; George Cooper, The Oakiands, Ann Arbor, Mich.; Prof. L. V. Trevell, University of New Hampshire, Durham, and James G. Watson, Springfield.

WELLINGTON, O.—Officials of Wellington Fair voted to include night sessions in the annual three-day fair here. A horse show, arranged by Northern Ohio Draft Horse Association, will be a night feature.

BOSTON—President Ernest H. Sparrell of Marshfield Agricultural and Horticultural Society and past president of Massachusetts Agricultural Fairs Association and the fair directors, meeting here in the Hotel Brunswick for a dinner and business meeting, named a budget committee to report on a program. Marshfield has some special event each day.

HARRISBURG, Pa.—House Legislature committee on agriculture, hoping for an enlarged State Farm Show, has petitioned State authority to carry out its building program with planned expenditures of more than \$1,000,000. Authority has been doubtful in recent weeks about proceeding with Farm Show plans because of high costs of labor and materials.

WORCESTER, Mass.—At a regional fairs meeting here under auspices of the extension service, 11 grange and community fairs were represented and more than 30 men and women attended. Mildred C. Thomas, home demonstration agent, who presided, said such meetings do much to improve fairs and are of direct benefit to fair officials, exhibitors and patrons.

TOPSFIELD, Mass.—Officials of Essex County Fair here have extended dates to include a Sunday, said Robert P. Trask, general manager. When the 1936 fair was almost rained out it was decided late Friday night to hold over thru Sunday. With only 24 hours for advertising and no planned program, more than 5,000 passed thru gates on Sunday between 1 and 6 p.m.

DOVER, O.—Directors of Tuscarawas County Fair contracted for Saturday afternoon, the final day, B. Ward Beam's Hollywood Dare-Devils as a grand stand attraction in addition to the regular rodeo.

LANGDON, N. D.—Plans are to rebuild the dance hall on Cavalier County Fair grounds here. Building will be 44 by 60 feet, considerably larger than the old one. Revenue for the project will be raised by selling stock, Secretary Dick Forkner said.

HALLOCK, Minn.—Work has started on a new grand stand on Klitson County Fair grounds here. It will be 200 by 50 feet. Other work includes construction of a new race track. More space will be provided for auto parking.

WAYNESBURG, Pa.—Historic Carmichaels Fair grounds will be put up at sheriff's sale on June 5. Plant comprises about 27 acres, half-mile track, grand stand and some buildings and is owned by Greene County Agricultural and Manufacturing Society, now in its 85th year. Annual fairs and race meetings were held until last summer when financial difficulties arose. It is said Pittsburgh horsemen have been eyeing the plant as a site for a horse farm and training grounds.

DETROIT—The bill introduced in the Legislature in Lansing by Representative Charles W. Snow Jr., Jackson, provides for appointment of 15 members as a special commission to formulate a plan for



TREFFLE R. LA SENAY, new manager of Monterey District (Calif.) Fair, is a former president of Western Fairs Association, was six years manager of Fresno (Calif.) District Fair and managed California Raisin Festival. Monterey directors have purchased the initial unit of a new fairgrounds in an ambitious program of expansion to put the event up among major Western annuals.



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TWO MEN — ONE LADY.
America's Undisputed Champion Equilibrista,
Balancers and Comedy Acrobats.
2 DISTINCT FEATURE PLATFORM ACTS
Open for Fairs, Parks, Clubs, Circus.
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- JENNINGS COUNTY FREE FAIR, NORTH VERNON, JUNE 28-JULY 3. FRANK DORAN, Supt. Concessions.
 - JOHNSON COUNTY FREE FAIR, FRANKLIN, JULY 12-JULY 17. NEIL R. GODWIN, Supt. Concessions.
 - BARTHOLOMEW COUNTY FAIR, COLUMBUS, JULY 19-JULY 24. ED REDMAN, Supt. Concessions.
 - DEARBORN COUNTY FAIR, LAWRENCEBURG, JULY 26-JULY 31. GEO. KOETHEMEYER, Supt. Concessions.
 - RIPLEY COUNTY FAIR, OSGOOD, AUGUST 2-AUGUST 7. WALTER ECKERT, Supt. Concessions.
 - SHELBY COUNTY FAIR, SHELBYVILLE, AUGUST 9-AUGUST 14. OTTO HARRIS, Supt. Concessions.
 - GRAHAM FARMS FAIR, WASHINGTON, AUGUST 30-SEPTEMBER 4. HUGH L. COX, Supt. Concessions.
- The Above Fairs Open to All Legitimate Concessions. Please Contact CONCESSION SUPTS. for Location and Price.

CONCESSIONS WANTED!

ROCK COUNTY TRI-STATE FAIR, AUG. 13-14-15

Have sold all on Photo Gallery, Novelty Stand, Scales, Lead Shooting Gallery, Skee Ball, Popcorn, Diggers, Loop-It. Can use anything not in conflict with above. Only legal games allowed. No spot less than \$15.00. 15,000 attendance last year.

GEO. W. FRIED, Secretary, Luverne, Minnesota.

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Only in the Oak line can you get the tremendously popular Mickey Mouse, Donald Duck and other Walt Disney characters in round, airship and novelty balloons. These exclusive hits offer the greatest array of top money getters ever offered to vendors and concessioners. Fatten your bank roll with these fast sellers.

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RAVENNA, OHIO.

North Vernon, Indiana, Fair June 30-July 1, 2, 3, 4

Wanted — Revue for Front of Grand Stand. Night only. Percentage and salary. Concessions of all kinds. No Flat Joists or Gypsies wanted. This is a clean fair, and the greatest in Southern Indiana.

Wire or Write

FRANK DORAN, Sec'y.
North Vernon, Indiana

WANTED LARGE CARNIVAL

JULY 4, 5 and 6

TOWNER COUNTY FAIR
CANDO, N. D.

Full co-operation of Fair Board assured. **LYLE BRIGHTBILL, Sec'y.**

CARNIVAL WANTED

For the Week of September 14-15-16-17, for the **JENNER FAIR**
To Be Held at Jennertown, Pa.
Reply to **A. O. LAPE, Sec'y., Jopners, Pa.**

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Rides and Concessions or Complete Carnival.
LOGAN COUNTY FAIR
Stapleton, Neb., September 15-16-17.
Write, Wire or Phone **RALPH FIFIELD.**

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RIDES, CONCESSIONS, SHOWS,
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For **ARAB DISTRICT FAIR, ARAB, ALA.**
Date: October 12, 13, 14, 15, 16.
Write **LEON H. HINDS, Sec.**

F.I.R.E.W.O.R.K.S

FOR PARKS, FAIRS, AND ALL OUTDOOR CELEBRATIONS,

From the Door of Our Factory,
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Will call on your committee if notified. Our 1937 Catalogue is now available free.
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ILLINOIS FIREWORKS CO., Inc.,

Fair Elections

HARRISBURG, Pa.—Millersburg Farmers' Fair Association applied for a charter as a non-profit corporation in Dauphin County Court. Petition was signed by 42 incorporators and the officers: Gilbert A. Long, president; Nell B. March, secretary-treasurer; T. Edward Jones, vice-president; Oliver H. Watts, R. A. Houck, Alfred M. Hawley, George K. Burmeister, Frank S. Kirk, Martin F. Bixler, G. A. Young, William J. Smith, directors.

YALE, Mich.—St. Clair County Midway Fair and Festival, a new organization, elected J. Rosenthal, president; A. Luddington, vice-president; Charles J. Smith, assistant secretary; Frank Rathsburg, secretary-manager.

CHILHOWIE, Va.—Chilhowie Fair Association elected J. T. Frazier, president; E. B. Bonham, vice-president; R. E. Bass, secretary; S. A. Cole, treasurer.

MENOMONIE, Wis.—Dunn County Free Fair elected Emil J. Jensen, president; S. B. Ingram, vice-president; H. C. Olson, treasurer; R. L. Pierce, secretary.

GREEN BAY, Wis.—E. J. Smith-Allouez, was elected a director of Brown County Fair, succeeding the late Emil Jacobson.

Acts Bill and Decorations Set for New Norfolk Annual

NORFOLK, Va., May 22.—Hamid acts will be presented at the newly organized Tidewater State Fair here, said President and Manager M. B. Howard, who has opened downtown offices and platted the grounds. Considerable merchants' space has been taken without solicitation, he reports. Premium books will soon be issued.

Acts will include Lucky Teter's Hell Drivers, two days; Jinks Hoagland, race combination and Horse Show, auto polo, pushball on horseback, chariot races and Roman standing races; Four Laddies, high act; Three Comics, acrobats, and Four Lads, teeterboard. Ohio fireworks and Wagner's Concert Band have been contracted. Double public wedding is billed for Saturday night.

President Howard, who has leave of absence as Southern representative of



RUSSELL S. HULL, secretary of Sandusky County Fair, Fremont, O., which annual had a big 1936 session. Added departments are carded for this year in a campaign to extend the educational aspect, more exhibit competition will be encouraged and the entertainment program will be augmented beyond a pageant and free attractions.

George A. Hamid, Inc., said downtown district will be decorated during fair week and that notables will attend on Governor's Day.

Hankinson Langhorne Races Draw Attendance of 40,000

PHILADELPHIA, May 22.—More than 40,000 packed Langhorne Speedway's seven steel grand stands and infield at the 1937 inaugural mile-track auto-racing program of Hankinson Speedways on the afternoon of May 16. It was a near-record crowd with gate receipts topping the 1936 take.

More than 50 speed stars in the 100 miles of racing provided most sensational competition in years. Frankie Beeder, St. Louis, was first in the 50-mile race, with Tony Willman, Milwaukee, close second.

Ralph A. Hankinson is in Indianapolis contracting with drivers to feature at State and district fairs.

Agricultural Situation

Condensed Data From May Summary by U. S. Department of Agriculture, Washington, D. C.

Spring has been unusually cold and wet. Pastures have been held back and the feeding period lengthened, thus increasing the severity of the feed shortage in drought areas. Spring work has been delayed over a wide area. Early fruits and vegetables have been nipped in a number of the Southern States. Farm real estate values continued to rise in the year ending March 1 for the fourth straight year. The average value on March 1 was 4 per cent greater than a year earlier and 16 per cent above the low point of March 1, 1933. The West North Central States, hard-hit by drought, reported no increase in value in the last year. All other areas reported increases, with the greatest increase taking place in the South Atlantic States.

NO CHANGE IN SIGHT

A survey and analysis of the general business situation indicate that there will be little change in the demand for farm products during the next few months. Industrial activity will probably continue at a relatively high level for at least several months, partly because of large backlogs of orders in many plants.

But a continuation of the rapid expansion which has characterized steel, automobiles, textiles, leather products, tobacco products, soft coal and petroleum during recent months is unlikely. Many industries cannot continue to expand production without using obsolete equipment or in other ways increasing their

costs. There's plenty of room for expansion in building, which has shown disappointingly small increases to date. Recent sharp rises in building costs will not help the situation.

World supply and demand conditions affecting American farm products which enter international trade continue favorable. Business activity in foreign countries is being maintained at high levels. But exports of farm products from this country continue far below pre-war or pre-depression years, because of smaller supplies and higher trade barriers.

BIG GOVERNMENT PAYMENTS

March was a big month for cash income received by farmers. Not only did income from the sale of farm products increase 18 per cent over the amount received in March, 1936, but government payments (\$111,000,000) were the largest for any month since the beginning of the Agricultural Adjustment Administration in 1933. The total increase in income over March, 1936, was 36 per cent. Income from all major groups of farm products was higher in March than in March, 1936. Sharp price rises for cattle and cotton, together with large marketings of these products, wheat and hogs, were big factors in the increased income.

The general level of prices received by farmers rose between March 15 and April 15. On April 15 prices were about the same as at the high point in January. Prices paid by farmers also rose, from mid-March to mid-April. The ratio between prices farmers received and prices paid held steady at 97 per cent of pre-war level, only three points below parity. During the first four months of 1937 prices received by farmers averaged close to parity.

Okl. Annual Drops Indies

BLACKWELL, Okla., May 22.—Kay County Free Fair Association signed with J. A. Schneck, general agent of Western States Shows, to furnish all carnival features at the 1937 fair. Heretofore in its 18 years the fair has used independent shows, rides and concessions. Grounds are being enlarged and other improvements are being made. Officers are M. S. Hendershot, president; George Fry, vice-president; E. H. Martin, secretary; W. B. House, R. L. McFall, L. F. Carroll, E. Chase, directors.

FRISCO EXPO

(Continued from page 50)
and a group of mining leaders thruout the West were named advisory council of Mining Exhibits, Inc., a non-profit organization.

Midwestern, Eastern and Southern States are joining with the 11 Western States in planning participation in the exposition. Paying tribute to the West's share in A Century of Progress, Chicago, a bill was introduced in the Illinois Senate setting up a Golden Gate Exposition committee and providing an appropriation of \$100,000.

States Are Co-Operating

Eleven States have already taken legislative action for participation in the exposition, it was announced. Enabling legislation, with favorable prospects of passage, has been introduced in Legislatures of six other States and similar bills are being prepared for presentation in eight more. Action is expected in the remaining States long before opening of the fair on February 18, 1939.

States having passed legislation are Oregon, Utah, Washington, Nevada, Wyoming, Arkansas, Montana, New Mexico, Idaho, Missouri and Iowa. States in which bills have been introduced are Illinois, Colorado, North Carolina, Wisconsin and Minnesota.

W. F. FED—

(Continued from page 50)
Exposition. President Whalen was greatly impressed by the magnitude and splendor of the British celebration and seemed confident that, although late in opening, the Paris Fair of 1937 would be a signal success. He also revealed that the party picked up several new ideas for architecture and illumination from the other side.

GRAHAM SELLS—

(Continued from page 50)
has been negotiating with Mr. Rodgers for a location there.

William Langley, photographic editor for Texas Centennial, has been granted official exposition photographer contract. McGowan and Mack have been signed as star ice-skate dancers of the opening show in Black Forest, and Evelyn Chandler is expected to stay on the program for about six weeks later.

Exposition was able to capitalize greatly thru local observance of Foreign Trade Week, as the program was tied in with the Pan-American theme and President Roosevelt's "good neighbor" administrative policy. Director-General Frank E. McNery was principal speaker Friday night, when Ambassador Joseph Daniels and Dr. Francisco Castillo Najera, Mexican ambassador to the United States, were honor guests at a banquet in the Baker Hotel.

SALE STARTED—

(Continued from page 51)
is to direct the orchestra for the thrill show. National Hotel Management Corporation, which had food concessions for Pioneer Palace and Casa Manana last year, is to have the same this year, as well as Firefly Garden and the Chuck Wagon. Chuck Wagon last year was handled by a branch of the O'Reilly-Beresin group of concessioners. Richard E. Daley will again be in charge at Casa Manana for National Hotel Management Corporation.

KARL L. KING'S BAND, with Mr. King, director, and Walter L. Englehart, manager, has been booked for the 16th engagement at Iowa State Fair, Des Moines, and for the 15th time at Clay County Fair, Spencer, Ia.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

CARNIVAL "KING" IN ILLINOIS

Fairly-Martone Hit "Red One"

Show at last has a winner following weeks of inclement weather

JACKSONVILLE, Ill., May 22.—The Fairly-Martone Shows, after closing the most successful week of their season to date in Granite City, Ill., Saturday, May 15, opened here Monday and have played to big crowds all week. The last two weeks marked the first engagements of the season where the show didn't lose any nights on account of rain or inclement weather.

Illumination hits a high mark on this show, with the mammoth parking lights sending their rays for long distances, brightening up the surrounding territory as well as the midway. All rides, fronts, trucks and trailers are newly painted and redecorated. The motor equipment making a flashy appearance in its bright circus red, trimmed with white and blue. The show is composed of 10 rides, 12 shows and 25 concessions. The D'Arcy Sisters, under the management of Leo Hamilton, is the free-act attraction and one of style, a credit to any carnival.

The executive staff of the show is comprised of Noble C. Fairly and Tony Martone, owners and operators; Noble C. (See FAIRLY-MARTONE on page 54)

Curl Greater Shows Open in Home Town

LONDON, O., May 22.—The Curl Greater Shows opened here, its home town, last Saturday on Bridgeman's lot, auspices American Legion. While the weather was cool a large crowd was present and a most satisfactory business for the day was recorded.

The show is resplendent in new paint and color scheme. Manager Curl and wife received many compliments from business men of the city and showfolk as to the appearance of the organization as a whole. Many new faces are seen on the Curl midway. Local high school band paraded the streets and marched to lot, drawing large crowd.

The Ellet Sisters, aerialists, free act performers, were not on hand for opening due to illness. However Cliff Layman's high diving dogs pleased with a snappy performance. New callopie truck is very attractive. Electrician Don Wagener had entire midway brilliantly illuminated. Both shows and rides did well, with side show top money getter of the shows.

Executive staff: W. S. Curl, manager; Mrs. Joe Curl, secretary; Doc Edwards, general agent.

Rides: Eli Wheel, Bernie Solars, fore- (See CURLY GREATER SHOWS page 54)

Irving C. Ray Joins Hennies Bros.' Shows

BLOOMINGTON, Ill., May 22.—Irving C. Ray took over the duties as treasurer of the Hennies Bros.' Shows following his arrival from Detroit this week. This ever popular office executive will be a most welcome addition to the staff, is the opinion of his employers. Edward Saunders has returned to Chicago to take over a regular summer position he has held for several years.

Misses Target, Hits Fat Boy

SYDNEY, Australia, May 7.—Bonny Peter, a fat boy, was accidentally shot at a country show recently when a bullet intended for the "Bullet-Proof Lady" missed her and struck an adjoining tent housing Peter. He was taken to a hospital where the injury was said to be only a graze.



HERE ARE THE BURBANK SISTERS with "Man Mountain" Dean at their mercy, because of the grip they have on his hair and whiskers. Mary Ellen Burbank with her sister are noted actresses of the show business in general.

Sheesley Gets a "Whale" of a Show

TOLEDO, O., May 22.—Floyd Newell, press agent Mighty Sheesley Midway, announced here Friday that he booked the "world's largest whale" for the organization he represents.

This is the whale that was exhibited at the late Chicago World's Fair and the show's management is of the opinion that it was very fortunate in securing this attraction.

This exhibit will be transported on a special built 65-foot trailer. According to Newell, a special representative will be sent in advance to arrange a special police escort for this monster at each place of exhibition.

W. H. (Bill) Davis in Charleston Hospital

CHARLESTON, W. Va., May 22.—William H. (Bill) Davis, snake show manager with Dodson's World's Fair Shows, is seriously ill in St. Francis Hospital here. He had been complaining since leaving winter quarters at Savannah,

De Luxe Carnival Setting

PARIS, May 17.—Setting of the annual street fair at St. Cloud, May 1 to 30, is extremely luxurious, the rides and attractions being grouped around the cascades and huge basin of the magnificent park of St. Cloud. More than 150 attractions at the fair, including 12 kiddie rides, 3 Auto Scooter rides, Caterpillar, Mont Blanc, Aeroplane ride; Joujviano's "Big Cage" Menagerie, open-air circus, and Abbin's motorcycle wall. Band concerts, parades, fireworks, races and other special events help to draw the crowds.

Ga., early in April. Always the trouper and never wanting to give up, it was only after much persuasion on the part of C. Guy Dodson that he would consent to enter a medical institution. Upon examination it was found that Davis is in a serious condition, suffering with kidney trouble. He has been on Dodson's continuously since 1930 and is well known in all branches of outdoor show business and particularly in the carnival business for a great number of years.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

HOT FOOT, Ill., Week ended May 15, 1937.

Dear Onion:

Kindly excuse the stationery used in this letter. All the show stationery was used up by the ride boys writing to girls in the last town. Manager Pete Ballyhoo was so incensed over the matter that he issued orders to the show's entire personnel to stop loafing and playing rummy in the office wagon. Five of the boys were given their two-week notices, which will be reconsidered one week before they take effect, due to their 20 years of faithful services without pay.

Many new faces graced the midway here for the first four days. The Hue and Cry Concession Company joined with several center location table concessions. These are well stocked up with 5-and-10 nut-cracker sets, using the nut picks for skillo pegs and the crackers for stock. When the bosses heard the agent say, "One gets you five, two gets you ten, now give me five and if it stops on red I'll give you the Ferris Wheel," the bosses stopped the play saying, "Look here, young fellow, don't use my

rides for flash, the joint might blow."

A gloom was cast over the midway by the death of Roscoe, the bird-wheel parrot. For 15 years he was a trouper and an outstanding grinder for concessions. He gained his education 14 years ago on a set spindle and operated it himself by grinding, "Watch or a dollar for a dime." Later he called numbers on a bingo game and then graduated to the "smart money." This bird was a valuable asset to his owner and was always on the job hollering: "Try it again! Hands on the counter sticks and watch the wheel! Don't go to the kick for handkerchiefs timber, hands on the counter! I saw you sail with a half, 'Shorty!' K-a-r-r-k, put that sawbuck back in the box, agent! K-a-r-r-ki!" The death of this dyed-in-the-wool bird operator is a mystery to all. Some suspect foul play.

Inclose find roster for show. Social Security numbers running concurrently from 250A-10B-9491L to 550A-10B-10,000L. Also 100 John Does, 10 Slims, 20 Shortys, 50 Blackies, 23 Mabels and 76 Mazies. Still have openings for (See BALLYHOO on page 54)

Big and Little Converge There

Mother State of world's fairs friendly to high-grade carnival entertainment

CINCINNATI, May 22.—The converging of three of the largest carnival organizations in the north central section of Illinois at the beginning of this week and another due Sunday from St. Louis has been the subject of observation and talk among carnival showmen over the continent for the last few days.

The situation has never before occurred within the memory of the older carnival showmen wherein carnivals of the magnitude of those that precipitated this unusual feat in routing have come into such close proximity to each other.

The Royal American Shows opened Monday in Peoria Heights, Peoria; Rubin & Cherry Exposition at Decatur and Hennies Bros.' Shows at Bloomington. The next move scheduled in the "checker-board" routing of carnivals of the major class is due tomorrow when Beckmann & Gerety Shows are listed to conclude their engagement in St. Louis and move to Champaign; Rubin & Cherry Exposition is due in Galesburg from Decatur, and Hennies Bros.' Shows are to move from Bloomington to downtown Peoria, while the Royal American (See CARNIVAL "KING" on page 54)

Cheyenne Frontier Days Goes to Ruback

CHEYENNE, Wyo., May 22.—The night show committee of the Cheyenne Frontier Days arranged Thursday with J. A. Schneck, general agent of the Western States Shows, to furnish all carnival attractions at the celebration July 27 to 31. This is first organized show to have this date in 10 years as the committee has been using independent shows, rides and concessions.

This is the 40th consecutive year for the Cheyenne Frontier Days, "Daddy of 'Em All," and it is the pet event of this section of the West. Attendance last year was largest in its history and committee confidently expects an increase this year.

Committee is making improvements on grounds, building a new section to the grand stand which will seat 5,000 additional patrons, is enlarging the carnival grounds, changing the lighting system and demolishing the old stationary fronts that have been used on the (See CHEYENNE FRONTIER page 54)

Half of Cotton Carnival Privilege Tax Refunded

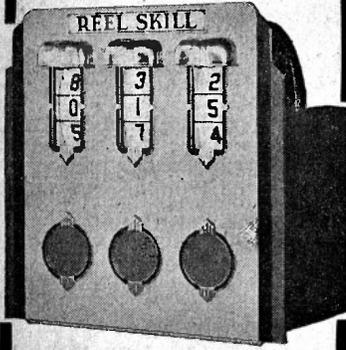
MEMPHIS, Tenn., May 22.—Despite revision of the State privilege tax schedule, the city government waived collection of a \$50 tax from the Cotton Carnival for the Front street attraction last week of the Royal American Shows. The carnival has previously been free of these privileges but the revenue act adopted by the Legislature recently included a paragraph requiring payment for carnival attractions "whether a part of these proceeds are for charitable or benevolent purposes or not."

F. V. Hudson, State revenue auditor, issued a citation against the Royal American on which the Cotton Carnival Association was forced to pay \$101 on Tuesday of show week. This was \$50 for State and \$50 for the county with \$1 clerk's fee. While the State held on to its collection as the result of the citation, the city returned its part to the Cotton Carnival.

Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

REEL-SKILL



SENSATIONAL BALL GAME! 3 BALLS FOR 10c

Be first to cash in on this hottest and newest sensational grind store!

Can be flashed with the highest quality merchandise. Operates on percentage so you know how much merchandise to throw out for amount of play. Game is played by throwing baseballs from a distance of 6'. Women and children find it easy and fascinating—yet ball players go for it in a big way!

No high-powered ball queens needed—any inexperienced agent can clean up top profits easily. Flashy 4'x4' front, played trimmings, light-up effects, that players can't resist! Large Score Cards furnished.

Reports prove that REEL-SKILL will be the top grind store in any park or show. Write at once for prices and details. IMMEDIATE DELIVERY.

ELLIOTT PRODUCTS CO.
3017 Carroll Ave., Chicago, Ill.

Custer Scooter Is Tops



Special Bumpers for Carnival and Park Use. Write for Folders on these and Our New GAS CUSTERS CARS, CYCLES and PADDLE ABOUTS.

The Custer Specialty Company
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CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Many models. 10 Patents. Latest patent 4/20/37. Floss \$1.00. Electric Poppers \$3.00. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. New York City.
310 East 35th St., New York City.

SHOWS SEASON SHOWS

MOTORIZE

THE SHOW MUST MOVE
Write: CHARLIE T. GOSS,
STANDARD CHRYSLER CO., EAST ST. LOUIS, ILL.

TALKERS

and Ticket Sellers wanted for Side Show; also man to take charge of Snake Show. No booze. Preference given those who drive truck. Wire

L. B. BARNEY LAMB
Care ART LEWIS SHOWS, Troy, N. Y.

CURL GREATER SHOWS

WANTED FOR HILLSBORO, O., AND BALANCE OF SEASON.

CAN PLACE few more Concessions, American Palmist, Lead Gallery, Free Act state lowest and particulars. Capt. Ralph Delno wire at once. Side Show People, Girls for Girl Show, Monkey Motor-drome, Hillsboro, O., May 24-29; Xenia, May 31-June 5. W. S. CURL SHOWS.

End your correspondence to advertisers by mentioning The Billboard.

Fire Destroys Some Herman Concessions

DETROIT, May 22.—The midway of the W. G. Wade Shows was visited by fire last week at Monroe, Mich., causing about \$5,000 damages, only part of which was covered by insurance. The fire started from an electric heater in Benny Herman's bird store, used to keep the birds warm. In some way it came in contact with the canvas, destroying that store, another of Herman's concessions, his truck, Ralph Barr's ball game, Paul Broderick's rolldown and Joe Apel's radio wheel. All are being speedily replaced.

Roster of the Wade Shows was completed this week for the season, with the addition of Maurice Brown to the show with four concessions. Roster is: W. G. Wade, general manager; Mrs. Mildred Miller, secretary and treasurer; William Malone, advance man.

Managers of rides owned by the management: Carl Praddy, Merry-Go-Round; Prather Sargent, double Eli Wheel; Don Goodale, Tilt-a-Whirl; and Frank O'Shea, Mixup.

Lessees of major attractions: Earl Engels, Loop-o-Plane and two Kiddie Rides; J. H. Hodges, Slide Show; L. E. Madison, Motordrome; Mrs. May Kelly, Snake Show; E. A. Howard, penny arcade, and C. C. Groscurth, *Beautiful Bagdad*.

Concession lessees: F. A. Miller, W. W. Potts, Pete King and Maurice Brown, Curley Stevenson, Benny Herman, Louis Sisler, Philip Sadow, Eddie Gamble, Specks Groscurth, Joe Apel, Ralph Barr, Gertrude Engels and Paul Broderick.

Eyerly Employees Hold Annual Picnic

SALEM, Ore., May 22.—The annual picnic given by Eyerly Aircraft Corporation was held May 1 and 2 at Waldport, Ore. The entire personnel from the factory with their wives, sisters, sweethearts and families left Salem at 8 o'clock Saturday morning and drove the hundred miles in a solid caravan.

Mr. and Mrs. Lee Eyerly in their spacious nouse trailer led off, and Mr. and Mrs. Abner Kilne with Mrs. Kilne's sister, Mrs. Viola Shaffer, and her son, Bruce, brought up the rear in the Kilne housecar. When the crowd arrived at Waldport they found cabins with all the comforts of home rented for them right on the bay.

Saturday afternoon games and contests were held on the beach. It was a surprise to witness how much music a welder can put in a hog-calling contest and how graceful a painter can be in a sack race. The women gave good imitations of farmers' wives in the chicken-calling contest and there were games and balloons for the children. Saturday night Eyerly rented a hall and orchestra and a dance with square and round dances was the order till a late hour. There were several newly married couples in the crowd who were the butt for many old-time pranks and jokes.

Sunday morning a target shoot was held among the men while the women prepared dinner. Then the cars started for home with a tired but happy crowd. Reported by Mrs. Abner K. (Virginia) Kilne.

Harry Coffin Retires From Show Business

EAST LANSING, Mich., May 22.—Harry Coffin, for many years prominent in outdoor show business as owner and operator of war exhibits, baby shows and Life exhibits with various carnivals, announced here recently that he has definitely retired from show business.

After closing a successful season in 1936 with Rubin & Cherry Exposition he has been associated with the Shellhorn trailer activities in this city and Sarasota, Fla., during which time he has made sales to many prominent in carnival circles, among those being W. J. Bunts, Rube Nixon, Mr. and Mrs. R. H. Sheppard, Mr. and Mrs. George Tashy and Pearl Harvey.

Aside from trips to some shows and fairs, Mr. and Mrs. Coffin will be at home here. It will be recalled that Mrs. Coffin, former Lena Hays, was once with the Hagenbeck-Wallace Circus and other outdoor shows and the stepdaughter of the late Charles C. Foltz (Blue), former carnival editor of *The Billboard*.

In his salutation to show business Coffin said that he will always feel that he still belongs to that one big family known as outdoor showfolk.

Opsal Speaks Out

"Having read articles re the chump educator, also having heard several free lectures on the subject on the open midway, I hope you will grant me space to give my version," writes L. Opsal, of the McClellan Shows.

"The *Billboard* is a clearing house for showmen, rldemen and concessioners, and for them to be without it would mean a great inconvenience and expense in running down and tracing what is wanted in the different departments. The advertising and show writings are what keep the various organizations going."

"To me the chump educator is not *The Billboard*, but the smart showman, rldeman, concessioner, advance man or promoter who thinks he knows it all and leaves his copy in a hotel lobby, lodging house room or on the lot after the show has left town. *The Billboard* has nothing to do with the publication being left where the public can pick it up at will and read."

Spillman Speedway Clicks in Canada

NORTH TONAWANDA, N. Y., May 22.—The opening week of the Conklin Shows at Hamilton, Ont., Canada, recorded the initial appearance of the Spillman Auto Speedway on the North American continent, much to the satisfaction of its sponsors.

In speaking of this new riding device E. V. Starkweather, on behalf of the Spillman Engineering Corporation, said: "As it is a well-known fact that our firm is the producer of the Heyday, Ridee-O and other standard amusement rides, we are fully justified in making some comparisons with them and our latest product, the Auto Speedway. The 10-car Heyday had a gross of adult admissions of \$301.98; children, \$385.80; total, \$687.78, and the 12-car Ridee-O recorded adult admissions of \$756.98; children, \$393, and a total of \$1,149.98. For the Auto Speedway with six autos (eight autos used one day only) \$564.11 was recorded in adult admissions; children, \$463.90, and a total of \$1,028.01. This record in fact and figures doubtless proves that the Auto Speedway compares most favorably with our other devices in spite of the opinion of many who were wont to accept it upon the advance claims we made for this device."

Continuing, Starkweather said: "Every-one on the midway of the Conklin Shows watched the Auto Speedway with much interest and it is reasonable to assume that the adult patronage got as much kick out of this ride as did the children, judging by the business done as above recorded in figures. It seems that both old and young enjoy the barking little autos. The Spillman organization has enjoyed a marvelous business this year. Fact of the matter is the shops are still working day and night in an endeavor to supply the demand for our amusement-device products."

CARNIVAL "KING"

(Continued from page 53)
Shows are to carry on for another week as per previous schedule at Peoria Heights.

In addition to those listed above the following carnivals were reported to *The Billboard* as being in the State of Illinois as of week ending today: Fairly-Martone, Jacksonville; Sol's Liberty Shows, Rock Island; Atlas Shows, Kincaid; Dyer's Greater Shows, Red Bud; Great Superior Shows, Harvey; Greater Exposition Shows, Aurora; Al C. Hansen Shows, Galesburg; Al G. Hodge Shows, Lincoln; Hughey Bros.' Shows, Maroa; K. G. Amusement Company, Rushville; Donald McGregor Shows, White Hall; McClellan Shows, Pana; Pan-American Shows, Mt. Vernon; Dee Lang Shows, Canton; Tilley Shows, Peru; Wallace Bros.' Shows, Hoopston; Wilson Amusement Company, Delevan, and Zimdar's Greater Shows, St. Charles.

This situation is in no manner alarming, but is of momentous interest to the participants in the carnival industry. The State of Illinois has a population of 7,830,654 and in one week was host to 21 carnivals, exclusive of many of the smaller ride and concession units over the State and playing around Chicago, the second largest city on the continent.

Twenty-one carnivals in Illinois with its enormous population gives each approximately 363,365 people to play to as its share of the total number in

the State, so the situation is not alarming and nothing to get excited over.

Illinois is friendly to all carnivals that present amusement as their wares, and Chicago is the mother of world's fairs, and all the fairs of the State have carnivals on their midways, so the people of the State are carnival-conscious and like them as a part of their entertainment menu.

CHEYENNE FRONTIER—

(Continued from page 53)
carnival grounds for the past few years, also enlarging the dance hall and building where the "Days of '49" are featured.

In addition to the Western States Shows, the dance and "Days of '49," there will be a pageant in front of the grand stand using 600 local people and a feature show using some nationally known performer as a headliner. In 1935 this committee used a show headed by Sally Rand. The night show committee consists of N. H. McDowell, chairman; Walter Nelson, secretary; John C. Pickett and Charles Hughes. Reported by J. A. Schneck.

FAIRLY-MARTONE—

(Continued from page 53)
Fairly, general agent; Sam Benjamin, special agent; Dan McGugin, secretary-treasurer; Moria Van Horn, press representative; R. C. Borros, electrician; Earl Strout, bandmaster; John Bean, superintendent; R. Dunn, chief mechanic; William Deheny, assistant mechanic, and William Scanlan, superintendent of concessions.

Shows and their respective managers are: Manhattan Galeties, Alice Melville; Slide Show, featuring Edwin, the Ossified Man; Johnny J. Bejano; Minstrel Show, Ada Myers; Crime Show, Doc Westergard; Freak Animal Show, Fred Bond; Motordrome, Mr. and Mrs. Ted Brown; Singapore, Ray Dormer; Deep Sea Divers, Doc Hartwick; Paris Show, Charles Moore. Rides and respective foremen; Merry-Go-Round, E. F. Marsh; Twin Eli Wheels, Frank Willis; Tilt-a-Whirl, Sam Dixon; Scooter, Charles Morpheu Jr.; Ridee-O, Joseph H. Chido; Baby Auto Rides, D. E. Snyder; Loop-o-Planes, Glen Barkolow; Octopus, J. C. Shannon; Pony Rides, B. A. Slover; Merry Mix-Up, Charles Westlake.

Concessioners are: Cliff Jewell, Bess Jewell, Ruth Martone, Charles Marcellio, Graham Davis, H. C. Whitesell, Peggy Butler, Johnny Bean, J. C. Cook, R. A. Taylor, Mike Mantle, Dinty Moore, Opal Phillion, Viola Fairly, H. E. Wilhelm and Harry Dunn. Tommy Martin and Ed Phillion are operating the cookhouse and other eating and drinking concessions, including grab stands.

CURL GREATER SHOWS—

(Continued from page 53)
man; Chairplane, John Galthier, foreman; Merry-Go-Round, Charles Clark, foreman; Cliff Layman's Goat Ride.

Shows: Cassa Loma Polles, Doc Edwards; Curl's Slide Show, Roba Collins, with following attractions: Dolores, ventriloquist; Ala Shadune, Abyssinian magician; Madel, iron-tongue man; Flotina, gravitation; Punch and Judy, Nelse, novelty juggler; Centipedian Wonder; Madame Du Shane, mentalist; Annex, Eisie Von Ritter, Leo Ballman, inside; Harold Sumps and Arkie Eads, tickets. Tropical Wonders, Bill and Mrs. Halden, inside. Annex, Paul Miller, front, with following attractions: Chief Summers, Indian miracle man; Milo, rhythm king; Pietro La Verda, chalk-talks; prehistoric animals and den of reptiles; Martin Jackson, tickets. Nemo, sexology show, did not open, due to absence of lecturer. All shows have new fronts and banners.

Concessioners: Ike Chapman and wife, diggers, corn game and penny pitch; Charles Monjar; Bobby Burns, fishpond; Eddie Bowers, cotton candy; Caldwell, nail game and bottle rack; Frank Hardin, photo gallery; Mrs. Winfred Hardin, pop corn; Eugene Barney, ball game; Harry Darling, dart game; Cliff Layman, penny pitch and hoop-la; Charles Hallihan; Mr. and Mrs. Jack Denton, cookhouse. Reported by L. E. (Roba) Collins.

BALLYHOO—

(Continued from page 53)
24 Whites and 15 Scottys. Show stays out all winter.

It won't be long now until the show starts its around-the-world tour. Booked in 20 foreign countries. Will cover Europe, Asia and Africa. A cable from our foreign representative informed the office that everything was set for a long, prosperous and pleasant tour.

MAJOR PRIVILEGE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 22.—We are pleased to announce the receipt of an application for membership from Joseph C. Crouch, of La Fayette, Ind., owner of a carnival. He writes that he has been in the industry for many years, intends to take out a show of his own next year and is interested in the association, as he has always wanted to see the industry have an association of its own.

Unemployment Insurance

In this issue we consider some of the miscellaneous provisions relative to the unemployment tax. The statute provides that whenever, in the opinion of the collector, the collection of a tax will be jeopardized by delay, he should report the case to the commissioner, who may order a jeopardy assessment, which can be stayed by the taxpayer filing with the collector a bond not exceeding double the amount of the tax as the collector deems necessary, conditioned upon the payment of the tax at the usual time. This may seem like one of the minor provisions of the law, but we feel that it should be called to the attention of the carnival industry by reason of the fact that it may be invoked against the members of the industry if they do not strictly comply with the provisions of law with reference to filing returns. Accordingly, we recommend that each show in the industry acquaint itself with the requirements and then comply with them. If you do not have the information on the subject, the ACA office will be glad to supply its members with the necessary information upon request.

In the event of disputed items, the law provides that the collectors and others may enter into agreements with the taxpayer covering the liability of the taxpayer for a tax during any particular taxable period. The law also contains provisions similar to the old-age statute providing for interest and penalties on delayed returns, failure to file returns and willfully incorrect returns. Likewise, there is ample provision for corrections and refunds on overpayments and taxes erroneously collected.

This substantially completes the series of articles on the Federal Unemployment Tax. By way of review, we wish to point out that we have covered the two separate statutes adopted by the federal government, covering first the old-age tax which is payable by all employers and their employees, and secondly, the unemployment tax which is payable by employers of eight or more only.

Individual State Laws

We have had various inquiries from time to time as to the provisions of individual State laws. Necessarily, neither time nor space will permit a comprehensive review of the provisions of each of the State laws. Most of them are similar in tenor and scope. There are, however, various differences in the mode of administration, the rate of tax, the exemptions thereunder, etc. We do not propose to review each of the State laws governing this subject, but if there is sufficient demand for the review of the provisions of the law in any particular State, we shall be glad to cover the subject in this column. Member shows interested are requested to communicate with this office advising of their preferences in the matter, and we shall be glad to furnish the details covering their inquiries.

15 Years Ago

(From The Billboard Dated May 27, 1922)

Brown & Dyer shows were exhibiting to swell business in Detroit under St. Anthony's Catholic Church auspices. . . . Hoss-Lavine Shows began their fifth week of operation on Cleveland lots. . . . C. A. Wortham was in Chicago on business concerning the Wortham interests. . . . Dominion Exposition Shows were playing the fourth week of their season at Plattsburg, Neb., to satisfactory business. . . . W. C. Fleming, general agent of the T. A. Wolfe Superior Shows, was in Chicago on contracting business for that organization. . . . F. B. Colville, veteran agent, left St. Louis for Mayo Brothers' Hospital, at Rochester, Minn., to undergo an operation there.

John T. McCaslin's Peerless Shows opened in Baltimore May 8 opposite the lot of the Sells-Floto Circus and remained on the same location during the week of May 15, the last three days of which the Ringling-Barnum show occupied the circus lot. . . . T. A. Wolfe Superior Shows' engagement at Buffalo proved highly successful, both from an attendance and financial standpoint. . . . World at Home Shows were playing to good business at Middletown, O., despite inclement weather. . . . Morris & Castle Shows were enjoying a week of real business at Pine Bluff, Ark. . . . The second week of the Johnny J. Jones Exposition's engagement in Pittsburgh was proving to be a repetition of the big first week's business.

American Exposition Shows had just arrived in Mechanicsville, N. Y., after concluding a successful week's engagement under Excelsior Hose Company auspices at Kingston, N. Y. . . . The Lachman Exposition Shows were reported to be playing to record business at Portland, Ore., in connection with the Elks' Pageant of Progress and Indoor Circus there. . . . Favored with good weather, the S. W. Brundage Shows were playing a profitable engagement around the courthouse square at Centerville, Ia. . . . Siegrist & Silbon Shows arrived in Quincy, Ill., from Columbia, Mo., where they had been generously patronized by the public. City dads and press were loud in their praise of their exhibitions.

Junction Park, New Brighton, Pa., turned out satisfactorily for the Rubin & Cherry Shows and inducements were offered Mr. Gruberg to play a return date there later in the summer. . . . Wortham's World Best Shows had just chalked up winners at Fort Smith, Ark., and Springfield, Mo. . . . K. G. Barkoot Shows were enjoying a good week's business at Portsmouth, O., under United Spanish War Veterans' auspices.

Management of Rifle Range To Make All Final Decisions

DETROIT, May 22.—A new downtown rifle range has been established on former site of New Detroit Opera House by Arlo Long. Spot is operated as Circle-G Rifle Range. An unusual policy insisted upon, in order to insure fairness to all patrons and avoid disputes, is indicated by a sign on the wall. "The management reserves the right to make all final decisions."

NOW You Can Make Big Money on a Small Investment!

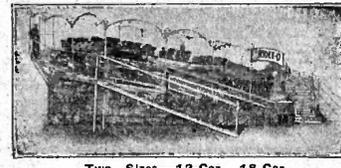
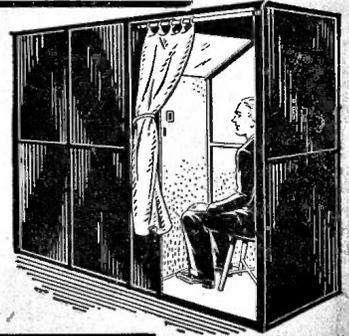
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Greatest value ever offered in a direct positive photo machine! Strictly portable. Makes pictures 1 1/2"x2". Comes complete with precision-built camera, F.3.5 lens, automatic shutter, all lighting arrangements and dark room \$140



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Write for our new free catalog giving full details about the Photo-Strip Jr. and our many other photographic supplies and equipment.

MARKS & FULLER, INC.
Dept. B-13, Rochester, N.Y., U.S.A.



Two Sizes—12-Car, 18-Car.
For Permanent or Portable Use.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

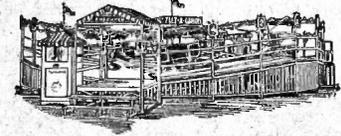
RIDEE-O RIDE

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.

IT'S TIME TO GET GOING!

Get Set To Break All Your Ride Records With the



1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.



Novelties- CANDY PACKAGES -Premiums
DIXIE DAINTIES
BIGGEST—FLASHIEST—BOX FOR THE PRICE!!
Delicious Assortment of Summer Confections. Cellophane Wrapped. Packed 110 to Case, \$4.40 per Case.
DAINTY NIBS
\$10.00 per 1,000 Packages, Packed 200 to Case, \$2.00 per Case.
WANTEL CLOCKS, \$10.80 per Dozen—3-Pc. CARVING SETS, \$8.60 Doz. ALUMINUM COCKTAIL SHAKERS, \$2.85 per Doz. SLUM from 45c per Gross. 500 Other Items to Pick From. Price List Sent on Request. 25% Deposit, Balance C. O. D.
EAULA CANDY CO. 1203 Calhoun Street, COLUMBIA, S. C.



FRUIT CONCENTRATES

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies.
Gold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.

GOLD MEDAL PRODUCTS CO.
133 E. Pearl Street, Cincinnati, Ohio

WANTED, Reliable Help In All Departments

Also one Outstanding Show for a list of fine Fairs and Long Season in South to follow. We play Kalamazoo, Mich., week of May 31 to June 6; Fort Wayne, Ind., June 8 to 17; then to these fairs: Grand Forks, Minot, Fargo, in North Dakota; Great Falls, Billings, Butte, in Montana; Owatonna, Minn.; Sioux Falls and Huron, S. D.; then South.

GOODMAN WONDER SHOWS, INC.



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.

HILDRETH PULLING MACHINE CO.
153 CROSBY ST. NEW YORK CITY

Juice--Snow and Cream Supplies

Concentrates, Extracts, Colors and Compounds. 1 quart Orange Comp. makes 50 gallons juice. Price \$1.50 quart. Pure concentrated Apple Cider, Extra-Strong Root Beer, Flash Bowls, Hinky Dink Glasses and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Skim Milk, Malted Milk.

WRITE FOR TROUPERS' PRICE LIST.

WESTERN EXTRACT & MFG. CO.

111 N. E. 10th STREET,

OKLAHOMA CITY, OKLA.

ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY

340-42 THIRD AVENUE,

PITTSBURGH, PA.

LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
Slum of Every Description. No Catalogue.

WANTED - A No. 1 Electrician

To join at once, also Foreman for Octopus.

NEW ENGLAND SHOWS

Week of May 24 to 29, Ossining, N. Y.

Midway Confab

By THE MIXER

IN ONIONS there is strength.

A NEW carnival title: "Fountain of Knowledge Shows."

AS YOU build so can you tear down—Harry Metz.

FRED J. THOMAS, on the Strates Shows, is reported to have the newest in kiddie rides that is a pleasing eye-ful.

GAYLORD WHITE has been putting over some excellent publicity for the World of Mirth Shows.

JOHN T. McCASLIN at one time was quite an independent showman. Now he is in the fair business.

EDDIE BENNETT, last year at Atlantic City, will have scales at Asbury Park, N. J., this season.

TO REMEMBER: Bee Kyle, high diver; Francis Graham Scott, Robert R. Kline, William Pink and Pat Delaney.

LET'S HEAR more about gate prizes. With band and free acts, are they needed?

paper space accorded the Beckmann & Gerety Shows in that city. Kent says it's all in a day's work.

LADIES—Please do not send tinted or colored photographs for reproduction. Plain black and white, if you please, but send them in.

WADLEY TIF said to himself: "I wonder what showman or showwoman has what is unquestionably the most pretentious girl show ever presented to the American public."

LET'S HEAR from all the magicians and wonder workers on carnivals. Many famous magicians were with carnivals. Take the late Howard Thurston, Harry Thurston and Harry Jansen (Dante), for instance.

AT A SPECIAL meeting of the New York Theatrical Democratic League it was decided that due to the fact that so many members will be out of town during the summer the club will be closed until September 15.

G. V. WHITE visited The Billboard office last week from Washington, Ind. He announced that he had left the Blue Ribbon Shows and would probably join Dodson's Shows, following a visit to his home at Chillicothe, O.

ONLY A FEW of the weak human beings put money above everything else. Money is transient, portable and for some it has the fleetest of fleet wings.—Tillie Few Clothes.

Burk Shows. Booked for season. Entire midgeet company has new wardrobe." Puneer—Are you also "Prince" Elmer?

JOE KARR, of Blue Ridge Shows, letters from Pennington Gap, Va.: "Been out eight weeks, showed 24 days and lost 24 on account of rain. Everybody, however, is still moving and eating. J. Francis Flynn joined with Twin Eli Wheels, Merry-Go-Round and Chairplane."

ED ANDREWS cards from Brunswick, Md., that he closed with M. L. Baker's side show at Piedmont, Va., and joined a show at Orange, Va. Ed reports further that he eats fire, does magic and is making openings on Mrs. E. Smithely's side show.

SOME MANAGERS think that a general agent has no right to get peeved. However, many managers get their "backs up" over nothing at all.

JACK HARDY visited The Billboard offices last week. He is recovering from injuries sustained in an automobile accident and which confined him in a Harrisburg, Pa., hospital for seven months. He left to join the Blue Ribbon Shows at Washington, Ind.

MRS. C. J. SIEG letters from Duncannon, Pa.: "Mrs. Charles Sieg and four kiddies, family of Scotty Sieg, World of Mirth Shows' billposter, visited the Downie Bros. Circus at Harrisburg, Pa. Am a constant reader of The Billboard and sure enjoy it."

HARRY BENTUM letters from Endy Bros.' Shows, Chester, Pa.: "Forgot to mention Penny Land, operated by G. E. Haverstick, who has operated this kind of a show for 30 years. He is assisted by Bob Gurver and Charles Henry. Show has a Mickey Mouse, too."

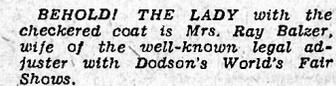
MANY PEOPLE are doubtless wondering whatever became of the law of supply and demand and old man General Average. The world seems to be well peopled with briefcase toters.

RUTH MARTONE, affectionately known to her legion of friends in the show business as Kansas City Kitty, always takes time out to entertain the many friends who visit Fairly-Martone midway from her cigaret shooting gallery, which she is operating on that show.

WALTER D. NEALAND letters from Decatur, Ill.: "A prominent visitor of the Rubin & Cherry midway here was Dr. B. J. Palmer, founder of the Palmer School of Chiropractic. He is an ardent show enthusiast and was seen almost nightly confabbing with his show friends. The new Octopus ride arrived and fore-



TWO 1937 DEBUTANTES on the Johnny J. Jones Exposition. Left to right, Frances Scott, daughter of Mrs. Bootste Paddock, and Averil Kruep, niece of Mrs. James C. Simpson, wife of the general agent for the shows.



BEHOLD! THE LADY with the checkered coat is Mrs. Ray Balzer, wife of the well-known legal advertiser with Dodson's World's Fair Shows.

NOW there is Oliver the high diver. He is of the opinion that he is a "Dare-Devil" but he refuses to be titled "The Great Oliver."

ROY GOLDSTONE letters from Pana, Ill.: "Mrs. Peggie Mayes joined the McClellan Shows and will be on all season."

PUNCH ALLEN cards from Marion, Va.: "Herbert Wiggins resigned as general agent for the Crystal Exposition Shows and left for New York."

E. MESSLER, nurse, cards from New Brunswick, N. J.: "Frank Smith, of Fearless Falcons, and Al Warden, of Kay Weiss' show, are in St. Peter's Hospital here."

WAKE UP AND LIVE, says a moving picture. So we guess that those who are always sleepy are not living.

BUDDY DAVIS cards from Galesburg, Ill., that with Lou-Louette they joined Bozo Jacobis' Side Show on the Al C. Hansen Shows and for some reason the show jumped Pekin, Ill.

ENDA FRANK cards from Hoopston, Ill.: "Abe and Edna had the misfortune to have their corn game burned to the ground here on the Wallace Bros. Shows."

DOROTHY PULLMAN letters from Pontiac, Mich.: "Joyland Shows are having cold weather. After spending the winter in Florida we sure do miss the warm sunshine."

KENT HOSMER letters from St. Louis that he was well pleased with the news-

QUITE A few former carnival men are with Cole Bros. Circus. Jack Ryan, former press agent, is announcer. Arthur Dupree and Boston Towne are on tickets. Towne visited The Billboard office when the show played Cincinnati.

C. F. (JUDGE) CALKINS cards from Alexandria, La.: "Am still confined to Veterans' Hospital here. Been in for eight months and will be here for about three months more. Was with Snapp Shows for 12 seasons."

L. LEVITCH cards from Decatur, Ill.: "After eight weeks with Sallor Harris' Side Show on Zimdars Greater Shows I left at Danville, Ill., and joined Johnny Meyers on the Rubin & Cherry Exposition."

FLORENCE KETRING cards from Dayton, O.: "I have found Lorraine Wallace, lady lion trainer with Sheesley's Motor-drome, a charming personality and a good scout worth knowing. Am a rider with same show."

PAY GATES have at last become considered essential to the successful operation of a carnival. It certainly took a long time to bring them back.

PUNEER ELMER cards from Chico, Calif.: "Am presenting dancing, comedy, impersonations and am emcee with Hollywood Midget Revue on Foley &

BIG ELI SEMI-TRAILERS

Built to do the hard moving jobs with speed, economy and dependability.

ELI BRIDGE COMPANY
Builders of Dependable Products.
Wolcott & Case, JACKSONVILLE, ILL.

POPCORN

GOLDEN—Jumbo (Dynamite). O-MI-JAP (hullless). White Rice Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. bags. GLASSINE Comes (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

Ball Throwing Outfit

Hoods, Dolls, Cats and Bottles. Order now. Price of canvas advancing rapidly. Get Catalog today.

TAYLOR GAME SHOP
COLUMBIA CITY, IND.

BUDDHA PRICES CUT

Send Stamp to
S. BOWER
Bellevue, New Jersey.

WHEELS
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-18-20-24 and 30 numbers. Special Price.

\$12.75

BINGO GAME
75-Player, complete, \$5.25, including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillows, Yarns, Hairpins, Paper Hats, Expens. Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 137.
Heavy Convention Walking Canes.
Dark Mahogany Finish.
Price Per Gross, \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 8-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each.15
Forecast and Analysis, 8-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each \$1.30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet. Beautifully Bound. Samples, 25c.
FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

4 FOR 10c PHOTO OPERATORS

Our combination Photo Mirrors for pictures, size 1 1/2 x 2 will increase your business 100%. Pictures are inserted instantly. This photo mirror is used extensively by Automatic Photo Machine Operators in the leading amusement parks, carnivals and arcades, summer resorts throughout the country.

We also manufacture Photo Frames for enlargements from 1 1/2 x 2 to 8 x 10. These frames are made with non-fadeable chrome plate with fine mirror inlay.

Send 10c for sample of 1 1/2 x 2 Photo Mirror, or \$1.00, plus postage, for complete line up to 5x7.

Automatic Mirror Co.
96 Prince St., New York City

POPCORN PEANUTS

CARTONS-BAGS-ONES-SEASONING. APPLE-STICKS. OOGONAUT. COLORING. GLUCOSE. POPCORN. SALT. PEANUT WARMERS. GRANULATED PEANUTS.

The best references in the world we can give are "Snok" Weaver, Hot Russell, "Buz" Buzzella, Mrs. J. O. King, D. H. Jessup, "Smokery" Di-Cappio, Joe Lynn, Al Moore, H. D. Washburn, Mrs. Sabelle J. McCarrin, T. R. Owens and many others. CARNIVAL AND RESORT MEN—A postcard will bring you our Special Low Price List. Write for it! WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE. . . . WE HAVE IT!!

MOSS BROTHERS NUT CO.
231 N. Second St. Philadelphia, Pa.

1937-38 ASTRO FORECASTS

With Full Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 25c. None free.

NELSON ENTERPRISES
189 S. Third Street, Columbus, O.

It takes 30 TON PRESSURE

to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to

BLUE DOT STAMP CO.
Established 1928.
124 E. Larned St., DETROIT, MICH.

man Glen Taylor set it up in an hour and a half."

PAUL A. FAIRLY, son of Mr. and Mrs. Noble C. Fairly, of Fairly-Martone Shows, advises his parents that he is making splendid progress with his piano and voice studies under Prof. Paul Bender at Munich, Germany. He will remain in Munich until June, 1938.

HAPPY STEVENS cards from Dayton, O.: "Spent week-end with Mr. and Mrs. Fred Newman, concessioners with Mighty Sheesley Midway, during the engagement here. The Newmans have a new Vagabond trailer with Buick coupe motive power. The combination is most modern."

SHOW LETTERS should be short and filled with news—not editorial opinion. Get the idea. Tell the news without trying to fill space on the copy paper, Mr. and Mrs. Show Letter Writers.

LUDY KAESER cards from Oak Hill, W. Va.: "Have returned to the J. J. Page Shows as manager of Hollywood Revue. It is new in equipment from front to back and is one of the finest I have had during my 20 years in the business. Mrs. Helen Kaeser is operating "Temptation" show with three girls. Business is good. Best wishes to *The Billboard*."

MR. AND MRS. VAN AULT while playing South River, N. J., with the Kaus Shows drove over to Atlantic City and visited an old friend, Frank B. Hubin. Years ago Van Ault was a successful business man in the recreation city by the sea and is a member of the Atlantic City Elks' Lodge and well known in that town, says Frank B. Hubin.

BILLIE WINGERT cards from Carthage, Mo.: "Anna De Mario and Bennie Watson left St. Louis night life and joined Gerald Heady and myself on the Snapp Greater Shows. Karlene is in the annex with Chalkias' Side Show annex and is getting top money. Looks like a good season."

OWNERS-MANAGERS—How about a register in the office so that all the showfolk visitors can register their names when they call as visitors. It would come in handy when the press agent gets ready to compile his year book.

MICHIGAN SHOWMEN'S ASSOCIATION, headquarters in Detroit, seems to be in earnest regarding its membership drive. Leonard Simmons is attorney for the organization. Its officers are Leo Lipka, president; Louis Rosenthal, treasurer; Vic Horwitz, Ralph Barr, Clarence Beavis, Pop Baker and Louis J. Berger, directors; Sam Burg, chairman house committee, and A. H. McQueen, secretary.

DUFOUR & ROGERS were the first in 1936 and are again the first this year to take in money at the Dallas Exposition—thru the operation of their restaurant. While stopping in Cincinnati between planes last Wednesday morning Lew Dufour phoned *The Billboard* from the airport that he was headed for Cleveland, where he would be until about June 1.

EVERYONE has heard that gag about Tillie Few Clothes trying to crochet a hot-water bottle, so I won't repeat it. Some people are so soft that they will never be contented until they can bathe in a fur-lined bath tub.—Soapy Glue.

ETHEL PAGE letters from Henderson, Ky.: "The Page Kiddies' Band represented the L. J. Heth Shows at a Kiwanis benefit for underprivileged children at Bowling Green, Ky., Thursday, May 6. Many Kiwanis clubs of the State were represented by a chosen entertainer. Little Leverett (Hunky) Page, drummer, celebrated a birthday. He received many gifts and a good time was had by all, big and little."

THE Pent-Up Energy Shows changed their route last week along with a host of others. Law and weather are besetting factors. Be good boys and all will be

welcomed in decent communities. With all, there are a lot of towns as well as other things that are not decent. Decency, however, is in demand and consequently is on the upgrade. The world is progressing regardless of the opinion of some. Moral: Be decent.

HUMAN BEINGS of America should be organized, and the principles of being human, adhering to the truth in all things and being one's self at all times might well be the predominating features of the obligations of its membership.—Soapy Glue.

QUITE A number of people are in the habit of writing to Midway Confab with the admonition "do not use my name." Let it be understood for good and all that *The Billboard* pays no attention to unsigned communications. You can knock Red Onion to your heart's content but you cannot knock readers and patrons of *The Billboard* thru its columns. Get this straight.

W. R. REESE letters from Freeport, Ill.: "Johnny Toffel Shows closed the week at Rockton, Ill., Saturday, May 15, to one of the biggest crowds that have ever been in that town. Shows, rides and concessions all did good. This was the first 'red one' of the season. Prof. Agnew arrived from Russell Bros.' Circus with his petrified man. This date made all feel good as some with it have been out 10 weeks south.

FOR THE good of show business in general it appears that it would be a good idea to cut out all that bunk about "foreign tours" when no such plan or possibility exists either



BERTHA WOMACK and Mrs. Pauline Lennan, two ball game "queens," as they appeared at a spot in Florida prior to heading north to embark on their season's tour.

in the minds of some managers or in prospects for foreign bookings.

PERCY SMITH letters from Philadelphia: "Was with circuses for many years as a Jew character clown. Now lecturing educational shows. Left Edythe Sterling's Seminole Village with World of Mirth Shows at Alexandria, Va. Visited with M. W. Billingsley and his Hopi Indians exhibiting in Philadelphia. It was Billingsley who broke me in the lecturing business. Am now under contract with him to work his fall dates, making my fifth season with him."

J. A. SCHNECK letters A. C. Hartmann from Denver, Colo.: "The Cheyenne Frontier Days' is the biggest date for a carnival in this section of the country. Booked it for Jack Ruback. Did not turn over this 10-year independent date as easily as I booked Borger, Tex. Jack has shot at Cheyenne for six years but has never before been able to get it. Have Sheridan, Wyo., rodeo also booked for him. Ask Red Onion if he does not think that this work deserves one of those little blackface type items in Midway Confab."

MANY A GOOD Saturday night's business has been lost to rides by dismantling them on a Saturday afternoon. That is taking of the tops, scenic embellishments and back grounds. What kind of business do you think a show would do if the front were dismantled and the top alone were left standing?

WILL WRIGHT, manager Golden State Shows, letters from King City, Calif.: "Inclosing a summons I received from

the Stampede Committee here. It cost me a five-spot and 15 minutes in the public hoosegog for pleading guilty to taking the public for a ride, which I explained was part of my business. Exceptionally cool evenings continue to prevail here in California, which naturally does not help business, but on a whole all shows seem to be doing better than last season."

THE PRESS AGENTS of several carnivals have signed up as an organization to combat certain evils of their profession. Among the members are Starr DeBelle, Carleton Collins and Gaylord White. Walter D. Nealand and several others are expected to fall in line. The whole scheme appears as it should be and that is to improve carnival press agenting and to prevent the carnivals they represent from being gyped in any manner extraneous to legitimate advertising and in other matters.

IT IS reasonable to suppose that city officials, press and public are at a loss as to why a carnival should play under one title in a town and in the next one under another title. A show or carnival can never build up a title as a representative one by such tactics. Real showmen never resort to such practices.

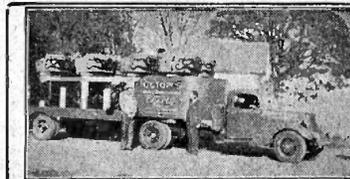
MR. AND MRS. GAYLER HENDERSON letter from Bloomington, Ind.: "Last two seasons with Sheesley Midway. Been on Gold Medal Shows with lead gallery since opening season in Fair Park, Little Rock, Ark., six weeks ago. Business has been above expectations considering the weather. This show has many ideas in midway equipment and ultra modern neon lights on show fronts. Management recently acquired a new marquee which replaced the panel front entrance."

HARRY S. NOYES letters from Kewanee, Ill.: "See in the issue of May 15 that the Greater American Shows while showing Brookfield, Mo., had the full support of the B. & O. Railroad officials while showing on the B. & O. Railroad property. Someone, it seems, does not know what railroad his show is on, as the B. & O. does not go into Brookfield, Mo. Oh! Joy!" This is okeh, Harry S. Some showfolk do not know what town they are in, which is a regrettable condition.—Red Onion.

JUST WHAT is meant by "Our show will invade new territory!" It would seem that to cultivate old territory played formerly, by applying the square deal methods, new attractions and clean concessions, would be more profitable to some who have to have new territory.

ERNEST L. KENT letters from Pontiac, Mich.: "Joyland Shows are a nice-looking show and Roscoe T. Wade is manager. Did not open Monday night and two nights were cold, yet did fair business. Met Billy Geyer, of Geyer Bros., high pole, which is the free act. It is a very pleasing turn and their rigging looks pretty with glaring lights and bunting. Deeply regret the death of Charles C. Blue. He was a genial fellow and well liked in both circus and carnival circles. What would show business be without *The Billboard*?"

WALTER B. FOX letters from La Salle, Ill.: "Thanks for the mention of merchants' slips. It all helps and so do the slips when properly used. Illinois woods are chock-full of circuses and carnivals, more this season than for several years. One city in this State had



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ABNER K. KLINE, Factory Representative.

COBBIE CORN WRITE TODAY for Free Information on this amazing new Popcorn Confection. It sells on sight for 10c. Sample mailed on receipt of 15c to cover cost of packing and mailing.
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Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

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Complete line of Shooting Galleries. Supplies for All Makes.

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One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 UP
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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, Sets, Creeps, Grind Stoves, P. O.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 20-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

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1522-28 W. Adams St., Chicago, Ill.

POPCORN

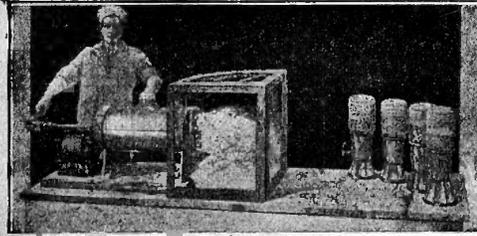
South American, Jap. Hulfless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

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Grower of Pure-Bred Varieties of Popcorn.

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BIG CAPACITY



BUY THE ORIGINAL—DON'T BE MISLED.
All new, modern and electric. This machine weighs less than 75 lbs., is two feet in length, ten inches wide, sixteen inches high, and contains a 1/3 horsepower motor. Any boy can operate this machine. For Parks, Carnivals, Fairs, Celebrations and Concessions. Cash in on this big money getter of last season with the smallest investment of equipment that you have ever purchased. This machine is on top. It will gross two to three hundred dollars a day with 50 sales depending on how fast you want to work. You can realize your investment back any single day. This machine will shave a ton to a ton and a half of ice a day. Not a top. If you want to make some real profits get in before the season opens. Will give you formula on strips.

WE SELL MACHINES ONLY.

Special price \$97.50 F. O. B. Indianapolis. — 25% on order, balance C. O. D.

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2815 E. RIVERSIDE DRIVE,

INDIANAPOLIS, IND.

Wanted For Big July Fourth Celebration

JULY 3 to 8

Organized Carnival or Independent Shows, Rides and Concessions
Everything Open But Eating Stands, Ice Cream and Soft Drinks.

FEATURE—Milt Hinkle's Texas Rangers Rodeo

Sponsored by the Genesee County Fair in Co-Operation with Geo. A. Hamid, Inc.

Book early and obtain best proposition. This is one of the real plum dates in the East.

Address **C. W. GRINNELL**
Fair Grounds
Batavia, N. Y.

WANTED for Penn-Jersey Circuit

RACE MEETING & CELEBRATION

June 24-25-26—New Jersey State Fair
Trenton, N. J.

Direction—**GEORGE A. HAMID**

Riding Devices, Eating Stands, Soft Drinks, Popcorn, Peanuts, Candy Floss, Custard, Ice Cream, Novelties, etc.

Book early for best arrangements. This will be a monster money-making date.

Address **HARRY E. LABREQUE**
Fair Grounds
Trenton, N. J.

WANTED AT ONCE

FREAKS—ODDITIES—NOVELTY ACTS

Good Freaks to feature. Sword Swallower, Fire Eater, Pygmies, Novelty Acts, Mindreading Team, etc., for Big New Side Show. Frenchy and Mary Raymond, Jack Stephenson, Cheat Digbio, Ray Harter, Lorello, Popeye, Smoko, Gladys Kirk Winters.

WILL GIVE THE ABOVE NAMED PEOPLE GOOD PROPOSITION.

Ticket Sellers that can make Second Openings. This show backed by office.

JOHNNY MEYERS, Mgr.
RUBIN & CHERRY EXPOSITION, INC.

Galesburg, Illinois, this week; then East Moline.

ALL PEOPLE THAT HAVE WORKED WITH ME BEFORE GET IN TOUCH WITH ME AT ONCE BY WIRE

WANTED DODSON'S WORLD'S FAIR SHOWS—WANTED

Will book or buy Monkey Circus or Monkey Speedway. Will furnish complete outfit for any money-getting single Pit Show Attraction. Will buy regulation Pullman Sleeper and Two Seventy-Foot Steel Flat Cars. Can place first-class Foreman for Caterpillar Ride. Wanted to buy Trained Chimpanzee. Can place for best Side Show on the road, high-class Freaks and Side-Show Attractions. Salary paid every week out of our office. Address **DODSON'S WORLD'S FAIR SHOWS**, Huntington, W. Va., May 24th to 29th; Wheeling, W. Va., May 31st to June 5th.

ATTENTION CARNIVAL MEN!

Before Buying GET OUR LOW-CUT PRICES on NOVELTIES, CANES, PLASTER AND TOSS UPS.

MILTON D. MYER COMPANY

332 Third Avenue

Pittsburgh, Pa.

THE UNDERSELLING SUPPLY HOUSE



\$4.75 Gr.

\$8.00 Gr.

six carnivals and two circuses booked recently and other applications pending. Some one may kill the proverbial goose. Cotton Ellis is now general agent for the Great Sutton Shows. Wallace Bros.' Shows will invade Wisconsin for the first time. Robert Fox recently resigned as special agent for this show."

IT IS just about impossible to use a fish hook as a pen with which to write a letter. It is just as impossible to dish out the kind of bunk some carnivals serve as entertainment. Figure it out. This is an enlightened age. Entertainment is a commodity and has to be handed out over the counter as an article of commercial and artistic value.

CHICK AND DOROTHEA TOWNSEND letter from Johnny J. Bejano's Side Show with Fairly-Martone Shows, Granite City, Ill.: "Regarding accidental death of Doc Jewelle E. Spurgin at Albuquerque, N. M. For most 30 years he was a carnival showman and pitchman. Was with Wortham & Allen, C. A. Wortham and W. J. (Doc) Allman as manager of side shows, girl shows and had concessions. For last several years he was pitching and selling thru the Southwest. His wife, Harriette, is in St. Joseph Hospital, Albuquerque, in a very bad condition and dire circumstances."

L. E. (ROBA) COLLINS letters from the Curl Greater Shows, London, O.: Have met several of *The Billboard* staff personally thruout several years in the amusement business and I have always been a very good correspondent for the paper. While I have not been connected with the carnival branch, I have handled the press and show letters on several small circuses, as I think Charles Wirth will verify. Also did a little work on *The Memphis Scimitar* and *Hot Springs (Ark.) Sentinel Record*. This show is one of the smaller ones, but is just as important in its towns and territory as the larger ones are in theirs. Wish to thank *The Billboard* for the interest it takes in the welfare of the carnival business."

THESE LINES ARE the last relative to rubber-stamp press agents in this column. The hint seems to have hit the mark and it looks as if the trend will be entirely toward original copy in the future; in other words, "original, originalities, originally, originated by original originators." Very lamresplendent, at it were.

DAVE LACHMAN letters from Provo, Utah: "State Fair Shows are still hitting on all six. Las Vegas, Nev., which still prides itself on being a frontier town, proved to be a real red one. Show was located right in the heart of the business district and business done looked like real old times. Made 500-mile run from there to Salt Lake City in good time and all attractions were ready for the opening day. Latest arrivals on show are Weisers' Animal Circus, exhibiting behind one of the new wagon fronts, and Webster's Girl Revue behind a neon-lighted wagon front. U-Drive-It Cars and Paterson's Simians arrived. Irene Lachman joins me in good wishes to *The Billboard*."

RIDE OWNERS and operators for some reason, as a majority, are always squawking and revolting. Wonder what the reason is? They are forever besetting the lot man when he is laying out with such objections to locations as "What, put my ride in that location! My ride is the feature of this show! Well, I suppose you will give us plenty of light this week, but it looks like we will have to use candles or lanterns!" All lot men the Onion has ever met seem to want to locate the rides as best the lot space and locations will permit. It is up to the ride owners and operators to co-operate with the lot men and not delay the location of other rides and shows, concessions and free acts. Wake up, independent ride owners and operators, the show must go on. Co-operate and stop squawking about "my ride."

AN OLD GAG is now being revived by some carnivals. A gag *The Billboard* thought was dead and gone years ago. This gag is the "Inspired Indorsement." The modus operandi is thus: The agent gets in the good graces of the head committeeman or fair secretary, gets a letterhead of the organization and writes an indorsement of this carnival, then he has the committeeman or fair secretary sign it and then the agent sends it to *The Billboard*.

BOBBY KORK letters from Appalachia, Va.: "Am no longer connected with my former individual sex attraction. Now devoting my time and sparing no expense in presenting my own Hollywood Revue with Leo M. Bistany's Orange

State Shows. Have nice costumes, beautiful girls and pleasing music. Roster of my show is Bobby Kork, producer and fan dancer; Kayline Lavine, bubble dancer; Nadja, Oriental dancer; Alma and Lucille, Hawaiian sister team, and Dixie Lee, songs. Chorus: Cora Holdfield, Jackie Elliott, Fern Raub, Marie LaMont, Ann Dayton and Racheal Miller. Music is furnished by Rocky Tex Bryant and his WNOX radio syncopaters. E. E. Jefferson is handling the front and Red Herb, tickets."

THERE ARE MANY press agents who should study continuity in writing. Report news in the order in which it happens. Lack of continuity gets the "cart before the horse." All personal opinion of what has happened should not appear in a news report, but could be confined to such matter as the press agent desires to editorialize upon and sent in separate and apart from all news stories. "Gentlemen of the press"—kindly give this a thought. News is created by the shows and personnel. Editorials are created by the functions of the mind as applied to observation, contact and imagination the subject to be editorialized upon.

WALTON DE PELLATON letters from Eureka, Calif.: "I apologize for neglecting to thank *The Billboard* staff for their thoughtfulness. To miss a copy of *The Billboard* would be like skipping lunch and existing on two meals a day. Regardless of how business conditions are, we manage to have a lot of fun as we travel down the path of life. Have not been east for so long that I have forgotten how conditions are back there; but some day, perhaps soon, I will endeavor to pay *The Billboard* folk a visit. We are now entering upon the real season for the Hilderbrand Shows. From opening date until now we have only been sparing for time and experience. The actual start of the season begins here. Withal business conditions are better than last season considering the fact that the show has increased and so have the bills, but we are looking forward to a banner year."

Crowley's United Shows WANT

Sensational Aerial Act; join on wire. Boone, Iowa, this week. Also want Caterpillar Foreman.

Motor Drome Rider WANTED FOR FREE ACT

To ride 12-ft. Slatted Globe. 5 minutes work per day. No booser wanted. State salary expected.

Write **GREATER AMERICAN SHOWS**
Marshall, Mo. (this week).

WANTED

Loop-o-Plane, Kid Rides, live Ponies, Drive-It-Yourself Autos, Caterpillar or any Rides that do not conflict with what we have. **SHOWS**—Crime, Mechanical, Wax, Athletic. Will finance any money getting Shows. Fun House open. **CONCESSION PEOPLE**—Grind Stores, good Seal Man, Cook House Help and Chef. Must be capable. **WILL BOOK** Novelties, Penny Arcade, Depue, Ill. Celebration, this week; Pekin, Ill. to follow. Big 4th July Celebration, Vincennes, Ind. Come on. Reply to **ROY GOLDSTONE**, Depue, Ill. McCallan Shows.

Wanted Partner

Unencumbered Lady or Gent that understands working Concessions with Fairs and can furnish transportation. No capital required. State all in first letter.

C. F. WILKINS,
601 Benninghaus Road, Baltimore, Md.

SPRING FESTIVAL

MOUNT CARROLL, ILL., MAY 31 TO JUNE 5.
JOHNNY TOFFEL SHOWS

Concessions Wanted. Address all mail to **HARVEY TOMPKINS**, Mount Carroll, Ill.

WANTED GIRLS

Must be young and attractive. Oriental, Rumba, Pan. Coochi, etc. State lowest; you get it here. Long season. Transportation after joining. En route: May 24-25, Pittsburgh, N. Y.; May 31-June 5, Mechanicsville, N. Y.
MR. KEKAI, care O. J. Bach Shows.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Christ United Shows

Mount Vernon, O. Week ended May 15. Location, city showgrounds. Auspices, V. F. W. Weather, cold and rain. Business, poor.

Opening Monday night in frigid weather. Tuesday repetition and Wednesday rain and cold. Harry Rose, general agent, being a charter member of Eagles' Lodge and a friend of local organization, a number of the shows' personnel plan on taking the obligation. Staff: Owner, David A. Christ; general manager, Fred Christ; secretary and treasurer, Mrs. Fred Christ; general agent, Harry Rose; bannerman, A. L. Clark; superintendent of transportation, Oliver Eddy; chief mechanic, Albert Benard; superintendent of concessions, Joe Sparks; press agent, B. W. Sneider. Rides: Merry-Go-Round, Bob White, foreman; Paul and Jack Richardson, helpers. Eli Wheel, Oliver Eddy, foreman; Joe Kirk, second man. Chairplane, Clarence Bryant, foreman and chief electrician; Bill Clark, second man. Aero Kiddie Plane, Jimmie Yager, foreman. These rides owned and operated by management. Loop-o-Plane owned by Mr. and Mrs. Branham and operated by Frank Wiley. U-Drive-It Autos owned by B. W. Sneider; Lewis Neaturer, manager and tickets; Paul Tobin, mechanic. Shows: Leo-Leola, half and half. Athletic, Ned Bevans, manager and wrestler, assisted by One-Round Hogan and Roughhouse Worley. Girl Show, dancers, Edna Keish, Mary Lutheran, Donna Ward and Joy Brouschious; managed by Mrs. B. W. Sneider. Nudist Colony, C. L. Gordon, manager, featuring Nellie Curtis and Gladys Record. Geek, William Bales, manager. Concessions: Walker & Miller, cookhouse; Mr. and Mrs. Brownell, corn game and diggers; Mr. and Mrs. Ports, pitch-till-you-win; Martha Christ, penny pitch; M. Lepar, pop corn, candy apples and country store; H. A. Morey, mentalist booth and scales; Walter Reed, Mr. and Mrs. Branham, Harry Wiley and Joe Sparks, assisted by Mrs. Joe Sparks and following agents, Roy Beaman, J. A. Teer, Ed Howell, Joe Venable, Charley Taylor, Jack Hart, H. Donovan, Harold Earl, H. J. Ebes and Joe Record.
B. W. SNEIDER.

Zimdars Greater Shows

Litchfield, Ill. Week ended May 8. Auspices, Sunset Baseball Club. Location, business district. Weather, rain and cold. Attendance, good, weather permitting.

Three days of rain. Lost two days because of water on lot, so Manager Zimdars and Legal Adjuster Jake Miller promoted streets in a town closed to carnivals. This was first time a carnival has showed in city limits in three years. George Young joined with Penny Arcade. Visitors: John T. Hutchens and Goldie McLainey.
CHARLES SEIP.

Hennies Bros.' Shows

East St. Louis, Ill. Week ended May 8. Location, 16th and Summit streets. Auspices, Elks' Lodge No. 664. Weather, bad first two days, fair last four. Attendance, very good. Business, good.

Everything in readiness for opening Monday night but to no avail, as down-pour during late afternoon and early evening caused Harry and Orville Hennies to give orders to keep main gates closed. This show has a standing order for a carload of shaving each week, shipped in from Chicago, to dress up midway each week. New Chevrolet truck for pick-up work was purchased from Charlie T. Goss. Visitors: Barney S. Gerety, Fred Beckmann, Malcolm Willis, Dell Ward, Arky Bradford, Doc Hartwick, Ed and Clifford Karnes and rest of Karnes family, Billy Ellis, Mrs. Fred Beckmann, Mr. and Mrs. Pete Korte; Slim Johnson, of Midwest Novelty Company; Frank B. Jojling, of The Billboard; Ned Torti, of Wisconsin De Luxe Corporation; Sunny Bernet, of Globe Poster Company; Mr. and Mrs. Thad Rising; Lawrence Melot and Jimmy Morrissey, of Baker-Lockwood; Mr. and Mrs. Noble C. Fairly, Sam Benjamin, Denny Pugh, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Bo Sherman, Mr. and Mrs. Tom W. Allen, Roy Goldstone and Oscar Bloom. Spike Waggoner joined with a concession. William Kemp came in for a big spread with two large cuts in East St. Louis Journal

—one of those "home-town boy makes good," as East St. Louis is Bill's home town. His Motordrome, featuring seven fighting lions, a real top-money show. D. D. Murphy, accompanied by Pete Brophy, spent an evening on the midway, as did Milford H. Smith. Alex Wilson, of Phelan-Faust Paint Company, entertained Mr. and Mrs. Harry Hennies and Mr. and Mrs. Orville Hennies at a dinner. Robert Porritt and many of his relations and Mrs. Porritt's kinfolk were visitors. Lorow Brothers' Side Show came in for great compliments at hands of brother showmen visitors, as did Mrs. Lillian Murray Sheppard on her show-front and presentation, and same for Arthur Ray and his Harlem on Parade attraction.
JOE S. SCHOLIBO.

American United Shows

Yakima, Wash. Week ended May 8. Location, six blocks from business center. Auspices, M. O. C. of Veterans of Foreign Wars. Weather, good. Business, fair.

Move from Wenatchee was a short one and show trucks were allowed to use high Bluet Pass over mountains. Opened Monday night. Washington State Fair officials were out and high in praise to Orlando Allen and A. B. Miller. Management is ever willing to try new ideas and they had a winner by putting on a special merchants' night and with five free acts drew largest crowd of the week. Orlando Allen Jr. returned to Seattle to finish his last year in high school, leaving his ride in care of his father. New arrivals: Micky and Eva Ballenger. Tex Cordell left to join Frank Kennedy Shows. Jimmy Griffin is sporting a new truck. George Allen has charge of gate crew and also street and sound advertisements. Harry Meyers, of cookhouse fame, busy getting his two units ready for opening on Zeigler-French's two shows, using truck kitchens done in white enamel thruout.
TED LeFORS.

Mighty Sheesley Midway

Richmond, Ind. Week ended May 8. Auspices, American Legion. Weather, rain Monday and Wednesday, balance of week cold. Business, just fair.

There is one consolation about all the rain had since opening in Charlotte, N. C., rubber boot, raincoat and overcoat manufacturing people have enjoyed good business, so at least somebody has benefited even if it was not this show. Charles Sheesley and Howard Ingram's crew of manicurists have sure been hitting the ball trying to keep lot in condition, working into wee hours of morning spreading cinders and sawdust, which this week they had to go 10 miles to get. George Russell, formerly with Sells-Floto Circus, is now press foreman on Richmond Shopper, which, incidentally, was very liberal with space. E. H. Smithy, John D. Sheesley Jr., Mrs. Jack Ballie, John M. Sheesley and James Fulmer kept Dr. A. W. Rogers on the go all week administering medicine to correct their illnesses. Carrie Finnell, popular burlesque star, a welcome visitor. New 60-horse power tractor replaced the tractor broken up. Carl Hooper Synrex, show painter, did a swell job in repainting the Sing Sing Federal Prison front. Jack Winslow had the misfortune to lose two monkeys in recent cold snap. Great Wilno, human projectile, joined here as a free act.
FLOYD NEWELL.

L. J. Heth Shows

Bowling Green, Ky. Week ended May 8. Location, Hobson showgrounds. Weather, first three days fair and warm. Business, good.

Out of two-week stand here show did five days' excellent business. These five days put show over as a winning date. Wire from Eyerly Aircraft Corporation stating new Octopus being shipped along with double Loop-o-Plane. A very unusual event took place on Thursday of this week's engagement, a formal gypsy birthday party when Mark Mitchell, son of Mr. and Mrs. Tom Mitchell, celebrated his 16th birthday. It was a gala occasion with many outside visitors with their gayly colored costumes, plenty of native music and a wonderful spread of eats. Entire personnel of show was invited and took part, especially in eats. Mr. and Mrs. Otis York arrived, Otis taking over Eli Wheel foreman's posi-

tion. Others on roster are Frank Atkins, Eli Wheel; Bill Bozman, Merry-Go-Round; Riley Bain, boss painter; Howard Clark, Swooper; Jack Drake, electrician; Roy Farmer, superintendent; R. C. Freeman, Bill Foster, Tilt-a-Whirl; Shorty Graham, boss canvasman; Bob Horton, foreman Merry-Go-Round; Earl Neaudue, foreman kiddie autos; Paul Reynolds, foreman, and Garlan Robinson, Tilt-a-Whirl. Manager L. J. Heth away in interest of the show.
JOE J. FONTANA.

West Coast Shows

Coeur d'Alene, Ida. Week ended May 8. Auspices, American Legion. Location, center of town. Weather, very cold. Business, fair.

Local newsboys were guests of show on opening night. Legion committee co-operated well with management. Manager W. C. Huggins is pleased with success of neon lights that were installed. With purchase of three more trucks the total is now 43. Ed Smithson filled Eli Wheel with banners. Madam Sireull's Flea Circus, which is first show of this nature to be exhibited in this territory in last seven years, is a big attraction. Pendleton, Ore. Week ended May 15. Auspices, VFW. Location, rodeo grounds. Weather, fair. Business, fair.

Monday was lost because of rain. Tuesday grounds were packed and rest of week fair business. This is only carnival ever to show on rodeo grounds here. Harry Brady added more monkeys and three more ponies to his dog and pony show. Side show, Funhouse, Motordrome, Illusion and Athletic shows reported good business. Walter O'Neill is ride foreman.
HARRY L. GORDON.

Texas Longhorn Show

Tyler, Tex. Week ended May 8. Auspices, none. Weather, balmy with showers. Business, fair.

Show located on new Fabst street lot and had most opposition of any week yet. A local Boy Scout circus, Jack Nalor's Alabama Minstrels and "Movie Week" all cut into receipts but show carried on. Street parade, which was instituted last week, proved popular. In lineup were sufficient vehicles, mounted people costumed, horses, ponies, dogs, bands and callopo to make a mile parade. Ben Mouton and Company, high perch act, have been replaced by Capt. Ted Townsend, high diver. Mrs. Jack Bel-Mar came on with her Flea Circus from Kokomo, Ind. Major Dot is another newcomer and handling front of Lilliputian Village. William Dearmin in and out to Dallas and Houston looking after welfare of his interests on show. Mrs. Roy Johnstone arrived to join her husband, manager of Rife's dining emporium. Ace Swords came on to handle auto kiddie ride. J. C. Rogers, who has been ill all year, not doing very well and confined to his room. W. C. Arlo and wife here to handle front snow-white confectionery. Lee Fine, chief mechanic, all smiles over ease with which "Silver Fleet" gets over road. Bob Young not only has a brand-new transformer but also has a new special built truck and trailer that go with it. Dora Chatlimbs and Winterface are back on Green River Minstrels. Tom Gilkinson, globe trotting representative of Midwest Merchandise Company, paid a visit. Paul Williams, Barbara Williams and Red Robertson of Big State Shows, were visitors. Jack Nalor, J. Converse and members of Alabama Minstrels called on show. Dr. and Mrs. Hamiter stop by frequently.
B. C. McDONALD.

Hilderbrand's United Shows

Wildwood, Calif. Five days ending May 9. Location, Highway 101. Auspices, LLL. Business, fair. Weather, unsettled.

Delbert O. McCarty, who drives dual advertising system and Hollywood Kleig lights, lost light trailer en route. Fortunately it went over an embankment and became wedged between a boulder, so no damage was done to system. McCarty lost several pounds of avoirdupois during ordeal of salvaging missing light plant. Trip thru giant redwoods was enjoyed by entire show personnel and many spent night in various camps en route. Mrs. E. Pickard and daughter, June, became lost with their dual housecars and had to be rescued. Wedding of Jessica Weston to George Vanderhoe took place one hour before show departed from Napa, Calif. A great reception was given happy couple upon their arrival in Wildwood. A great many of Foley & Burk showfolk visited lot before shows' departure. Lucille King

OAK HYTEX BALLOONS
for
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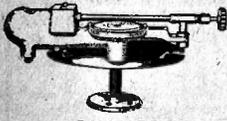
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gave a dinner party to her house guest, Mrs. John R. Castie, in Eureka, which was attended by several showfolk. Shows' setting here represents a picturesque scene with show in center of a huge bowl completely surrounded by redwood-covered mountains. Hotel accommodations were unavailable, so a great majority of showfolk commuted daily to Eureka, 30 miles away. Visits were exchanged between the Al G. Barnes-Sells-Floto Circus during its two days' showing in Eureka. Four Thrillers and Capt. Charles Soderberg drew large crowds nightly from near-by lumber camps and fisheries. Free acts of this description were a novelty in the backwoods and received hearty applause. Clarence H. Alton has greatly enhanced appearance of his Tilt-a-Whirl by placing a huge electric ball atop center pole. Many of concessioners were busy all week building new concessions. They were Johnny Cardwell, Virgie Miller, Danny Callahan, Bud Cross and Marie Alton. New privilege car owned by Danny Callahan has the visitors agog and is rapidly becoming mecca of entire show. Mr. and Mrs. Jack Portman of Eureka, were visitors. The Portmans were members of the 1936 show. The he-man title this season has been awarded to Freddie Nelson, of the Four Thrillers, and "Band Box Lady" to Mrs. Claude Barle. Jack Clifford's comic menus in the cookhouse have kept the showfolk in laughter for weeks. No one was more thrilled than Bob Clifford when he discovered his portrait painted on one of show trucks. Claude Barle's rules of department for his Hollywood Revue are quite to the point but most ineffective. Reggie Marrion's human-top whirl or iron-jaw act has the town girls aflutter with admiration. Al Keenan leaves a trail of broken hearts behind him. O. H. Hilderbrand, captain of "Pickle Boat," is rapidly returning to normalcy following a lengthy siege of illness.

WALTON DE PELLATON.

Bantly's All-American Shows

Du Bois, Pa. Seven days ended May 8. Location, city playground. Auspices, Fourth Ward Hose Company. Ten-cent

pay gate. Weather, cold and rain, then clear. Business, very good.

Opened on Saturday, May 1, with Tom Mix Circus across street and business was extraordinarily good. Thursday very cold, but "giving away a live baby" brought out 3,000 paid admissions. Legal mystery wedding Friday night, 6,122 paid admissions. Saturday night, ideal weather, found the midway packed. Cooperation from Courier-Express more than a press agent's dream. Committee co-operated in fine style. Sammy Welner joined with two concessions and Joe Smith with doll wheel. Jack White and Rhythm Revue, nine people, with White as featured comedian; Frankie Graves, straight man, and Tanya, fan and bubble dancer, over big, as are Dick Keller with Circle of Death and Frank Zorda's Congress of Strange People. Octopus arrived and was heavily patronized. Mrs. Herman Bantly celebrated her birthday May 9. Mr. and Mrs. Harry Copping, who originally owned this show and who are the father and mother of Mrs. Bantly, were visitors. Harry Dunkel, general agent Cetlin & Wilson, visited. Great Fussner, spiral act, left the show. Mettler's Family Band, with miniature wagon and ponies for street ballyhoo, joined.

HARRY E. WILSON.

Dee Lang Shows

Alton, Ill. April 26-May 2. Location, Domino showgrounds. Auspices, Disabled American Veterans. Weather, very bad. Business, light.

Pay gate went into effect here. Capt. Hugo, high diver, and Athleta, aerial act, free attractions.

Edwardsville, Ill. May 3-8. Auspices, Veterans of Foreign Wars. Location, Woodlawn Park. Weather, cold and rainy. Business, bad.

Thru untiring efforts of Dee Lang and entire force grounds were put in first-class condition with cinders and shavings. Committee did everything possible to put date over, but the weather wouldn't permit. Harry Hennies, of Hennies Bros.' Shows; Mr. and Mrs. Noble Fairly, of Fairly-Martone Shows, and F. A. Sutton, of Great Sutton Shows, were visitors. Buff Hottle has completed his automatic merchandiser concessions, which now give him a lineup of Penny Arcade, two Eric diggers, scales, mouse game and merchandisers. Shanty Mahoney received shipment of snakes. Mrs. Mahoney is dispensing frozen custard. Barney Williams, with pop corn and peanuts, is well pleased. Mrs. Kid Murphy arrived and was placed on front-gate ticket box. Two new trailers were added to the fleet from Elj Bridge Company. Heavy Waughn and crew immediately built bodies. Vic Summers arrived and was placed as assistant electrician.

RAY VAN WERT.

New England Shows

Stratford, Conn. May 3 to 8. Location, Avon Park. Auspices, IOOF Lodge No. 90. Weather, fair. Business, good.

Show worked to near-capacity business all week with a 5-cent gate. Attendance not below 3,000 any night. Smith's dual Loop-o-Plane topped rides and Kuntz's Palace of Wonders topped shows. Show bought loud-speaker for front entrance. Frank Pope, bingo, says business is best for him last three years.

Stamford, Conn. May 10 to 15. Location, K. of C. grounds. Weather, fair. Business, good. Pay gate, 10 cents.

Monday and Tuesday midway crowded. Wednesday attendance dropped. Mrs. Belle Kilonis left for Manchester, N. H. Manager Kilonis' Chairplane came in from Puerto Rico. Jimmie Jameson is high fire diver.

SONIA GIROUD.

J. Harry Six Attractions

Carrollton, Ky. Week ended May 8. Location, downtown. Auspices, Junior Chamber of Commerce. Weather, rain every day but one. Business, good when open.

Show located on jockey lot on banks of Ohio River. Continued heavy rains and overflowing of streams above this point. Ohio was soon out of its bed and creeping steadily toward midway. Guards were kept on duty day and night and trucks were standing by to remove equipment in haste if necessary, but as crest passed it only lapped platforms of the Merry-Go-Round, but did become necessary to move a small part of midway and all living trailers.

Capt. Dodd, high diver, joined and with Moreen Troupe present two free attractions. Gate admission was charged for first time. Rain ruined business.

Manager Six is not improved in health and will undergo an eye operation.

R. G. HASLEY.

Western States Shows

Greenville, Tex. Week ended May 8. Location, Hunt County Fair grounds. Auspices, Merchants and Manufacturers' Spring Exposition. Weather, good. Business, bad.

Exposition was sponsored by leading business and professional men and all county and city officials but it did not click. However, Duckworth, secretary Hunt County Fair, and those associated with him did all in their power to make engagement a success. Whitey Reed, chief mechanic, had trucks in such shape that they made 277-mile run from Austin without trouble. Ben Hyman, general superintendent, had lot arranged in fine shape.

Jim Schneck, general agent, was a visitor. Rides, shows and concessions, all well lighted, demonstrate that Manager Jack Ruback spent a lot of money improving and enlarging his carnival. Billy Williams, construction foreman, and Bob Mays, chief electrician, deserve much credit. Bob Mays, thru his cool-headedness, saved transformer truck and likely other paraphernalia from being destroyed. He was slightly burned. Just an unavoidable accident. New Thriller top-money ride, and Clyde and Babe Davis' Hawaiian Village top-money show.

Visitors: Sheriff F. E. Wolff, Mayor Sackwell and Clarence Wilson, secretary to chief of police. Others were Suzie Lucas, Bert Welchman and wife, Fay and Pug Stokes, Buddy Ryan and family and Harry Kaplan and family.

Mrs. Rose Marie Ruback made a visit to her mother at Tyler, Tex. Manager Jack Ruback, Publicity Director Albert Wright, Special Agent Frank Downes, Ben Hyman, Tommie Davis, Hank McAllister, Olan Thornton, Jack Stanley and others made business trips to Dallas.

MURRELL WOOD.

J. F. Sparks Shows

Bucyrus, O. Week ended May 8. Location, Lone street baseball park. Weather, unsettled. Business, fair.

Show's first week here good business, but because of bad weather it stayed for a second week. Saturday matinee was good. Bingo and corn game, under the management of Mrs. J. F. Sparks, did nicely.

Marysville, O. Week ended May 14. Location, fairgrounds. Weather, rain. Business, fair.

Staff: J. F. Sparks, owner and manager; Martin Berk, secretary and treasurer; Arthur Coughenon, electrician; Ray Mizer, cookhouse manager; Dutch Kuhlman, watchman. Rides: Eli Wheel, Albert Roger, foreman; Pat McCarthy and Alberta Pritchard, tickets. Tilt-a-Whirl, Lee Thompson, foreman; Jack Butler, second man; Walter Bernard and Olive Knight, tickets. Chairplane, Bob McClintock, foreman; Homer Clark, second man; Mrs. Robert McClintock, tickets. Kiddie Autos, M. Fredricks, manager; Texas Gerson, Goat Ride. Ray Farrar, Shows: Girl Revue, Eddie Herman, manager; Ray White, tickets. Little Egypt, Rough-House Johnny, tickets; Curly Lewis, inside; Rose Lewis, Ruth Mayo and Edyth Genn, dancers. Athletic Show, Jimmy Chanos, manager; Howard Farestein and Mrs. Chanos, tickets. Dr. Talisman, hypnotic mystic show. Madame Lola, mentalist. Concessioners: Mrs. J. F. Sparks, C. A. Balm, Lester McGee, Mary McGee, Doug Wright, Mrs. Wright, Floyd Peters, Aldon Sparks, Mrs. Estelle Sparks, Harry Myers, Bob Squires, Jimmy George, Red Hamblen, Floyd Efferidge, Clifford (Slim) Neoling, Paul Bailey, Ben Harris, Mrs. Harris, Dot Prill, James Ivey, John Roberts, William Carroll, Snooks Swagert, Betty Smith, Bob Gaylor, Bernie Baker, Dad Richards and Jim Michaels.

MARTIN BERK.

Dixie Exposition Shows

Winfield, Ala. Week ended May 15. Location, downtown lot. Weather, fair. Business, poor.

Most of city folk were out to see show come in and set up. Then forgot all about it until Saturday, but most all agreed show got well that one day. Wally Banks gave special party. He was 35 years old. It lasted until day "break." All had the time of season. Hit of dance was when C. D. Scott and Alleen-Allen trucked. L. J. Woods joined with his Merry-Go-Round and had nice business. Ride is clean and nicely painted.

TED POSTER.

Sam Lawrence Shows

Plasterco, Va. Week ended May 8. Auspices, L.L. Weather, cold and rain. Business, fair.

Truck move in here. All rides and shows ready before night Sunday. Thomas Fallon added another musician and two more girls to his show. Jerry Kohn, of Fulton Bag and Cotton Mills, visited and received several orders for new tops to house attractions that Manager Sam Lawrence is building. Pete Christ ordered a new tent for cookhouse and Louie Gueth is now on frame, which is 30 feet long and 20 feet wide. Pete intends to use present outfit for a grab stand. Incidentally, he bought a new truck, as accident he had completely demolished his other one. Children's matinees proving very successful. Sam Bergdorf has been plugging them strong. Jimmie Boyd joined here to take front of minstrel show. Mrs. Lawrence and Mrs. Hicks spent part of week in Bristol, Va., shopping.

WILLIAM R. HICKS.

Yellowstone Shows

Santa Fe, N. M. Week ended May 15. Location, Highway 66. Weather, good. Business, very good. Auspices, Police Department.

Opening night beyond expectations due to fact that W. O. Parent, human bullet, arrived with his act, drawing 2,000 people to midway. Manager W. S. Neal added new fronts and lighting systems, making them a blaze of light and color. Eva Perry, who had been ill in California, arrived to take charge of her shows. She brought with her the small son of Mr. and Mrs. C. W. Martin, who have been in charge of shows during her illness. Al Bird joined to take charge of Athletic Show. Mr. and Mrs. Floyd Brasel repainted their housecar blue and aluminum. Slim Simmons, electrician, has a new coat of brown and cream on his house trailer. G. MCKITTRICK.

O. C. Buck Exposition

Poughkeepsie, N. Y. Week ended May 15. Auspices, Lajayette Post American Legion. Location, Stimpson ball park. Weather, variable. Business, fair.

Show train in early Sunday afternoon. Opened Monday night with a parade of life, drum and bugle corps of local post. Second year under same auspices and all women ticket takers of auxiliary very efficient. Attorney William B. Dugan, chairman committee, did everything possible to make the engagement profitable and pleasant. Manager Buck back and forth to Brooklyn looking after Mrs. Buck, who passed crisis and on road to recovery. Donald T. Hankins, of sound truck fame, came in with a brand-new system. New Monkey Show is now complete. Superintendent of rides, Tom Heffernan, keeps rides and crew in good spirits and all of equipment is working. Captain Swift, of Swift Family, is one of the free acts. Four brand-new Chevrolet trucks were delivered and now show moves on 14 of its own trucks and 5 baggage cars. Mall and The Billboard handled by Clarence St. Germain, superintendent of Ridee-O. Royal Hawaiians are doing a nice business. Visitors: Al Hamilton, of Hamid-Morton Circus office, and Dick Coleman, of Coleman Bros.' Shows. ROSS MANNING.

Greater Exposition Shows

Streator, Ill. Week ended May 8. Location, East Broadway. Auspices, Police Department. Pay gate, 10 cents. Weather, rainy, chilly, stormy, hot. Business, good, with record-breaking Saturday.

Movement Director Harry Reynolds and working squad outdid records getting off Decatur grounds. Children's matinee, Saturday, a whopper. John Francis' family matinee idea gets 'em. Kenneth Blake, fire diver, account cyclonic wind Wednesday night did not dive. Lloyd's ponies joined. Rajah Rodah and Madame Maxine's new illusion show features scored. Nancy Miller, directress Beckmann & Gerety beauty revue, a visitor. Dined in Eddie Davis' eating emporium. Official painter John Starkey redecorating fronts. Mr. and Mrs. Crawford Francis celebrated second wedding anniversary. Twilight dinner by Aunt Mary to relatives. Mrs. B. S. Bennington and Mollie Lazarus, of Chicago, and Mr. and Mrs. W. B. Tenney and Frances Martin, retired show professionals. Ed Grassman, with Streator Zouaves, now operating cigar factory, and Ed Scheible, of Group 2 Streator Zouaves, has Streator billposting plant. Memorial

services for Honey Boy Evans and Eddie Myer, pugilist, both buried in Streator Cemetery, and for Nat Reiss and Harry Melville, buried elsewhere, who were residents and wintered their carnivals here. Manager Neal Coffey of Darktown Minstrels received wire of death of Thomas Coffey, his brother, at Ventura, Calif. Lee Snyder appointed assistant to Harry Smith in office wagon. Tom Niswander, snake show manager, gone elsewhere. Harry Reynolds purchased "varmint" unit. Daily Times-Press delivered fairly well. Snake-horse-eating report aroused authorities to action. Fred Gruber, in charge billposting-lithographing crew, came from Hennies Bros.' Shows. Wire from Pollock, La., from "Bud" Costello infom Margaurite, fat girl, died suddenly. Heart trouble. Was feature in Art B. Thomas' carnival. Omar Saml operating Illinois' largest night club. Tex Clark and wife, Fern; daughter, Elsie, and son, Bud, in concession row with latest model shooting galleries. Visitors: Daley M. Crist, Bud Greenwood, Sherman Sears, Rev. Dr. John M. Ryan, Wally Day, Charley Kent, Mr. and Mrs. Albert Weber, T. D. Williams, Jack Battmann, H. W. McPherson, Johnny Pilo, Anna Witmer, Mr. and Mrs. Carl Monat, Nancy Guthman, Earl C. Miller, Joe Scheumack, Leo Suggs, Nellie Palmer and Mary O'Donnell. DOC WADDELL.

Majestic Exposition Shows

Washington, Ind. Week ended May 8. Location, downtown. Auspices, American Legion. Weather, fair. Business, good.

Show ready to open Monday night and along comes a big rain. Thursday night townspeople came out in droves to patronize the various attractions. Closing days of week found everyone on show well satisfied with returns. Writer has taken over Social Security office. New arrivals: Jake Faust and Mike Gohub with eight concessions and Jack Smith with six. Pinkey Edgar is getting nice business with his cookhouse. Ernest Zeek made a trip to Louisville, Ky., to get stock for his concessions. L. W. Leesman joined as legal adjuster and business manager. Clark Bobbitt has marquee full of banners. Lon Morton joined and took over Ten-in-One Show. Phil Rocco a late arrival to take over duties as lot superintendent. Slim Davis added two more girls to his revue. ACE TURNER.

Endy 20 Big Shows

Mt. Carmel, Pa. Week ended May 15. Auspices, American Hose Company. Location, Legion Field showgrounds. Weather, cold and windy. Business, fair. Pay gate.

Opening night 3,800 paid admissions; Tuesday, 4,500, and Wednesday, 5,100. Curley Minstrel Show topped midway, with Tasy Revue second. C. W. Craft, Frank West and Eddie Eagan visitors. Bench Bentum's diving act pulls them in and holds them late. General Manager David B. Endy now constructing at Pottsville, Pa., an 80-foot front for a new office production with latest lighting effects. New sound advertising car arrived and is an asset to front gate. Eddie Lippman, business manager, is very capable and diplomatic. HARRY BENTUM.

Gruberg's World's Expo

Winchester, Va. Week ended May 8. Auspices, Sarah Zane Fire Company. Location, fairgrounds. Ten-cent gate. Weather, cold, some rain. Business, last half good.

Apple Blossom Festival brought a big crowd last two days, and country newspaper advertising and articles brought a large number of them out to the fairgrounds. Biggest crowd Saturday night, when farmers predominated to extent of about 7,000 persons.

New Tilt-a-Whirl arrived. Jack Montague's Rainbow Polles was top money; Norman Wolf's Sex Show close second. Motorcycle Stadium under management of Del Crouch, with Dorothy Srone and Speedy Dawkins feature riders, well up in money. Mrs. Frank McIntyre had a good week with her diggers. Barkoot Pasha did a nice business in Cafe Beyruth. Gruberg played city in spite of calamity howlers and won out in spite of weather conditions. Four birthdays on one show: Norman Wolf, manager of the Sex Show; Mrs. Norman P. Wolf, Joan Page and Gene Eugene celebrated. Manager Milton M. Morris welcomed by Rotary. Owner Max Gruberg and Mrs. Fisher busy receiving medical fraternity

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Saturday biggest day of season. School children's matinee splendid and night a near turnout. C. Guy Dodson set up emergency ticket box. Close to 10,000 paid admissions passed thru gates in two hours and a half. All shows, rides and concessions reported excellent business. Great Fuszner, spiral globe equilibrist, now strongly featured. Bingo game of Elmer Day a thing of beauty and clicking. Has many new ideas he is trying out for first time. A most noticeable spirit of harmony and loyalty prevails among the 400-odd troupers with Dodson Show family. General Agent Mel G. Dodson greeted the show when it pulled in here. New dining car, operated by Mrs. Don Montgomery, is neatly arranged and laid out to serve all during Sunday runs. Southern Revelers and new Rumba show almost tied for high honors. Scooter ride continues to keep on top. Cy Holiday and his crew start early and close late. Ray Balzer, chairman of the party and dance committee of the Arthur E. Dodson Post 784, American Legion, reports progress. Sorry to report that William H. (Bill) Davis, manager of Leaping Lena show, is on the sick list. Boys and girls along concession lane held a pool on Kentucky Derby. William (Shorty) MacDonald, sand artist, was winner.

DAVE CARROLL.

paid admissions thru front gate, giving midway the biggest single day's business of season. Total front-gate tickets sold on week, 27,350. Doc Warren, manager of the Monster Show, received a shipment of small animals as well as a 26 1/2-foot python. The Temple Des Rumba, presenting a very pleasing performance, has 16 native entertainers. Trainmaster Shannon and assistant, James (Nappy) Darrock, finished big job of painting trucks and under-frames of all cars. Train in best shape in years. Tom Salmon turned out some fine stage settings for Rumba show, and with artistic touch of L. Reeves, it's great. Dell Larkin always on job and all motors running smoothly. Charles Hughes and crew of tractor drivers proved that wagons can be put on and taken off of muddy lots without tearing them up. General Agent James C. Simpson a short-stay visitor. Arthur Atherton returned from Montgomery, Ala., after attending funeral of his mother. Joe Baker, ex-showman, a nightly visitor. Lipsky and Paddock have proved that legitimate concessions can get money.

STARR DeBELLE.

THE LOWEST PRICED ELECTRIC CORN POPPER ON THE MARKET.

Only \$32.50 yet pops corn like a \$800 machine. EXCEL is made by the originators of the domestic popper—the largest manufacturers in the U. S.

POPS A BATCH IN 3 MINUTES—WET OR DRY. Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED. Among the 31 features—beautiful mahogany finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored transparencies. Occupies small space, 17x17x26" high. Weight, 35 lbs. Easily moved. Uses less current, only 880 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

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EXCEL MFG. CORP.
Dept. B-57 Muncie, Indiana

30 DAY FREE OFFER!

If your order reaches us within 30 days—with \$10 down payment, balance, \$22.50, C. O. D. we will send subject to customer's return at postoffice, FREE, enough popcorn and bags to pop \$32.50 worth of corn. Your customers pay for your popper. Act quickly.

GET STARTED NOW.

SALESMEN Write for PROPOSITION

Beckmann & Gerety Shows

St. Louis, Mo. Week ended Sunday, May 16. Grand and LaCleda avenues. Weather cold and unsettled. Business, fair.

Fast and uneventful move across town early Monday morning. All shows and rides ready to open same night. Working crew deserve a lot of credit for a herculean task well done. George Vogsted with his two shows, "March of Time" and "Fountain of Youth," doing nicely. Keeps plugging all the time with result he puts money in office and is not worrying personally about the old-age pension. A. M. (Jake) Brauer, a veteran of many years of trouping, doesn't waste any time when people are on midway, just keeps on grinding on front of his Funhouse and dimes flow into box office. Jake is another showman who is not worrying about Uncle Sam taking care of him. Two new shows joined here and both are clicking in a big way. Mammoth International Crime Exhibit, under management of C. R. Dent, and Ripley's-Believe It or Not Dive of Death, owned by William (Bill) Goll, who is also the principal diver and swimmer in the show. Visitors: Mr. and Mrs. Tom W. Allen, retired show people, living in St. Louis. Ruth and Tony Martone, of Fairly-Martone Shows. John R. Castle, well-known showman, now just visiting various shows and taking life easy after many years in harness. George Crowder, manager of one of Hutton Monsters of the Sea Exhibits, stopped off. Nancy Miller, girl show impresario, is a real showwoman, makes her own openings, acts as emcee occasionally, does a feature dance at each performance and keeps her company of 30 people on their toes at all times. She is not only a clever girl but a good business woman.

KENT HOSMER.

Johnny J. Jones Exposition

Uniontown, Pa. Week ended May 15. Auspices, VFW. Weather, some rain and cold. Business, big.

With all mines and mills working full time, pay envelopes biggest in years and whole-hearted co-operation of the VFW gave show a big week gross. Local papers, Uniontown Herald, Evening Genius and The Standard, were more than liberal with space. Herald-Genius gave show many feature human-interest stories, interviewing performers of different attractions. City Editor Dad Albright, of Genius, as always the showman's friend. Not only did front gate gross heavily but each individual attraction came in for its share of money. Altho weather thruout engagement was cold and cloudy with some rain midway patrons proved that they were show hungry with dollars and cents. Opening time Thursday and pay day for local industries was greeted with a downpour of rain that lasted until 8:30 p.m., marring the night gross. A late crowd arrived after rain let up saving day from being a total blank. Friday brought out a crowd of 6,000 paid admissions that were in a spending mood, but again Old Jup swooped down at 10:30 ruining the rest of night. Saturday, kiddies' matinee, gave shows and rides a big afternoon play, boosted at night with 10,300

Art Lewis Shows

Ansonia, Conn. Week ended May 1. Auspices, National Guards. Weather, cool. Business, capacity last three days.

With cool weather prevailing first three days, with some rain, Ansonians and Derbyans turned out en masse last three days, making week a very good one financially. Lot was situated between Derby and Ansonia, within walking distance of either city, and drew patronage from not only these twin cities but from several others. Show sponsored by National Guards of Ansonia, under captaincy of Nells Poulson, co-operated in efficient manner to make engagement big success financially and pleasant as well. Barney Lamb, side-show owner, has placed an order for a new Auto Kiddie Ride. Mickey Devine, for years one of the outstanding boxers, is vowing natives with his Athletic Training School, featuring Bull Smith, wrestler. Four Devils, free act, working at altitude of 120 feet without a net, is proving a thriller. Dare-Devil Henderson also presents a sensational performance on the slack wire. Manager Lewis was host to his father, brother, Mrs. Art Lewis and friends, who motored from New York to visit. Visitors: John Kilonis and party from New England Shows and Frank and Mrs. Pope, who have corn game on same shows.

F. PERCY MORENCY.

Strates Shows

Harrisburg, Pa. Week ended May 15. Auspices, Governor's Troop. Location, showgrounds, 21st and Greenwood streets. Weather, rain. Business, fair.

General Manager James E. Strates had honor and pleasure of entertaining Austrian royalty when Baroness Konradsheln of Vienna, who was accompanied by children of Governor Earle of Pennsylvania, who detailed Capt. Clyde Fisher as honorary escort for party. Her Highness was escorted around entire midway and visited several major attractions and complimented Manager Strates very highly on his show. Mayor John Hall and wife visited show on Thursday evening. Late arrival and a long haul prevented show from making its usual Monday opening, but Tuesday evening a huge crowd thronged midway. First carnival to exhibit in Harrisburg in two years. Lieut. Charles M. Pollack, in charge of committee for Governor's Troop, was always on job with "his boys" and extended every co-operation possible during engagement. Jack and Frances Paiges' Casa Mariana, Ryruue and Smythly & Moore's Lion Autodrome are battling for top money honors with Fred Thomas' side show and Dixie to Harlem Minstrels running second position. Noted figures of carnival world visited, Max Gruberg, John H. Marks and Speedy Merrill and wife. Four American Eagles are thrilling crowds with their act.

BEN H. VOORHEIS.

Marks Shows

Bethlehem, Pa. Week ended May 15. Location, Broad Street Athletic Field. Auspices, Fountain Hill Fire Company. Weather, cool; two nights lost in rain. Business, just fair.

Rain fell in an unceasing stream from noon Thursday until past midnight Friday. Twenty-one thousand persons got paid in big steel plants here. Engagement followed a sudden shift in route and billing went up with riding devices. However, by midnight Monday Frank

THE NEW PIT - WALK - THRU SHOW EXECUTIONS BEFORE YOUR EYES

Is already making splendid-records. First shows out paid for selves 1st week. This is the latest word in Crime Shows, with everything on crime, and also featuring in the beautiful pit, Susanna, the Girl Who Refuses to Die in the electric chair.

Contains 5 banners on 28-ft. front, 50 panels of 100 great crime scenes in frames, 30-ft. bally cloth, 25 viewing boxes with pictures, one late life-size electric chair for Susanna. Show complete as above only \$250.00.

Other good shows, Nudist Camp, Ohio-Mississippi Flood, C Men, etc., only \$100.00. We also have big 8x10 inch photographs to flash, Crime, Unborn and Wild West Shows. Free lists.

Get Executions now, the biggest and best show we have ever built. Wire or mail \$50.00, rest collect, quick delivery. Information on all shows free on request.

CHAS. T. BUELL & CO. BOX 306. NEWARK, OHIO

ZIMDARS GREATER SHOWS WANTS

Two more High Free Acts. Rides: Loop-o-Plains. Shows: Motordrome, Model City or Farm. Concessions: Diggers, Wheels and Slum. Cafe place GIRLS on Girl Shows. Want Colored Musicians and Performers. Salary and percentage. Address this week, Streator, Ill.; next week, Kankakee, Ill., or per route.

WANT TO BUY DUAL LOOP-O-PLANE Late Model, with Lights, Fence, Ticket Booth. Must be A-1 condition. State lowest price complete. Eli Operator. Top salary. Must come recommended. Take complete charge. If you touch booze don't waste time writing. Address BOX D-80, care The Billboard, Cincinnati, O.

of district in new canvas hospital unit. John Marks, Roy Jones and Carleton Collins visitors. Milton and Mrs. Morris, Norman and Mrs. Wolf, Jack Montague and Mrs. Montague, Doc and Mrs. Warren, Mr. and Mrs. Del Crouch, Speedy Dawkins and wife, Mrs. Frank McIntyre, Joe Mannheimer, Barkoot Pasha, Dr. John Fisher, Mr. and Mrs. Bennie Rockford, Captain Ringman Mack, Newton Kelly and wife took trip to Martinsburg, W. Va., to see Marks Show people. Davis Fineman has three concessions.

DICK COLLINS.

World of Fun Shows

Honaker, Va. May 11 to 13. Location, baseball grounds. Auspices, none. Business, fair. Weather, variable. Free gate.

Crowds fairly large despite cool weather, but two nights lost because of rain. Show played a split week because of following a circus. A panel front was completed and a top arrived from Martin Tent Company. J. J. Steblar left for his home, Stamford, Conn. Elizabeth Steblar is recovering from an illness. George Baldwin is now off the sick list. W. T. Harden finished his new concession. Mrs. Roland has added another concession. Ronald Terry recovered from recent illness. Mr. and Mrs. Terry are doing well with their new art photos. Manager Roland returned from a booking trip. Visits were exchanged with the Bullock Amusement Company, showing near by. Reported by a show executive.

Dodson World's Fair Shows

Charleston, W. Va. Week ended May 8. Location, Valley Bell Park. Auspices, American Legion. Ten-cent pay gate. Weather, cloudy and cool. Rated out Wednesday night. Business, good.

A pat on back and word of praise for Don Montgomery, trainmaster, for efficient manner in which he handled movement from Greensboro. N. C. Luther Goodwin, in charge of rolling stock, reported equipment held up in fine style. Everything up and ready Monday night. Big business all week except Wednesday night lost to rain.

Lafferty had an excellent showing in adjacent countryside and with co-operation from W.S.A.N. in Allentown, and *The Globe-Times* in Bethlehem, a fair opening night's business was recorded. Tuesday night there was a large turnout, with business showing increase on Wednesday. Friday rain repeated from Thursday but Saturday's matinee was fair and the night play was big.

Jimmy Hurd again went to town with his *Wall of Death*. Al Palmer, with new banners completed, enjoyed a big Saturday night with Funhouse, business being greatly enhanced by addition of Jack (Frenchy) Holden, who is clowning front. Holden also clowns streets by day, working with new sound truck, engineered by old reliable Bill Margerum. Harry Biggs broke lose with a very attractive hoop-la, built and flashed along original ideas, with Mrs. Biggs in charge. Vernon Moore, with a de luxe clothespin store, was among the top-money winners, his years of training with Ollie and Agnes Trout standing him in good stead. Mack Glynn had a heavy turnover in cookhouse. Dave Lane continues his studies in advanced photography, bringing results into play at Brother Paul's photo studio. Mrs. Joe Payne a visitor. John H. Marks and Roy B. Jones went visiting, spending several hours with Strates Shows at Harrisburg, and Cetlin & Wilson at Lebanon.

Secretary-Treasurer-Assistant Manager James M. Rafferty ill all week with la grippe but stuck to the ship. Mrs. Mabel Odon is capable assistant at Mrs. Virginia Harrison's baseball emporium. A. Martin has shifted from Ridee-O crew to Ell Wheels.

Mrs. Paul Leonard is now clerking in one of Peter Richards' penny pitch games. Shows first contact of year with Pennsylvania's one-cent per ticket relief tax, placing plenty of pennies in circulation and Richards had a nice week with his games. Personnel: Mrs. Richards, in charge; Mrs. Leonard, Mrs. Frances Mills and Mrs. Daniel Dugan. New outfit from banner line to back end, new side show sung into its first full week here with gratifying results, under management of George (Whitey) Usher. James H. (Turk) Laird supervised the building of a new panel front for San Quentin. Regular show builder Pete Williams completing cage wagons for animal and monkey show. Capt. George (Dutch) Rieger, who had charge of the monkey circus part of last season, visited from his home in Allentown. *Globe Times*, usually hostile and mostly unfriendly, unbuckled to extent of six picture hits and four stories. Very cooperative committee and friendly city officials. CARLETON COLLINS.

Goodman Wonder Show

Detroit, Mich., six days ended May 16. Location, East Jefferson and Adair streets. Auspices, Wayne Council, Veterans of Foreign Wars. Ten-cent pay gate. Weather, intermittent rains daily. Business accordingly light.

When the Goodman Wonder Show left Tennessee for the lake district it was hoped that it would outrun a consistent rainy period, extending from the opening date to the end of the third week. Yet it sidestepped nothing in the way of elements. On the first lot of three the show will use here there was an almost continuous rain, and this came daily in the late afternoon and ruined any prospect of night business. Only one night did the show enjoy a real

patronage. This was Friday. Sunday was completely lost in a deluge.

Over Sunday night the show moved to Oakman boulevard and Grand River avenue, to a better lot and much better prospects. This is in the center of thickly settled districts with excellent street car service. Opening gives promise of good business at this stand.

Sunday night many of Conklin show family came across the river from Windsor, Ont., and visited with the Goodman folk in their respective hotels. The visit was returned by many on Monday night. More interchanges of good will and personal appearances in order during the week. Fortunately, the outlook for better weather is promising. The wet spring, with all its downpours, has in no way dampened the enthusiasm of the Goodman Show family.

Visitor: Larry Hogan, of Beckmann & Grety Shows. BEVERLY WHITE.

Tinsley Shows

Maryville, Tenn. Week ended May 15. Location, Louisville Pike. Weather, bad. Business, poor.

Bad weather and troubled industrial conditions in big aluminum plants caused this stand to be recorded as a barely get-by spot. Three days after the show left town 3,000 men walked out. Since the last writup appeared the show played Erwin, Elizabethton and Morristown, all of which proved okeh and would have rung up good weeks except for loss of two and three days each week on account of the weather. Recent arrivals: R. A. Gordon with diggers, Frank and Mary Crawford with ball game and string game; Happy Smith, ball game, and Judge Gillespie, pop corn. Departures: E. L. Mateer, strip photos; Moore's diggers, Frank Oestricher, B. Crimi and his band and Sol Solomon's dying circus. Edythe Stegrist flying act replaced Solomon. R. F. McLENDON.

Byers & Beach Shows

Kirkville, Mo. Week ended May 15. Location, soft-ball park. Auspices, American Legion. Weather, cold. Business, fair.

Attendance was cut down by a penetrating chill that swept lot entire week. Saturday night after an early shower sky cleared and 3,500 jammed midway.

Visitors: Ben Goodhouse, sales manager Ell Bridge Company; Paul Rimley, of same firm. Despite adverse weather conditions free act, Sky-Hi Girl, held crowds with her slide for life. Splendid co-operation given show by American Legion. Business men and visitors to chat with Carl Byers and Harry Beach were Judge Bennett and family, Judge Arnold and family, Mr. and Mrs. Nicholas and Mr. and Mrs. Charley Novinger.

After being entirely renovated both Ell Wheels were put in operation and reported fair business. Whitey Sims joined as general agent. DON TRUEBLOOD.

Cetlin & Wilson Shows

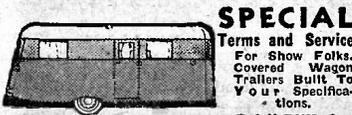
Lebanon, Pa. Week ended May 15. Location, 11th and Maple showgrounds. Auspices, Oriles Charity Fund. Weather, rain and cold. Business, fair.

Owing to bad condition of grounds after heavy rain it was impossible to have show completely ready for Monday night; nevertheless, largest part of show opened. Tuesday, fair; Wednesday, cold; Thursday and Friday complete rainouts. Saturday with a clear sky and about 100 loads of cinders and shavings lot was in fair condition for Saturday matinee and night, when everyone concerned enjoyed first real day's business of season. Lot so bad on Saturday night that tractors were necessary to move equipment to solid ground, but the move was made on time. John H. Marks and Roy Jones, of Marks Shows, visitors. J. W. Wilson and I. Cetlin were both away during the



BALL JOINT
Auto Trailer Coupler \$1.95
(Rocky Mt. States West. \$2.25, Postp'd)
Adjustable Bumper Hitch \$1.35.
This hitch can be put on taken off, or adjusted to 6 different positions with a wrench. Postpaid, \$1.35. Without Ball (Rocky Mt. States West, \$1.50.)
Write for Catalog on Trailer Hardware and Camping Trailers.

We Specialize in Trailer Axles—
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SPECIAL
Terms and Service
For Show Folks.
Covered Wagon Trailers Built To Your Specifications.
B 4 U BUY, C

SELLHORN TRAILER HEADQUARTERS
East Lansing, Mich.

MADISON, Wis., May 22.—The Assembly by a vote of 61 to 14 has killed the Daugs Bill, 699-A, which would have reduced from 19,000 to 16,000 pounds the gross weight permitted any semi-trailer operated over Class-A highways in Wisconsin. It also sought to reduce the gross weight on any vehicle wheel from 9,500 to 8,000 pounds when operating on Class-A highways.

HARRISBURG, Pa., May 22.—A bill



THE ROYAL COACH
A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.
Write to
Royal - Wilhelm Furniture Co., Sturgis, Mich.
Or Any Distributor
TRAILER COACHES, INC.
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THINKER MOTOR COMPANY
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335 S. Broadway Wichita, Kansas
LORENZ BROTHERS, INC.
Kalamazoo, at River Street Lansing, Michigan
ORR & ORR
4654 W. Washington Blvd. Chicago, Illinois
NATIONAL TRAILER SALES
1101-1107 S. Hope Street Los Angeles, California
BEEZLEY ROYAL TRAILER SALES
4200 "O" Street Lincoln, Nebraska
MID-WEST TRAILER SALES
2925-27 Locust Street St. Louis, Missouri



BARGAIN IN ELECTRIC CANDY FLOSS MACHINE
Makes more and better Candy Floss than any machine of its type. All-electric operation. Universal motor for any current. Rheostat giving five different speeds. Beautifully finished. Easy to keep clean. Equipped with one-piece enamel band. Super-insulated heater ribbon. A real \$200 value for an even \$100. Note these prices on electric machine's replacements: Standard 8 1/2" one-piece porcelain enamel Bands, \$3.50; Super-insulated Heater Ribbons, \$3.50. SPECIAL—One Ribbon, one Band, \$6.00; Three Bands and Three Ribbons, \$15.00. All postpaid.
A. T. DIETZ CO., Dept. A, 2144 Madison Ave., Toledo, O.

B **WANTED**—Bingo, Frozen Custard, Candy Apples, Popcorn, Grind Stores, Stock Wheels, Rides that do not conflict. Will book Shows with own outfits on small percentage or furnish outfits to reliable parties. Bogota, N. J., May 24-29.
B & V ENTERPRISES
5 WESTMINSTER PLACE, GARFIELD, N. J.

COLEMAN BROS. SHOWS
WANTED **WANTED**
Any New or Novelty Shows, Pit or Platform. Acts for Circus Side Show. Girls for Revue. THOS. J. COLEMAN, May 24-29, Waterbury, Conn.; May 31-June 12, Hartford, Conn.

week. This is home town of Mrs. I. Cetlin and she was very busy all week entertaining friends and relatives. Mrs. Wilson had the misfortune of losing her dog, Chico, who died of old age and was buried in Reading, Pa. Newspaper very generous with space. Radio programs were put on over Radio Station WEEU, Reading. Newsboys were entertained on both Tuesday and Wednesday nights. Ted Miller, press agent, is really going to town so far this season, making a lot of friends in news and radio circles. Owing to all the rain since opening show is still not yet completed, but with a break in weather things will be pushed along to finish.
GEORGE HIRSHBERG.

Frisk Greater Shows
Northfield, Mtnn. Week ended May 15. Location, fairgrounds. Auspices, Junior Chamber of Commerce. Business, fair. Weather, cold and rain.
Staff: B. C. Frisk, owner and manager; Mrs. B. C. Frisk, secretary and treasurer; Gene Riel, purchasing and advertising; Neal Lanigan, lot superintendent and electrician; Lyle Fowler, assistant electrician. (See SHOW LETTERS on page 65)

A NEW
"Design for Living"
LIVING
TRAILERS
STOCK MODELS--CUSTOM BUILT MODELS
Ask the Man Who Builds them. "The Outstanding Dollar for Dollar Trailer Value". Literature sent upon request.
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TRAILWAY COACH
 Completely Finished Streamline Coach, also Other Styles
PRICE
\$450.00 AND UP.
Commercial Coaches,
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Send your correspondence to advertisers by mentioning The Billboard.

Trailer Legislation

has been introduced by Senator Cavalcante and referred to the Committee on Highways requiring trailers operating in Pennsylvania to be equipped at the rear with red reflectors at a height not more than 42 inches and not less than 24 inches above the ground; same height regulations to apply to green reflectors, which are not compulsory. Reflectors must be so designed as to be visible at night from 50 to 500 feet from trailer when in front of a car with properly lighted headlights.

LITHOS FOR HOLIDAY CELEBRATIONS
DONALDSON Posters, Cards and "Dates" have all the colorful glamour and sparkle of holiday festivals. Send for Catalog of Fair and Show Posters.

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CINCINNATI, OHIO

BIG 4th OF JULY CELEBRATION
at LITCHFIELD, ILL.

Bands, Drum Corps, Froo Acts, Parade, Dances, Fireworks. Something doing every minute. All on the main street down town. Celebration on Monday, July 5, 1937. We want Concessions, Rides and Entertainment. Write

CHAS. J. HEISE, Concession Mgr., LITCHFIELD, ILL.

FIREMEN'S CONVENTION
POTTSVILLE, PA.
JUNE 14-19, 1937

Have 4 Rides—Need 2 More Can use Diggers, Wheels, Etc. Also Scales, Corn Games, or what have you? A big week sure. Come on in.

CHARLES HAUSSMANN, 313 N. 2d St.

NOW BOOKING
3rd ALARADO FIESTA
Alamosa, Colo., July 1-2-3

Independent Free Acts, Concessions and Shows. Rides are closed. Wish to hear from Wild West Circus. Write C. L. DYNES, Manager.

WANT

Large Carnival or Small Circus for Annual Celebration, May 31 to June 6, Harvey, Ill. No other show has played here this year. Write full details to T. C. BROWN, Carnival Chairman, VETERANS OF FOREIGN WARS, 14456 Union St., Harvey, Ill.

WANTED

2 or 3 Rides.
K. C. Barbecue, August 4,
Baldwin Park, Quincy, Illinois.
C. C. MAST, Quincy, Illinois.

WANTED

Rides: Merry-Go-Round, Ferris Wheel, Loop, Miniature Train, Miniature Autos. Also want Shows. Gigantic July 5th Celebration, sponsored by American Legion. Fifteen thousand admissions in 1936

B. D. SILLIMAN, Cedar Rapids, Ia.

WANTED

High Class, Outstanding, Unusual Free Attractions and good Dance Band for 1937 Homecoming Celebration at Archbold, O., Thursday, August 12th. No Rides, Concessions or Shows need apply. Write all particulars and price in first letter, as well as permanent address.

A. C. FAGLEY, Secy., Archbold, O.

WANTED FOR THE
Manistee National Forest Festival

Old Time Medicine Show . . . Organ
Grinder and Monkey . . . Novelties . . . Concessions.

JULY 2-3-4-5, 1937.
Write GENERAL MANAGER, Manistee, Mich.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Sponsored Carnivals in Detroit Increase; Shrine Will Decorate

DETROIT, May 22.—Sponsored carnivals continue here, with five new permits granted on Tuesday by city council. Veterans of Foreign Wars took the lead by three to one over the American Legion.

Wayne County Council, VFW, is responsible for two—West Vernor and Waterman next week and Oakman boulevard and Roselawn this week. Wolverine Post picked first week of June for a carnival at Bentler and McNichols roads. Masonic Lodge, Strathcona Chapter, is holding another show at John R and Seven Mile roads, while Drum and Bugle Corps, Beaudry Post, American Legion, has a west side event scheduled.

Annual carnival sponsored by James Orr Post, American Legion, at O'Loone Field, Monroe, Mich., grossed about the same as in 1936. Mrs. Mildred Miller, secretary of the W. G. Wade Shows, which played the date, reported. This figure was maintained despite loss of two nights by rain, one night being so bad that one concession that tried to keep open reported a gross of 5 cents.

Wade Shows are again under auspices of Metropolitan Club, Pontiac, Mich., an organization of city officials. Preceding week's stand for Mount Carmel Catholic Church showed returns about 10 per cent ahead of last year's date.

Royal Oak (Mich.) Masonic Temple board is sponsoring a new type of carnival and frolic under the name of Mas-Khana. Acts, booked thru Art Rowland, Artists' Booking Service, include Hughes Dogs, Harry Bardell, Bohn Trio, Monte and Carmo, Moore Sisters, Robert Burns; Valette, bicycle act; Dixie Dee, Eddie Mastay and Belmont Bros.

Contract for decorating four blocks of Washington boulevard for Mystic Shrine Imperial Council meet next month was awarded to Messmore & Damon, New York. G. Harold Messmore arrived to supervise construction and erection, which will take six weeks.

Two sets, 20x30 feet, with all displays, animals, etc., mechanized, will be used as focal points, with all decorations in Egyptian style. Contract job is being sponsored for the Shrine by the Chrysler Corporation. Grand stands for 20,000 reserved seats are to be erected for three parades, with seats to sell at \$1.10.

Shows and Rides on Milwaukee Fete Bill

MILWAUKEE, May 22.—Recently organized Municipal Midsummer Festival Commission voted on May 18 to reject county financing of the 1937 festival and instead of using \$15,725 granted by the county to use the \$5,000 surplus from last year's festival, the \$5,000 rotary fund granted by the common council and such other funds as may be obtained in revenue to stage its own program.

Rudolph Hokanson was elected president; Otto R. Hauser, secretary; Dr. John W. Murdoch, city treasurer, treasurer; William H. Wendt, city controller, auditor.

Plans call for midget auto races, shows and rides, beer garden and grand-stand-seat charges. Program is expected to raise \$17,000 or more.

Bill Varied for Sligo, Pa.

SLIGO, Pa., May 22.—Plans were started more than a year ago for the 1937 Old Home Week Celebration here in which 12 communities are assisting Sligo and 25,000 visitors are anticipated. Radio, newspapers and posters are being used. There will be daily free acts and bands and rides, shows and concessions. Merle A. Beam, Windber, Pa., is in charge of these features. On Merchants' Day there will be an industrial parade; Children's Day, pet and hobby parade; Firemen's Day, firemen's parade; Miners' Day, miners' parade, and Farmers' Day, special events.

Irwin, Pa., Firemen Active

IRWIN, Pa., May 22.—Spencer & Clark Shows are booked for the second annual Spring Festival and Jubilee, sponsored by Capitol Fire Company here and being directed by William J. Kilgler Jr., Capt. Earl McDonald's high fire dive will be among free acts. In a large top will be merchants' exhibits, auto show and radio and electrical appliance shows. Junior king and queen contests and public wedding are carded. Committee comprises Chief Ward Peters; Radford Yates, chairman, and Michael George, secretary.

HELP This Department by Telling Committees About It.

WANTED

Rides, Shows, Concessions, Open-Air Dance Pavilion.

4th Celebration and Homecoming
STREATOR, ILL., JULY 3-4-5.
40,000 people. Factories booming.

W. J. LEWIS, Chmn. F. J. HART, Sec.

WANTED

FIRST CLASS CARNIVAL
For Homecoming Week, August 16-21
Sponsored by the Davis Volunteer Fire Department.

Address ED MILLER, JR., Chief, Davis, W. Va.

LAST CALL - LAST CALL
CITY BAND MUSIC FESTIVAL

Sunbury, Pa., June 13 to 19, Inclusive
WANTED Wild West Show, 10-in-1, Plant, Girl Shows, Pit Shows, etc. Rides and Acts are booked. Some Concession space open. Wire or write. MEL SOBER, Sunbury, Pa.

CARNIVAL WANTED
JUNE 30 TO JULY 4

GROVE, OKLA., 4-DAY PICNIC. Largest crowd to ever assemble in Grove was had last year. Well advertised. Three-Day Rodeo. We want a free lot and license. Write or wire
G. A. PERRINE, Commander American Legion, Grove, Okla.

WANTED

RIDES—CONCESSIONS—SHOWS
(On Streets Around Square)

OWEN COUNTY FAIR
JULY 28-29-30-31. SPENCER, IND.
Write or Wire Concession Committee.

4th of July Celebration

By Waverly Post 262, American Legion, June 28 to July 3. Featuring Chas. Oliver's Big Carnival. Friday and Saturday big days. Free entertainment. Join us with your concessions. Write J. V. GOODE, Waverly, Ill.

WANTED RIDES

For Golden Jubilee Celebration
At Gladstone, Mich., July 2, 3, 4, 5
Write WM. J. HESLIP, 18 Central Ave., Gladstone, Mich.

WANTED

Rides, Concessions, Acts. Fourth of July Celebration, July 3-5, Akron, N. Y. Good town and sponsors. Write H. MOYER, Secretary Akron Forest, Field & Stream Assn., Inc.

WANTED

RIDES, SHOWS AND CONCESSIONS
For South Zanesville Firemen's Homecoming, July 19th to 24th.

Wire or Write
J. E. KASSELL, Chairman, South Zanesville, O.

WANTED CARNIVAL

WEEK JULY 18
Write Phone or Wire
COMMANDER COBLE,
Veterans of Foreign Wars, Winchester, Va.

8TH ANNUAL FOURTH OF JULY CELEBRATION OF THE TAPLEVILLE IMP. SOC. OF DANVERS, MASS.
4 BIG DAYS 4 BIG NIGHTS!
Highest Bonfire Stack in New England, Fireworks, Free Acts, Band Concert, All Concessions open. Rides, Beano, Eating. Estimated attendance last year 30,000. WILLIAM W. DURAN, Chairman, 24 Clark St., Danvers, Mass. Tel. Danvers 560 or 317 W.

WANTED FOR "The Old Reliable" 83rd Annual
Germantown, Ky., Fri. Aug. 27, 28, 29, 30—
Booking all Shows and Concessions independent. Rides secured. No Carnival. No exclusive excepting Corn Game. Deal direct with management.

E. DILLIN, Mgr., Maysville, Ky.
\$5,000 Cash Prizes—any Horse Show.
Car Given Away.

WANTED

At least Five Rides for 10th Annual Russian Day at St. Michael's Park, McAdoo, Pa.
All Day Celebration, 9 A.M. to 12 P.M., Aug. 8th.
Guaranteed 8,000 People.
GUS LESHEFKA, McAdoo, Pa.

AMERICAN LEGION CARNIVAL
AT ANTWERP, O.,
June 22, 23, 24, 25 and 26, 1937.
Want Rides, Concessions and Shows.
Sponsored by the Cottrell-Boylan Post No. 253.

Varied Attractions At Traer Exposition

TRAER, Ia., May 22.—At the eighth annual Traer Merchants' Exhibit and Automobile Show besides free entertainment every afternoon and evening during the three days unit shows will be featured on two days for which admission will be charged. Ed Gardiner's *Music Hall Varieties*, from the Cushman Circuit, has been booked and an all-star radio revue from WHO, Des Moines, featuring Tony Cabooch, Donna Dew, Emalina, Frink and Hamman; Jerry, the Yodeling Cowboy; Fiddling Bud Roberts, Gloria Thomas, Norem Children and the Whirlers, with Irving Grossman as emcee, each giving one matinee and two evening performances.

Free attractions include Frank Quinn and Fred Feldman; Lou Webb, with his electric organ; Fran Allison, vocalist, from WMT; Red and his Ramblers from KRNT; Professor Royal, magician and escapologist; Carrie Day and her Eskimo spitz dogs; Larry Griswold's Tumblers from University of Iowa; George Nissen, national tumbling champion, and a variety of local features. Music for dances will be by Moeller's Accordion Band and Carl Nebbe's Orchestra, both from WOI, and Jerry Hayes' colored tooters, Des Moines.

Gifford's rides will head the midway. Concessions booked include Kugler's Mechanical Show, Cecil Paine's shooting gallery, Tom Swan's penny arcade and wheels to be operated by L. E. Pound and J. L. Stewart. Bingo concession went to Ed Clark, Oskaloosa, Ia.

More than 50 exhibitors have contracted for more than 80 display booths in the exposition tent, 50 by 330 feet. Besides large use of newspapers and radio more than 20 surrounding towns and cities were billed to advertise the exposition, which attracts more than 20,000 people annually.

Heavy Bill for Manistee

MANISTEE, Mich., May 22.—At Manistee National Forest Festival here there will be an Indian village, puppet show, lumberjacks' championship contest, museum, children's parade, Great Lakes Yachting Club cruise with some 50 pleasure craft and a historical and floral float parade with fireworks. Tom Hauck is president, Jack King, general manager; George O. Nye, secretary; O. L. Larson, treasurer of the sponsoring organization, which includes city council and Western Michigan Tourist and Resort Association.

Jones Revue for Salem, Ill.

SALEM, Ill., May 22.—Johnny J. Jones Exposition on the midway and a stage revue furnished by Barnes-Carruthers will be features of the eight-day 64th annual Marion County Soldiers and Sailors' Reunion, to be held here this summer under American Legion and G. A. R. auspices. Earl W. Merritt, general chairman, is serving his eighth consecutive year in that capacity.

Firemen To Sponsor Carnival

BETHLEHEM, Pa., May 22.—A carnival, said to be the first in town in 10 years, will be sponsored here at the annual Four-County Firemen's Convention, said Stewart Wachter, in charge of shows, rides and concessions. Festivities will be held in the heart of the city under a joint committee working in four counties to prepare for the convention.

Shorts

FIREWORKS will climax the four-day sixth annual Independence Celebration of Tapleville Improvement Society in Danvers, Mass., reports William W. Durgin, of the committee.

A NINE-DAY exposition, opening in Dreamland Auditorium, San Francisco, on May 26 under direction of Golden Gate Bridge Fleeta Committee, is under management of Bert (A. G.) Winsor, former showman. Band and acts will be used and one of attractions booked is Cy Perkins Kountry Star. Contracts are being made for a Beef Trust Chorus, singers and vaude acts.

WEST COAST AMUSEMENT COMPANY has been awarded a contract for shows, rides and concessions at Centrella (Wash.) 10th Annual Pioneer Days

Celebration, reports Business Manager W. T. Jessup, of the shows.

A TURKEY Carnival is to be held in Walters, Okla., reports Secretary C. C. Stephens, Cotton County Free Fair.

AFTER playing the fifth annual Cherokee (Okla.) Spring Festival on May 11-13, Whiteside Troupe will play opening of Kalako Cat, newest night club in Wichita, Kan., then jumping to Iowa for early street fairs and celebrations, reports Thomas Whiteside.

AMERICAN Legion Post drum and bugle corps, Wisconsin Rapids, Wis., contracted the Great Sutton Shows for its annual Independence Celebration, said Secretary-Treasurer William O. Kuehnle.

JOE GALLER'S Buckeye State Shows signed for 10 days to cover the 66th annual Masonic Day Celebration in Florida, Ala. to be the third consecutive engagement of the shows there. The celebration is said to be the largest annual Masonic Day Celebration in America.

FOR Mount Shasta (Calif.) Independence Celebration a Goddess of Liberty contest to select Miss Mount Shasta to preside over the festa has been launched. Parades will be held with five bands and floats will represent civic, fraternal and business organizations. Carnival attractions will be presented day and night. Members of the Legislature will preside, assisted by city and county officials, Chamber of Commerce and Lions' Club of Dunsmuir.

MARIE'S Marvel Dogs, which opened in the Dutch Village at Holland (Mich.) Tulip Festival, will go to Eastern Canada, returning to the States for July 4 and to play celebrations and fairs in the Northwest and South.

SHOW LETTERS

(Continued from page 63)

trician; Bill Adams, first aid; Merle Riel, Social Security; Lewis Watrons, mechanic, and Blackie Williams, assistant mechanic, Concessions: Cookhouse, Mr. and Mrs. Earl Parks, owners; Ted Larson, waiter, and Betty Parks, waitress. Photos, Mandy Parks, owner, and Bill Adams, agent; dart game, George Garland; penny pitch, George Powell; Edgar Ferguson, six concessions; agents' ball game, Ed Richardson; pitch-till-you-win, Mrs. Ferguson; balloon rack, Joe Sewell; cat rack, Ed Sewell; bumper, Clayton McCarty; country store, Earl Garland; cigaret gallery, Virgil Boone and Harvey Langno; candy wheel, George Bridwell; lead gallery, Verne VanDorne and V. Wilson; pop corn, Mr. and Mrs. Andy Allan; corn game, Mrs. B. C. Frisk, owner, and Walter Borgen, agent; Ollie Bryer, diggers. Rides: Auto Kiddle, Hugh Gregory, foreman; Ed Dickman, assistant. Ell Wheel, Amos Atkins, foreman; Chett Holmes, assistant. Merry-Go-Round, Glen Elrsh, foreman; Frank Mercure, assistant. Tilt-a-Whirl, Carl Opman, foreman; Glen Smith, assistant; Norman Crummette, tickets. Kiddle Airplane, James Billson, foreman; Speed Bykes and C. P. Murry, Drive-Yourself-Cars, Neal Langan. Shows: Athletic; Jack McCarty, manager; Elvin Schutz, wrestler. Girl Show, Jack McCarty, manager; Tom Hand, opener; Jack Smith, tickets; Ruth Hand and Boots McCarty, dancers. Vaudeville, Wee Chapman, manager; Bert Jones, opener; Irene Doll, tap; Bert Valdy, comedian; Grace Gavick and Bob Nolan, music.

GENE RIEL.

Patrick Shows

Twisp, Wash. Week ended May 8. *Auspices, town trustees. Weather, cool. Business, good. Location, main street.* Show opened Monday night. W. R. Patrick, manager, and all show members are grateful for the co-operation of the town's officials, especially the mayor, city clerk and chief of police, who worked hard to make the engagement a success. All local merchants thanked the show management for the good business they had. Mrs. Monroe Eisenman joined here after spending winter with her husband in Portland; Mrs. Patrick has complete charge of office. Olson, show artist, is doing good work painting banners. Management is building something new in the way of a marquee, which will have 1,200 lights. A brotherhood club has been formed. The club will meet every Tuesday to discuss ways of improving the show. Harry Lyons was elected president; Bull Montana, first vice-president; Bill Fielding, second

WANTED - Carnival

For SEPTEMBER 7, 8, 9 and 10.
National Beef Cattle Show
S. P. STUMP, Secretary Ft. Dodge, Iowa

WANTED -- RIDES

Week July 4 to 10, Mohawk Mills Park, Amsterdam, N. Y.
Want 12 to 14 Rides for sponsored event. Guarantee proposition.
WALLACE McQUATTERS, Secy. and Treas., Mohawk Mills Association, Amsterdam, N. Y.

6 BIG DAYS	ANNUAL 4 COUNTY FIREMEN'S CONVENTIONS JUNE 14 TO 19, INCLUSIVE. In the Heart of the Lough Valley.	6 BIG DAYS
WANTED—Good Clean Shows and Concessions for Carnival, sponsored by Joint Committee. CAN PLACE Loop-o-Plane and Kiddle Rides. Address STEWART WACHTER, P. O. Box 1181, Bethlehem, Pa.		

SLIGO, PA., OLD HOME WEEK

(On Highway 68—near Clarion, Pa.)

JUNE 7-12

SHOWS, Legitimate Concessions, Ferris Wheel, Kiddle Rides and Free Acts Wanted. Community wide celebration in a farming and oil section. Parades, Free Acts, Band Concerts daily. 25,000 visitors expected. Road people making this spot can continue on to 9 other celebrations. Rates reasonable. Write HOWARD SERVICE, Sligo, Pa.

Original Corn Carnival

August 19, 20 and 21, Gladbrook, Ia.

Wanted—Free Acts, Shows, Rides and Concessions. BOX L, Gladbrook, Ia.

CARNIVALS WANTED

Having open dates for popular Summer Resort on Lake Erie near Detroit. Any time between Decoration Day and Labor Day.

ESTRAL BEACH » » » » »
Write ED MOREY, 7408 Michigan Avenue, Detroit, Mich.

WANTED
Carnival and Concessions for Flying X Rodeo, Fair and Frontier Days, St. Johns, Mich., July 15 to 18, day and night.
Write L. J. CARPENTER, Secy., St. Johns, Mich.

CARNIVAL WANTED

September 8th to 11th, Inclusive.
Address Correspondence to the
BROOKVILLE VOLUNTEER FIRE DEPT.,
Brookville, Pa.
MR. G. C. ENDRESS, Chairman.

WANTED — FREE ACTS

CHARITON, IA.
American Legion July 4th Celebration, to be held MONDAY, JULY 5th.
List Details and Lowest Prices in First Letter.
W. JERRY GERBRACHT, Chairman, Chariton, Ia.
Box 209,

WANTED CARNIVAL CO.

TO SHOW AT MINERAL POINT, WIS. FAIR GROUNDS JULY 4 AND 5.
Big Two-Day Celebration, with Four Appearances of W. L. S. Shows.
Also Races and Other Entertainment. Write O. L. WINN, Secretary, Mineral Point, Wis.

Mickey Compton, who recently underwent an operation, is doing well. The writer is busy with a crew in a house-to-house advertising scheme, which so far has been successful.
EDDIE STUART.

West Coast Shows

Pendleton, Ore. Week ended May 15. *Weather, good. Business, very good.*

The side shows have been tops on the midway. A. J. Budd's Side Show has had good business the last two weeks. Hal Compton, who manages Budd's show, displays good showmanship in handling advertising; he has arranged to have banner line lighted with four floodlights. The entire show has neon lighting on all sides. Jack Lee and Lola Griffin, lecturers in the Annex, are crowding them in. The pin-cushion act is strong.

DETROIT, May 22.—After six weeks' tour visiting various shows en tour from Alabama, W. E. Bue Franks arrived Thursday back home as general agent of the W. G. Wade Shows. He reports cold and rain all along the route he traveled north.

ST. LOUIS, May 22.—Ralph R. Miller, owner of Miller Amusement Company, advised that he secured contracts to play Brown County Fair, Mt. Sterling, Ill., and Pike County Free Fair, Macomb, Miss.

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.

ARKANSAS
Blytheville—Mississippi Co. Fair Assn. Sept. 28-Oct. 3. J. Mell Brooks.
Danville—Fair Assn. Oct. 13-16. Mrs. W. M. McClure, Dardanelle, Ark.

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.

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.

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.
Athens—American Legion Fair. Nov. 1-6. W. A. (Bill) Hodgson.

IDAHO
Boise—Western Idaho State Fair. Aug. 25-30. Ed J. Spratt, mgr.
Burley—Cassia Co. Fair. Aug. 30-Sept. 2. E. F. Mahoney, Declo, Ida.

ILLINOIS
Albion—Edwards Co. Fair. Aug. 10-14. Lyman Bunting, Ellery, Ill.
Aledo—Mercer Co. Fair. Sept. 14-19. W. W. Warnock.

INDIANA
Akron—Akron Agrl. Fair Assn. Sept. 15-18. F. M. Fultz.
Anderson—Anderson Free Fair Assn. July 6-10. Earl J. McCaleb.

IOWA
Ackley—Four-County Fair. Nov. 22-25. Martin J. Ryken.
Adel—Dallas Co. Fair. Aug. 23-25. Joe T. Beving.

MISSOURI
Cedar Rapids—All-Iowa Dairy & Jr. Live-Stock Expo. Sept. 6-10. C. D. Moore.
Central City—Wapiti Valley Fair Assn. Aug. 3-7. A. R. Hoffman.

NEBRASKA
Columbus Junction—Louisa Co. Fair. Aug. 17-20. E. H. Wiegner.
Coon Rapids—Four-County Agrl. Assn. Sept. 27-30. Alva Smith.

NEBRASKA (cont.)
Corydon—Wayne Co. Fair Assn. Aug. 23-25. E. W. Farnsworth.
Cresco—Howard Co. Agrl. Soc. Aug. 31-Sept. 3. G. Meyer.

NEBRASKA (cont.)
Davenport—Mississippi Valley Fair and Expo. Aug. 15-21. H. W. Power.
Decorah—Winneshek Co. Fair. Aug. 18-21. J. R. Pearson.

NEBRASKA (cont.)
Des Moines—Des Moines State Fair & Expo. Aug. 25-Sept. 3. A. R. Corey.
Derby—Derby District Agrl. Assn. Sept. 7-10. L. W. Snook.

NEBRASKA (cont.)
Dunlap—Community Fair. Sept. 15-17. O. E. Branson.
Eagle Grove—Eagle Grove District Jr. Fair. Aug. 23-25. John Donhowe.

NEBRASKA (cont.)
Eldora—Hardin Co. Agrl. Soc. Aug. 16-20. C. W. Haase.
Elkader—Elkader Fair. Aug. 17-20. Leola Oelke.

NEBRASKA (cont.)
Enneshburg—Palo Alto Co. Fair. Aug. 18-20. Ronald Chapman.
Fonda—Pocahontas Co. Fair. Aug. 10-13. L. M. Ruck.

NEBRASKA (cont.)
Greenfield—Adair Co. Fair Assn. Sept. 6-9. Frank A. Catch.
Grundy Center—Grundy Co. Fair Assn. Sept. 7-10. C. S. Macy.

NEBRASKA (cont.)
Hampton—Franklin Co. Fair Assn. Sept. 12-15. Glenn D. Craighton.
Harlan—Shelby Co. Fair Assn. Sept. 21-24. H. L. Minkler.

NEBRASKA (cont.)
Humboldt—Humboldt Co. Fair. Aug. 23-26. Arch B. Myles.
Independence—Buchanan Co. Fair. Aug. 17-20. J. Campbell, Jessup, Ia.

NEBRASKA (cont.)
Iowa Falls—Central Iowa Agrl. Assn. Sept. 13-23. C. H. Benedict.
Jefferson—Greene Co. Fair. Sept. 21-24. George Stone.
Keosauqua—Van Buren Co. Fair. Aug. 10-13. A. J. Secor.

NEBRASKA (cont.)
Lorimor—Lorimor Agrl. Fair. Aug. 23-26. Mrs. Roy Hammans.
Manchester—Delaware Co. Fair. Aug. 10-13. E. W. Williams.

NEBRASKA (cont.)
Marion—Marion Co. Fair Assn. Aug. 16-21. Bryan.
Lorimor—Lorimor Agrl. Fair. Aug. 23-26. Mrs. Roy Hammans.

NEBRASKA (cont.)
Manchester—Delaware Co. Fair. Aug. 10-13. E. W. Williams.
Marion—Marion Co. Fair Assn. Aug. 16-21. Bryan.

NEBRASKA (cont.)
Norton Bloom.
Norton—Clayton Co. Agrl. Soc. Aug. 31-Sept. 3. E. L. Lau, Garnaville, Ia.

NEBRASKA (cont.)
Northwood—Worth Co. Fair. Aug. 16-18. R. T. Nelson.
Orange City—Sioux Co. Agrl. Soc. Aug. 24-27. Gerrit Van Stryland.

NEBRASKA (cont.)
Osage—Mitchell Co. Agrl. Soc. Aug. 16-20. C. E. Juhl.
Oskaloosa—Southern Iowa Fair. Aug. 16-20. Roy E. Rowland.

NEBRASKA (cont.)
Postville—Big 4 Agrl. Soc. Sept. 10-13. J. C. Wabbe.
Rock Rapids—Lyon Co. Fair. Aug. 30-Sept. 3. W. G. Smith.

NEBRASKA (cont.)
Rockwell City—Rockwell City Fair Assn. Aug. 10-13. E. B. Trickett.
Sac City—Sac Co. Fair. Aug. 22-26. W. A. Cobb.

NEBRASKA (cont.)
Sibley—Osceola Co. Live-Stock Show. Sept. 7-10. A. J. Salland.
Sheldon—O'Brien Co. 4-H Club Show. Aug. 25. M. G. Brillingham, Pringham, Ia.

NEBRASKA (cont.)
Spencer—Clay Co. Fair. Sept. 13-18. L. C. Dalley.
Tipton—Cedar Co. Fair. Aug. 10-13. C. S. Miller.

NEBRASKA (cont.)
Vinton—Benton Co. Fair. Aug. 17-20. C. D. Moore.
Waterloo—Dairy Cattle Congress. Sept. 27-Oct. 3. E. S. Estel.

NEBRASKA (cont.)
Waukon—Allamaker Co. Fair Assn. Sept. 7-10. A. M. Monserud, Harpers Ferry, Iowa.
Wesley—Bremer Co. Fair Assn. Aug. 21-24. Claude E. Wylam.

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—Watonwan Co. Agrl. Assn. Aug. 29-Sept. 1. E. C. Veltum.
 St. Paul—Minneapolis—Minnesota State Fair, Sept. 4-11. Raymond A. Lee, Fair Grounds, St. Paul.
 St. Vincent—St. Vincent Union Indust. Assn. Sept. 9-10. Mark McGovern.
 Sauk Center—Stearns Co. Agrl. Soc. Aug. 23-25 (tentative). 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. Titus.
 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. B. Bruns.
 White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 16-18. Robert Freeman, 731 Court House, 55. 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.
 Clarksdale—Coshoma Co. Negro Fair Assn. Sept. 30-Oct. 2. Marion M. Reid.
 Columbus—Columbus Radlus Fair. Week of Oct. 11. Henry M. Frate.
 Corinth—North Miss.—West Tenn. Fair & Dairy Show. Oct. 4-9. J. A. Darnaby, mgr. Hazlehurst—Copliah Co. Fair. Sept. 30-Oct. 2. J. L. Watson.
 Jackson—Mississippi State Fair. Oct. 11-16. Mabel L. Eldre.
 Kosciusko—Attala Co. Fair. Oct. 4-9. Nelson Siegrist.
 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. Boggs.
 Macon—Noxubee Co. Colored Fair. Oct. 17-22. Joe Reed.
 Meridian—Miss. Fair & Dairy Assn. Oct. 4-9. Hillman Taylor.
 Monticello—Lawrence Co. Fair. Oct. 6-9. A. C. Sediff.
 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. P. A. Henderson.
 Yazoo City—Yazoo Negro Fair Assn. Oct. 11-16. E. J. Pierce.
 Yazoo City—Yazoo Co. Fair Assn. Oct. 4-10. J. N. Ballard, mgr.

MISSOURI
 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. Eldon.
 Eldon—Eldon Community Fair. Aug. 17-19. J. R. Thomson.
 Farmington—St. Francois Co. Fair Assn. Approx. Oct. 1. Paul H. Teal.
 Hannibal—Co. Agrl. Assn. Aug. 3-6. Lynne Gregory.
 Kansas City—American Royal Live Stock & Horse Show. Oct. 18-23. F. H. Servatius.
 Louisiana—Louisiana Fair Assn. Sept. — J. R. Morrison.
 Mansfield—Clark Summit Expo. Aug. 4-7. W. C. Coday.
 Memphis—Scottland Co. Free Fair. Sept. 14-16. C. R. Pitney.
 Mexico—Aurdrin Co. Fair. Aug. 4-7. W. R. Jesse.
 Nevada—Vernon Co. Harvest Festival. Assn. Sept. 6-7. Judson W. Smith.
 Paris—Monroe Co. Fair. Aug. 17-19. George M. Ragsdale.
 Platt City—Platte Co. Agrl. Assn. Sept. 1-3. J. Frank Sexton.
 Prairie Home—Cooper Co. Agrl. Soc. Aug. 11-12. Dr. A. L. Meredith.
 Sedalia—Missouri State Fair. Aug. 21-28. Charles W. Mack.
 Shelbina—Shelby Co. Fair Assn. Aug. 31-Sept. 3. Ernest E. Key.
 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. Long.
 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.
 Kalispell—Northwest Mont. Fair. Aug. 23-27. W. H. Voelker.
 Lewistown—Great Montana Fair. July 29-31. W. B. McConnell.
 Miles City—Eastern Montana Fair. Sept. 9-11. J. H. Bohling.
 Missoula—Western Montana Fair. Aug. 17-21. Charles Keim.
 Sidney—Richland Co. Fair Assn. Sept. 6-8. Jack M. Suckstorff.

NEBRASKA
 Albion—Boone Co. Agrl. Assn. Sept. 14-17. E. J. Millie, Loretto, Neb.
 Arlington—Washington Co. Agrl. Soc. Aug. 29-Sept. 2. Howard Rhea.
 Arthur—Arthur Co. Agrl. Soc. Sept. 2-4. Ira E. Sage.
 Aurora—Hamilton Co. Agrl. Soc. Aug. 30-Sept. 3. H. E. Toof.
 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. Fred F. Kull, Irvington, Neb.
 Broken Bow—Custer Co. Agrl. Soc. Aug. 3-6. P. G. Richardson.
 Burwell—Garfield Co. Frontier Fair Assn. Aug. 10-13. F. W. Manasell.
 Cheyenne—Dawes Co. Fair & Agrl. Soc. Sept. 9-11. 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.
 David City—Butler Co. Fair Assn. Sept. 14-17. Chas. Lemley, Rising City, Neb.
 Deshler—Thayer Co. Agrl. Soc. Aug. 10-13. Henry Sittler.
 Franklin—Franklin Co. Fair Assn. Sept. 13-15. Charles F. Grace, Bloomington, Neb.
 Fullerton—Nance Co. Fair Assn. Aug. 24-27. E. M. Black.
 Geneva—Fillmore Co. Agrl. Soc. Sept. 14-17. Charles G. McCachran.
 Gordon—Stearns Co. Fair & Rodeo. Sept. 3-5. Fred B. Fitch.
 Grant—Perkins Co. Fair Assn. Aug. 25-28. Charles Marshall.
 Hemingford—Box Butte Co. Agrl. Soc. Sept. 14-17. Frank Deane.
 Harrison—Sioux Co. Fair Assn. Aug. 25-28. V. E. Marsteller.
 Holdrege—Phelps Co. Jr. Fair. Aug. 25-27. Robert M. Morrison, Loomis, Neb.
 Hooper—Dodge Co. Fair. Sept. 7-10. N. E. Shaffer.
 Humbolt—Richardson Co. Agrl. Assn. Sept. 15-17. F. J. Pipal.
 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. Wurdeman.
 Lewellen—Garden Co. Fair Assn. Sept. 8-10. Paul Temple.
 Lexington—Dawson Co. Fair Assn. Aug. 24-27. Monte Kiffin.
 Lincoln—Nebraska State Fair & Expo. Sept. 4-11. Perry Reed.
 Macomb—Mason Co. Agrl. Soc. Sept. 14-17. C. F. Metzschke.
 Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 15-18. O. P. Burrows.
 Nelson—Nuckolls Co. Agrl. Soc. Sept. 15-17. Madison Sage.
 Oakland—Butte 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. 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—Pike 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. Hasbrouck.
 Seward—Seward Co. Agrl. Soc. Aug. 31-Sept. 3. Stacey A. Madsen.
 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. Estelvine 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.
 Tecumseh—Johnson Co. Agrl. Soc. Aug. 17-19. T. J. Current.
 Walthill—Thurston Co. Fair Assn. Sept. 13-15 (tentative). Hayden Raun.
 Wayne—Wayne Co. Fair & Agrl. Assn. Sept. 15-18. Wm. E. Von Seegern.
 West Point—Cuming Co. Fair. Aug. 28-29-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.
 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. F. D. Emerson.
 Egg Harbor City—Atlantic Co. Agrl. Fair. Aug. 24-26.
 Flemington—Flemington Agrl. Fair Assn. Aug. 31-Sept. 6. Major E. B. Allen, mgr.
 Hackettstown—Hackettstown Fair. July 31-Aug. 7. Howard S. Sutton.
 Madison—Madison Fair. June 14-21. M. A. Matola Jr.

Pitman—Gloucester Co. Grange Fair. Aug. 24-27. Harry S. Bateman.
 Trenton—Trenton Fair. Sept. 28-Oct. 2. Harry E. LaBerge.

NEW MEXICO
 Albuquerque—New Mexico State Fair. Oct. 11-16 (tentative). Frank Shuffelberger.
 Roswell—Eastern N. M. State Fair. Oct. 6-9. Myron S. Prager.
 Tucuman—Quay Co. Fair. Oct. 14-18. William—Corral Co. Fair Assn. Oct. 6-8. Marvin R. Jones.

NEW YORK
 Afton—Afton Fair. Aug. 17-21. Harry G. Horton.
 Alton—Orleans Co. Agrl. Soc. Aug. 4-7. Wilbur W. Mull.
 Altamont—Altamont Fair. Aug. 23-28. Roy F. Peugh, Ballston Spa, N. Y.
 Angelica—Albany Co. Agrl. Soc. Sept. 1-4. C. 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.
 Bath—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. H. W. Williams.
 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. F. Houlton, Hoosick Falls, N. Y.
 Chatham—Columbia Co. Agrl. Soc. Sept. 4-8. William A. Pardess.
 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, Deposit, N. Y.
 Herkimer—Herkimer Fair Assn. Sept. 20-22. L. R. Hamner.
 Dunkirk—Chautauqua Co. Fair. Sept. 6-10. A. L. Pfeiffer.
 Elmira—Chemung Co. Agrl. Soc. Aug. 30-Sept. 2. J. W. Williams.
 Fondra—Montgomery Co. Agrl. Soc. Sept. 6-10. Edward Rothmeyer, Tribes Hill, N. Y.
 Groversville—Fulton-Hamilton Agrl. Soc. Aug. 24-28. C. V. Musgrave.
 Gouverneur—Gouverneur Fair Assn. Aug. 17-21. Bligh A. Dadds.
 Grahamsville—Nevasink Agrl. Soc. Sept. 29. W. G. Krum.
 Hamburg—Erie Co. Agrl. Soc. Sept. 13-18. J. C. Newton.
 Hemlock—Rock Union Agrl. Soc. Sept. 30-Oct. 2. Glenn C. McNinch, Conesus, N. Y.
 Ithaca—Tompkins Co. Agrl. Soc. Aug. 24-28. Leon C. Rothermich.
 Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 23-28. J. W. Watson.
 Lockport—Niagara Co. Agrl. Assn. Aug. 23-28. E. F. Fease, gen. mgr.
 Lowville—Lewis Co. Agrl. Soc. Aug. 24-27. M. M. Lyman.
 Malone—Malone 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 H. Baldwin.
 Morris—Morris Fair Assn. Sept. 14-17. C. L. Smith.
 Naples—Naples Union Agrl. Soc. Sept. 1-3. Orin L. Emory.
 Nassau—Nassau Fair. Sept. 14-18. Charles C. Poyner.
 Norwich—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.
 Oswego—Oswego 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. James Watkins.
 Perry—Silver Lake Agrl. Assn. Aug. 25-27. Joseph A. Pardee.
 Rhinebeck—Dutchess Co. Agrl. Soc. Aug. 31-Sept. 4. Benson R. Frost.
 Rhinecliff—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.
 Saratoga—Katharine Fair Assn. Aug. 23-28. Francis B. Cantwell.
 Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 6-9. Farnam F. Caird, Troy, N. Y.
 Syracuse—New York State Fair. Sept. 5-11. C. A. Albert, L. Town, 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. Watkins Field.
 Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 15-17. Milo Hitchcock, Odesa, 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.
 Winley Point—Broome Co. Agrl. Soc. Aug. 15-19. Ransom R. Franklin.
 Windsor—American Legion Fair. Week of July 4. A. E. Cady.

NORTH CAROLINA
 Asheboro—Randolph Co. Fair. Sept. 28-Oct. 2. C. A. Harvey.
 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—Carolinas Agrl. Fair. Week of Oct. 4. John F. Boyd, pres.
 Clinton—Sampson Co. Fair. Oct. 26-30. Norman Y. Chambliss, mgr., Greensboro.
 Duke—Crawford Co. Agrl. Soc. & Fair. Amer. Legion. Sept. 20-25. Joe D. Pridden Jr.
 Ellenboro—Colfax Free Fair. Sept. 16-18. Curtis Price.
 Gastonia—Gaston Co. Fair. Week of Oct. 12. F. A. Whitesides.

Goldsbrough—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. T. Wright.
 Henderson—Vance Co. Colored Fair Assn. Oct. 25-30. Robert Hawkins.
 Hickory—Catawba District Fair. Oct. 5-9. John W. Robinson.
 Kings—Newse—Atlantic Fair. Oct. 4-9. W. G. Bartlett.
 Laurinburg—Sand Fair of Scotland Co. Oct. 26-30. 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.
 Litleton—Litleton Tri-Co. Fair. Oct. 11-15. T. R. Walker.
 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. S. Farrell.
 Mocksville—Davie Co. Fair Assn. Sept. 20-Oct. 2. P. S. Young.
 Monroe—Union Co. Fair Assn. Oct. 11-16. M. W. Williams.
 Mount Airy—Mount Airy Fair. Oct. 4-9. Sidney.
 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. W. R. Dorton.
 Shelby—Cleveland Co. Negro Fair. Oct. 6-9. Rev. A. W. Foster.
 Tarboro—Costal Plain Fair. Oct. 18-23. E. L. Clayton.
 Troy—Montgomery Fair. American Legion. Oct. 11-16. R. W. Bailey.
 Warsaw—Duplin Co. Agrl. Fair Assn. Nov. 8-13. R. D. Johnson.
 Weidont—Halifax Co. Fair. Sept. 27-Oct. 2. T. B. Walker, Lenoir, N. C.
 Wilmington—Costal Fair. Oct. 18-23. Wm. A. Peschau.
 Williamston—Williamston Fair. Oct. 5-9. Norman Y. Chambliss, Greensboro.
 Winterville—Chatham Co. Fair. Oct. 4-9. W. H. Dunn.
 Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 5-9. G. C. McNear.
 Woodland—Roanoke-Chowan Fair. Oct. 25-30. T. R. Walker, Litleton, 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 15-18. G. A. Clinger.
 Langdon—Cavalier Co. Fair Assn. July 19-21. Dick Forkner.
 Minot—Northwest Fair Assn. July 4-10. H. L. Finke.

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. Kochelser.
 Berea—Cuyahoga Co. Agrl. Soc. Aug. 18-20. C. A. Crossen.
 Bluffton—Bluffton Agrl. Soc. Oct. 20-22. Harry F. Barnes.
 Bucyrus—Crawford Co. Agrl. Soc. Aug. 25-27. A. G. Flickinger.
 Caldwell—Harrison Co. Agrl. Soc. Sept. 15-17. Howard Coffland.
 Canton—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 Atka, 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. Hanfield.
 Columbus—Columbus Grove—Putnam—Allen Fair. Dec. 28-31. T. M. Teggardin.
 Coshocton—Coshocton Co. Agrl. Soc. Oct. 6-9. C. V. Croy, E. D. Dresden, O.
 Croton—Hartford Ind. Agrl. Soc. Sept. 9-11. Clell H. Sinky, E. J. Centerburg, O.
 Dayton—Montgomery Co. Fair. Sept. 6-9. R. C. Haines.
 Delphos—Allen Co. Agrl. Soc. Aug. 24-28. Art O. Wulffhorst.
 Dover—Tuscarawas Co. Agrl. Soc. Sept. 21-24. C. F. Crowe Jr.
 Dover—Freble 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 Coanower.

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. 23-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 Co.
Lanester—Fairfield Co. Agrl. Soc. Oct. 13-16. P. 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. Andrews.
Lusville—Scioto Co. Agrl. Soc. Aug. 24-27. H. T. Caldwell, Portsmouth, Ohio.
McArthur—Vinton Co. Agrl. Soc. Sept. 8-11. John Jones.
McConnellsburg—Morgan Co. Agrl. Soc. Sept. 11-14. Walter W. Barkhurst.
Mansfield—Richland Co. Agrl. Soc. Sept. 15-18. Walter W. Shafer, R. 2, Lexington, Ohio.
Marietta—Washington Co. Agrl. Assn. Sept. 18. 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. Elnhorst.
Millersburg—Holmes Co. Agrl. Soc. Sept. 8-11. H. C. Logsdon.
Montpelier—Williams Co. Agrl. Soc. Sept. 14-18. A. C. Hause.
Mount Pleasant—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.
Pikeston—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. F. G. McKittick, R. 1, Delaware Co.
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 C. Harman, Anna, O.
Smithfield—Jefferson Co. Fair. Sept. 22-25. J. O. Hayne.
Smyrna—Tri-County Fair. Sept. 26-30. Scott Bond, R. D. 4, Freeport, 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 Glenn.
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 Co. 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. Branson.
Wellston—Jackson Co. Fair. Aug. 10-13. Charles E. Ramsey.
West Union—Adams Co. Agrl. Soc. Sept. 7-10. H. M. Batteredfield.
Westerville—Westerville Independent Fair. Sept. 16-18. Karl H. Schott.
Wilmington—Clinton Co. Agrl. Soc. Aug. 11-13. Frank Skimming.
Woodfield—Monroe Co. Agrl. Soc. Aug. 3-5. C. C. 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. Branson.

OKLAHOMA

Anadarko—Caddo Co. Free Fair. Sept. 15-18. E. T. Cook.
Blackwell—Kay Co. Free Fair. Sept. 13-18. H. 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. 15-16. Gaston Frank.
Cushing—Cushing District Fair. Second week in Sept. D. H. Fisher.
Durant—Bryan Co. Free Fair Assn. Sept. 16-18. Allen Hill.
E. C. City—Western Okla. Fair. Approx. Sept. 16-20. W. C. 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. Myrtle H. Heston.
Muskegee—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.
Pawhuska—Osage Co. Free Fair Assn. Sept. 13-16. Fred Ahnberg.
Perry—Noble Co. Fair Assn. Sept. 16-17. Mary E. Woodruff.
Pond Creek—Grant Co. Free Fair Assn. Oct. 20-23. Emery E. Jacobs, Medford, Okla.
Poteau—LeFlore Co. Free Fair Assn. Sept. 23-25. C. C. Garrett.
Stillwater—Payne Co. Free Fair. Sept. 14-17. Cronwell.
Taloga—Dewey Co. Free Fair. Sept. 9-11. Harry Butler.
Tulsa—Tulsa Four-State Fair. Sept. 18-25. H. C. Bridges.
Vinita—Craig Co. Free Fair & Will Rogers Memorial Rodeo. Sept. 1-5. Frank Bailey.
Walters—Cotton Co. Free Fair. Sept. 23-25. C. C. Stephens.
Watonga—Blaine Co. Free Fair. Sept. 21-24. Ed L. Moore.
Wewoka—Seminole Co. Free Fair Assn. Sept. 8-11. C. S. Sullivan.

OREGON

Canby—Clackamas Co. Fair. Sept. 1-3. J. P. Clark, Oregon City, Ore.
Dallas—Folk Co. Fair. Sept. 2-4. Joseph A. Willis.
Gold Beach—Curry Co. Fair. Sept. 1. Beatrice Williams.
Glen Falls—Josephine Co. Fair. Sept. 1-4. F. J. 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.
May Grant—Grant Co. Fair. Sept. 23-25. Charles A. Snowbridge.
La Grande—Union Co. Grange Fair. Sept. 28-30. W. R. Gekeler.
Moro—Sherman Co. Fair Assn. Sept. 17-19. Myrtle C. Wright.
Myrtle Point—Clatsop 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. Heary.
Arendtsville—South Mountain Fair Assn. Sept. 17-17. A. D. Sheely.
Barren Hill—Firemen's Fair. June 18-26.
Bedford—Bedford Fair Assn. Aug. 31-Sept. 4. R. H. Rice.
Bloomsburg—Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll.
Burgetsstown—Union Agrl. Assn. Sept. 9-11. J. L. McGough.
Butler—Butler Fair & Expo. Aug. 18-21. C. M. Miller.
Centre Hall—Grange Encampment & Centre Co. Fair. Aug. 28-Sept. 3. Edith S. Dale, State College, Pa.
Clifton—Clifton Co. Fair Assn. Aug. 31-Sept. 3. J. C. Baker.
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. B. J. Borland.
Doylestown—Doylestown Fair. Sept. 14-18. J. Allen Gardy.
Ebensburg—Cambria Co. Fair Assn. Sept. 6-11. Rowland G. Davis.
Ephrata—Ephrata Farmers' Day Assn. Sept. 16-18. Fred E. Jank.
Edinboro—Edinboro Fair. Sept. 16-18. B. E. Decker.
Fawn Grove—Fawn Grove Fair Assn. Aug. 11-14. L. M. Brown, Bridgeton, Pa.
Flinttown—Flinttown Fair. Aug. 6-14. William Goss.
Ford City—Armstrong Co. Fair. Aug. 12-14. Walter H. Bowser.
Forksville—Sullivan Co. Agrl. Soc. Sept. 8-11. J. R. Whiteley.
Graft—Graft Fair Assn. Sept. 21-25. Guy R. Klingner.
Hanover—Forest Park Free Fair. Sept. 6-11. A. F. Karst.
Hatfield—Montgomery Co. Fair Assn. Sept. 17-17. Edna E. Conner.
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. 25-26. Edward F. Frontz.
Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 31-Sept. 4. James C. Morgan, bus. mgr.
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.
Lehighton—Carbon Co. Agrl. Assn. Aug. 31-Sept. 4. Frank R. Diehl.
Lewisport—Mifflin Co. Agrl. Assn. Aug. 2-7. S. B. Russell.
Ligonier—Ligonier Valley Fair Assn. Sept. 14-17. D. M. Robinson.
McConnellsburg—Fulton Co. Fair Assn. Sept. 14-17. Lloyd W. Mellott.
Mehlem—Manheim Farm Show Assn. Sept. 30-Oct. 2. F. A. Beck.
Mansfield—Smythe Park Assn. Sept. 15-18. Frank Marvin.
Mechanicsburg—Grangers (Fair) Picnic. Aug. 30-Sept. 6. R. E. Richwine.
Meadowcroft—Central Agrl. Soc. Sept. 14-16. J. P. Orr.
Meyersdale—Somerset Co. Fair Assn. Sept. 6-9. E. P. Brown.

Millport—Community Fair Assn. Sept. 15-17. Mrs. Alice P. Donovan.
Montrose—Susquehanna Co. Agrl. Soc. Aug. 25-27. John F. Mahon.
Mount Holly Springs—Cumberland Co. Dairy Show Assn. Aug. 4-6. H. K. McCullough, N. York, Pa.
Myerstown—Myerstown Community Fair Assn. Oct. 13-15. J. T. Auld.
New Castle—New Castle Agrl. Assn. Aug. 24-27. A. C. Shoaf.
Newburg—Greene Dreher Community Fair Assn. Sept. 9-11. W. B. Frisbie.
Newport—Perry Co. Fair. Sept. 14-16. A. K. Ludwig.
Newville—Mifflin Agrl. Assn. Sept. 7-10. E. Miller.
North East—North East Community Fair Assn. Sept. 23-25. Mrs. Mildred Hendrickson.
Port Royal—Juniata Co. Agrl. Soc. Aug. 9-14. J. H. Book.
Pottsville (Cressona)—Schuylkill Co. Fair. Sept. 9-11. Frank W. Bausam.
Reading—Reading Fair. Sept. 12-19. Charles W. Swoyer.
Red Lion—Red Lion Gala Week Fair. Aug. 23-28. R. M. Spangler.
Scranton—Scranton and Night Fair. July 19-24. Roland E. Fisher.
Smethport—McKean Co. Fair Assn. Sept. 6-9 (tentative). E. J. Johnson.
Stoneboro—Stoneboro Fair. Sept. 3-7. Sugar Grove—Sugar Grove Community Fair. Sept. 9-11. T. R. Sponsler.
Towanda—Bradford Co. Agrl. Soc. Aug. 31-Sept. 3. Karl D. Shiner.
Troy—Troy Agrl. Soc. Aug. 24-28. H. D. Holcomb.
Tunkhannock—Wyoming Co. Fair Assn. Sept. 14-17. Percy H. Brunges.
Wattsburg—Wattsburg 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. 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.
Benedictville—Marlboro Co. Fair Assn. Week of Oct. 25. E. W. Connor.
Bishopville—Lee Co. Agrl. Fair Assn. Oct.—Charles W. Rollins.
Brunson—Hampton Co. Fair Assn. Week of Nov. 22. W. F. Hogarth.
Cannonsville—Cannonsville 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. 12-15. P. 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. J. E. Isaacson.
Dillon—Dillon Co. Fair Assn. Oct. 19-23. Joe C. Davis.
Florence—Pee Dee Fair. Oct. 26-30. E. D. Sallenger.
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. P. Eason.
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. 26-30. W. C. Lewis.
Owings—Mt. Carmel Stock Show. Nov. 10-13. A. N. Saxon.
Rock Hill—York Co. Fair. Oct. 5-9. F. M. Fewell.
Spartanburg—Spartanburg Co. Fair Assn. Oct. 12-18.
Sumter—Sumter Co. Fair Assn. Oct. 11-18. J. Cliff Brown.
Waterboro—Colleton Co. Fair Assn. Nov. 1-5. E. E. Wright.
York—York Co. Colored Fair Assn. Oct. 18-23. L. A. Jones.

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. Edna E. Hornby.
Mitchell—Corn Palace Festival. Sept. 27-Oct. 3. Carl I. Rolston.
Murdo—Jones Co. Fair. Aug. 26-28. F. J. Carpenter.
Niand—Butte Co. Fair. Sept. 2-4. Beyer Alexander, Niand, D.
Onida—Sully Co. Fair Assn. Aug. 19-21. U. J. Norgaard.
Parker—Turner Co. Fair. Aug. 25-27. L. F. Collins.
Tippa—Hutchinson Co. Fair Assn. Sept. 7-10. F. E. Magstadt.
Vermillion—Clay Co. Fair Assn. Sept. 5-8. K. B. Collier.
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.
Candor—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.
Columbia—Fulton Co. Agrl. Fair. Sept. 9-11. C. D. Massa.
Cottage Grove—Cottage Grove Community Fair. Sept. 17. Dan H. Snow.
Covington—Tipton Co. Fair Assn. Sept. 7-10. J. E. Bennett, mgr.
Dayton—Rhea Co. Free Fair. Sept. 9-11. Robert Kidd.
Dickson—Dickson Co. Fair Assn. Week of Sept. 26. C. E. Burrey.
Fayetteville—Lincoln Co. Fair Assn. Aug. 25-27. Hiram Hinger.
Gallatin—Higdon Co. Colored Fair Assn. Aug. 26-28. Edw. V. Anthony.
Greenback—Louden Co. Fair. Aug. 30-Sept. 4. William D. Kerr.
Huntingdon—Carroll Co. Fair. Oct. 6-9. W. L. Neell.
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. 8-11. H. S. Wilson.
Manchester—Coffee Co. Fair. Sept. 23-25. David W. Shields Jr.
Marshall—Marshall Co. Fair Assn. Sept. 6-11. Hugh E. DeLozier.
Memphis—Mid-South Fair. Sept. 13-18. Frank D. Fuller.
Murfreesboro—Rutherford Co. Colored Fair. Sept. 2-4. Dr. James R. Patterson.
Nashville—Tennessee State Fair. Sept. 20-25. J. W. Russwurm.
Petersburg—Petersburg Colt Show Assn. Sept. 7-8. L. M. Davidson.
Santa Fe—Maury Co. Fair. Sept. 16-18. T. S. Wadsworth.
Sparta—White Co. Fair Assn. Sept. 16-18. William L. Little.
Trenton—Gibson Co. Fair Assn. Oct. 6-9. John R. Wade.
Wheeler—Franklin Co. Fair. Sept. 2-4. J. F. Vaughn.

TEXAS

Ablene—West Texas Fair Assn. Sept. 20-25. T. N. Carswell.
Anderson—Grimes Co. Fair Assn. Oct. 13-16. Anderson—Siddall.
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. 29-30. R. W. P. Egan.
Bertram—Burnet Co. Fair Assn. Aug. 4-6. J. C. Wilson Jr.
Blooming Grove—Blooming Grove Fair. Sept. 9-10. F. M. W. A. Crawford.
Canton—Shelby Co. Fair Assn. Oct. 5-9. O. F. Metz.
Conroe—Montgomery Co. Fair Assn. Sept. 28-Oct. 1. G. L. Clyburn.
Dallas—Greater Texas and Pan-American Expo. June 12-Oct. 31. Frank McNeeny, dir. gen.
Decatur—Wise County Fair. Latc in September. Cliff Cates.
Denton—Denton Co. Fair Assn. Oct. 12-16. O. L. Fowler.
Eldorado—Eldorado 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. C. A. Duck.
Greenville—Hunt Co. Fair. Aug. 30-Sept. 4. H. T. Sullivan.
Haskell—Central West Texas Fair Assn. Oct. 13-16. H. T. Sullivan.
Henderson—Farr 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. E. G. Sawyer.
Iowa Park—Wichita County Fair Assn. Sept. 22-26. Paul H. Zink.
Jasper—Jasper County Fair Assn. Oct. 19-23. W. R. Curtis.
Lafayette—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. Harkowski.
Linden—Cass Co. Fair. Sept. 27-Oct. 2. Morris Farrow.
Longview—East Texas Exhibit Assn. Sept. 13-18. M. D. Abernathy, mgr.
Lubbock—Fannin County Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis, mgr.
McKinney—Collin Co. Free Fair. Sept. 27-30. W. Hammond Moore.
Marshall—Central East Texas Fair. Sept. 27-Oct. 2. M. R. 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. Palestine—Anderson Co. Fair. Oct. 4-8. O. O. Miller Jr.
Paris—Lamar District Fair Assn. Sept. 6-11. H. L. Baker.
Pflugerville—North East Texas Fair Assn. Sept. 16-19. W. R. Morgan.
Port Lavaca—Calhoun Co. Fair Assn. Oct. 1-2. Alton White.
Riesel—Riesel Fair Assn. July 28-30. C. L. Wiebusch, pres.
Roanoke—Ft. Bend Co. Fair Assn. Oct. 4-10. Mart Cole.
Sherman—Red River Valley Fair. Oct. 4-9. Frank M. Thompson.
Slisbee—Hardin Co. Fair. Oct. 26-30. J. F. Weathersby.

Sweetwater-Nolan-Fisher Free Fair. Sept. 2-4. George D. Fisher.
Tyler-East Texas Fair Assn. Probably Sept. 19-24. V. F. Fitzhugh.
Waco-Brazos Valley Free Fair. Oct. 8-17. Sam J. Evans.

Weatherford-Parker Co. Fair. Oct. F. W. McCutcher.
Wharton-Wharton County Fair Assn. Oct. 12-16. H. C. Copenhagen.
Yorktown-Yorktown Fair Assn. Oct. 20-22. Paul A. Schmidt.
UTAH
Brigham-Box Elder Co. Peach Days. Sept. 10-11. W. L. Holst, mgr.

VERMONT
Barton-Orleans County Fair. Aug. 19-21. F. C. Brown.
Essex Junction-Champlain Valley Expo. Aug. 30-Sept. 4. H. K. Drury, mgr.

VIRGINIA
Amherst-Amherst Co. Fair Assn. Oct. 11-18. L. H. Shrader.
Berryville-Clarke Co. Horse & Calf Show Assn. Aug. 19-20. A. B. Hummer.

Blackstone-Courier-Record Fair Assn. Week of Sept. 20. Alexander Hudgins.
Chase City-Mecklenburg County Fair Assn. Oct. 12-15. H. W. Nash, Wighman, Va.

Emporia-Emporia Fair. Oct. 18-23. B. M. Garner.
Farmville-Five-County Fair Assn. Sept. 27-Oct. 2. R. A. Wilmoth.
Pinecastle-Botetourt County Fair Assn. Sept. 21-25. Cecil E. Slusser.

Fredericksburg-Fredericksburg Fair Assn. Sept. 14-17. K. S. Sweetser.
Galax-Galax Fair. Sept. 15-18. W. C. Roberson.
Keller-Eastern Shore Agrl. Fair Assn. Aug. 24-28. J. Milton Mason.

WASHINGTON
Colville-Stevens Co. Grange Fair Assn. Sept. 9-11. A. K. Millay.
Lind-Adams Co. 4-H Fair. Sept. 3-4. George C. Burkhalter, Ritzville, Wash.

WEST VIRGINIA
Charleston-Kanawha Exp. Co. & 4-H Fair. Sept. 6-11. E. M. Johnson.
Clay-Clay Co. Farm Bureau Assn. Sept. 22-26. George C. Deems.

New Hope-Beaver Pond District Fair. Sept. 6-12. George D. Hyton, R. F. D. 1, Box 78, Princeton, W. Va.
Pennsboro-Ritchie Co. Fair Assn. Aug. 24-27. H. J. Scott.
Petersburg-Tri-County Fair Assn. Sept. 15-17. C. L. Bucker.

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.

Black River Falls-Jackson County Agrl. Soc. Sept. 11-16. Douglas Curran.
Bloomington-Blakes Prairie Agrl. Assn. Probably first week in Sept. B. J. Oates.
Cedarburg-Cosauke Co. Agrl. Soc. Aug. 13-18. E. K. Kau.
Chilton-Calumet County Fair. Sept. 3-6. T. Henry Weeks.

Chippewa Falls-Northern Wis. District Fair. Aug. 3-8. A. L. Putnam.
Grand-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.

Elkhorn-Walworth County Agrl. Soc. Sept. 6-9. F. M. Porter.
Ellsworth-Pierce County Fair Assn. Sept. 15-18. C. J. Halls.
Ely-Ely 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. 13-18. Robert W. Roseberry.
Galesville-Trempealeau County Agrl. Soc. Sept. 3-6. Alfred N. Sagen.
Guys 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. 14-18. J. K. Walker.
Janesville-Rock Co. 4-H Fair. Aug. 17-19. R. T. Glasco.
Jefferson-Jefferson County Fair. Sept. 10-12. Ernst Nass.

Le Cross-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. I. V. Vesperman.
Lodi-Lodi Union Agrl. Soc. Sept. 8-10. G. E. Bissell.
Luxemburg-Kewaunee Co. Fair. Sept. 4-8. Julius Cahn.

Madison-Dane Co. Agrl. Soc. Aug. 12-15. Frank W. Lucas.
Manitowoc-Manitowoc Co. Fair. Sept. 18-22. George W. Kiel.
Marshfield-Central Wis. State Fair. Sept. 5-10. F. R. Williams.
Mauston-Juneau County Fair. Aug. 17-21. John P. Heerey.
Medford-Taylor Co. 4-H Fair. Sept. 9-11. Alma C. Hanson.

Westfield-Marquette County Fair Assn. Sept. 7-10. W. P. Fuller.
Weyauwega-Wausau County Agrl. Assn. Aug. 27-29. H. W. Crane.
WYOMING
Douglas-Wyoming State Fair. Sept. 14-17. Pine Bluffs-Laramie Co. Fair Assn. Sept. 17-20. W. Abbott, mgr.
Rawlins-Carbon Co. Fair Assn. Early in Sept. H. Brettenstein.
Riverton-Fremont Co. Fair. Sept. 6-8. Edward Hutchings.
Torrington-Goshen Co. Fair. Sept. 8-10. E. P. Perry.

ALBERTA
Calgary-Calgary Exhbn. & Stampede. July 5-10. E. L. Richardson.
Edmonton-Edmonton Exhbn. July 12-17. R. W. Abbott, mgr.
Lethbridge-Lethbridge Exhbn. July 19-21. A. E. Russell.
Red Deer-Red Deer Agrl. Soc. July 22-24. W. Miller.
Vegreville-Vegreville Exhbn. July 23-24. J. Fitzalan.
Vermilion-Vermilion Agrl. Soc. July 26-28. S. O. Heckbert.

BRITISH COLUMBIA
Abbotsford-Central Fraser Valley Fair. Sept. 14-15. L. J. Kettle.
Agassiz-Agassiz Agrl. Soc. Sept. 15. E. O. Bates.
Armstrong-Interior Provincial Exhbn. Sept. 13-16. Mat. Hasson.
Celista-Celista Agrl. Assn. Sept. 18. Mrs. E. P. Riley, Magna Bay.
Chilliwack-Chilliwack Agrl. Assn. Sept. 22-23. E. H. Barton.
Cobble Hill-Cobble Hill Dist. Agrl. Assn. Sept. 9. R. B. Moulton.

Coombes-Coombes Agrl. Assn. Sept. 15-16. J. E. Boyd, Hillers.
Courtenay-Cornox Agrl. Assn. Sept. 7-8. H. P. Aliberry, Sandwick, B. C.
Delta Manor-Delta Manor Exhbn. Assn. Aug. 18-19. W. F. Demman.
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 Carr.
Galliano-Galliano Agrl. Assn. Aug. 4. F. Pochin.
Haney-Haney Agrl. Assn. Sept. 16. W. E. B. Gwathme, Hammond, B. C.
Harrington-Harrington Agrl. Assn. Sept. 1. Mrs. W. J. McConnell.
Invermere-Invermere Agrl. Assn. Sept. 3-4. G. W. Turner, Windermere, B. C.
Kamloops-Kamloops Exhbn. Assn. Sept. 6-7. B. Baker.
Kimberley-Kimberley Agrl. Assn. Aug. 27-28. E. M. Hughes.

Ladysmith-Ladysmith Agrl. Assn. Sept. 23-25. Rev. C. McDiarmid.
Langley (North)-Langley Agrl. Assn. Sept. 1-5. W. V. Mufford.
Lasquet Island-Agrl. Assn. Sept. 11. T. A. Millichae.
Matsqui-Matsqui Agrl. Assn. Sept. 17. R. E. Whitson.
Mission-Mission Agrl. Assn. Sept. 9. Victor Ogle.
Nelson-Nelson Agrl. & Indust. Assn. Sept. 22-24. G. Horstead.
Nunah-Nunah Agrl. Assn. Sept. 22-24. G. Horstead.
Peachland-Peachland Agrl. Assn. Sept. 2. Mrs. C. Duquemin.
Pender Island-Pender Island Agrl. Soc. Aug. 18. E. 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. Aug. 19-20. W. J. Perry.
Progress-Progress Fair. Aug. 19-20. A. W. Muddiman.
Saanichton-Saanichton Agrl. Soc. Sept. 28-29. S. G. Stoddard.
Smithers-Bulkley Valley Agrl. Assn. Sept. 10-11. E. T. Bernier.
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. 3, New Westminster.
Vancouver-Vancouver Exhbn. Assn. Sept. 1-8. J. K. Matheson.
Victoria-B. C. Agrl. Assn. Sept. 11-18. W. H. E. Brundage, Park, Victoria.
Whonnock-Whonnock Agrl. Assn. Sept. 23. T. C. Crowe.
Williams Lake-Agrl. Soc. Sept. 1-3. Jean E. Yorston.

MANITOBA
Arborg-Arborg Agrl. Soc. July 8. Mrs. E. B. Johnson.
Brandon-Provincial Exhbn. 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. 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. McGuirk.
Gilbert Plains-Gilbert Plains Agrl. Soc. July 30. E. P. Brown.
Gladstone-Gladstone Agrl. Soc. July 21. J. E. Brundage.
Hamiota-Hamiota Agrl. Soc. July 23. I. P. Strickland.
Harding-Harding Agrl. Soc. July 21. Holland-Holland Agrl. Soc. July 13. W. N. Schmitt.
Killarney-Killarney Agrl. Soc. July 14. H. E. Walker.
Kinosota-Kinosota Agrl. Soc. Sept. 15. H. H. Scrase.
Macgregor-Macgregor Agrl. Soc. July 18. E. Brundage.
Manitou-Manitou Agrl. Soc. July 18. W. T. Fringle.
Minnedosa-Minnedosa Agrl. Soc. July 14. John Fleming.
Oak River-Oak River Agrl. Soc. July 29. R. J. Hays.

PORTAGE LA PRAIRIE-Portage Industrial Exhbn. Assn. July 5-7. Keith Stewart.
Riverview-Riverview Agrl. Soc. Sept. 10. J. C. Savatzky.
Roblin-Shell River Agrl. Soc. July 29. I. L. Mitchell.
Russell-Rossburn Agrl. Soc. July 28. W. C. McDonald.
Russell-Russell Agrl. Soc. July 21. H. R. Barry.
Shoal Lake-Shoal Lake Agrl. Soc. July 20. W. Stone.
South-Souris Agrl. Soc. July 14. C. E. Southon.
Springfield-Springfield Agrl. Soc. July 17. T. F. Follitt, Oakbank.
St. Pierre-St. Pierre Agrl. Soc. July 8. J. Toubert.
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.
Virton-Virton Agrl. Soc. July 15. Chas. McLean.
NEW BRUNSWICK
Fredericton-Fredericton Exhbn. Sept. 11-13. G. R. Sypher.
St. John-St. John Exhbn. Assn. Sept. 4-11. G. W. Frost.
St. Stephen-St. Stephen Exhbn. Aug. 30-Sept. 3. W. S. Stevens, mgr.
Stanley-Stanley Fair. Sept. 21-23. T. Allan R. W. Maxwell.
WOODSTOCK-Woodstock Exhbn. Sept. 20-25. R. W. Maxwell.
NOVA SCOTIA
Halifax-N. S. Provincial Exhbn. Sept. 27-Oct. 2. E. Frank Lordy.
Little Brook-Clare Exhbn. Oct. 5-6. A. S. Comeau.
Middle Musquodoboit-Halifax Co. Exhbn. Sept. 21-22. R. H. Redd.
Pictou-Pictou Co. & N. Colchester Exhbn. Sept. 14-15. J. A. Adamson.
Stewiacke-Colchester & E. Hants Exhbn. Sept. 14-15. Dyson H. Crowe.
Windsor-Windsor Exhbn. Approx. Sept. 14-18. Thomas Aylward.
Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 22-24. E. L. Crosby.
ONTARIO
Allisa Craig-North Middlesex Fair Assn. Sept. 23-24. George C. Stewart.
Almonte-North Lanark Agrl. Soc. Sept. 22-23. Dr. M. P. Pickett.
Barrie-Barrie Agrl. Soc. Sept. 20-23. G. O. Cameron.
Belleville-Belleville Agrl. Soc. Aug. 31-Sept. 2. R. H. Ketcheson.
Bracebridge-South Muskoka Agrl. Soc. Sept. 16-17. Jerry Dickie.
Coldwater-Coldwater Agrl. Soc. Sept. 10-11. C. M. Robinson.
Collingwood-Notwasaga & Great Northern Exhbn. Sept. 19-20. G. G. Eberhardt.
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. Willmot.
Leamington-Leamington Dist. Agrl. Soc. Sept. 27-Oct. 2. Miss E. Atkins.
Lindsay-Lindsay Central Exhbn. 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 Exhbn. Aug. 19-23. B. 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-Peterborough Industrial Exhbn. Aug. 16-21. F. A. Hall.
Fort William-Port Arthur-Canadian Lakeland Exhbn. Aug. 9-14. W. Walker.
Rainy River-Atwood Agrl. Soc. Aug. 30-Sept. 1. K. C. Grimshaw.
Redwood-Renfrew Fair. Sept. 14-17. C. A. Warren.
Ridgeway-Howard Agrl. Soc. Oct. 5-7. J. D. Brien.
Rodney-Rodney Fair. Sept. 20-22. J. A. Brown, Rodney.
Strathroy-Strathroy Agrl. Soc. Sept. 30-Oct. 2. Jno. N. Ratcliffe.
Sutton West-Sutton Agrl. Fair. Aug. 5-7. G. S. Whitney.
Tilsonburg-Tilsonburg & Dereham Agrl. Soc. Aug. 31-Sept. 4. M. Ostrander.
Toronto-Canadian National Exhbn. Aug. 27-Sept. 11. Elwood A. Hughes, gen. mgr.
Walpole Island-Walpole Island Indian Fair Assn. Aug. 24-27. Charles R. Jacobs, R. R. 3, Wallaceburg.
Welland-Welland Co. Agrl. Soc. Sept. 16-18. A. A. Marshall.
PRINCE EDWARD ISLAND
Charlottetown-P. E. I. Indust. & Agrl. Exhbn. Aug. 16-21. J. W. Boulter.
QUEBEC
Ayers Cliff-Stanstead Co. Agrl. Soc. Aug. 29-28. H. G. Curtis, Stanstead.
Aymer-Gatineau Co. Agrl. Soc., Div. A. Sept. 2-4. R. K. Edey.
Bedford-Missisquoi Agrl. Soc. Sept. 2-4. C. O. Jones.
Brome-Brome Co. Agrl. Soc. Sept. 6-8. E. Caldwell, Knowlton.
Cookshire-Crompton Co. Agrl. Soc., Nov. 1. Aug. 23-25. T. O. Farnsworth.
Granby-Granby Hort. Soc., No. 1. Sept. 11. Walter R. Legge.
Maniwaki-Gatineau Co. Agrl. Soc., Div. B. Sept. 9-11. Palma Joanis.
Montreal-Montreal Agrl. Exhbn. Aug. 9-17. Quebec-Quebec Expo. Sept. 4-11. Emery Boucher.
Richmond-Richmond Co. Agrl. Fair. Aug. 19-21. W. R. Stevens.
Roberval-Roberval Fair. Aug. 24-28. J. Ed. Bolly.
Ste. Scholastique-Ste. Scholastique Expo. Sept. 15-18. J. Leo Beaudet.
Sherbrooke-Sherbrooke Fair. Aug. 28-Sept. 4. Norrey W. Price.
Three Rivers-St. Lawrence Valley Exhbn. Aug. 22-27. Gaston Panneton.
Valleyfield-Valleyfield Exhbn. Aug. 16-21. Jacques Malouin.

Waterloo—Shefford Co. Agrl. Soc. Aug. 16-18. R. R. Bachand.
SASKATCHEWAN
Crak—Crak Agrl. Soc. July 20-21. F. N. Spencer.

Nipawin—Nipawin Agrl. Soc. July 29-30.
Marion Seaman
North Battleford—N. Battleford Agrl. Soc. Aug. 2-3. P. Wright.

MASSACHUSETTS
Boston—Order of Odd Fellows. June 10. G. Fuller, 170 Newbury St.
Boston—Army & Navy Legion of Valor of U. S. Aug. 8-11. Lt. Ben Frager, 314 Court House, Pittsburgh, Pa.

NEW JERSEY
Asbury Park—State Exempt Firemen's Assn. June 26. Ellsworth Post, Box 4, Wharton, N. J.
Atlantic City—Order of Odd Fellows. June 9-10. Harry Pine, Trenton.

CONVENTIONS

ALABAMA
Anniston—Veterans of Foreign Wars, June 6-8. H. A. Hopkins, Box 666.
Birmingham—Order of Odd Fellows. Aug. 3. H. C. Follard, Huntsville, Ala.

Chicago—Modern Woodmen of Amer. June 8-12.
Danville—Un. Spanish War Veterans. June 16-19. C. N. Neal, 412 1/2 E. Monroe st., Springfield.

MICHIGAN
Detroit—Shriners, Imperial Council. June 22-24. J. H. Price, Richmond, Va.
Detroit—American Legion. Aug. 15-17. R. J. Kelly, City Hall.

NEW MEXICO
Las Vegas—American Legion. Aug. 13-14.
NEW YORK
Albany—G. A. P. of N. Y. June 8-10. Bernice Case, Box 17, Capitoll, Albany.

ARIZONA
Flagstaff—American Legion. Aug. 28-29. E. P. McDowell, 409 Ariz. State Bldg., Phoenix.
Flagstaff—American Legion. July 16-20. Selma—Un. Spanish War Veterans. June 13-15. J. H. Abies, 321 9th ave., Wm., Decatur, Ala.

INDIANA
Bloomington—Dis. Am. Veterans of World War. June 6-8. Wm. V. Pierceall, 2218 N. Illinois st., Indianapolis.
Decatur—Northern Ind. Volunteer Firemen's Assn. June 11-12. W. H. Collisson Sr., Box 223, Winona Lake.

MINNESOTA
Albert Lea—Un. Spanish War Veterans. June 13-15. W. A. Curtis, 609 State Office Bldg., St. Paul.
Chisholm—Veterans of Foreign Wars. July 14-16. L. A. Riech, St. Paul.

NORTH CAROLINA
Asheville—State Moose Assn. Aug. 28-30. Chas. C. Hickok, 91 N. Market st.
Durham—Un. Spanish War Veterans. July 11-13. Robt. P. Hackney, 219 W. Trinity ave.

CALIFORNIA
Sacramento—State Moose Assn. July 22-25. J. J. Weger, 319 14th st., Oakland.
Santa Monica—Can. Legion British Empire Service League. July 2-6. J. W. Cook, 923 17th st.
Stockton—Order of Red Men. Aug. 16-19. L. Elias, 240 Golden Gate ave., San Francisco.

IOWA
Council Bluffs—Un. Spanish War Veterans. July 29-31. J. M. Fansher.
Davenport—G. A. R. Encampment of Iowa. July 20-24.
Davenport—State Elks' Assn. June 6-8. J. Ward, Iowa City, Ia.

MISSISSIPPI
Gulport—Order of Odd Fellows. June 16-17. W. S. P. Doty, Box 728, Grenada, Miss.
Jackson—American Legion. July 4-7. Dr. M. K. Uphaw.
Jackson—State Farm Bureau Fed. July —. O. H. Howard.

OHIO
Cambridge—Odd Fellows' Encampment. July 14-15. George Angie.
Cambridge—F. M. O. Order of Odd Fellows. July 12-13. Lt. Col. E. C. Boyer, 317 Arlington ave., W. W. Grant, Columbus.

CONNECTICUT
Waterbury—Veterans of Foreign Wars. June 18-20. W. P. Dibble, Franklin st., Meriden, Conn.
DELAWARE
Wilmington—Veterans of Foreign Wars. June 25-26. H. Y. Wood, 1809 Lovering ave.
Rehoboth—American Legion. Aug. 20-21.

KENTUCKY
Louisville—American Fed. of Musicians. July 14-19. Fred W. Birnback, 39 Division st., Newark, N. J.
Mayfield—Veterans of Foreign Wars. June 14-15. E. H. Becker, 114 16th st., Newport, Ky.
Owensboro—State Elks' Assn. May 30-June 1. R. H. Slack.

MISSOURI
Columbia—Veterans of Foreign Wars. June 1. D. Powell, Kansas City.
Lexington—Un. Spanish War Veterans. June 20-23. J. W. Castanie, 509 N. Broadway, St. Louis.
St. Joseph—Dis. Amer. Veterans of World War. June 6-8. F. J. Harris, 2244 E. 69th st., Terrace, Kansas City.
St. Joseph—Order of Eagles. May 27-29. S. B. Griffin, 400 E. Commercial st., Springfield.
St. Louis—Order of Odd Fellows. Aug. 3-4. E. S. Lewis, Kansas City.

NORTH DAKOTA
Devils Lake—Veteran Odd Fellows Assn. June 1-3. A. S. Isaacson, Box 472, Rugby, N. D.
Devils Lake—Order of Odd Fellows. June 1-3. Fargo—A. F. & A. Masons. June 15-16. W. L. Stockwell, Masonic Temple.
Fargo—Veterans of Foreign Wars. July —. L. Finnigan, Minot, N. D.
May 20-22. Frank Webb, Grand Forks, N. D.

DISTRICT OF COLUMBIA
Washington—Eastern Assn. Fire Chiefs. June 3-5. Chas. E. Clark, Box 217, Wayne, Pa.
Washington—Natl. Council, Junior Order. June 14-16. J. L. Wilmett, Box 874, Philadelphia, Pa.
Washington—Soc. of Third Div. July 15-18. Wm. A. Schoemaker, 3811 26th Place, N. E.
Washington—Dancing Masters of Amer. Week of Aug. 1. W. U. Soby, 553 Farmington ave., Hartford, Conn.

LOUISIANA
Lake Charles—Veterans of Foreign Wars. July 2-4. Edward Dinkelspiel, 1418 Carondelet Bldg., New Orleans.
MAINE
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.
Portland—G. A. R. of Me. June 15-18. C. E. Nason, R. 2, Gray, Me.

MONTANA
Anaconda—State Firemen's Assn. Aug. 5-7. R. J. Thornburg, 315 N. 28th st., Billings.
Butte—Un. Spanish War Veterans. June 14-17. George H. Wilcox, 988 Colorado st.
Butte—Veterans of Foreign Wars. June 14-18. Lillian Kerr, 907 S. Main st.
Great Falls—R. & S. & R. A. Masons. June 14-15. L. T. Hauberg, Box 898, Helena, Mont.
Helena—A. F. & A. Masons. Aug. 18. L. T. Hauberg.
Leistown—American Legion. July 25-27. Red Lodge—Order of Moose. July 29-31. J. D. Gough, 722 Broadway, Helena, Mont.
Red Lodge—State Elks' Assn. July —. A. Trenery, Billings.

NEBRASKA
Omaha—State Veter. Pres. Masons' Assn. June 9. L. E. Smith, Masonic Temple.
Omaha—Midwestern Assn. of Elks. July 11-16. Dr. Price Terrell, 2502 N. 24th st.
Omaha—Un. Spanish War Veterans. June 21-23. E. Carle, Lincoln.
Scottsbluff—American Legion. Aug. 23-25. R. C. Patterson, State Capitol, Lincoln.

FLORIDA
Daytona Beach—Veterans of Foreign Wars. June 20-23. John Olenydyk, 600 Penn. drive.
Miami—Knights Templar, Grand Encampment. July 17-23. Adrian Hamersly, Chamber of Commerce, Indianapolis, Ind.
GEORGIA
Albany—American Legion. June 24-26.
Athens—Odd Fellows' Encampment. May 26. Allen Turner, Box 4013, Atlanta.
Augusta—Junior' Order. Aug. 10-11. V. Scholz, Atlanta.
Rockmart—Order of Red Men. June 16. O. C. Gillett, Atlanta.

MARYLAND
Baltimore—Un. Spanish War Veterans. June 19-20. August Bessa, War Memorial Bldg.
Baltimore—Int'l. Baby Chick Assn. July 19-23. C. F. Hickers, 3718 Broadway, Kansas City, Mo.
Cumberland—Order of Eagles. June 8-10. Dr. H. S. Sudler, 3333 E. Baltimore st., Baltimore.
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.

NEVADA
Fallon—Order of Eagles. July 17-19. S. H. Cooper, Box 1735, Reno, Nev.
Falcon—Order of Eagles. July 19-21. June 28-28. Ray Johnson, Reno, Nev.
Las Vegas—Knights Templar. June 7. E. H. Beemer, Reno, Nev.
Las Vegas—Order of Odd Fellows. June 16-18. H. O. Johnson.
Red Bluff—Coast Assn. of Magicians. July 20-22. Hoyt Martin, 354 W. Liberty st.
Winemucca—American Legion. Aug. 19-21.

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Fallon—Order of Eagles. July 17-19. S. H. Cooper, Box 1735, Reno, Nev.
Falcon—Order of Eagles. July 19-21. June 28-28. Ray Johnson, Reno, Nev.
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Red Bluff—Coast Assn. of Magicians. July 20-22. Hoyt Martin, 354 W. Liberty st.
Winemucca—American Legion. Aug. 19-21.

HAWAII
Hilo—American Legion. Aug. 12-14.
IDAHO
Lewiston—American Legion. Aug. 15-18.
Moscow—State Elks' Assn. Middle of June. Wm. Schlick, Burley, Ida.
Pocatello—Knights of Pythias. June 11-13. A. Forster.
Pocatello—Un. Spanish War Veterans. July 11-13. C. Seelos.
Pocatello—Veterans of Foreign Wars. July 11-15. Fred Rissler, 337 W. Bridger st.
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—Natl. Conference of Visual Education & Film Exhn. June 21-24. Francis W. Parker School, 330 Webster ave.
Chicago—Amer. Soc. of Dancers of Dancing. Aug. 16-21. G. W. Lipps, 3418 Carrollton ave., Indianapolis, Ind.
Chicago—Order of Eagles. Aug. 12-17. J. B. Farry, 1737 McGee st., Kansas City, Mo.

IN THE CONVENTION LIST appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live Stock,oultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

NEW HAMPSHIRE
Franklin—Veterans of Foreign Wars. July 16-18. H. J. Proulx.

OHIO
Cambridge—Odd Fellows' Encampment. July 14-15. George Angie.
Cambridge—F. M. O. Order of Odd Fellows. July 12-13. Lt. Col. E. C. Boyer, 317 Arlington ave., W. W. Grant, Columbus.
Canton—Order of Odd Fellows. June 15-17. Chas. T. Cross, 50 E. Broad st., Columbus, O.
Cedar Point—State Elks' Assn. Aug. 22-27.
Cedar Point—Elks Club Newark, O.
Cincinnati—Order of Red Men. June 13-15. F. C. Neuhaus, 3368 Monroe st., Toledo, 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—American Rose Soc. June 14-15. E. F. Hatton, Harrison, Pa.
Cleveland—Order of Eagles. June 24-27. M. L. Brown, 416 Mitchell Bldg., Springfield, O.
Cleveland—Natl. Costumers' Assn. July 5-7.
Coldwater—Central Western Ohio Firemen's Assn. June 23-26. E. J. Smith.
Columbus—G. A. R. and Allied Organizations. Week of June 13. Miss L. S. Lucas, Memorial Hall, Columbus.
Columbus—Disabled Amer. Veterans of World War, National. June 30-July 7. V. D. Corbett, 2840 Melrose, Columbus, Ohio.
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. Sessler, 92 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. LaSalle st., Chicago.
Dayton—Un. Spanish War Veterans. June 20-22. J. Edwards, Columbus.
Cefiance—Northwestern Ohio Vol. Firemen's Assn. June 16. J. W. Gardner, 52 E. Main st., Ashland, Ohio.
Lakewood—Intl. Lyceum Assn. Aug. 30-Sept. 4. C. E. Jones, Auditorium Hotel, Chicago, Ill.

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ANIMALS, BIRDS AND PETS

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ALLIGATORS, SNAKES, TURTLES, CROCO- diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. ROSS AL- LEN, Silver Springs, Fla. Wire via Ocala.

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. SNAKE KING, Brownsville, Tex.

BIG DEN'S ASSORTED SNAKES, \$10.00 AND UP. Dragons and Iguanas cheap. Cash with or- ders. TEXAS SNAKE FARM, Brownsville, Tex.

DONKEYS SPECIAL FOR BASEBALL PLAY Teams, complete at \$20.00 each Donkey. Wire NATIONAL PRODUCTS CO., Laredo, Tex.

LIVE ARMADILLOS — ALL SIZES. SPECIAL now, Mother and four Young. All good feeders. APELT ARMADILLO FARM, Comfort, Tex.

PAIR PRAIRIE DOGS, \$3.50; PAIR KANGAROO Rats, \$2.50; Coyote Pup, \$5.00; Den Harm- less Snakes, \$10.00; Racing Turtles, Cash. LEM LAIRD, Harper, Kan.

EXTRA LARGE ASSORTMENT OF HARMLESS Snakes, den, \$15.00; Rattle Snakes, \$5.00 den; Gila Monsters, \$3.50; Horn Toads, \$1.00 doz. Wire NATIONAL PRODUCTS, Laredo, Tex.

PLENTY HEALTHY SNAKES, ALL KINDS. Alligators, Armadillos, Gilas, Iguanas, Mon- keys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Mice, Owls, Parakeets, Peafowl, Parrots. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

RHESUS MONKEYS, \$15.00; MEXICAN DOUBLE Yellow Head Parrots, with Cage free, \$14.00; Red Heads, \$11.00; Armadillos, tame, \$2.00; Canaries, \$7.00 pair with cage. NATIONAL PRODUCTS, Laredo, Tex.

SIX RHESUS MONKEYS. HIGH DIVER, BACK Somersault and Riding. Very gentle. One very small Bucking and Chasing Pony. HAPPY- LAND, Cloverdale, Va.

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SNAPPY IMPORTED ART PHOTOS, CARTOONS, Books. Big assortment \$1. Special dealers' proposition. Catalog 10c. B. BROWN, 353 W. 47th, Chicago.

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CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, Etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia.

FOR RENT—1 ACRE. TREES, GAS, WATER, light. Outdoor concrete floor 60x200. Be- tween City Park and Ballground. C. D. BEL- LINGER, Findlay, O.

FOUR FOR TEN CENTS PHOTO OUTFIT — Modernistic, Portable Booth with Counters, suitable for road work, with sideway Camera and Enlarger with Lenses. Price \$150.00. Don't write, come and get them. SCHILLER, 4642 Broadway, Chicago, Ill.

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MILLIONS JOBSLESS! GET DOLLARS IN MAIL daily, like we do, for amazing employment information (got man 76 jobs). Keep money, we fill your orders free. Stamp brings details. CO-OPERATIVE SERVICE, Dept. H, 77 Swan, Buffalo, N. Y.

PUBLISHER—WILL BUY OR FINANCE RADIO, Stage or Screen Publication. Consider other Printing Proposition. GEORGE W. PARKER, Tuckerton, N. J.

SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. F. ELFCO, 438 N. Wells, Chicago.

WORK MORNINGS HOME—DRIVE TO COUN- try—"movies"—afternoons! Unusual plans. No canvassing. Prepare for surprise. NA- TIONAL FOLIO-V, Station "D," Los Angeles.

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BAND COATS, REGULATIONS, \$2.50; CAPS, new, \$1.50; Sateen Curtains, \$10.00; Mess Jackets, white, \$3.00. Cellophane Hulas, Chorus, Oriental Costumes. Fans. WALLACE, 2416 N. Halsted, Chicago.

1,000 BLUE SERGE UNIFORMS — NEW OR nearly new. Complete with caps. At sacri- fice price. PAUL TAVETIAN, 61 Rutgers St., New York City.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Bill- board.

ARE YOU LOOKING FOR BARGAINS? HERE'S some: Gold Award, \$5.00; Bally Roll, \$59.50; Bally Pockets, \$16.50; A.B.T. Target Skill, \$16.50; Bally Bumpers, \$29.50; Post Time, like new, \$79.50; Multiples, \$19.50; Grand Slam, \$9.50. 1/3 deposit. MARC-COIN-MA- CHINE, 1211 E. Third, Dayton, O.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mr. Pleasant, Newark, N. J.

BARGAINS—ERIE DIGGERS, IRON CLAWS, Merchantmen, Cranes, cheap; K. O. Fighters; Cent-A-Smoke Cigarette Venders, \$4.50; Peanut Gum Venders, \$3.00 up. NATIONAL, 4242 Market, Philadelphia, Pa.

BARGAINS—PIN TABLES: LATE MODEL Preakness, Derby Day, \$75.00; Turf Champs, \$50.00; All Stars, Challenger, \$22.50; Ricochet, \$35.00; Skipper, \$55.00. Counter Games: A.B.T. Skill Target, \$22.50; Reel 21, \$5.00; Zephyrs, \$13.50. Slots: Mills 5c, 10c or 25c, used only 6 weeks, guaranteed look and run like new, late serials, G.A.S.V., Blue Front, \$70.00; Extraordinary, \$75.00. 1/4 deposit. BRYAN MCCULLOUGH, 118 Hill, Blackwell, Okla.

BASEBALL GAMES — CHAMPS, \$5.00; TIE Scores, \$5.00; Genco Baseball, \$5.00; Ball Fan, \$5.00. All in perfect shape. 1/3 deposit. GENERAL AMUSEMENT GAME CO., 637 Albany Ave., Hartford, Conn.

BLOOD PRESSURE COIN MACHINE, ALMOST new, for \$20.00. In good condition. SAM FRIEDMAN, Bellemead, N. J.

CASH WAITING—WILL PAY \$75 FOR P-12 Wurlitzer Automatic Phonographs. State quantity, condition and serial number first let- ter. BOX NY-78, The Billboard, 1564 Broad- way, New York.

CLOSE-OUT SALE—200 VERY LATEST MARBLE Tables, Paces Races and Rays Tracks. This is no junk sale. If you need clean equipment get in touch with us. WALKER SALES, 1723 Franklin, Waco, Tex.

FOR SALE—MODEL F IRON CLAWS, \$25.00; Mills Model 801 Selective Phonographs, \$45.00 each. GORMAN NOVELTY CO., Utica, N. Y.

FOR QUICK SALE—THREE BUMPERS, \$27.50; one Hi-Leah, \$15.00; one Jungle Dodger, like new, \$60.00. Trade in your Slots on new and used Pin Games. M. A. AMUSEMENT COM- PANY, Jackson, Tenn.

FOR SALE—PAGES RACES, LARGE TYPE, ONE 25c Play, one 10c Play, Races Races in A-1 condition \$200.00. AMERICAN MACHINE SALES COMPANY, Post Office Box 903, San Antonio, Tex.

HERSHEY'S 1c CHOCOLATE MACHINES, \$3.50; Mills Target, 1c Machines, \$2.00; Reel 21, Poker Machines, \$7.50. Trade Mills Small Scales for Q.T. 1c or 5c. Will trade Wurlitzer Phonographs for Rays Races or Slots. O'BRIEN, 89 Thames, Newport, R. I.

LATEST MODEL JENNINGS CLUB VENDERS Cigarette Machines, \$19.50; Reel 21, \$6.95. JOHN BLACK NOVELTY CO., 1127 Kinney, Corpus Christi, Tex.

MAYS AMUSEMENT COMPANY OFFERS ROLL- A-Ball Machines, \$77.50; Mills Equity, \$7.00; Watling Gold Seal Award, \$31.35; Roll-A-Top, \$45.00; Mills Extraordinary, \$33.00; Lion Heads, \$18.00; Ticket Machine, \$6.00. Many other bargains. Write for complete list. BOX 391, Lambert, Miss.

MILLS DANCE MASTER PHONOGRAPHS, \$75.00 each; P-10 Wurlitzers, \$100.00, in perfect condition. One-third deposit, balance C. O. D. LOUISVILLE NOVELTY COMPANY, 618 S. 1st St., Louisville, Ky.

NEW DIME QT BELL, \$50; ONE DIME AND one Nickel QT Bell, used less than two weeks, \$45; Bumpers, like new, \$35. 25% cash. D. M. JAMIESON, 1340 S. Mint St., Charlotte, N. C.

PAYOUT AND TICKET—AIRLINES, \$15.00; Golden Harvest, \$12.00; Sky High, \$15.00; Traffic A, \$7.00. All guaranteed in A-1 shape. 2 sets of keys with every machine. 1/3 de- posit. GENERAL AMUSEMENT GAME CO., 637 Albany Ave., Hartford, Conn.

PENNY ARCADES, ATTENTION — INCREASE your income with fresh, new, money-making attractions. Price lists free on request. MUNVES, 145 Park Row, New York.

REFINISHED, RECONDITIONED, REBUILT AND Guaranteed: 1 De Luxe, \$6.60; 1 Sky High, ticket, \$11.35; 1 Natural, \$33.60; 2 Traffics, \$5.45 each; 1 Pamco Palooka Sr., \$30.30; 1 Fut and Take, \$4.10; 1 Prospector, \$5.40; 1/3 deposit with order. WINONA DISTRIBUT- ING SERVICE, 702 W. Fifth St., Winona, Minn.

TARGET ROLL JRS. PERFECT CONDITION, nine feet of gripping amusement, \$55.00. EASTERN MACHINE EXCHANGE, 350 Mul- berry St., Newark, N. J.

THREE MILLS ESCALATORS, ONE MILLS MYST- ery War Eagle and one Mills Mystery Sky- scraper, all nickel models in good condition, all for \$150.00. AUTOMATIC VENDER COM- PANY, 152 Houston St., Mobile, Ala.

TURF CHAMPS, \$59.50; SKIPPERS, \$59.50; Skee Ball Games, 9 Ft., \$59.50; 14 Ft., \$74.50; Penny Packs, \$7.50; Slot Machines, \$10.00 and up. LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.

TWO PALOOKA SENIORS AT \$30 EACH; ONE Stephens 24-Ft. Baseball at \$60; or will trade for Northwestern Peanut Machines. Write for our new line Novelty Merchandise Deals. PERLESS DISTRIBUTING CO., 901 East 42d, Kansas City, Mo.

TWO 9-FT. ROLA SCORE BOWLING ALLEYS. Perfect condition, \$55.00 each; two for \$95.00. "RORK'S", 3739 Fulton, Saginaw, Mich.

WANTED—USED BUCKLEY DIGGERS. STATE model, year, price. Address BOX C-245, Billboard, Cincinnati, O.

WANTED AT ONCE—ONE HUNDRED WUR- litzer Phonographs. Will pay spot cash for all you have. Prices must be cheap or you don't answer this ad. KING HARRY MUS- IC SERVICE, 1162 Broad, Augusta, Ga.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1824 East Main St., Rochester, N. Y.

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Lite-A-Lines and Gallop Dominoes. AMUSE- MENT NOVELTY SUPPLY CO., Elmira, N. Y.

WURLITZER PHONOGRAPHS—CLOSING OUT P-10 at \$70.00, P-12s at \$110.00. Guaranteed mechanical condition. TAYLOR ELECTRIC CO., Brunswick, Ga.

5 WURLITZER SKEE BALLS, WITH RETURN
Ball, \$89.50 each; 5 Roll-A-Balls, De Luxe,
1 month old, perfect condition, \$89.50 each.
KEYSTONE AUTOMATIC AMUSEMENTS, 2135
Walnut, Philadelphia, Pa.

400 ASSORTED PIN TABLES, \$2.00 EACH;
200 Light Up Pin Tables, \$10.00 each; Shoot-
ing Arrow, New Yorker, Pearl Harbors and
Prospectors, Ray Tables, \$6.50 each. **NAT-**
IONAL HANDBOOK, 110 E. 31st, Erie, Pa. je5x

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EXPERT ANALYSIS. RESEARCH. INDUSTRIAL
Development. Newest guaranteed formulas.
Biggest catalog free. Special prices, leads.
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none better; lowest prices; catalog free.
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Write for free literature describing newest
Formulas for fast sellers. **H.-BELFORT**, 4042
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GOODS**

CORN POPPERS, GASOLINE, ALL ELECTRICS.
Ceared 12 quart kettles; Rotary Poppers,
Caramel Corn Equipment. **NORTHSIDE CO.**,
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FINAL CLEARANCE — 1/2-HORSE, 110 VOLT
induction, alternating Motors, \$8.50; 1,000-
watt Generators, \$19.50; other bargains.
ELECTRICAL SURPLUS COMPANY, 1885 Mil-
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FOR SALE—THREE RICKSHAWS, GOOD
condition. For price write **ANTHONY H., PUR-**
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FOR SALE—FROZEN CUSTARD MACHINE,
mounted on Trailer. Used two seasons. In
A-1 condition. Address **ARTHUR MILSTEAD**,
Chandlerville, Ill.

FROZEN CUSTARD, ICE CREAM MACHINES.
New electric aluminum portable counter
models, \$200. Write **CONCESSION SPECIAL-**
TIES, 310 East 35th, New York. je19x

POPCORN MACHINES, CRISPETTE, CARMEL-
crisp, Potato Chip, Cheese Coated Corn
Equipment. **LONG-EAKINS**, 1976 High St.,
Springfield, O. jy31x

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SHOW PROPERTY**

A-1 WAX CRIME SHOW, POWERS PICTURE
Machine, Laughing Mirrors, 4-Legged Indian
Princess, Giant Octopus, Unborn. **UNIVERSAL**,
849 Cornelia, Chicago. x

ADULTS AND KIDDY CHAIR PLANES, SIX-
teen and twenty-four seat capacity; Kiddy
Aero Planes, eighteen seat capacity. **CALVIN**
CRUNER, Pinckneyville, Ill. je12

ARC SPOT, 70 AMP. SUPER, \$40.00; POWER-
ful 120 amp. Arc or Carbon Spot \$50.00;
Spectacular Arc Searchlights, \$75.00. Write
for bargain-lists. **OTTO K. OLESEN**, Hollywood,
mv29x

CLOSING OUT—MUST SELL QUICK, JUNGLE
Dodger, used two weeks, \$79.50. 14-Ft.
Bowlette new unit, \$89.50. **R. J. VIOLETTE**,
Virginia, Minn.

COMPLETE BALL GAMES: BOTTLES, CATS,
Dolls, Kids, Tenpins. Sturdy, flashy, at-
tractive outfits. Any size. **LAMANCE**, 782
Marion, S. E., Atlanta, Ga.

FOR SALE — BAGGAGE AND SLEEPING
Trailer, nearly new, sturdy, bargain, \$100.00.
Sleeps two, 8' long, 58" wide, 35" high, col-
apsible roof. **FRANK W. MURPHY**, 3638
Campus, Pittsburgh, Pa.

FOR SALE—MERRY-GO-ROUND AND CHAIR-
plane. Good shape. Must be cash. **RAY**
HAYES, 1424 Noble St., Toledo, O.

POP CORN STAND—BIG BARGAIN. NOT
second-hand but floor demonstrator. Size
3'x5 1/2'x6'-10" high inside. On casters. Com-
plete except popper. Outdoor type, operator
inside. Only \$97.50. Write **MONROE COM-**
PANY, Cofax, Ia.

PORTABLE DANCE FLOOR, 50x28, SECTIONS
5 1/2'x10 ft. Will sell outright or separate.
Suitable for stage or bally platforms. **CHAS.**
WILFORD, 344 W. 56th Pl., Chicago, Ill.

POWERFUL SUITCASE AMPLIFYING SYSTEM
with two Speakers, Etc., \$50.00. Free trial.
Also Sound Truck at bargain. **DON KENNEDY**,
Shelbyville, Ind.

SALE OR LEASE—CANNON USED IN JUMBO
Show. Perfect condition. Write terms.
MARGARET BROOKS, care Billboard, 1564
Broadway, New York.

400 WATT SPOTLIGHTS, \$4.75; 1,000 WATT
Spotlights, \$15.00. New equipment. Litera-
ture on request. **F. A. BOHLING**, 328 West
44th St., New York City. je5

1935 EVERLY LOOP-O-PLANE. SINGLE CABLE
job. Make cash offer. **JOSEPH V. LOWNDES**,
Imperial Beach, San Diego, Calif.

HELP WANTED

ALL TYPES HILLBILLY BANDS, ACTS, CO-
medians, Soloists, Harmony Teams. Steady
work if you can deliver. **WOOD RADIO PLAY-**
HOUSE, Chattanooga, Tenn. mv29x

Show Family Album



LEADING CONCESSIONERS with the old California Shows, Inc.,
season of 1924. Picture was snapped at Hudson, N. Y. Left to right,
first row: Jim Flin, Louis Gold, Norman Rellinger, Barney Stolemaker,
S. Katz, S. Simon. Second row: Sam Winston, Joe Sugarman, Bill Tanner,
Fred Bennett, Jack Ryan. Top row: M. Hogan, Harry Wills, M. Felts,
Lester Rice, Jack Alleman. Gold is now with Dick's Paramount Shows, Inc.

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.

BILLPOSTER WANTED. LONG HANDLE, ONE
also who understands construction. No
ticket. **MAURICE CALLAHAN & SONS**, Pitts-
field, Mass.

CAN ALWAYS USE MUSEUM HELP—FREAKS,
Working Acts, Oriental Dancers. Open year
around. **SHOWETERIA**, 452 S. State St., Chi-
cago, Ill. je5

FIVE-PIECE GIRL ORCHESTRA WITH ONE OR
two Dancers, or Small Hawaiian or Vaudeville
Unit with Music. Steady June, July and Au-
gust. State wages. **EDDIE'S NIGHT CLUB**,
Wis Dells, Wis.

GIRLS — DANCERS, SINGERS; ALSO GIRL
Strollers, Engagement unlimited. Don't
misrepresent. Send photo if possible. **CLARK'S**
NITE CLUB, 161 Seneca, Buffalo, N. Y.

LEAD ALTO SAX AND CLARINET. MUST
swing section. No amateurs. Young, sober,
reliable. Steady work. **BOX C-252**, Billboard,
Cincinnati, O.

LINE GIRLS DOING SPECIALTIES, TAP AND
Ballet. Steady work, good salary, wardrobe
furnished. **BETTY BRYDEN**, 832 Fox Theater
Bldg., Detroit, Mich. je19

MED. PEOPLE — ALL LINES, INCLUDING
Pianist. Paid nightly. State all and lowest.
Pay own. Concession open. **JACK MOULAN**,
Bridgeton, N. J.

SWING MUSICIANS, ALL INSTRUMENTS,
join on wire June 5th. Small band split
twenty-five average. **HAROLD ELERDING**,
Minot, N. D.

WANTED—PRODUCER TO PUT ON BOWERY
Shows. State experience. **C. P. ARBOGAST**,
152 N. Center St., Casper, Wyo.

WANTED—TENOR SAX DOUBLING CLARINET.
Immediate opening on unit. Wire **JACK**
VAN, First National Bank Bldg., Charlotte,
N. C.

WANTED STRING BASS MAN—READ OR JAM.
Prefer one who doubles. Must be young,
sober, dependable and single preferred. Good
steady year around salary job to the right man
who is looking for something that has a future.
State all, name doubles, give phone number.
BOX 2011, Wichita, Kan. je5

WANTED AT ONCE—PRODUCING BLACK-
face and Piano Player for Medicine Show.
Write or wire. **PI-ONO MEDICINE SHOW**,
Minersville, Pa.

WANTED—EXPERIENCED COLORED MED.
Performers, who double, A-1 Straight Man,
must know Med. Acts. George Washington
Edwards, Miles Washington, Toodlum Too-
sweet, wire **CHIEF VAN REDFEATHER**, Gen-
eral Delivery, Dayton, O.

WANTED IMMEDIATELY — ACCORDION
Player. Experienced. Also Strip Tease
Dancers. Experience not necessary. Write,
stating all. **ED. FERRERII**, Gen. Del., Natrona,
Pa.

WANTED—9-PIECE LEADERLESS ORCHESTRA.
Doubling. Fully equipped with transporta-
tion. Cut floor shows and rumbas. **LEADER**,
Box 245, Billboard, Chicago, Ill.

WANTED—MECHANICAL MAN OR WOMAN.
They Dunn and wife answer. **DOC GAR-**
FIELD, Hall of Science, care Cetlin and Wilson
Shows, York, Pa.

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A CATALOGUE OF MINDREADING MENTAL
Magic, Spirit Effects, Horoscopes, Buddha
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Books, Crystals, Lucky Pieces. Most complete
line in world. New 140 illustrated page cat-
alogue, 30c. **NELSON ENTERPRISES**, 198 South
Third, Columbus, O. je5

DEVIL'S RIBBON—A REAL CUT AND RE-
stored Trick that will fool magicians. Price
50c. **L'KORAN**, 150-12 Nineteenth, White-
stone, L. I., N. Y.

ILLUSIONS WANTED—HIGHEST PRICES PAID
cash. Nothing too large or too small. Any-
thing in Magic wanted. **BERT FRANK**, 1119
S. St. Louis Ave., Chicago, Ill.

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25c. **MAX HOLDEN**, 220 W. 42d St., New
York City. je12x

MAGIC TRICKS AT LOWER PRICES. SOUTH'S
largest line. My famous "Book 1,000 Won-
ders" and "50 Magic Mysteries" postpaid 10c.
Write today. You will be surprised. **LYLE**
DOUGLAS, Station A-9, Dallas, Tex. x

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT
prices. Our new Photostrip Outfit, 1 1/2"x2,
or 2 1/2"x3 1/2, complete, \$14.00. **WABASH**
PHOTO SUPPLY, Terre Haute, Ind. je5

ARMADILLO BASKETS, LAMPS, ETC.—WRITE
for our low interesting quotations. They are
different and distinctive. **APLET ARMADILLO**
FARM, Comfort, Tex.

BARBECUES — INTERIOR AND EXTERIOR
models, gas and coke fired. Write for cat-
alogue. **PEARLESS STOVE & MFG. CO., INC.**,
Columbus, O. je5

LAUGHING MIRROR SHOWS GET THE MONEY
at parks, carnivals, fairs, museums, etc. Small
investment, big returns. **C. J. MURPHY**,
Elyria, O. je5

NEW POWERFUL 1,000-WATT FLOODLIGHTS.
Suitable backgrounds, shows, playgrounds.
MILLER SURPLUS, 2553 Madison, Chicago. je5x

NEW "VELVO" FROZEN CUSTARD AND ICE-
Cream Machines, complete freezing and
storage unit, \$159.00. Write **FROZEN CUS-**
TARD CO., Gastonia, N. C. je19

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Two Free Enlargement Coupons, 25c. Re-
prints, 2c each, 100 or more. **SUMMERS'**
STUDIO, Unionville, Mo. je12x

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x 1 1/2 In., \$4.75 roll. Write for free catalog.
HANLEYS PHOTO CO., 205 East 12th St., Kan-
sas City, Mo. je5

4-FOR-DIME OPERATORS MAKE BIG SAVINGS.
New 3x4 Camera, \$105; Photo-Strip Jr.,
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mirrors, supplies of all kinds. Write for cat-
log. **MARKS & FULLER, INC.**, 44 East Ave.,
Rochester, N. Y.

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BIG ANNUAL CLEARANCE EVENT IS NOW ON.
Save 20 to 50%. Projectors, Sound Equip-
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Supplies; everything for the theatre. Send for
Big Bargain Book. **CONSOLIDATED THEATRE**
SUPPLY CORP., 1600-B Broadway, New York.
je5

DO NOT CONSIDER BUYING PORTABLE
Sound Projectors unless you actually try them
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are more than satisfied with it. We also ship
films for screening purposes. **WESTERN FEAT-**
URE FILM & SUPPLY CO., 1018 S. Wabash
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EXCEPTIONAL BARGAINS IN PORTABLE AND
Stationary Sound Projectors, Chairs, Screens,
Stereopticons, etc. Complete stock theater
accessories. Free catalog. **MONARCH THE-**
ATRE SUPPLY CO., Memphis, Tenn. je5

HAVE PROSPECTS TO BUY AND SELL 35
16MM. Portables. Write needs or what you
have for sale. **F. SHAFER**, Washington, Ind.

MOVIE ROAD SHOW BARGAINS—35MM.
Sound Portables, complete. Limited quan-
tities. DeVry, Weber, Universal, with Ampli-
fiers, Speakers. Every equipment fully guar-
anteed. Savings to 50%. Special Bulletin.
Also 16MM. Sound Projectors. **CONSOLIDATED**
THEATRE SUPPLY CORP., 1600-B Broadway,
New York. je5

"OH YEAH!" 8 REELS FEATURING ROBT.
Armstrong and Jimmie Gleason, worth \$75.00,
bargain, \$37.50. One, two-reel Comedy, \$14.00.
One Short Cartoon Reel, \$6.00—\$48.00 takes it
all. First wire deposit gets it. Advertising on
feature, free examination allowed. **OAK**
STORAGE CO., Armitage and Western Ave.,
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ROAD SHOW EXHIBITORS — COMPLETE 9
Reel, late 16mm. Sound Programs, \$20.00
week. Fine prints. Tremendous selection.
EASTIN PICTURES, Davenport, Ia. je12

ROAD-SHOW SOUND SPECIALS—WESTERN.
Actions, War and Passion Plays. Write
APOLLO EXCHANGE, 117 So. 9th St., Newark,
N. J. je5x

SALE! 35MM SOUND, SILENT BARGAINS!
Lists 3c. Will trade Sound Films for Silents.
Want Silent Projector. **PAUL OAKLEY**, Nel-
sonville, O. x

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plated, in first class condition. Any reason-
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PERSONALS

ANXIOUS TO LEARN PRESENT STAND OF
Astrologist Theodore Harrison or troupe.
Anyone having his present address please write
MR. P. W. BELKE, care Billboard, Chicago.

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL
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Two Studios. Professional Artists' finest ma-
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FOR SALE—COMPLETE 40x75-FT. PUSH POLE Tent. Ideal Seat Ends and Light Plant, \$450 cash. 1432 Elmwood, Berwyn, Ill.

HEADQUARTERS FOR TENTS (ALL SIZES), Sidewalk, Bally Curtain, Pits, Tarpsulins, Curtains, Banners, Chairs, Tables. Big bargains. **UNIVERSAL**, 849 Cornelia, Chicago.

UMBRELLA TENTS, ALMOST NEW, 9x9, WITH floor, \$10.80 while they last. Hurry, hurry. And "Bally Curtains. **KERR CO.**, 1954 Grand, Chicago.

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UNUSUAL BUSINESS CARDS, \$1.00 PER 1,000. Samples for stamp. **SPRINGER PRINT**, Miami, Okla.

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LEO DEMERS, EUROPEAN ACROBATIC NOV-elty. 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.

AT LIBERTY AGENTS AND MANAGERS

EXPERIENCED TEN-IN-One or Side Show Manager at Liberty. State your best in first letter. **BOX C-255**, Billboard, Cincinnati, O.

PUBLICITY MAN, YOUNG, DESIRES TRAVEL-ing with advance crew of carnival or show troupe. Anxious learning business. Free to join on notice. Good promoter and experienced dealing with professional people. Write or wire at once. All offers answered. **L. M. HULL**, 1420 Winter St., Superior, Wis.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY JUNE 1—UNI-versity Campus Band. 10 fine personalities, featuring modern Glee Club. Excellent Vocals. Arrangers. Send recordings. **BOX C-247**, Billboard, Cincinnati, O.

AT LIBERTY—SEVEN-Piece Orchestra Doubling 25 Instruments. Novelty versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms, latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. **BOX C-258**, The Billboard, Cincinnati, O.

HERB KING AND HIS KING—Kongs. White Eight-Piece Standard Swing Band, featuring Grl Director playing Violin, Imperial Marimba, Vibra-Harp. 318 Oak, Nogales, Ariz. **my29**

LEADING MIDDLE WEST COLLEGE BAND—Union. Available June 14. Desires only first-class location or several two-week spots. Prefer to go East. Has played leading jobs here in this section for past five years. References, pictures. Ten men and girl singer. For details write **ORCHESTRA LEADER**, 1312 W. University, Urbana, Ill. **my29**

MODERN FIVE-PIECE ORCHESTRA—HOTEL, Resort Club. Open May 30. Violin, Sax, Trumpet, Drums, Piano, Doubles, Vocals, Special Arrangements. Vaudeville experience. Play sweet or swing. Closing eight months' engagement at local hotel. **CHAS. STROUD**, 23 Monroe Ave., Oshkosh, Wis. **my29**

TWO DE VRY 35 MM. SOUND ON FILM PORT-able Projectors with Amplifiers, ready to use, like new. Price each, \$225.00, guaranteed. **BASS CAMERA COMPANY**, 179 West Madison St., Chicago, Ill. **my29**

RAY HUMMEL BAND—6-8 or 10-pieces, desires engagement with park, club, ballroom or hotel. Two weeks' notice with contract necessary. Wire, write **BALLROOM**, Silver City, N. M. **my29**

NATIONALLY KNOWN 11-Piece Well Organized Unit. Grl Vocalist, Front Man. Wide experience, personality plus. Capable of M.C. Floor Shows, 13 People in all. Closing six month engagement at one of the country's largest and most exclusive clubs May 29th. All gentlemen as well as versatile musicians of modern dance style. Interested in location only at only \$375 weeks. Write details to 700 S. 18th St., Omaha, Neb. Phone, Jackson 4118.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—CLOWN POLICEMAN, CIRCUS, fairs, celebrations, walk arounds. Mule and Advertising Wagon. References. **BROWN THE CLOWN**, Gables, Mich.

A-1 MECHANIC AT LIBERTY—Expert Repair Man. Sober, reliable. Have car and trailer. tools. Salary must be in keeping with responsibility position. Join on gas and oil money, sent thru. **O. TED DANIELS**, Hanover, Wis. **my29**

THOROUGHLY EXPERIENCED Grl. Counter Man and Cook, Concessionaire. Single, will travel anywhere. References exchanged. For full particulars write **M. N.**, 801 W. High St., Mt. Vernon, O.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY MAY 28TH—DRAMATIC TEAM. Man, 50, six feet, weighs 150. General business. Lady, 30, five feet five, weighs 118. Ingenu type, specialties, scripts. Direct if desired. Good studies, modern wardrobe. Go anywhere, prefer Midwest. Have car, no transportation required. **JACK PARSONS**, 107 Melbourne St., Detroit, Mich.

AT LIBERTY MAGICIANS

FEATURE ILLUSIONS AND MAGIC WITH NICE flash. Week's change. Wife assistant. Have P.-A. System. Prefer med. State all in first letter. **G. HAMMOND**, Hugo, Colo. **my29**

AT LIBERTY JUNE 20 for Hotels, Clubs, Etc. Young, good appearance, beautiful costumes, latest illusion and other effects (Chinese Chopper, Disembodied Princess, Bullet-Proof Girl, etc.) Would also consider joining other good magician or act. **PATEEN**, Box 790, Billboard, New York.

AT LIBERTY MISCELLANEOUS

SECRETARY-TREASURER—Fast Typist, Book-keeper. Can handle Social Security records. Sell tickets. Age 29. Honest, sober, dependable. Double stage. **JERRY ELLER**, Box 601, Stockton, Calif. **my29**

AT LIBERTY M. P. OPERATORS

MOTION PICTURE CAMERA MAN—Wishes con-nection with Short Subject, Promotional or Advertising Film Concerns. Ten years' experience on travelogue, scientific and educational films; also miniature and trick photography. Have full equipment. Will travel. **DANIEL ALBERGO**, 26-22 30th St., Long Island City, N. Y. **my29**

AT LIBERTY MUSICIANS

STRING BASS AND SOUSA-phone. Available June 1. Experienced, Reasonable offers considered. Address **ARNIE SIMMONS**, 617 Haskins St., Lake Geneva, Wis.

A-1 DRUMMER — \$1,000 FLASH OUTFIT. Age 29, sober and reliable. Experience dance band, night clubs, shows and hotels. Modern with plenty swing and flash. Play any style. Only reliable organizations that pay off write. Photos upon request. **JOHNNY J. GASTON**, 2006 Madison Ave., Toledo, O.

A-1 SAXOPHONE, ALTO, TENOR, CLARINET. Baritone and Bass Clarinet. Read, take-off. All essentials for dance or hotel. A gentleman. Go anywhere. **BOX 2150**, Beaumont, Tex.

ACCORDIONIST—WELL EXPERIENCED WITH Trio, Band, Radio. Union, young, neat, new instrument. Fake, swing anything. Can leave immediately. North preferred. **JACK ELLIOT**, 3014 Tracy, Kansas City, Mo.

AT LIBERTY — SWING BASS, DOUBLING String Bass and Trombone. Wife plays Piano and Sing. Panics lay off. **SANDY WATSON**, 1910 Prospect, Indianapolis, Ind. **my29**

AT LIBERTY — TRUMPET PLAYER, DANCE experience. No panics, dependable. Prefer Wisconsin. Non-union. Write or wire **DICK DAVIS**, 326 First St., Greenfield, O.

AT LIBERTY JUNE FIRST—LEAD ALTO SAX, Clarinet, Baritone. Large band or jam outfit. Read, phras, ride. References. Will cut off no notice. Location only. **"VIC" HOAGLAND**, Mt. Vernon Rd., Cedar Rapids, Ia.

BAND DIRECTOR—INSTRUCTOR—JUNE 11 FOR summer. Ninth year band instructor Birmingham Public Schools. Young, union, good appearance. Play trumpet, college degree. State Teachers' Certificates Alabama and Florida. **BAND DIRECTOR**, 1410 17th Ave. So., Birmingham, Ala. **my29**

DRUMMER WITH FEATURE VOICE DESIRES connection with band having prospects for good future. Young, clean-cut, sober, reliable. Best equipment, including vibraphones. Positively cut stuff. State best in first. Wire or write **PAT C. SMITH**, West Hotel, Sioux City, Ia. **my29**

FLUTIST—THOROUGHLY ROUTINED. ALL propositions welcome. Write particulars. **BOX C-256**, Billboard, Cincinnati, O.

GRL STRING BASS — EXPERIENCED, CAN read, fake and cut anything. Wishes connection with reliable band. Location preferred. **MARGARET RALSTIN**, 630 W. Miseltoe, San Antonio, Tex.

HAWAIIAN GUITARIST WISHES TO JOIN Hawaiian Troupe or Carnival. Can play Spanish guitar. **E. BIGGER**, Sheldon, Ill.

RHYTHM DRUMMER—YOUNG, THOROUGHLY experienced. Steady tempos, swing, read spots. Want location with band that pays off. **BOX C-226**, The Billboard, Cincinnati, O. **my29**

TROMBONE, FORMER TROUPER, WANTS CON-nection. Specially Musical Band. Location only. Double Sousaphone, Small hotel, club, restaurant orchestra. Write if steady. **BOX C-229**, Billboard, Cincinnati, O. **my29**

STRING BASS AT LIBERTY JUNE 5—LOCA-tion preferred. Allow for forwarding mail. **BOX C-257**, Billboard, Cincinnati, O.

STRING BASS—ALSO DO VOCALS, YOUNG, dependable, good rhythm man. Available June 10 or immediately if necessary. **BY JONES**, 507 15th Ave., Southeast, Minneapolis, Minn.

TENOR SAX, DOUBLES CLARINET, GOOD Swing Man. Can play Lead Tenor, Read, Fake. Plenty experience. Age 23, reliable. Only definite steady work, no one nighters. Half fare if far. All details first letter or wire. **BERNIE**, 6 Bock Ave., Newark, N. J.

TROMBONE, DOUBLING ALTO SAX, CLAR-inet. Union, experienced. Write **ED. CARR**, Hotel West, Sioux City, Ia.

BASSOONIST—Several years' experience, wishes correspondence with good concert band or orchestra. Music side line if necessary. **WM. O'NEILL**, 740 No. Dearborn St., Chicago, Ill. **my29**

DRUMMER-TRUMPET — Complete Pair Set. Plenty good experience. Trumpet, read, tone, ride, etc. Prefer location. Panics lay off. Liberty June first. Write **ROY HAMBERG**, Conway, Ark.

FINE TROMBONIST wants job with good band. Immediately. All essentials, read, fake, modern range, tone, take off. Also fine feature singer. Anybody needing fine man wire me immediately. Prefer location but anything considered if it pays off. Will cut it, distance no object. If job good. Absolutely no ham. Plenty experience with fine name bands. Wire **SLIM BURNS**, Norfolk Apts., Los Angeles, Calif.

MUSICAL DIRECTOR—Leader, Unit, Vandeville, Production. Twelve years' experience. Formerly Levee, Fox. Finest references. Modern. Will locate, travel. **MUSICAL DIRECTOR**, 436 Crown St., Brooklyn, N. Y.

PROFESSIONAL DRUMMER—Union, 5 years' experience, wants job in dance or stage orchestra. Read, phras, phras, phras. **LAY FRANCIS LITTLE**, 2816 Penna Ave., N. W., Washington, D. C.

SAX, ALTO AND TENOR, doubling Cello and Voice. Read and fake. Modern take off. 34 and neat appearing. **MUSICALIAN**, Court Place Hotel, Room 23, Denver, Colo.

TROMBONE—Neat, young, reliable. Good tone, swing take-off, read anything. Sing and arrange. Go anywhere. Don't misrepresent. **MU-RIAN J.**, 3124 Ridge Ave., Chicago, Ill. **my29**

TWO YOUNG LADIES—Violin, Piano. Experi-enced all musical lines. Read, fake, absolute pitch. Appearance, personality. State salary first letter. **TALITHA BOTSFOED**, 1718 W. Church, Elmira, N. Y.

WELL-KNOWN BAND DIRECTOR, Teacher Band Instruments. Experience in High School, College and Industrial Bands. Best reference and documents of qualification furnished. **MUSIC MASTER**, 310 S. Broad St., Lansdale, Pa. **my29**

1ST ALTO SAX—Duplicate any style. Clarinet, Legitimate and Fast Chicago style take-off. Sax-Clarinet together at same time for act. Can play wire and will consider any style band. **DOO KAHNE**, 6712 Deary, Pittsburgh, Pa.

AT LIBERTY PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO.**, Clayton, N. J. **my29**

ART ZIKE & HIS FAMOUS Educated Horses, Starring Redskin, the Equine Graduate. Have few fair dates and July 4th open. **A. M. ZIKE**, Sidney, Neb.

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Ad- dress Humboldt, Tenn. **my29**

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. **my29**

BALLOONIST OPEN FOR Engagements. **HARDIE DILLINGER**, 1006 West 6th, Little Rock, Ark.

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. **my29**

WILLIAMS AND BERNICE, Trampoline, Aerial, Dog Act, Rube Hay-wagon. **Billboard**, Cincinnati. **my29**

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. **my29**

ATTENTION — BALLOON ASCENSIONS FUR-nished by experienced operators. Three to five parachute drops. Parks, fairs, carnivals. References furnished. **O. E. RUTH**, 1021 Collier St., Indianapolis, Ind.

BALLOON ASCENSIONS—FURNISHED REA-sonably. Death Defying Parachute Acts. **ARMSTRONG BALLOON CO.**, New Canton, Ill. **my29**

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. **ETHEL PRITCHETT**, 329 Indiana St., Danville, Ind. **my29**

BINK, KING OF THE SLACK WIRE—THREE acts; Wire, Trapeze and Comedy Juggling, all real acts. **GEO. BINK**, R. 1, Box 112, Cudghy, Wis. **my29**

CARMENE'S CIRCUS REVUE — 5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address **P. O. BOX 21**, Williamston, Mich. **my29**

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. **BOX C-223**, Billboard, Cincinnati. **my29**

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. **LA-BLONDE TROUPE**, 915 Court St., Pekin, Ill.

WIRE ACT AND HIGH TRAPEZE ACT FOR Fairs and Celebrations. Price reasonable. **BOX C-222**, Billboard, Cincinnati. **my29**

AERIAL COWDENS—Three separate and distinct act-stepping acts. Double Trapeze, Comedy, Revolving Ladder and Illuminated Swing Ladder. If you want snappy acts that will please your patrons, send for literature and price. Address care **Billboard**, Cincinnati, O. **my29**

A ONE-RING CIRCUS for your free attraction, with Performing Monkeys, Baboon and Trampoline, Lady Fancy Rope Spinner, Clown Acts and other circus novelties at a price that will surprise you. For illustrated description, price, etc., address **LATHEAM'S CIRCUS ATTRACTIONS**, Billboard, Cincinnati, O.

AT LIBERTY—New Kiddie Merry-Go-Round and Wheel. **BAKER**, 334 E. Mountain Ave., Ft. Collins, Colo.

AT LIBERTY—Rice's Troupe of Comedy Pigs and Dogs for Fairs, Parks and Circuses. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

CHARLES LA CROIX—Original Outstanding Not-elty Trapeze Act. A high-class platform free trapeze equipment. Special large advertising posters free. A Real Act, elaborately costumed. Price reasonable. Address **CHARLES LA CROIX**, 1304 South Anthony Blvd., Fort Wayne, Ind.

CLOWN MOTORCYCLE COP on Funny Prop Ma-chine. Platform, track, strob. Comedy Juggling. **JAY COMEDY** has general clowning. Played biggest. **ART ATILLA**, Billboard, Chicago.

PAMAHASKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Pamahaska himself for this attraction. Address **GEO. E. ROBERTS**, Manager Pamahaska's Studio, 515 W. Erie, Philadelphia, Pa. Telephone **SAGMORE 6586**.

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair steps and uses a globe act. Something that is different. Two people wire act and a juggling act. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. **my29**

AT LIBERTY

PIANO PLAYERS

MAN PIANIST FOR SUMMER Resort Hotel. BOX C-254, Billboard, Cincinnati, O.

ENTERTAINING PIANIST—COCKTAIL ROOM or Show. CARL WHYTE, Washington Hotel, Chicago, Ill.

EXPERIENCED PIANIST—SONGS, NOVELTY, Solos. Excellent reader, appearance, ability. Reliable. MAURICE LUCKETT, Eddyville, Ky.

PIANO MAN—YOUNG, DEPENDABLE, READ, fake. Club, orchestra, shows. Write, wire DICK BALLARD, Greeley, Colo.

PIANO MAN WITH EXPERIENCE WANTS JOB. Double Stage or Vocal. Reliable, sober and not afraid to work. LEON STRAIN, Dunkerton, Ia.

EXPERIENCED PIANIST. Arranger. Double Violin, Trombone. Young, sober, reliable. Modern take-off, read or fake anything. Non-union, but willing to join. Location preferred but consider travel. JACK RODGERIS, N. St. Sta., Nacogdoches, Tex.

EXPERIENCED GIRL PIANIST—Youth, refinement, appearance. Reads, fakes. Dance, dinner music. Only registered. Please write salary. GLADYS MORRISON, 612 Jefferson, Elmira, N. Y.

AT LIBERTY

SINGERS

AT LIBERTY—FINEST TYPE VOCALIST. Double Spanish Guitar. Best qualifications. RAY DONNELLY, 45 Scheerer Ave., Newark, N. J.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY FOR CLUBS, TABS OR DRAMATIC Shows. Male. 22 years, brunette, small parts, excellent voice, violin solos, ballads and classical numbers. Wardrobe, ability. Prefer south. Salary your limit. Only reliable shows reply. P. O. BOX 462, Thomasville, Ga.

LADY PERFORMER, DOING SINGING, DANCING, Talking Specialties. Changing 10 nights. A-1 in acts, bits; prefer medicine show. State salary. Join at once. GUSSE FLAMME, Gen. Del., Troy, N. Y.

TWO NATIVE HAWAIIANS, MAN AND LADY. Sing, Play and Dance. Have two Electric Guitars (Hawaiian Steel Guitar and Standard). Elaborate wardrobe, nice photos. A flashy novelty act. Suitable for feature with floor shows, band, park, hotel, vaudeville. Have car. Sober, reliable, union. Open for summer June 21. BILL AND LELI, care Billboard, Cincinnati, O.

AT ALTO SAXOPHONE, Clarinet, Read, fake, transpose. Excellent Baritone. Play two clarinets at once. Feature "Musical Lyre" also play three clarinets at once and Musical Bells with my feet. A real novelty. Youth, appearance collect wires. ROOM 309, 666 North State St., Chicago, Ill.

AT LIBERTY for Med. or Week Stand Tent Shows. Single Lady, solo Pianist, modern Singing Specialties. Versatile, reliable performer. BOX C-254, The Billboard, Cincinnati, O.

AT LIBERTY—Comedian Blackface or Eclectic. Up in acts and bits. Singing and talking specialties. Play own accompaniment. Change for week. Salary your top. Join in wire. LEO BERNHEIM, Raleigh Hotel, 650 N. Dearborn St., Chicago, Ill.

AT LIBERTY—A Straight Man. Real singing voice. Day do comedy. Character Comedy. Good dresser on and off. Strictly sober, reliable, fully experienced performer. Also experienced Med. Man. Up in all acts and bits. Please mention salary. Call day for letters to be forwarded. Address L. W. DAVIS, Gen. Del., Stephenville, Tex.

AT LIBERTY—Comedy Singing-Talking Team. Man Irish, Black. Woman straight and character. Up in acts and bits. Sober, reliable, experienced. Plenty of changes. Have car and trailer. Please state salary limit in first letter. FRANK VARDILL, Gen. Del., Waukesha, Wis.

BLACKFACE PRODUCING COMIC—Reliable, sober, Banjoist, Play own songs. Plenty changes. Join now. No advance. Address TOT YOUNG, 1824 East 83rd Terrace, Kansas City, Mo.

DANCER—Adagio, Apache, Ballroom, Trio, Quartet, 6 ft., 174 lbs. Good catcher, cannon, etc. JOE TITZBERG, 1505 So. Kedzie Ave., Chicago, Ill., Phone Rockwell 1376.

LADY VENTRILOQUIST—A-1. Seven routines. Puppet snakes, spits, laughs, yawns. Cleveland all winter. Literature. Change two weeks on Med. Work acts, straight or character. Oldtime Accordion. Melodiphon. Singing. Plenty of changes. Some Singing, Dancing. Have car, house trailer. Need gas advance. Will secure. No mountings. State best in first. DOLORES DUSHANE, Paulding, O.

NEW SHOW STOPPER for Clubs, Hotels, Vaudeville. Bits from popular musical Dramas. Girl does "Rain," etc. Man does "Crazy at Bat," "Dan McGrew," etc., profane style. Well known performers. FREDERICK DUKE, Billboard, Chicago, Ill.

NOVELTY MUSICAL ENTERTAINER—Features seven Specialties, such as playing three Clarinets at same time, Saxophone and Clarinet at same time, etc. About 10 years' stage experience. Good appearance. BOX 701, Billboard, 1504 Broadway, New York.

TEAM—Boy Thirteen; Girl, Twelve. Sing, Tap, Acrobatic. Experienced, plenty of numbers, excellent wardrobe. Last summer San Diego Fair and Hollywood. Wm. ADAMS, 4236 Fairfield, Ft. Wayne, Ind. j612

VERSATILE NOVELTY TEAM—Salary or percentage. Have complete med. outfit. Lecturer or team write GLENNY AND FORD, Billboard, Cincinnati, O. m329

VERSATILE TEAM—Specialties, Singing, Novelty Acts. Both do parade and good dancing. Medicine shows answer too. SLOWMAN, 303 W. Lee, Sapulpa, Okla.

LISTS

(Continued from page 71)

Marion—State Rainbow Div. Veterans Assn. June 4-5. Irvin C. Henry, 131 N. Main st., Mt. Airie, O.
Milledale—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, O.
OKLAHOMA
Enid—Veterans of Foreign Wars. June 12-15. E. H. Williams, State Capitol Sta., Oklahoma City.
Oklahoma City—Junior Order. July 20. McClain.
Tulsa—Dramatic Order, Knights of Khorassan. Aug. 10. T. H. McCay.
Tulsa—State Florists' Assn. Early in July. F. J. Ruedel, Stillwater, Okla.

ALBANY—American Legion. Aug. 12-14. Astoria—Order of Eagles. June 24-26. J. R. Voorhes, 310 S. W. Columbia st., Portland.
Portland—Un. Spanish War Veterans. July 11-15. Geo. F. A. Walker, 326 Morgan Bldg.
Astoria—Veterans of Foreign Wars. July 1-3. C. C. Kelley, Northland Hotel.
Portland—A. F. & A. Masons. June 16-18. D. R. Cheney, Masonic Temple.

PENNSYLVANIA
Catsqua—Four Co. Firemen's Assn. June 17-18. Chief Wm. Ernst.
Harrisburg—Order of Red Men. June 8-10. C. E. Bell, 1523 W. Girard ave., 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 Trillee ave., Waynesboro, Pa.
Philadelphia—Order of Odd Fellows. June 6-10. Frank Shannon, 1516 N. 16th st.
Philadelphia—Knights of Pythias. Aug. 17-18. H. F. Trumbre, 1328 Chestnut st.
Philadelphia—Supremacy Foresters of Amer. Aug. 24-25. T. M. Donnelly, 591 Summit ave., Jersey City, N. J.
Pittsburgh—Int'l 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.
Pottsville—Firemen's 6-County Conv. June 14-19. Chas. Haussmann.
Reading—Foresters of Amer. Aug. 15. J. J. Kelley, 845 N. 63d st., Phila.
Reading—Veterans of Foreign Wars. June 24-26. C. A. Gnau, 306 Dauphin Bldg., Harrisburg, Pa.
Spangler—Cambria Co. Firemen's Assn. Aug. 1-7. Robert Whales, 100 W. 1st.
Sunbury—Order of Eagles. June 13-15. Walter Culp, 607 Walnut st.
Tyrone—Central Dist. Vol. Firemen's Assn. Aug. 18-19. W. F. Hiller.
Van Hook—Union Meland Co. Firemen's Assn. June 14-19. T. E. Henry, 104 W. Monroe st.
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.
Columbia—Knights of Pythias (Colored). July 27. J. B. Lewis, 701 Richland st.
Florence—Spanish American War Veterans of Foreign Wars. June 12-14. Wm. A. DeLoach, Columbia.
Greenville—Dis. Veterans of World War. June 2-3. L. Johnson.
Rock Hill—American Legion. Aug. 1-3.

SOUTH CAROLINA
Aberdeen—A. F. & A. Masons. June 8-9. W. D. Swain, Box 942, Sioux Falls, S. D.
Brookings—G. A. R. of S. D. June 1-4. May Sampson.
Pierre—Un. Spanish War Veterans. June 13-14. J. Johnson, Sioux Falls, S. D.
Redfield—Odd Fellows' Encampment. June 15. C. E. Gibson, Salem, S. D.
Redfield—Order of Odd Fellows. June 14-18. L. L. Trotter, Box 57, Huron, S. D.
Sioux Falls—American Legion. July 26-28. J. C. Muller, Box 53, Watertown, S. D.
Watertown—P. of H. State Grange. June 8-10. V. Katsch, Fairburn, S. D.

TENNESSEE
Memphis—Veterans of Foreign Wars. June 13-15. J. Storch, 337 Madison st.
Nashville—American Legion. Aug. 22-24. Guy H. May, War Memorial Bldg.
Tullahoma—Knights of Pythias. Aug. 23.
Austin—Un. Spanish War Veterans' Assn. July 20-22. H. H. Daugherty, 700 S. Haskell ave., Dallas.
Beaumont—Veterans of Foreign Wars. June 20-23. W. J. Gates, 1514 Ave. O, Galveston, Tex.
Fort Worth—State Florists' Assn. July 13-15. W. E. Adkinson, Box 876, Greenville, Tex.
Galveston—Junior Order. July 12. W. Lee, Dallas.
Port Arthur—State Firemen's Assn. June 8. Olin Culbertson, 64 Capital st., Austin, Tex.
San Angelo—American Legion. Aug. 22-24. Waco—Order of Red Men. Aug. 24-25. C. R. Lenke, 415 Austin ave.
HELPER—State Moose Assn. Aug. 1. B. Redington, Veterans of Foreign Wars. June 4-6. H. J. Thomas, 335 E. 27th st., S., Salt Lake City.
Midvale—State Firemen's Assn. Aug. 1. J. J. Creedon, Box 25, Bingham Canyon, Utah.
Nashville—American Legion. Aug. 22-24.
Barre—Veterans of Foreign Wars. July 16-17. W. Smith, Montpelier, Vt.
Burlington—Un. Spanish War Veterans. July 17. F. Boehner, Winoski, Vt.
Montpelier—American Legion. July 29-31. I. E. Edwards.
St. Albans—Knights of Pythias. May 26. F. A. Whitaker, 26 West st., Bellows Falls, Vt.

VIRGINIA
Charlottesville—Un. Spanish War Veterans. July 1. L. R. Rust, Richmond.
Charlottesville—State Firemen's Assn. Aug. 1. 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.
Norfolk—Order of Eagles. June 10-11. W. T. Robinson, 703 Court st., Portsmouth, Va.
Richmond—Order of Odd Fellows. May 24-26. T. W. Davis Jr.

Richmond—Order of Elks. Aug. 9-10. H. E. Dyer, Elks Home, Roanoke, Va.
WASHINGTON
Aberdeen—Order of Moose. July 1. J. F. Pearce, Vancouver, Can.
Bellingham—Junior Order. July 23-24. C. E. Riggs, 2814 Rainer ave., Seattle.
Bellingham—State Elks Assn. July 29-31. Lois B. Egan, Elks Club, Walla Walla.
Everett—State Firemen's Assn. June 17-19. Hugh M. Leslie, Auburn, Wash.
Hogium—Order of Eagles. June 11-13. P. R. Trubshaw, Snohomish, Wash.
Fuyallup—Order of Red Men. Aug. 9. W. Spokane—Pacific Coast Assn. Fire Chiefs. Aug. 16-19. Wm. Payne, City Hall.
Spokane—F. & A. Masons. July 15-17. H. W. Tyler, Masonic Temple, Tacoma, Wash.
Vancouver—Order of Odd Fellows. June 22-24. L. J. Jones, 602 Fawcett st., Tacoma.
Vancouver—Odd Fellows' Encampment. June 28. G. R. Chamberlin, I. O. O. F. Temple, Tacoma.
Walla Walla—P. of H. State Grange. June 1-4. F. W. Lewis, 3843 Morgan st., Seattle.
Walla Walla—American Legion. Aug. 19-21. M. M. Richardson, 6 Whitman st.
Wenatchee—Veterans of Foreign Wars. June 16-18. H. Stengel, Seattle.
WEST VIRGINIA
Charleston—Knights of Pythias. Aug. 25. V. J. W. Scott, Box 109, S. Charleston.
Charleston—American Legion. Aug. 20-23.
Clarksburg—P. M., Order of Odd Fellows. June 8. F. A. McParlin.
Fairmont—Spanish War Veterans. June 21-23. Jos. A. Lang, 422 Raymond st.
Fairmont—G. A. R. Encampment. June 7-9. T. Carder, Parkersburg, W. Va.
Huntington—Junior Order. Aug. 27-28. R. F. Lambert, Box 81.

WISCONSIN
La Crosse—Order of Odd Fellows. June 1-2. A. M. Arveson, 745 N. 10th st., Milwaukee.
Milwaukee—American Legion. Aug. 8-10. G. H. Stordock, 225 E. Michigan ave.
Milwaukee—Un. Spanish War Veterans. July 18-25.
Portage—Knights of Pythias. Aug. 17-18. V. E. Moser, 701 Caswell Block, Milwaukee.
Racine—Order of Eagles. June 23-26.
Kiel—Order of Red Men. Aug. 10-11. A. W. Greve.
Wausau—Veterans of Foreign Wars. June 24-28. A. Vandenberg, Wisconsin Rapids.
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. Cheyenne—Lowndes, Masonic Temple, Casper, Wyo.
Cheyenne—Order of Eagles. July 12-18. Fred Hughes.
Douglas—Knights Templar & R. A. Masons. June 21-22. R. H. Repath, Box 816, Cheyenne, Wyo.
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.
Rawlins—Un. Spanish War Veterans. June 20-22. E. D. Goble, 1033 S. Ash st., Casper.
Rock Springs—Veterans of Foreign Wars. June 27-29. W. E. Bley, Box 701.

NEW BRUNSWICK
Amherst, N. S.—A. F. & A. Masons. June 9. J. C. Jones, Halifax.
Brandon, Man.—A. F. & A. Masons. June 9-10. J. H. Russell, Winnipeg.
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 358.
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. W. Johnston, 175 King st.
Moosejaw, Sask.—Order of Odd Fellows. June 9-10. D. Gray, Black Blk., Regina.
Moosejaw, Sask.—Veteran Odd Fellows' Assn. June 16. C. A. Smith, Box 945.
Penticton, B. C.—Order of Odd Fellows. June 9. E. Webber, Vancouver.
Port Arthur, Ont.—Knights Templar. Aug. 2-4. J. Mackeroor, Montreal, Que.
Regina, Sask.—Knights of Pythias. July 5. J. J. Jenwick.
Sherbrooke, Que.—Can. Order of Foresters. July 15-18. All P. Van Someren, Brantford, Ont.

TORONTO, Ont.—M. O. V. P. R. (Grotto). June 22-24. G. E. Hatch, 1014 Lincoln Alliance Bank Bldg., Rochester, N. Y.
Toronto, Ont.—Order of Odd Fellows. June 14-15. Wm. Brock, 22 College st.
Toronto, Ont.—Auditorium Managers' Assn. Aug. 29-31. Jos. C. Grieb, 500 W. Kilbourn ave., Milwaukee, Wis.
Vancouver, B. C.—Order of Odd Fellows. June 9. E. L. Webber, 142 W. Hastings st.
Windsor, Ont.—Ind. Order of Foresters. Aug. 1. J. H. Hamby, London.
Winnipeg, Man.—Odd Fellows' Encampment. June 1. G. S. Munn.
Winnipeg, Man.—Knights of Pythias. June 21. T. G. S.
Winnipeg, Man.—American Legion. June 5.

ALABAMA
Florida—Masonic Day Celebration. June 24. W. H. Blue.
CALIFORNIA
Auburn—Gold Rush Revival. June 5-6. J. A. Nealis.
Beaumont—Cherry Festival. June 11-13. Charles Cohen.
Fontana—Fontana Day. June 5. S. L. Virene.
Huntington Beach—Merchants' Civic Expo. June 1-5.
Huntington Beach—Tourist Trailer Festival. Aug. 28-29. J. C. Stearns.
Redondo Beach—Covered Wagon Days. June 24-27. Judge Sam Austin.
San Francisco—Industrial & Mfrs' Expo., Dreamland Auditorium. May 26-June 3. Bert (A. G.) Winsor.

These dates are for a five-week period.
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San Francisco—Industrial & Mfrs' Expo., Dreamland Auditorium. May 26-June 3. Bert (A. G.) Winsor.

San Francisco—Golden Gate Bridge Fiesta. May 27-31.
COLORADO
Canon City—Celebration. June 9-11.
CONNECTICUT
Greenwich—Firemen's Carnival. June 18-26. Chester V. Hunter.
FLORIDA
Panama City—Candler Regatta. May 28-30. L. F. Brown.
IDAHO
Boise—Idaho Marches On Celebration. June 17-19. Theo. H. Wegener.
Focallito—Days of Old Port Hall. July 3-5. H. L. Glindeman.
ILLINOIS
Barry—Celebration, Fire Dept. June 28-July 3. K. P. Wagay.
Chicago—Folk Festival, Orchestra Hall. May 22-28. M. J. Pickering.
Evanston—Home-Coming Festival, Amer. Legion. June 12-20.
Farmer City—Centennial. June 27-30. W. F. Massock.
Keosauqua—American Legion Celebration. May 24-29. Harold C. Comp.
South Chicago Heights—Legion-Firemen Homecoming. June 19-July 1. Andrew Grossi, 3005 Commercial ave.
INDIANA
Cannelton—Legion Gala Week. June 14-19. Joseph McMahon.
Dugger—Legion Street Fair. June 21-26. Wm. Evans.
Ft. Wayne—Saxons' Fiesta. Week of June 22. G. C. Slickus.
Huntingburg—Legion Carnival. Week of June 7.
Indianapolis—Auto Races. May 30.
Jasper—Legion Carnival. Week of June 21.
Merrillsville—K. of P. Festival. June 7-12. Albert Tousey.
Petersburg—Legion Carnival & Fun Festival. May 31-June 5. Paul F. Stutzman.
Vincennes—Legion Celebration. June 28-July 5. Eugene C. Watson.
Washington—Celebration. Last of May. First of June. Legion Drum Corp.
Waynetown—Horse Show. June 3. George W. Ford.
West Baden—Legion Carnival. Week of June 28.

IOWA
Belmond—Celebration. June 17. Chamber of Commerce.
Iowa Falls—Celebration. June 24.
Traer—Merchants' Exhibit & Auto Show. May 25-29.
KANSAS
Kinsley—Picnic. June 8-10. Clarence D. Craft.
KENTUCKY
Pineville—Mountain Laurel Festival. May 28-29. R. H. Barker.
MASSACHUSETTS
Framingham—Odd Fellows Field Day & Carnival. June 17-18.
Winthrop—Pond.
Norwood—Elks' Carnival. June 17-19. Wm. J. Dalton.
MICHIGAN
Adrian—Merchants & Mfrs' Expo. May 26-28.
Marion—Elks' Jubilee. June 14-19. Sam W. Morris.
Owosso—Celebration. June 29-July 5. Chamber of Commerce.
MINNESOTA
Halstad—Old Settlers Home-Coming Celebration. July 3-5. L. J. Fihn.
Lakewood—Celebration. June 28-29.
Redwood Falls—Summer Festival. June 23-24.
Worthington—Noble Co. Picnic. June 16. Civic & Commercial Assn.

MISSOURI
Dexter—Celebration. June 28-July 3 or July 5-10. Cecil L. Day.
Jerico Springs—Celebration. June 10-12. F. M. Davis.
Rice—Ozark Festival. June 24-26. Chamber of Commerce.
St. Louis—Intl. Acrobatic Competition & St. Louis Air Races. May 29-31.
MONTANA
Fort Benton—Boat Race. June 10-12. Kiwanis Club.
NEBRASKA
Bee—Firemen's Celebration. June 19.
Ponca—Celebration. June 25-26.
Omaha—Italian Celebration. June 12-20. Joe Baldanza, 1012 N. 45th st.
NEW MEXICO
Clovis—Pioneer Day Celebration. June 2-3. K. C. Lee.
NEW JERSEY
Bordentown—Carnival & Celebration. May 29-June 12. Chas. A. Herbert.
NEW YORK
Lindenhurst—Legion Show. June 26-July 5. Guy Johnson.
Morone—Intl. Good Will Week. June 28-July 5. H. B. Kelley.
New York—Nat'l Inventors Congress. June 7-11. A. Burns, Blum Bldg., Chicago.
Port Henry—Old Home Week. June 28-July 5.
Weedsport—Firemen's Assn. Carnival & Conv. June 21-28. Carl L. Bennett.

NORTH CAROLINA
Asheville—Rhododendron Festival. June 14-18. Fred L. Weede, Chamber of Commerce.
Wallace—Strawberry Festival. Last week in May.
Wilmington—Pageant of Progress. June 14-19. C. W. Hollowbush, R. F. D. 1.
NORTH DAKOTA
Northwood—Spring Festival. June 8-9.
Fain—Celebration. June 2-3. Oscar Solberg.
Rolla—Celebration. June 24-26. Chas. C. Monro.
Sheldon—Old Settlers' Picnic. June 9. American Legion.
OHIO
Cincinnati—Natl. Puppetry Conference & Expo. June 29-July 1. Martin Stevens, 3683 Reading road.
Coldwater—Firemen's Conv. & Ampr. Legion Fair. June 23-26. C. H. Hoyng.
Findlay—Golden Celebration of Oil & Gas. June 20-26. W. F. Thomas.
Greenville—4-H Club Homecoming. May 24-31. R. E. Cameron.
Harrison—Merchants & Firemen's Festival. June 14-19. Charles Marks.
Hubbard—Street Fair. June 21-26. D. J. Miller, Cluquet Club.
Lancaster—Vets. of Foreign Wars Celebration. May 31-June 5.
Logan—Vets. of Foreign Wars Celebration. June 7-12.

(See LISTS on page 82)

Coming Events

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

Watches Regaining Former Popularity

NEW YORK, May 22.—Displays of wrist and pocket watches in windows of leading wholesale merchandisers here verify the current rumor that this merchandise is making one of the strongest comebacks in the industry.

Some years back watches of popular manufacture were among the sales leaders. A few years later, for some unknown reason, they dropped into the background. Within the last few months, however, they have come back into the limelight and now are among the leaders in sales in many leading wholesale spots.

Many of the better known American and Swiss movements are being featured. A great deal of attention is being given some of the new models of a novelty nature for women. Some of these timepieces display crystals of magnified glass to facilitate the telling of time. Others feature cases of picknik design to be worn with women's suits and other street apparel. Several other novel ideas of design and material are focusing a lot of attention on these displays.

Sales are reported to be brisk; so much so, in fact, that if the present pace is to be taken as a criterion watches will be among the leading features everywhere this year.

Manicure Sets Are Getting Big Play

NEW YORK, May 22.—Complete manicure kits for traveling and dressing tables are receiving big display space on many wholesalers' counters. The La Cross brand, which seems to have invaded most of the leading houses here, is producing fast sales action. Kits containing four and five different tints along with nail polish remover, nail files, orange sticks, emery boards, clippers and scissors are getting much attention.

Small leather traveling kits with zipper are attractive, while others made from light tan cowhide have definite eye appeal. Featured for the dressing table are bakelite kits and upright cases. Wherever this merchandise has been set up it is reported to have attracted immediate attention and prevalent low prices have resulted in quick sales.

Since these items have feminine appeal and men will buy them for gifts, wholesalers report that they get real action whenever featured. General belief is that the sets will continue to move fast through the summer and into the fall.

June Gift Buying Boosts Mdse. Sales

CHICAGO, May 22.—It wasn't only the Coronation that has stimulated interest in such luxury items as jewelry, luggage and silverware, according to reports from some of the leading merchandise distributors; it was also the crop of June brides and graduates, which promises to be larger this year than for quite some time.

Although the season for gifts has long been recognized as an excellent one for featuring better quality merchandise, the tendency this year to request goods in the higher price ranges is once more affording the industry a chance for a fair margin of profit. *Business Week* estimates that 1937 retail jewelry sales will run as high as \$375,000,000, or 29 per cent higher than last year and the best since 1930.

Salesboard firms producing special boards equipped with graduate and wedding gifts report that demand so far has been highly encouraging, particularly for those boards offering goods appropriate for graduation. Probably the most favored item this season is the watch, with a dozen different styles and makes of quality timepieces getting a

Concessioner and Pitchman Form Effective Merchandising Medium Mdse. Boards in Strong Comeback

IT HAS been interesting to note the kindly light in which many manufacturers, distributors and jobbers of merchandise have come to regard the concessioner and pitchman. These wholesale men are beginning to appreciate more and more what an important role the midway stands and doorway and inside pitches play in gaining public acceptance for new items as well as in aiding their distribution.

Ever since the first midway stand was born, or the first pitch made, the concessioner and pitchman have made up a good portion of many a wholesaler's gross sales. Not always, however, have these people been looked upon as particular friends of the wholesale industry. For some time their business was regarded as something pleasing to have but not to make public. Their business, regardless of the fact that it was a profitable one, was something that many manufacturers cultivated but preferred to keep hidden in their files.

During the years when hard times mowed down many of the age-old cynicisms and a profit was to be fought for regardless of the source, the concessioner and pitchman began to take their rightful place in the merchandising world. Some wholesalers and manufacturers awakened to the fact that these people formed a distribution channel like unto none other, and that they could exert a tremendous power for the marketing of a new product quickly on a nation-wide scale. This appreciation has continued to grow until today many houses regard these people as one of the very best means to acquaint the American public with new products and to create a demand for them in the shortest space of time.

That this appreciation is firmly grounded in common sense is easily seen when the figures are brought out for objective consideration. Altho it is impossible to estimate accurately the number of concessioners, they do form an integral part of the 2,000 or more State, county and district fairs. They are firmly entrenched in the 35 or more circuses and 275 carnivals on the road this year. Besides that, they are found to be quite active at the 700 or more parks, resorts and picnic grounds. Add to this number some 7,500 pitchmen and the total constitutes a merchandising army that's not only highly effective but complete in its coverage as well.

The approximate number of patrons that throng circuses under canvas, fairs, parks and carnivals in an average year is roughly estimated at 210,000,000. By far the majority of this vast multitude of people are in a gay, frolicking, holiday spending mood when attending these places of amusement. They are willing to take a chance on purchasing something new or trying their luck at the various games in an effort to win some item that strikes their fancy. Many people are much more willing to take a chance on winning something they want, like a shiny percolator or a tricky lamp, than they are to purchase the same product at the neighborhood store.

For the vast number of products that require an active demonstration to promote their sale, the concessioner and pitchman are the obvious solution. These men not only create the need for the product, but they also enable the millions of people who are attracted to their stands to see and handle the actual product. By means of their clever and colorful spiels they awaken a far stronger urge to buy—or rather urge to possess by either winning or buying—than does the merchant who merely puts the product on display and allows it to become firmly cemented to the shelf with dust for want of active promotion.

Another feature of merchandising thru the concessioner and pitchman lies in the fact that these men cover many out-of-the-way districts into which ordinary merchandising channels never enter until the product is so universally accepted that the general store or mail-order catalog is forced to carry it. These people, because of the nomadic nature of their operations, are able to bring new items into outlying districts and gain acceptance for them long before the advent of these same products to the retail outlets.

Of course there are many other advantages which have attracted some manufacturers and wholesalers to the use of the concessioner and pitchman as a merchandising medium. For instance, no point of sale or consumer promotion is necessary. Once these men are convinced that the item has sufficient appeal, that the price is right, and that the delivery problem is taken care of, there is no need for further promotion of the item. The concessioner is more adverse to having dead items on his shelves than any merchant. Products that lack appeal mean people will not be attracted to his stand to play his games. He knows that without attractive, interesting and useful merchandise on his shelves, the best of spiels will fall flat. Consequently, he will use all his efforts to promote the value, usefulness and attractiveness of his stock. Items in the hands of pitchmen are well taken care of by the most capable salesmen on earth. These men create their own sales. As long as the product lends itself to a good flash demonstration, they themselves will arouse the urge to buy.

The method of merchandising thru concessioners and pitchmen is not a substitute for ordinary retail channels by any means. It is not set up to supplant current methods. This, however, it does do. It affords manufacturers and wholesalers a golden opportunity to introduce their new products quickly to a vast number of people. The concessioner and pitchman can and do "break the ice" for new products in an effective manner. They act as an efficient advance guard who pave the way by gaining public acceptance for a product so that promotion thru ordinary channels can quickly catch hold. Undoubtedly, a wider use of concessioner and pitchman merchandising for products should prove quite profitable to the manufacturer and wholesaler. Some have taken advantage of this opportunity, and to them belongs the credit for recognizing and awarding the concessioner and pitchman their rightful place in the merchandise world.

good play. Midget radios also have been getting a heavy call for gift purposes. Other items favored for graduate distribution on a large scale include compacts, pen and pencil combinations, handbags, cigaret cases and lighters, cameras and the like.

With the approach of June operators are beginning to place heavier emphasis on merchandise suitable for wedding gifts. Items perhaps best meeting this seasonal need are quality electric appliances, such as small radios, automatic

irons, table and novelty lamps, waffle irons, toasters, food mixers and sweepers. The timeliness of fitted bags, overnight bags for ladies, suitcases and purses is also being stressed for honeymooners.

Sportlands, too, always quick to recognize seasonal gift needs, have been distributing vast quantities of such semi-luxury items as cocktail sets, beer accessories, cigaret cases and lighters, compacts, vanity articles, smokers' accessories, fishing tackle and sporting goods.

CHICAGO, May 22.—Merchandise board deals of all kinds are more popular than ever, according to word from leading salesboard factories and allied merchandise organizations. In addition to the boards, a popular item is the jar deal. While merchandise boards slumped for many years, it is a common sight today to see elaborate displays of goods in connection with them. Where such staple items as clocks, jewelry and pocket knives only a year or two ago constituted about the full range of such articles, today a great many deals abound wherein electric fans, high-grade midget radios, nationally advertised fishing tackle, the latest cameras and electric razors are featured. Even shotguns have been highly successful.

One stimulus given to the salesboard business is the ingenuity of various manufacturers. Not only have they developed new and intriguing playing themes but have publicized the business more than ever. That operators are doing the biggest business in history is seen in activity around various factories. Old-time firms and newcomers alike are doing a record business.

Furniture Novelties On Buyers' Market

Furniture novelties, mostly of the end table and magazine rack table variety, now on a buyer's market, are becoming one of the leading premiums in the better wholesale merchandisers' houses.

Summer furniture is also included and is getting fast action. The use of pastel colors makes for flash attraction, with reed furniture and chromium trimmings lending a modernistic touch.

Merchandise will be displayed at leading resorts this season. It is believed that it will get much attention due to the fact that it can be offered liberally.

The comeback which these items have made is interesting. They were introduced by wholesale merchandisers as capital prizes a year or two ago and immediately created sales. With the return of bingo to its present popularity these items gained even greater prominence.

Bingo men like those items attracting family patronage and furniture of this type is certain to do the job.

Operators using merchandise have found these items to be money-getters because they look like a bargain. Offered at liberal award markups and making flash appearances, they have the power of attracting attention.

Industrial Activity Heads Business Week

NEW YORK, May 22.—Rising industrial activity for the fifth consecutive week featured the nation's business last week. Associated Press index touched 108.6, the highest since November, 1929. The week before it was 108.3, a year ago 89.3.

"While tabulations indicated gains in the dollar value of retail sales in practically every part of the country, increases were so narrow that doubt was expressed in many places whether the figures reflected actual gains in unit transactions," United States Department of Commerce said in its report of 37 cities for last week.

April retail sales in department stores for the country as a whole managed to better the 1936 April sales (which included the bulk of the Easter trade) by 4 per cent. Another encouraging report was the fact that leading mail-order houses continued to make the largest sales increases in the retail group, with a composite gain in April of 27 per cent over April, 1936.

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.

Non-Slip Inside Belt

According to the J. V. Pitcher Manufacturing Company, any man who wears a belt or would like to wear one instead of suspenders will welcome their non-slip inside belt. Made of rubber, the belt fastens to suspender buttons on the inside of the trousers. It is said to insure comfort and neatness of appearance by holding the shirt down and the trousers up. It almost makes it unnecessary to wear the belt uncomfortably tight as is the usual case with ordinary belts. Item comes in four dif-

ferent sizes complete with package of detachable bachelor buttons. Belt is guaranteed by manufacturer to give satisfaction. Attractive price allows good profit margin. Should be a real money-maker in the hands of demonstrators and pitchmen.

Magic Book

A magic pitch book for magicians working circuses and side shows has been printed by Magnotrix Novelty Corporation. These books are either sold or given away by the magician to his audience. Contains three pages of illustrated tricks and illusions explained and eight illustrated pages of trick and joke novelties. The magician prints his name on cover of each book and can take orders for any of the merchandise illustrated.

Microscopes

Something new in the novelty and premium field is the line of popular-priced microscopes put out by Amalgamated Importers, Inc. Standard item in the line is a straight dollar seller that comes in black with chrome trim. Product is not a toy, but a student microscope. It is equipped with a light reflector and slide plates and magnifies 250 to 300 times. A cheaper type not intended for serious use and a number of larger, more expensive types are also (See NEW ITEMS on page 79)

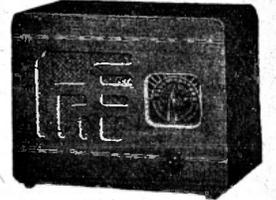
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- Hair Line Selectivity
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IMPORTED ORIENTAL DESIGNS. REAL FLASH! BIG VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money 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.

NEW CATALOG Just Off The Press

Featuring New Goods, New Prices, Merchandise for Circus, Parks, Ball Games, Corn Games, Bingo and Carnival Goods.
282—Men's Walking Canes, like illustrated. Sp. e. c. \$7.00 Gross.
237—China and Dog Head Games, Gross... 6.25
238—Swaggon Games, Gr. 4.50
284—High Hat Fur Monkeys, Gr. 3.50
Large Size Fur Monkeys at \$7.50, \$9.00 and \$15.00 per Gross.
247—New Silk Rayon Whistle Lash Whips, Gross 7.00
246—Silk Lash Whips, no Whistle, Gr. 6.00
7-9—Oak Circus Print Balls, Gross 2.50
7-18—Miko Mouse Toss-Ups, Gr. 4.25
7-22—Toss-Ups, 7 Different Animals, Gr. 3.90
439—H-Hat Cellio, Feather, Doz., Gr. 4.40
Miller's Assorted Inlaid Toys, Gr. 3.40
426—Sailor Dolls, Gross 8.75
420—Rayon Parasols, Gross 10.60
Slim Goods from 75c to \$1.00 Gross.
A Complete Line of Clocks, Watches, Chrome-ware, Lamps, Plaster, Chinaware, Leather Goods, Blankets, Etc.
25% Deposit Required on All Orders.
WRITE FOR NEW CATALOG.
M. GERBER, Inc.
Underselling Streetmen's Supply House,
505 Market St. Philadelphia, Pa.

1937 CATALOG NOW READY!
Over 3,000 Items
REAL ALKALIZER—30 Alkaline Tablets to Display Card, Ea. Card, 25c
FLY SWATTER—Extra Long Handle, Dozen 20c
SQUIRTING CIGARETTES—Original IMPORTED, 2 Cigarettes, Doz. 50c
NOVELTY RUBBER GLOVE (Hot Number), Dozen 40c
SNEEZING POWDER—U. S. A. Large Bottle, Dozen 25c
INGERSOL LAPEL WATCH—(Value \$1.50), Each 78c

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

PRICES REDUCED ON OUR NEW BINGO SPECIALS
Guaranteed 1500 Different Combinations now made in
7 DIFFERENT COLORS PLUS RED SERIAL NUMBER
Absolutely preventing players from using same card over again.
Sold only to Jobbers and Operators. Send for samples and information.
E. S. LOWE CO., Inc.
898 SIXTH AVENUE, NEW YORK. (Betw. 22d & 23d Sts.)

JEWELED LADIES BAQUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds
No. 111—Modeled From a \$300 Article. In 1/2 doz. \$4.50 Lots, Ea. \$1.25
Sample, 50c Extra, 25% Deposit. Bal. C. O. D.
SEND FOR NEW 1937 CATALOGUE.
FRANK POLLAK 86 Bowery, NEW YORK CITY

69c EACH
No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/4 x 1 1/2 in.
TEN FOR \$6.50
B101 1/2—Films for above, 6 exposures to Roll. For Dozen Rolls... 85c
Send for New 1937 Catalogue.
ROHDE-SPENCER CO.
Wholesale House, Chicago.
223-225 W. Madison St., Chicago.

BEN HOFF FULL AND COMPLETE LINE OF NOVELTIES, TOYS, CANES & DOLLS
OUR SPECIALTY FOR OVER 15 YEARS
NOVELTY MEN, SCALE MEN, BALL GAMES, SKEE BALLS, CARNIVAL AND PARK CONCESSIONAIRES
Lowest Prices on the Market
NEW 1937 CATALOG NOW READY. GET YOURS!
NEW ART TOY & FEATHER CO.
29 EAST 10TH STREET (Stuy 9-0688), NEW YORK CITY.

OUR BIG NEW CATALOG NO. B128
IS NOW READY FOR MAILING
Over 1100 Pages Featuring
● Larger Selections ● Lowest Prices
● Leading Sellers ● Better Profits
● Newest Novelties ● Biggest Flashes
Showmen, Concessionaires, Pitchmen, Streetmen, Carnivals, Parks and Fairs,
START YOUR SEASON RIGHT — THIS BOOK IS YOUR BEST BUYING GUIDE
SEND YOUR REQUEST FOR A COPY NOW!!
When Writing State Line of Business You Are in, As We Do Not Sell Consumers
N. SHURE CO. Adams and Wells Sts. CHICAGO

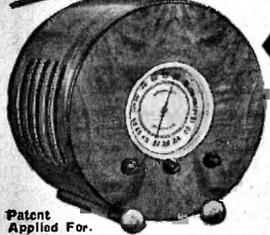
5 TUBE 7 WATT PORTABLE 110 AC AMPLIFIER
Using the New 6L6 Beam Power Tube
A 5-tube Amplifier in a beautiful carrying case covered with imitation airplane type tweed canvas. Incorporating a tone control, volume control and a built-in microphone unit. Can be used with phonograph or mike. The 6L6 feeds into a large dynamic speaker that is able to reach the audience with a clearness that is surprising for an amplifier of such light weight.
The amplifier is sold complete with 5 matched tubes, carrying case with removable cover, large dynamic speaker, a perfectly matched microphone and a microphone battery.
NOTHING ELSE TO BUY... \$16.45
NATIONAL RADIO LABS., 32 Neptune Ave., Dept. B-4 Jersey City, N. J.

ROSEN & MALTZ 801 Sansom Street Philadelphia, Pa.
REBUILT WATCHES
12 SIZE 7 JEWEL \$3.25 18 SIZE 7 JEWEL \$9.00
ELGIN OR 15 JEWEL 4.25 ELGIN OR 15 JEWEL 4.00
WALTHAM 17 JEWEL 5.00 WALTHAM 17 JEWEL 4.50
WITH CHROME CASES. MOVEMENTS LIKE NEW.
Ladies' Swiss Watches, 8 1/2 & 8 3/4 Rectangular, Chrome Cases and Bands. 8 Jewel, \$3.50 15 Jewel, 4.00 17 Jewel, 4.50
Complete Line of Watch Cases—25% WITH ORDER.
Rebuilt Watches of All Descriptions. BALANCE C. O. D.

COLOR GLOW ILLUMINATED RADIO.
Mrd. under license and patents of **RCA** associated companies Fully Guaranteed.
ILLUMINATED COLOR ATTRACTS CROWDS EVERYWHERE
Concessionaires and Operators Cash in Big with this New Different Radio.
SOLD ONLY BY J. M. BREGSTONE & CO.
Has 5 RCA Licensed Tubes; Short Wave for Police Calls, Amateurs, etc.; AC-DC Current; Dynamic Speaker; Self-Contained Aerial; Large Size; 15 1/2 in. Long; 8 3/4 in. High; 6 1/2 in. Deep.
8 Jewel, \$3.50 15 Jewel, 4.00 17 Jewel, 4.50
Order at Once. **\$13.45**
In Lots of 6. Sample, \$13.85. Rush \$2.00 Deposit. Pay Balance C. O. D.
538 S. CLARK ST., CHICAGO, ILL.

THE SENSATION OF THE YEAR!

THE SILVER CIRCLE RADIO



\$10.99
LOTS OF 6

Sample, \$11.44

Rush \$2 DEPOSIT. Pay Balance C.O.D.
MONEY-BACK IF NOT SATISFIED
Order Model No. 159.
24-Hour Service.

Patent Applied For.

FREE NEW CATALOG

30 Beautiful Models, 5 to 15 Tubes, for farms, homes and autos.

A NATURAL FOR Salesboard Operators
If you are looking for the unusual... here it is! Beautiful and graceful—yet striking in appearance. Front panel of finely grained butt-walnut veneers. Full size dynamic speaker at side. Simulated gold dial of the new clock type. 5 Tubes, including one Metal Tube. Both Set and Tubes fully RCA licensed. AC-DC, 60 cycle, 110 volts.

ONE-YEAR GUARANTEE.
Long and short wave—gets police calls, amateurs, etc. Size 10" diameter and 8 1/2" deep. Complete with Aerial, Weight, 8 lbs. **GIVE-AWAY RADIOS FREE!** Make \$14.92 on every deal. Send 10c for push card, photo and plan.

SILVER MFG. CO.
612 N. MICHIGAN, Dpt. 159, CHICAGO.

NOTES from SUPPLY HOUSES

Hex Manufacturing Company reports that it is better prepared this season to handle the rush than ever before. Company's three locations are loaded with merchandise as a protection for its customers against a probable price rise. Lester J. (Happy) Hetch, owner, has the unique ability of picking winners that seem to go over with a bang, and many concessioners rely upon his judgment to cash in.

It is also reported that the firm has been given the exclusive distribution for many carnival and park trade items this season.

April sales of novelty and costume jewelry rose 15 to 40 per cent over April, 1936, to the best level since 1930, according to Dun & Bradstreet. The decided shift to diamonds, high-priced watches and expensive grades of silverware indicates the jewelry trade has started in earnest to shake off the harassments besetting it since 1929.

L. F. Grammes & Sons, Inc. has just presented an attractive catalog of its complete line of over 600 items for use as premiums, sales awards, prizes, gifts and advertising specialties. Entitled *Sales Builders in Metal*, catalog contains 80 pages of valuable information to everyone concerned with selection of merchandise for premium or prize uses. It will be mailed free upon request.

More than 81 per cent of 1935 sales of the sign and advertising novelties industry were made directly to industrial and other large users, the Bureau of Census reports in an analysis of distribution channels of various industries. Total business in this field for 1935 was \$67,688,000.

Jeannette Glass Company is marketing an attractive new line of tableware fashioned in the attractive ultramarine shade and pattern. Color of the new line is said to resemble the deep blue-green of the sea itself. Various items are well styled and lend themselves to promotional plans of a diversified nature. Company reports that line is in full production and that it can give prompt and efficient service. Attractive literature will be supplied upon request.

1937 Outdoor Season Is Now Officially Open. HEX'S MONEY SAVING CATALOG IS NOW READY.

RED HOT ITEMS FOR ANY AND EVERY GAME ON ANY MIDWAY OR IN ANY PARK. MANY ITEMS ARE EXCLUSIVE WITH US, AND ALL ARE TOP MONEY GETTERS.

OUR SERVICE IS THE FINEST. ALL ORDERS SHIPPED SAME DAY RECEIVED. WE CARRY TREMENDOUS STOCKS. WE NEVER DISAPPOINT YOU.

WE SELL THE LARGEST AND MOST SUCCESSFUL OPERATORS, SO OUR PRICES MUST BE RIGHT. WE HAVE BUT ONE PRICE AND EVERYBODY PAYS THE SAME. WE HAVE NO SALESMEN AND USE NO BAITS. WE OPERATE IN A WAY THAT WILL PLEASE YOU. SEND FOR CATALOG NOW.

(Established 1923)

HEX MFG. CO.
468-470 Seneca St., BUFFALO, NEW YORK

PREMIUMS
For Church Bazaars, Groceries, Drug Stores, Keno Clubs, Carnivals, and other Premium Users
Retail Selling Price \$1.69—Your Wholesale Price Only 79c

B. J. MARSHALL, Inc.
Opposite Orchestra Hall
3726-32 Woodward Av. DETROIT, MICH.

Glassware - Trays - China - Fur Animals - Plate Ware - Dresser Sets - Military Sets - Aluminum Ware - Lamps - Radios - Imported Novelties - Electrical Appliances - Dishes - and Hundreds of Other Items on Display Ask for Our Catalogue

MYER'S CIRCUS AND CARNIVAL SPECIALS

Myco Special 7-in. Feather Dolls.....\$7.20 Gr.
Large Outside Whistle Birds.....1.75 Gr.
Small Fur Monkeys.....3.50 Gr.
China Head Swagger Canes.....6.00 Gr.
Miniature Cowboy Hats.....6.00 Gr.
Whistle Handle Lash Whips.....7.00 Gr.
Circus Special Balloons.....2.50 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.

Carnival Novelties *New Stock—Just Arrived*

BB1 Men's Toy Wrist Watches, 1 in box.....Gro. \$3.75
BB2 Gillette Style Blue Blades.....Per 1000 3.50
BB3 Flying Birds, Outside Whistle.....Gro. 1.85
BB4 Flying Birds, Inside Whistle.....Gro. 2.35
BB5 High Hat Fur Monkeys, 6 1/2 in.....Gro. 3.75

Parade Canes, Balloon Toss-Ups, Daisy Cork Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Bayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

SQUIRT DOG ASH TRAY BB22—NOV. ELTY CIGARETTE EXTINGUISHER A 3 1/4 TRAY. Blisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00.
Sample, Prepaid, 25c in Stamp.

CARNIVAL SPECIALS
B109—Two-Tone PARADE GAMES.....\$7.50
B110—Floral Glass PARASOLS.....8.50
B111—BALLOONS, Assorted Carnival and Circus Prints, Inflate to 9 Inches.....2.00
B112—BOUNDER BASE BALLS.....1.10
Dozen LUCKY ELEPHANT CHARMS, with Cards Attached.....60c

We have for immediate shipment, complete line of Merchandise for Carn Games—Ball Games—Snow Cone and Pop Corn Cones—Hoop-La Blocks and Hoops. Write us for your requirements. Order from this ad. NEW CATALOG SOON. 25% With Order, Balance C. O. D.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

We're from MISSOURI LET US SHOW YOU!!

FULLER LINES WITH BIGGER PROFITS For Agents, Salesmen, Canvasers, Pitchmen. Write for Free Catalog.

CHAMPION SPECIALTY CO., 814-Q Central St., Kansas City, Mo.

MOTH CAKES GIANT 100 for \$3.50
GIANT, Doz. 44c; Cellophaned, Doz., 55c
• WHITE SHOE CLEANER—LACES—FLY SWATERS—FLY RIBBON.
• SUNGLASSES, Salesboards, Prizes
• BALLOONS, ELECTRIC CLOCKS, LAMPS.
You Get What You Ask For—No Substitution. No order too small or too large.

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 \$6.50.

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 \$6.00.

Terms: 25% deposit with order, bal. C. O. D.

FALLS CITY MERCANTILE CO.
Box 305, NEW ALBANY, IND.

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.

HAMMER BROS.
114 PARK ROW, NEW YORK CITY.
Write for Catalog containing Mdsae for Carnivals, Circuses and Fair Workers at Lowest Prices.

NEW INVENTION

Makes \$34.50 in 5 Hours. You Will Do It With the "PILA SCOPE-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, Girls in with this fast money maker. Write for Free Illustrated Booklet right now.

PACIFIC BINOCULARS, 5th Floor Cotton Exchange, Los Angeles, Calif.

BINGO GAMES

Cards size 7 5/16 by 5 1/2, made of 14-Ply Glazed Stock, Printed two colors.

35 Card \$1.50 — 75 Card \$3.00
50 Card 2.00 — 100 Card 4.00

Sent prepaid if full amount is sent.

J. L. BARNES CO., Box 1119-A, Chicago.

BARGAIN BLANKETS

Beacon, Esmond and Pepperell brands, below the manufacturer's price! Best wool, 60x90, 8-in. set-on bound, 85c each and up. Umbrellas, silk and rayon, 10-rib, gilt or silver frame, modernistic handles, special, \$1.00 each. Spread! Rayon, very attractive, domestic and imported, at 95c each, and hundreds of other items suitable for the street man below the market price. Catalog mailed upon request.

OSHRY BROS., Inc.
10 Spring St., Boston, Mass. Est. 55 years

JEWELRY WATCHES

NEW LADIES' SWISS WRIST WATCH Attractive New Chronom. Case. Complete with Bracelet to match. in Gift Box. In Lots of 6. Each **\$2.95**

MEN'S STYLE—Same as Above—Same Price.
Sample, 50c Extra. Send for Catalog.
PLYMOUTH JEWELRY EXCH. 163 Canal St., Dept. B, New York City.

Slip-Not-Ties

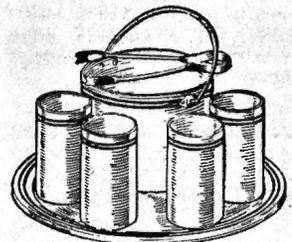
New Spring and Summer Colors—Silk Lined. \$2.50 Doz. Post Paid. Send for Sample Dozen. Money Back Guarantee. Free Catalog.

GILT EDGE MFG. CO.
Original, Patented. 13 N. 13th St., Phila., Pa.

Send your correspondence to advertisers by mentioning The Billboard.

PRIZES

- for
- Merchandise Games
 - Wheels
 - Bingo
 - Sales Boards



BEVERAGE SET—Made of sparkling Satin-Ray aluminum—unusually appealing. Black enamel striping. Ice bucket has 1 3/4 qt. capacity. Solid brass tongs. Tumblers hold 10 oz. each; tray measures 11 3/4" in dia.

FLASHY UTENSILS

FRENCH FRYER
Something new! Expansion chamber prevents boiling over. All-aluminum basket. Cool handles. Capacity 4 qts.

DOUBLE BOILER
Polished aluminum. Popular bell shape. Available in 4 sizes.

DRIP COFFEE MAKER
Prepares full-flavored, delicious French drip coffee. 6 or 9-cup size.

SAUCE PANS
Double pouring lips. Can be nested. 1, 1 1/2 and 2-qt. capacity.

WHISTLING TEA KETTLE
Whistles when water starts to boil. Saves time and fuel! Thermoplastic handle. Capacity, 2 qts.

2-QT. BEVERAGE PITCHER—A tall, graceful pitcher—excellent for display. Made of glowing Satin-Ray aluminum. Black enamel striping. Will not break, chip, rust or tarnish.

Ask your jobber for details on our complete line of utensil and gift ware prices. If he cannot supply you, write direct to factory.

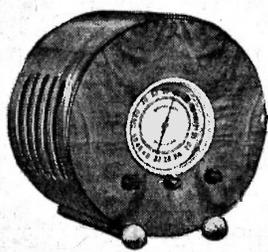
WEST BEND ALUMINUM COMPANY
Dept. 635 West Bend, Wisconsin

NEW ITEMS

(Continued from page 77)
carried by the company. The growth of interests among hobbyists and the curiosity of many people who like to see things magnified has greatly increased the popularity of microscopes in the last few years.

Silver Circle Radio

Silver Manufacturing Company has designed its newest radio creation, The Silver Circle, to fill the need of a second set in the home. As the name implies, the smart new mid-get set is designed in the form of a true circle and rests on two golden-domed rods. Has



a full-sized dynamic speaker with a simulated gold dial of the new clock type. The eye-catching front panel is finished in beautifully grained, matched butt-walnut veneer. Only 10 inches in diameter by 6 1/2 inches in depth, set is a marvel when it comes to reception with its five-tube two-wave band chassis.

Cake Server

A tricky and new cake server is being offered by Gift Headquarters, Inc., called the Ideal Cake Server, it consists of a two-pronged fork which pierces a piece of cake in the middle while a spatula part slides underneath. It eliminates the hostess' worries of cake tipping or sliding off the server. Item allows good profit margin.

Airplane Desk Lamp

Mozart Specialty Corporation is introducing a flashy new Airplane Desk Lamp that should make a hit with all merchandise men. Lamp consists of a streamlined, low-wing monoplane mounted on a rod which is attached to a heavy base. Entire product is finished in chromium plate. Stands 20 inches high and sheds abundant light from tubular bulb concealed beneath wing of plane. Its flashy modern appearance

BLUE STEEL Double Edge BLADES Finest Quality Cello., 5 in Pack.	25c Per 100
FALCON CONTINENTAL MADE. Single Edge. Per 100.	.65c
DOMINO 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. SHAW, OREAM. Per Doz.	85c 90c
SINGLE EDGE BLADES , Per 100.	.44c
AUTO STROP , TYPE. Per 100.	.45c
MIRACLE CAN OPENERS For Demonstrators. Red Hot! Per Doz.	75c
SHAVING DEAL 15 Blades—Giant Palm and Olive Shaving Cream—Slyptic Penell, All Cello. Wrapped.	10c Per Deal
"FIRST AID" DEALS Large Box Absorbent Cotton, 6 Pieces Ready-Made Bandages, 10 Yards Gauze, 5 Yards Adhesive Tape, 15c Bottle Mercuriochrome, All Cello. Wrapped.	1.60 Per Doz. Deals

Send for Free Samples and Price List.

YOUNG NOVELTY CO., Inc.
100 Hanover St., Boston, Mass.
25% Deposit. Smallest Order, \$1.00.

SENSATIONAL NEW CATALOGUE

Hot off the Press
WORLD'S MOST OUTSTANDING VALUES!

- | | |
|-------------------|-----------------|
| Bingo Merchandise | Canes |
| Blankets | Slum |
| Clocks | Celluloid Dolls |
| Lamps | Whips |
| China Goods | Balloons |
| Plaster Novelties | Parasols |
| Candy | Flying Birds |
| Fur Monkeys | Cowboy Hats |
- and thousands of other popular items.
- SEND FOR THIS WONDERFUL FREE CATALOGUE TODAY.**

G. DE CICCIO, Inc.
115 Washington Street, Boston, Mass.

COMPARE! USE NATIONALLY KNOWN COMPARE!

Dolly Varden Chocolates

Over-size Boxes—Flashy Labels—Colored Cellophane Wraps—Specials in 10-15-20-25-30-40 and 80c boxes, and in-between sizes and prices. Samples at wholesale prices by parcel post. When writing please state your requirements.

WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)

and attractive price make it suitable for a wide variety of premium and prize uses.

Airdu Thermometer

Moore Manufacturing Company has developed and placed on the market a new thermometer for determining room temperature and humidity. Finished in chrome and black, with gold numerals, it is V-shaped and mounted on a round base. It is both attractive and practical and an item that will give good service. Its price suits it for a wide variety of premium and prize promotions.

Cigaret Container

A new two-tone cigaret container made of catalin and bakelite is being introduced by Joseph M. Elias Company, manufacturer of a complete line of smokers' novelties, pen desk sets and prize specialties. Firm's latest item has a special appeal to the tobacco trade. It has the appearance of a chest containing four books, each representing a full package of cigarets, with a front mark on each book denoting brand.

Death-Ray Lamp

A timely item introduced to the direct selling trade is the Death-Ray Lamp, which attracts and kills flies, mosquitoes, gnats and other insects. Made and marketed by Premack Industries, the lamp is copper finished. It eliminates unsightly sticky paper and dangerous poisons and is said to be harmless to humans. It is easy to demonstrate, low in price. It looks like a real money maker for agents and demonstrators looking for a sure-fire summer item.

Three 10-Cent Items

Eugene H. Block Associates, premium distributors, have three new items which are rather unusual. One is a note and memorandum book with a newly patented device. A pencil is immediately available inside the book regardless of what page is turned. Pencil rests securely in a slot specially cut out in the book and as each page is turned the pencil remains in view ready for use. Book is a useful utility article which should have widespread acceptance everywhere. The second item is a letter opener. (See NEW ITEMS on page 82)

GENUINE RABBIT FEET
\$30.00
Per 1,000.
With KEY CHAIN.
\$5.00
Per 100.
Carded.

SAMPLES 10c Each
1/3 Deposit
With Order,
Bal. C. O. D.

J. E. BREWER
Sole Manufacturer,
222 W. 26th Street,
New York City.

NEW! WHAT A FLASH!

RIDE A WINNER WITH THIS NEW AIRPLANE DESK LAMP.
It Zooms, Dives, Banks, It's on a swivel. Ideal for sales card premiums, salesboard or direct sales to offices. It is a real \$10.00 value. Special \$3.50 ea. Distributors wanted. 25% Deposit, Bal. C. O. D.

\$3.50 Ea.
In Silver and Copper. \$5.00 in Chrome.

\$36.00
Per Dozen.

MARROW SALES CO.,
1154 W. Madison St., Chicago.

FOX TAILS
★ LARGE MEDIUM SMALL

Choice Selection! With Wire for Attaching and Flag Streamer. CATERING TO THE JOBBING TRADE.
CHARLES BRAND, 218 W. 26th St., New York

End your correspondence to advertisers by mentioning The Billboard.

Concessioners!!!

Get prices and samples on the sensational new ROMAC Rug. Unlike anything else on the market. Attracts attention wherever displayed. Better investigate this tip.

McCALLUM & ROBINSON, Inc., Memphis, Tennessee

OAK HYTEX BALLOONS for Flashy Fast Sellers

Oak Balloons are outstanding in beauty, variety and quality. Striking designs in three, four and five color effects give Oak's fancy "prints" exceptional attention value and sales appeal. You are sure to make more money with OAK-HYTEX Balloons. Sold by the Leading Jobbers.



The OAK RUBBER CO. RAVENNA, OHIO.

NEW POPULAR STYLES

Yellow and Rhodium line of Rings includes Men's & Ladies' LaRhoda G. E. M. S. Birthstone Numbers and Osmo Rings. Sample Line available.

Send \$2.00 for Sample Line of 12 Best Selling Styles in Simulated Camo Rings.

HARRY PAKULA & CO., Chicago.
5 North Wabash Ave., Chicago.

UNDERWOOD PLUNGERS 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, Ribbons, 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-67, Box 383, Hamilton, Ontario.

DEPARTMENT STORE WORKERS

AN EASY \$5 A DAY Possible Selling the New 20-in-1 KITCHEN NECESSITY. Does the work of 20 necessary Kitchen Utensils. Year's fastest seller at 25c. Exclusive territory. Costs you 75c a Doz. or \$6.00 a Gross. Write for proposition. Sample and Sales Plan Free. **NEW METHOD MFG. CO., Box MB-11, Bradford, Pa.**

NUPOINT Self-Starters COMBO PLUNGER PENS

You Buy More Than Price When You Buy Nupoint. You Buy the Best Pen Value in the Nation. For we as manufacturers are not interested in how cheap a Pen we can make, but in how good a Pen we can produce at the lowest possible cost.

ONE PULL- IT'S FULL

Reliable Leakproof We are Black & White MANUFACTURERS of Pens. No Shaking. Send 15¢ for Sample. Not Answerable.

LIFE-TIME GUARANTEE—BUY DIRECT FROM MANUFACTURER. Better Quality—No Extra Cost!

NUPOINT PEN & PENCIL
11 East 19th St. New York, N.Y.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

GEORGE B. WELLS... that go-getter song-sheet hustler, is reported to be getting some real folding geedus, working the paper in Louisville.

OTT GERHARZ... working the lawn mower sharpeners in San Antonio and other Texas centers, is headed for Indianapolis, ostensibly to make the races and other spots in that neck of the woods.

WHERE WILL IT BE, boys, Cleveland or Dallas?

ARTIE COHEN... and Slim Rhodes are clicking with the auction store at the farm sales in Northern Illinois.

ROUNDY CARRUTHERS... are readying their med emporium for the summer's campaign. The pair is contemplating one of the biggest flashes ever conceived in Pitchdom, according to Beaver.

GUY WARNER... and wife are working in Somerset, Ky., and, according to Guy, are getting back into a wad of the long green in a big way. The Warners are visiting with the Rabbitfoots between pitches.

BERT DOTO... worked Vandalla, Ill., with his med package to good results recently.

A PITCHMAN'S success keeps abreast with his morale.

ROSCOE E. YOUNG... has been working perfume on a route between Chicago and the Mound City to good business. Roscoe has been getting most of his business working with the atomizer spray.

FRANK QUELLETTE... E. Lowery and William Shaw have been making spots all over Michigan with the artificial flowers and laurel and have been giving an excellent account of their activities.

L. W. DUFF... is working inksticks and getting the long dough horse-backing the item in St. Louis.

TO CONDUCT a successful med opra the owner must find a way to excel in pre-selling, selling and reselling.

HERE'S ANOTHER... from St Hart: "Big money in my language means clicking like I do every day in the week, Sundays included, with items that take on the days that make people want them. I haven't overlooked the fact that Mother's Day and Decoration Day are not the best bet for

watches and key checks, so I have switched to flowers, both cut and artificial, and if Decoration Day pans out as good as Mother's Day I'll have a bank roll that would satisfy the average pitchman, but not me. I'll be in Peoria for the big day at the end of the month and if you fellows want to see some tall hustling and money garnering activities watch my smoke. I'm likely to drive that gold-plated Packard down Woodward avenue at any time now. I'm going to sport that Packard or burst."

LITTLE GEORGE BEAVER... Little reports that his father, Doc Little Beaver, one of the oldest medicine showmen in the business and one of the first to work with the Healy & Bigelow Kickapoo of other days, has passed on to the great beyond. The elder Beaver was 76 years old when he died of an infection in a hospital in Iowa last week.

THE SUREST way to become unpopular in Pitchdom is to praise other pitchmen.

JIMMY BURNELL... of razor paste fame, is still haunting the natives in the hills of Kentucky with his sharpener package and collecting the folding gel.

H. J. LEONARD... inks from Binghamton, N. Y., that the town is being hashed and rehashed with static eliminators at drug stores, streets and factories.

"EVERYBODY SEEMS... to be getting it on Maxwell street today," tells Tom Sigourney from Chicago under date of May 18. Tom is still going strong in department stores there. His weekly epigram follows: "When liquor and you have become too good friends worth-while friends will gradually drift away from you."

YOU FELLOWS who are contemplating on cashing in on the pin-on-tail, which are bound to be one of the top money-getters this season, had better order plenty of stock as there is a threatened shortage on that item.

"SAILING MERRILY ALONG" cracks Ricton, Barnum of the Sticks, from Rosewell, Ga. "Plan to make Tennessee soon and then go into Arkansas and Texas. We're now in our 217th week of continuous operation under canvas."

"SPEAKING OF FARM SALES"... one is held here every two weeks," pens T. Baldwin, from Scottsburg, Ind. Luther Fry has been making these sales to good passouts. The city is closed otherwise, as the merchants don't seem to want any competition."

SAM SCHEIDLER... the affable exponent of the jam pitch, and his wife took time off from their pitching duties long enough to visit the pipes desk last week when the Cole Bros.-Clyde Beatty Circus played Cincinnati. Sam reports that business has been above expectations thus far.

THE ONLY ONES who will wind up with a good sized bank roll in the fall will be those who have helped themselves get it.

JUNE ROBERTS... from Columbus, O., that she is anxious to learn the whereabouts of her stepfather. She says her mother, who has been ill, has disappeared.

DOC VICTOR B. LUND... comes thru with another pipe. This time from Tulsa, Okla., under date of May 15. "Have been here since March 1, getting a little money at the trade lots and meeting some of the boys. Doc Pete Thomas opened his med show here May 11 and started right out with a bang. His is the first med show to play this town in eight years. Our organization expects to leave for the North about June 1. I have Prince Omwah, Johnnie Hutchinson and wife and Harry Delaney with me. Would like to read pipes from Herb Johnston, Chief Johnnie Vogt, Curly Bartok, Eddie St. Mat-



JOE AND MARY PERRY, pictured here purveying their wares at one of the more prominent fairs, are consistently rated to be one of the hardest working couples in Pitchdom.

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PENS • PENCILS • COMBOS

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JOHN F. SULLIVAN
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Beautiful Line of RINGS, BRACELETS, GUARD PENS, LOCKETS, BROOCHES, Etc. Send \$3.00 for Sample Line No. 28.

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NEW SUMMER SELLERS! NEW EXTRA BONUS PLAN!

Wash Ties—Sample Tie 9c.850 doz.
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FREE SAMPLE SWATCHES and **FREE Illustrated Descriptive Catalog** showing complete line of fast-selling Ties, Men's Hose, Boys' Ties and Jewelry Novelties. Tremendous value! 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-16, New York.

thews, Doc Sheeks, Jack Lamar, Madeline Ragan and Toby Johnson."

GEORGE RABBITFOOT cracks from Somerset, Ky., under date of May 12: "Have Guy Warner here in the office with me. While working London, Ky., last Monday I saw Bert Jordan getting the long green. Saw Billy Beam and wife in Lebanon, Ky., last Saturday and split time with them. Al Rabbitfoot has taken to the road in his new trailer and is heading north. King Joy is working Eastern Kentucky and will head for North Carolina soon. Dr. Frank Hower is also working Eastern Kentucky. Happy Lancaster is building a new trailer and will head for Alabama upon its completion. Chief Swift Eagle has been working small towns at nights to good business. Dr. Enoch is going over big, working a coupon system."

SHORT PIPES and lots of 'em. That's the ticket, boys.

DR. HARRY HERBERT who has been incapacitated for more than two years with rheumatism, inks from St. Louis that he is okeh again and will open his med opera about June 1.

TEXAS BILLY SHOWS . . . Billy Finnegan, owner, opened to fair business in Baxley, Ga., last Monday (17). Finnegan info's that Baxley and McRae, with good locations, are open to the boys purveying clean goods. He adds that business thus far has been above the average.

INCLUDED AMONG . . . the representatives of Pitchdom now in Binghamton, N. Y., are Doc Murry, Doc Lydell, Doc St. Clair, R. C. Bohm and William C. Perry.

WHITE CAPS, jungle and cowboy hats and the sunvisor hustlers should get early action on the highways this year. Take along a supply of balloons for emergency purposes in case you run out of the above items.

OLIVER FITZMAURICE JR. has left Memphis for Nashville and is clicking with his mineral-water talks.

CECIL LINABARRY . . . wire worker, is now making his tri-city jumps, taking in Chicago, Indianapolis and St. Louis. Cecil has added razor blades as an auxiliary money maker along with his wire work.

GEORGE BEYERS' . . . corn med sale is still clicking after many weeks in a St. Louis chain store.

CARL HEBER . . . has built an all-in-can man with his solder. It makes an attractive flash on his liquid solder layout.

AL MARKS . . . who is working the peelers, was forced to relinquish his booking in a chain store in Terre Haute, Ind. Al, however, is dickering with another firm and is assured of booking for the remainder of the summer.

REMEMBER, FELLOWS, all of you are delegated pipeshooters. Ole Bill has no special contributors.

HARRY AND INA MCGINLEY . . . have returned to Indianapolis, where they will work the races with their pen demonstration.

OLIVER FITZMAURICE SR. better known as Harry (Calculator) Williams, has engaged a printer to publish a new book and contemplates invading the Dakotas and Montana with it.

JAKE BRANHOLTZ is holding down Detroit, awaiting the arrival of King Lamar, his old sidekick, before leaving the Motor City to make spots around the country. Lamar and Jake enjoyed a successful play in the South last winter.

CARL HOLDORF . . . is en route to Detroit, where he will work his astrology and forecasts.

HAROLD BROOKS . . . has been attracting attention with his health book, sex and astrology talks in Cleveland preparatory to the opening of the big doings there this summer.

REPORTS INDICATE . . . that Paul Hauck is coming into some early money with his canvas stores on the midways.

TRIPOD OPININGS: If a pitchman can't sell them they can't be sold.

The TOY BALLOON Co.
 202 East 38th St. New York

Write Us Today Send for Prices

Inflating Equipment Service Quality Latest Novelty Balloons

Hydrogen Gas Read Sticks Workers Gas Balloons

Helium Gas Air Balloons Toss-Ups

Pitchdom Five Years Ago

Pat Goonan was in Binghamton, N. Y., taking things easy and making faces at Old Man Depression. . . . Wayne Garrison, lightweight champion gummy worker, was gathering a few cocoanuts in Elmira, N. Y. . . . George F. Mayers, of spark-plug fame, was making his way to Iron Ridge for the early falls in Minnesota. . . . Street workers in most cities were finding the going easier than in many years. Few were the cops who desired to interfere with a man trying to make a living in the days of widespread unemployment. . . . Col. M. L. Baker, former med show owner and manager, with his wife and daughter, June, had just joined Chief Red Wolf's Show. . . . Doc Wahl and Bill Ruiz, two live wires from the Middle West, took over Doc Perry's stores on 14th street, New York, and Sergeant Poulos closed his stage in the Palace of Health on Broadway. . . . G. Smith, Lee Yandell, G. Dodger and Rube Klein were gathering the cocoanuts in Wilkes-Barre, Pa. . . . Ted Morris announced from Union Beach, N. J., that he was temporarily retiring from the road until road conditions improved. . . . Bill Holcomb was corraling the filthy lucre at the Neiser Bros' store in Boston with the polish. . . . Old Man Depression was much in evidence in St. Mary's, Mo., according to Bubbles Mansfield. . . . Chief Pantogal, of the Oregon Indian Remedy Company, was doing an okeh business in Portland. . . . John J. Murray, better known as New England Jack, came back to the road after a year's absence. . . . Mrs. Jessie A. Walker was finding business to be just fair in Quincy, Ill. . . . Eddie Ross was still holding down the lot on Market street, Philadelphia. . . . Leroy Proctor was working blades, paste and hones and getting some swell takes in Lincoln, Neb. . . . Eddie Blake, sheet-writer, wasn't having any trouble gathering the dough in North Carolina. . . . Phil Reiss, king of fixers, was still working high at Battery Park, N. Y. . . . NHA all-star roster in the store at Atlantic City included Sam Creamer, Larry Velour, and Silver and Al Leach. . . . That's all.

MONEY SPOTS: Despite the fact that it is known to almost everybody in Pitchdom; there are many clever workers who have never made the Maxwell Market in Chicago. A fellow who can deliver a money-getting talk is very likely to pick up the burr by working the spot (Sundays only) in the city of bluey-bluey.

BURT ROBERTS . . . of mineral-water note; is getting some real touches with the powders in Memphis.

CURLY BARTOK . . . is reported to be in Philly preparing to turn in his house trailer for a working trailer equipped with the latest and loudest p-a. systems obtainable. He is getting ready for the summer resort and fair season.

THE LUKE FIELDS . . . Med Show, according to Charles (Bubbles) Williams, is going full blast in Texas territory. Organization has a new setup, including a new trailer. Four people have just been added. Williams' wife, Kaye, has banners on the show, in

Get Set for Life!
 IN COUNTER CARD BUSINESS

MAKE BIG MONEY

In new kind of wholesale business. Place famous line 60-100 goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is Layman's Aspirin—nationally advertised in Saturday Evening Post. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

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LIGHTS GAS INSTANTLY.

500% Profit. 25c Saller to Every Home, Office and Restaurant. Individual cards. Costs you \$1 a Dozen, or \$8 for 12 Dozens, postpaid. Demonstrators and Agents get Free Sample and all Details quick. It's a Real Gas Lighter.

NEW METHOD CO., Box BB-25, Bradford, Pa.

RUN MENNERS

Ohlfon Latch (Finest Made), with Large \$12.00
 Wooden Handles, Gross \$1.00
 Ohlfon Latch, with Rubber Handles. 7.50
 Gross \$1.00
 Medium Latch, with Wooden Handles. 3.50
 Gross \$1.00
 Medium Latch, with Rubber Handles. 2.70
 Gross \$1.00

Large Illustrated Directions furnished. All New Fresh Stock. We pay postage if full amount is sent. All samples sent prepaid, \$1.00

NATIONAL NEEDLE CO., Box 1118-F, Chicago.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases, \$2.75.
 7-Jewel, 16 Size Elgin and Waltham, \$2.75.
 Flash Carnival Watches that do not run, 50c each.

Your Money Back If Not Satisfied.

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 Old Gold and Silver Buyers and Refiners,
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RAZOR BLADE SALESMEN!

Here's the Way to Make More Money! Sell blades that will bring you a repeat business! That's the only way to get ahead and make more money. Insist that your jobber give you Dynamic Razor Blades—they're sure-fire repeaters! Made of Swedish Carbon Steel. Keener, smoother. If your jobber can't supply you, write us direct.

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Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospective Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Digits, write for low gro. prices. Best season ahead. Sample 10c.

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The only genuine Silverplating compound made that plates metals with 100% pure mint-silver! Every can fully guaranteed. Demonstrates quickly. . . . sells easily. The plating is permanent. Sample can, 25c; \$1.50 dozen; \$15.00 gross.

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Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

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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.

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BLACK ENAMELED NICKEL TRIMMED SMOKERS Regular \$2 Retail Value 4 pcs. including auto-lighter \$6.00 doz. Lots Only. WORLD TRADING CORP. 873 Broadway, N. Y. C.

Stays Lit In Fiercest Wind! New Perfected (1937) Quick Action Self-starting Lighter, SELLS ON SIGHT. This new scientific Cigar Lighter amazes everyone. New principle of ignition. No flint or friction. What makes it light? Details inside. Sample and Can of Fluid, 25c. Agents get details on this money-maker. New Method Mfg. Co. Sole Makers of Catalytic Automatic No Flint Gas Lighters. BOX B-48. BRADFORD, PA.

SILK LINED SENSATION FATHER'S DAY SPECIALS \$1.75 Doz. \$18 Gross Something New and Different. Each Tie silk lined with finest silks and satins. Snappy patterns. 50c sellers. MADE FOR JONES WEAR. Our biggest money makers. Rush your 3 Doz. Order now! 25% deposit, balance C. O. D. MONEY refunded. A. HERBERT, 1312 Washington Ave., Bronx, N. Y., Dept. "Q". FREE CATALOG.

ENGRAVING MACHINES! also New Numbers for Engravers! \$2.00 brings 20 Samples and Best Prices. No Catalog. Also information on latest model Diamond-point Engraving Machine. MOORE'S ELECTROGRAVER CO. 651 S. State Street, Chicago, Ill.

addition to her Jumbo Snow Cone machine. Williams infers that almost all the towns played thus far have been above the average considering the lateness of spring.

IF IT'S NEWS or fun shoot it in. In case one of the boys or girls is ill or injured that's interesting reading to their friends. Tell it to Bill.

GEORGE SHIELDS... of health and sex book note, pens from Terre Haute, Ind., under date of April 15 that he has enlarged his p.-a. system on his office-home trailer and is preparing to invade Michigan. He will bide his time there while awaiting the early Northern fairs.

DR. E. J. GOODIER... of Universal Laboratories, dropped off in Kansas City, Mo., recently long enough to say that he is enlarging his quarters in Dallas.

"JUST SAW... an old med comic here," pencils Jack France from Lawton, Okla., under date of May 9. "He's working with a new movie, radio and stage star and he is none other than Wayne Whitt."

PITCHMEN'S SAYINGS: "Then we are going to have a powwow."—George Rabbitfoot.

NEW ITEMS (Continued from page 79) 2 1/2 inch by 1 inch, which opens envelopes without destroying contents. Opener is made of metal and the inner part is fitted with a razor blade which can be easily replaced when necessary. Third item is a shaving brush receptacle made of celluloid which stands 5 inches high. Brush is inserted into the upper edge and receptacle keeps the brush sanitary and free from dirt. All three are made to retail for 10 cents.

LISTS (Continued from page 75) North Baltimore—Legion Celebration. June 21-26. Oliver A. Harris. Norwood—Spring Festival. June 7-12. E. V. Newman. Tedo—Expo. & May Festival. May 24-29. Chas. Schaefer. Van Wert—Peony Festival. June 9. E. C. Humphreys. Youngstown—Outdoor Expo. June 17-26. J. W. McDonald. OKLAHOMA Ada—Legion Celebration. June 15-19. B. G. Howard. Enid—Indoor Circus. June 1-5. O. E. Zink. Purcell—Old Settlers' Reunion & Golden Jubilee Celebration. June 17-19. OREGON Lebanon—Berry Festival. First week in June. Portland—Rose Festival. June 9-13. Mark Woodruff. PENNSYLVANIA Cherry Tree—Old Home Week. June 7-12. W. W. Jones. Clymer—Old Home Week. June 14-19. Clymer United Group, Box 422. Devon—Horse Show. May 25-31. Du Bois—Anniversary Celebration. June 13. Jos. W. Johnston. Easton—Golden Jubilee, Granting of City Charter. June 13-19. C. E. Rogers. Irwin—Firemen's Festival & Jubilee. May 31-June 5. Ward Peters. Kitzbanning—Rose Co. No. 5 Jamboree. June 28-July 3. Mark Shindedecker. Lafayette Hill—Firemen's Fair. June 18-26. Edwin Lightkep. Marienville—Forest Festival. Fire Co. June 28-July 4. R. N. McDonald. Mechanicsburg—Jubilee Day. June 10. Mary E. Thomas. Milton—Firemen's Celebration. Week of June 7. Kenneth D. Smith. Mt. Jewett—Old Home Week. June 28-July 3. L. Robert Cupp. Mt. Pleasant—Firemen's Fair. June 26-July 3. R. C. Binsaman. Phoenixville—Legion Fair. June 25-July 6. Fred L. Herr. Port Allegany—Old Home Week. May 31-June 5. Reading—Horse Show. June 11-12. Sunbury—Band Musical Festival. June 13-19. Mel Sober.

4th of July Celebrations ARKANSAS Greenwood—July 1-3. Harlan Stewart. CALIFORNIA Eureka—July 2-4. Huntington Beach—Fiesta De La Mar. July 2-4. Richmond—July 3-5. Jr. Chamber of Commerce. COLORADO Sterling—Jr. Chamber of Commerce. Yorba City—Chamber of Commerce. IDAHO Coeur d'Alene—July 3-5. American Legion. Pocatello—July 3-5. American Legion. ILLINOIS Belleville—American Legion. C. G. Stehl. Canton—Legion & Veterans of Foreign Wars. Chillicothe—American Legion. Fairbury—July 4-5. Amer. Legion, H. W. Meisenhelder. Frankfort—July 5. La Salle—American Legion. Litchfield—American Legion & Elks' Club. Palatine—July 4-5. Fire Dept. Rantoul—July 1-3. M. J. Dressen. Roselle—Fire Dept. Springfield—July 2-4. Streator—July 3-5. Wm. J. Lewis. Viola—July 4-5. Ernest Gincey. Watseka—July 4-5. Dewey Case. INDIANA Brazil—July 5. Lions' Club, Dr. A. A. Spears.

NEW YORK Hamilton—Eagles' Outing. July 4-6. Harry W. Heisterich. Mansfield—July 5. R. W. Vaughn. Montpelier—July 3-5. American Legion, Cleo Preist. New Concord—July 4-5. Business Men's Assn. OKLAHOMA Quappaw—Picnic. July 1-4. O. S. Hampton. Stillwater—July 3-5. Chamber of Commerce. Stillwell—Chamber of Commerce. PENNSYLVANIA Harrisburg—July 5. Pleasant View Fire Co. Leighton—Fair Assn. SOUTH DAKOTA Tyndall—July 3. Legion & Fire Dept. TENNESSEE Martin—Sweet Potato Festival. TEXAS Austin—July 3-5. American Legion. Belton—July 5. C. F. Little. Port Arthur—Jr. Chamber of Commerce. Rookdale—American Legion. VIRGINIA Appalachie—American Legion. Oroville—July 3-5. Fair Assn. Seattle—American Legion. WEST VIRGINIA Bluefield—Victor DeVault. Parkersburg— WISCONSIN Antigo—American Legion. Belter Dam—July 4-5. American Legion. Bloomer—July 4-5. Harry Reetz. Burlington—American Legion. Eagle River—Jr. Chamber of Commerce. Harbster—Athletic Club. Marinette—Menomonee—July 4-5. Fair Assn. Mineral Point—July 4-5. C. L. Winn. New London—July 3-5. American Legion. Platteville—July 3-5. American Legion. Portage—Fire Dept., W. Horace Johnson. Reedsburg—July 4-5. Veterans of Foreign Wars. Shullsburg—Commercial Club. South Beloit—July 3-5. American Legion. Stanley—Chamber of Commerce. Thorp—July 4-5. American Legion. Washburn—Watertown—At Riverside Park. Turner Soc. Wisconsin Rapids—American Legion.

THE British Coronation has come and gone without leaving any apparent mark upon New York curb operations. This does not mean, however, that it will not continue to influence business and fashionable trends this summer, altho these influences will be less marked than was at the first anticipated. Operators working in Canada will do well to cover at least some of the Georgian souvenir articles as these will be a good attraction thruout the summer. Flower ornaments, jewelry articles, pocketbooks and handbags will also carry on the coronation idea, at least thru the summer. Readers of this column who are busy with this year's seasonal activities may be disinclined to worry about 1938. I can not refrain, however, from pointing to an important 1938 development, because it may have some effect upon this year's policy. Looking over the activities in the industrial designing studios, I am impressed with the fact that almost all novelty designers try to follow conventional lines. There is good reason for this. Manufacturers believe that the price situation has gotten so out of hand that they have nothing to guide them as to what prices will do this fall or next spring. This is the case especially with semi-staples in the premium line. Many samples of these articles must be prepared soon and will be shown late in summer. Manufacturers do not deem it wise policy to make revolutionary style changes, because they must give the 1937 purchaser a break. Your 1937 purchase, therefore, will be as good during the winter as it is now. This gives buyers a chance to cover a large part of their late winter and early spring demand early this summer at present prices. My advice is that you do your buying now with an eye to later needs. All this year's spring stuff will hold good during the winter and will not be outmoded. There is no necessity to keep stocks small for fear of sudden style changes. Maybe I am talking out of school, but I believe many of my readers will be glad to have this news. Business in New York has taken on a definite summer coloring. Bigger operators have placed most of their orders for outdoor promotions, but wholesale dealers expect a larger amount of last-minute orders than last year. Glassware seems to have been lagging behind and many buyers are now filling in with odd lots. Work clothes are becoming active for rural promotions, and the summer-outgait trade begins to exert an influence upon orders. It's bringing much business for curtains, houseware and electrical articles.

Tamaque—Celebration, Fire Co. May 31-June 6. Va. E. Reishart. Tarentum—Centennial Celebration. June 21-26. George Skillen. Vandergrift—Firemen's Assn. June 14-19. Ted R. Henry. SOUTH DAKOTA Britton—Legion Celebration. June 13-15. Bryant—Legion Celebration. June 28-29. L. A. Jacobson. De Smet—Old Settlers' Day. June 10. John Hasche. Eureka—Golden Jubilee. June 16-18. Orient—Golden Jubilee. June 18-19. Business Men's Club. Watertown—Celebration. June 3-5. Adj. Wright Tarbell. TENNESSEE Dyersburg—W. Tenn. Cotton Carnival. June 2-4. Jr. Chamber of Commerce. Martin—Sweet Potato Carnival Celebration. June 28-July 5. R. L. Whitcomb. TEXAS Dublin—Home-Coming Celebration. June 30-July 3. American Legion. Jacksonville—Tomato Show & Festival. May 31-June 2. Farkas—Top of Texas Fiesta. June 3-4. Garnet Reeves. VIRGINIA Tasley—Potato Blossom Festival. June 3-4. L. F. Purvis, Onley, Va. WASHINGTON Walla Walla—Chamber of Commerce Jubilee. June 10-12. Alfred McVay. WEST VIRGINIA Fairmont—Blue Eagle Club Celebration. May 24-29. Bennie Robinson. WISCONSIN Antigo—Homecoming & Celebration. June 28-July 6. American Legion. Barton—Firemen's Assn. Homecoming & Tournament. June 19-20. Chippewa Falls—Centennial & Home-Coming Expo. June 6-8. W. J. Hanson. Manitowoc—Wild Life & Conservation Exhibit. June 9-13. Louis Heinrichs. Marshfield—Golden Jubilee & Homecoming. June 26-July 1. R. Williams. Seymour—Celebration & Festival. June 19-20. C. A. Van Buren. Waupaca—Home-Coming Celebration. June 8-9. CANADA Kentville, N. S.—Apple Blossom Festival. June 1-5. Montreal, Que.—Hamid-Morton Circus. May 22-29.

MISSOURI Trenton—July 5. Commercial Club. Unionville—Veterans of Foreign Wars. Windsor—J. S. Kiger. MONTANA Havre—Mardi Gras. July 3-5. Kalispell—July 3-5. Veterans of Foreign Wars. NEBRASKA Fairbury—American Legion. Oakland—Chamber of Commerce. Sidney—American Legion. Spencer—July 3. NEW JERSEY Irvington—Commissioner Stanley. Maplewood—Civic Assn. Somerville—Samuel Steinman. Trenton—Firemen's Field Day. July 3. West Orange— NEW YORK Aftica—July 5. Chamber of Commerce. Gloversville—American Legion. Westbury— NORTH DAKOTA Dickinson—July 4-6. Chamber of Commerce. Fargo— Minley—At Tobiasson Lake. July 4-5. Clarence Sanda. Glen Ullin—July 4-5. Fire Dept. Hatton—July 4-5. American Legion. Kliddeer—July 3-4. Labor—July 5. E. T. Hinchberger. Minot—Peace Celebration, Fair Assn. Park River—American Legion. Williston—American Legion. OHIO Hamilton—Eagles' Outing. July 4-6. Harry W. Heisterich. Mansfield—July 5. R. W. Vaughn. Montpelier—July 3-5. American Legion, Cleo Preist. New Concord—July 4-5. Business Men's Assn. OKLAHOMA Quappaw—Picnic. July 1-4. O. S. Hampton. Stillwater—July 3-5. Chamber of Commerce. Stillwell—Chamber of Commerce. PENNSYLVANIA Harrisburg—July 5. Pleasant View Fire Co. Leighton—Fair Assn. SOUTH DAKOTA Tyndall—July 3. Legion & Fire Dept. TENNESSEE Martin—Sweet Potato Festival. TEXAS Austin—July 3-5. American Legion. Belton—July 5. C. F. Little. Port Arthur—Jr. Chamber of Commerce. Rookdale—American Legion. VIRGINIA Appalachie—American Legion. Oroville—July 3-5. Fair Assn. Seattle—American Legion. WEST VIRGINIA Bluefield—Victor DeVault. Parkersburg— WISCONSIN Antigo—American Legion. Belter Dam—July 4-5. American Legion. Bloomer—July 4-5. Harry Reetz. Burlington—American Legion. Eagle River—Jr. Chamber of Commerce. Harbster—Athletic Club. Marinette—Menomonee—July 4-5. Fair Assn. Mineral Point—July 4-5. C. L. Winn. New London—July 3-5. American Legion. Platteville—July 3-5. American Legion. Portage—Fire Dept., W. Horace Johnson. Reedsburg—July 4-5. Veterans of Foreign Wars. Shullsburg—Commercial Club. South Beloit—July 3-5. American Legion. Stanley—Chamber of Commerce. Thorp—July 4-5. American Legion. Washburn—Watertown—At Riverside Park. Turner Soc. Wisconsin Rapids—American Legion.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 22.—Thirty-four members were present when First Vice-President Dr. Ralph E. Smith called Monday's night meeting to order. They kept straggling in, however, and by adjournment 87 had gathered. This meeting marked the last of the indoor festivities of the organization until the show-folk return in the fall.

Due to the fact that a large number of members reside in or around town the club has decided to again get the Safari Club organized. New officers for summer activities are Ed Walsh, chief guide; Pat Armstrong, Doc Cunningham, Jack

Schaller, Harry B. Levine and Steve Henry. Ladies' Auxiliary will be represented by Peggy Forstall, Ruby Kirkendall, Mrs. Ed Walsh, Pearl Runkle, Minnie Fisher and Virginia Schaller. The first of the series of Safaris will be held June 6 at Bent Mountain Crags in the mountains.

Doc Cunningham, who is handling the affairs of the Al G. Barnes Memorial Association, declared that before going any further in the matter he will ascertain the wishes of the late Al G. Barnes' family. Communications: Walt de Pellaton lettered from Hildebrand's United Shows and also sent an inclosure to cover the application of a new member. Fred C. Douglas, of San Francisco, wrote relative as to illness of Henry Blake. Other welcome communications were received from Hal Compton, Frank Redmond and Ben Dobbert.

New members: Frank Leroy Bennet, credited to Doc Cunningham and Louis Manly; John Henry Greenhalge, credited to Will Wright and William Hobday, George Oliver credited to Walton de Pellaton and O. H. Hildebrand. President Wright announced that the books for the Cemetery Fund Drive will be in the mails this week. Weekly award went to John J. Klein.

Ladies' Auxiliary

Meeting was called to order by President Peggy Forstall. All other officers were present. After a short business session meeting was adjourned to enable members to attend a Federal Theater Project six-act vaudeville performance as the guests of the PCSA in their club-rooms. Alfreda Avalon is in St. Vincent's Hospital for an operation. Ada Mae Moore, after a serious illness, is active again.

Gertrude Matthews is a new member. All members were shocked to learn of Charlie Blue's death. Our deepest sympathy goes to his widow.

Mrs. John Ragland and daughter motored to Berkeley, Calif., to visit Mr. Ragland, of World's Fair Shows. Visitors included Mrs. C. Leslie Stafford, Mrs. Stack, Mrs. Hanna, Mrs. Larrimore and daughter, Ruth Carol, and Mrs. Bruce Hartzell.

Members present were Pearl Jones, Tillie Palmateer, Jennie Rawlins, Opal Manly, Martha Levine, Mora Bagby, Bell Phillips, Stella Lynton, Vera Downey, Stella Brake, Virginia Schaller, Mabella Bennett, Inez Walsh, Pearl Runkle, Minnie Fisher, Esther Williams, Ruby Kirkendall and Etta Hayden.

TOYS For VENDING MACHINES

Sales increase when you give your customers something for nothing. Here is something that costs next to nothing but gets results. Send for samples, mix them in one of your vending machines and watch the pennies roll in.

SEND 50c

For a Complete Set of Samples. SPECIAL ASSORTMENT. 1 Gross (144 Pieces), 57 Different Styles. Elephants, horses, camels, dogs, roosters, agates, buttons, etc. Both kids and grown-ups go for them. Superior to any Assortment ever offered. Before placing your business, get our Special Lot on a money-back guarantee. **75c**

EPSTEIN NOV. CO., Inc.
130 Park Row, New York City.

1c Each. Also Better Grades. 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-55), New York City.

DANCERS DANCERS WANTED AT ONCE

Oriental, Rumba, Strip Tasse, with or without wardrobe. Salary, \$20.00 a week. Also Piano and Calliope Player. Top salary. I have flashy bath wardrobe. Write or wire at once.

AL PAULERT, Mgr., BEAUTY REVUE
Care John Marks Shows, Woodlynne, N. J.

WANTED High Class Carnival COLUMBIA FAIR

COLUMBIA, KY., AUGUST 11 TO 14. Contract must be made immediately. **C. M. KELSAY, Secretary.**

WIXOM 808 RANCH SHOW

MOTORIZED. For One-Day Stands, Penture Acts, Cowboys, Cowgirls, Indians, Trick Riders, Ropers, Boss Canvasmen, Clown Cop, Grooms, Working Men, Lithog-raphers, Indians, Trick Riders, Ropers, Boss Canvasmen, Organized Side Show, Lunch Stand. All Privileges open. Join on wire. No collect wires. Boxers and agitators not wanted. Rochelle, Ill., May 29; De Kalb, 30; Rockford, 31; South Beloit, June 1. Write or wire. **J. DOUGLAS WIXOM, Rochelle, Ill.**

WANTED

CAN USE Rides of All Kinds for Good Spots in and around Philadelphia. **EXHIBIT PRODUCING CO., JOHN KEELER,**
4713 Chester Ave., Philadelphia, Pa.

WEST'S WORLD'S WONDER SHOWS

WANT

SHOWS AND RIDES

Address **FRANK WEST, Warren, Pa., This Week;**
Kittanning, Pa., Next Week.

NEW, SENSATIONAL NOVELTY!

Auto-Magic PICTURE GUN

REG. U.S. PAT. OFF.

The "Shot in the Dark" that will brighten your sales!

Shoots Pictures — Sharp, Clear — on Wall, Ceiling, Any Flat Surface.

\$1.50 is list price for the big, complete outfit shown at the right. Includes Picture Gun and 5 non-inflammable Films—140 views in all. Comedies, cartoons, adventures.

\$1.00 is list price for the "B" outfit, which includes Picture Gun and one Film—28 views.



Get Full Details From Your Jobber — or Write or Telegraph —

STEPHENS PRODUCTS COMPANY, Inc.
19 East 47th, New York Phone, Plaza 3-0726

R-B Papers Against Cole

CANTON, O., May 22.—Ringling-Bar-num brigade was here May 19 tacking "coming soon" banners for engagement of Big One July 11 in opposition to appearance here May 24 of Cole Bros.

The R-B billing showing was only fair, since the downtown banner "hits" of Cole show were the most extensive observed for a circus advance billing campaign here in more than a decade. Buildings which have never had a circus banner on them are covered for three and four stories, and on some the complete sides are covered except windows.

Broadcast at Cole "Runs"

COLUMBUS, O., May 22.—When Cole Bros' Circus started unloading here Wednesday morning Station WBNS was on with a commentator, giving high-lights of action around the "runs." There were interviews with circus celebrities, Indian whoops and bedlam of noises from wild animals and elephants. It is believed the broadcast of un-loading was the first in this part of country.

QUILL QUIPS

(Continued from page 34)

the Rubin & Cherry Exposition was the best show of its kind he had ever visited. As a result Klauer was besieged by mid-way custodians and royally entertained.

PAY LESS Than Wholesale \$5.95 COMPLETE WITH TUBES

5 TUBE MIDGET (Lots of 6). Sample \$6.45.

Beautiful, Striped Walnut Cabinet. Latest, High Efficiency, Tuned R. F. Circuit. Moving Coil Dynamic Speaker. Calibrated in Kilocycles—High Gain Coils. Filtered Signal Detector. Two-Tone, HANDPAINTED, Full-Vision, Non-Inflammable FIBRETOP DIALS. MEASURES 10 1/2" x 7" x 8".

The Best Value Obtainable!
10 DAY FREE GUARANTEE
Purchase price refunded if not thoroughly pleased. Send for our new FREE Illustrated Catalog.
FAIR TRADING CO.
215 West 125th St., New York, N. Y.



25% Deposit for C. O. D. Orders. Model RB1.

SOLERO-KOOLIE SUN HAT

Season's Best Creation

This novelty KOOLIE HAT will create a sensation at Beach and Lake Resorts this summer. Two designs—six assorted colors—fits any size head—sun and salt water proof—worn by men, women and children. For Beaches, Fairgrounds, Conventions and Parties. Sells for 10c or 15c. Buy this novelty hat direct from the original manufacturer for 65c per dozen.

Minimum Trial Order of 6 doz., \$3.90 Plus Postage Free advertising signs and circulars. Good opportunity for men covering Beaches, Lake Resorts, Parks, etc. Send trial order or sample request today.

SHERMAN PAPER PRODUCTS CORP.
Newton Upper Falls, BOSTON, MASS.



CLINT'S EXPO SHOWS

MASONTOWN, PA., MAY 24-29

Can place Ten-In-One Shows that do not conflict, Grind Stores, Banner Man, Custard.

Wire **CLINT ROBERTS.**

WANTED

Trick and Straight Riders. Highest salary, best of equipment. Pay days on Monday, and you get it. **JAMES M. HURD**, Wall of Death, Marks Shows, Camden, N. J., this week; Vineland, next.

CUMBERLAND VALLEY SHOWS

WANT SHOWS. 5-in-1 with or without outfit. Have complete outfit for same. Girl Show with or without outfit. Chorus Girls and Musicians for Minstrel Show. Percentage and salary. All Legitimate Concessions open. Address all mail to **ELLIS WINTON**, Mgr., Sparta, Tenn., this week; Crossville, Tenn., next week.

BARKER SHOWS

Want Talker and Geek for Geek Show. Have complete outfit. Place Team and Girls for Minstrel Show. Salary guaranteed. **G. Norman King** wants Side Show Talker, outstanding Freak. Girls for Illusions. Pop Kelly answer. Concessions open: Scales, String Game, Fishpond, Bowling Alley, Candy Apples and Floss. **STELLA BARKER**, Clinton, Ill.

BUDDHA

FOR SALE—the world's largest captive Gorilla. The greatest show proposition in America. **G. A. LINTZ**, care The Billboard, 1564 Broadway, New York.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc. for all occasions. Quick service, low prices. Write for free catalog. **BOWER SHOW PRINT**, **FOWLER, IND.**

Hartmann's Broadcast

IT MAKES our blood boil every time we read an editorial in newspapers condemning any one branch of the amusement profession when there are no grounds for it. An editorial of that kind which we now have in mind appeared in The Sentinel, Parkersburg, W. Va., May 20 issue, and bore the title of "The Way They Do Business." Many of those who read this narrow-minded opinion probably have the wrong impression of circuses as a result. We are reprinting the editorial so that our readers can see for themselves what tommyrot it contains. It follows: "It seems that the circus business has been crooked for so many years, possibly for a century, that it is impossible for it to reform itself even if it desired to do so, but apparently it has not yet turned its mind in the direction of reform. The higher-ups in that entertainment industry possibly are to blame much more than those who take the orders and operate the concerns. "The policy of most circuses seems

to be to get the money by every possible hook and crook, for they will be gone tomorrow to another credulous town. But to get down to brass tacks this is our plain story. The Parkersburg newspapers asked the circus which showed here on Tuesday to give a sufficient number of plain entrance tickets to take all news carriers and sellers to the big top. In return the newspapers print publicity pictures and stories for the circus, as is the practice usually when a canvassed show comes to town.

"The circus here Tuesday agreed to do so and gave the newspapers enough tickets to supply all the boys, and it was understood that the lads would pay the tax. When the youngsters presented their admission ducats they were informed that they must each one pay 25 cents to the circus for taxes and 'service charge.'

"The 'service charge' meant of course practically clear profit to the show company. Many of the boys did not have the 25 cents, much to their dismay. The newspapers were unaware that such a charge would be attached, but that appears to be only another trick of the circus."

The writer of the editorial speaks as tho he has seen most of the circuses and knows exactly how they operate, which we doubt very much. We would sooner believe that he knows little about the circus business outside what he possibly has read or heard from others who wrote or spoke from hearsay.

Can you imagine newspapers printing "publicity pictures and stories for the circus" in exchange for free tickets to their news carriers and sellers? Just try to get this publicity from the newspapers without shoving advertising their way!

As to the tax and service charge, the situation was no different in Parkersburg than in other cities. Admission taxes and service charges are things which probably the majority of people don't like, but it is plainly stated on the front of the complimentary reserved seat tickets of the circus referred to that "This pass is good for one admission and reserved seat upon payment of federal admission tax, State admission tax, if any, and service charge. Pay all tax and service charge at tax box before entering." And the wordage is practically the same on the complimentary general admission tickets.

If this wordage on the passes wasn't read by the ones holding them, surely the show can't be blamed.

WILL WRIGHT, manager of the Golden State Shows, will never forget the "action" brought against him by the King City Stampede Association during the show's recent stay in King City, Calif. Will is well liked by this group, the same as he is by scores of others, and the "action" was all in the spirit of fun. Summons designated as C. C. P., Sec. B. S. 111 and done up in regular legal style, was served by the Court of the Cockeyed Cow, County of Calamity, State of Coma, and read as follows:

"The people of the State of Coma send greetings to Will Wright, defendant. You are hereby directed to appear before the bar (liquid varieties prohibited) at Bank of Am. 1:20 p.m. and answer, if possible, in an action entitled as above, dragged in against you in the Court of the Cockeyed Cow of Calamity County, State of Coma, under penalty of severe vigilante action for failure to so appear. You are hereby notified that the charge dragged in against you is taking the populace for a ride. Defend yourself, if you can.

"And you are further notified that unless you so appear and answer as above required the said plaintiff will take judgment for damages or any money demanded in the complaint, if any. Said damages will be required of thy hide and should you be, upon proper investigation, found thick-skinned, your person shall be confined in the Stampede Hoosgow until such time as you renounce your Scotch an-

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 22.—Things around the rooms are a bit quiet at present with members awaiting the start of Cemetery Fund Drive activities. Carl J. Sedimayr, chairman, is busy arranging details and literature will be ready for mailing soon.

Membership drive is rolling merrily on and President McCaffery feels confident of real co-operation from every member. Vice-President Joe Rogers writes from Cuba that he is having a pleasant trip and enjoying a much-needed rest.

Frank Dellaplane was President McCaffery's guest at the rooms last week. McCaffery left later in week.

Brother Nat Hirsch returned from the Imperial Shows and after a short visit departed.

Harry Calvert is spending much of his time here preparatory to the opening of the Great Lakes Exposition at Cleveland.

Brother Carl Sedimayr visited, as did Brother Denny Howard.

Secretary Streibich and Nat Hirsch spent the week-end in Detroit, where they visited in the interest of the club. Called on Brother Max Goodman, A. H. Barkley, Beverly White, Max Klepper, Joe Goodman and Walter K. Sibley. Eddie and Mrs. Madigan journeyed over to Windsor, where they were the guests of Patty and Frank Conklin, of the Conklin Shows.

Included among those they met on trip were Louis J. Berger, Sam Burd, Harry Pierce, Joe Murphy, A. W. Morris, Nell Webb, Abe Gorman, Bob Costello, David Shulman, Harry Levine, John Taylor, John Saladin, Frank Minor, Issy Brodsky, George and Steve Pappas, Art Radtke, Bob Cooper, Charles Saylor, Paul Oleksy, Alex Lobban, Percy Wheeler, Chet Cleaver, George Feakes, Sam Ansher, Jack Timken, Harry Lewiston, Mr. and Mrs. Maxie Herman, Al Cohn, Joe Palmer, J. J. Custock, Dave Picard, Jack Lane, Jack Swibel, Bob Randall and William Chilton.

Barney Miller was called to Detroit by illness of his son. Harry Coddington still a bit weak but resting as well as can be expected and manages to get down to rooms for a visit. Says he is planning the decoration of graves in Showmen's Rest for Memorial Day. This is a duty he never shirks.

Larry Hogan visited Detroit and called on various shows there.

cestry and swear allegiance to true Western Generosity.

"Given under my hoof (Cloven) this second day before the King City Stampede, 1937." (Signed) "Jim Peters, Judicially Inclined and Serving in the Capacity of One Full Quart."

It was only natural that Will should plead guilty to the charge of "taking the public for a ride," as that is part of his business. In consequence he had to fork over five bucks and spend 15 minutes in the hoosgow, a penalty which provided Will and the plaintiff with plenty of laughs.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

In addition to being the oldest institution of its kind in America, it also is outstanding among fraternal organizations.

CORRECTION MARKS SHOWS, Inc.

Thru an error in interpreting a telegram our advertisement in May 22 issue stated we wanted an Eight-Car Lindy Loop and Chairplane whereas **WE WANT FOREMAN FOR EIGHT-CAR LINDY LOOP AND CHAIRPLANE.** Also want Help on All Rides. Address **JOHN H. MARKS**, Gen. Mgr., Camden, N. J., May 24 to 29.

JOHNNY J. JONES EXPOSITION, INC.

CAN PLACE Capable **TALKER** of good appearance for high-class and fast stepping **COLORED REVUE.** **WILL BUY** Steel Flat Cars and Stateroom or Combination Car. **REPUTABLE SHOWMEN** with new ideas are invited to keep in touch with us. Address **WALTER A. WHITE**, General Manager **PITTSBURGH, PA.,** May 25th to June 5th

GROVES SHOWS WANT FOR

GREEN CASTLE, IND., MAY 24 TO 29; LEBANON, IND., MAY 31 TO JUNE 5. Any worth-while show with or without own outfits. Will build shows for capable showmen. Want Dancers for Girl Show. Can use concessions that work for stock only. Agents for stock stores. Blackie Jones wants agents; Nail Joint Sred, come on. Will sell X on Long Range Lead Gallery, Diggers, Palmistry, Mouse Game. Will book Candy Floss, Snow Balls; also will book Loop-o-Plane.

COREY GREATER SHOWS

Carrolltown, Pa., this week; Vintondale, Pa., Old Home Week next week. Wanted Colored Trumpet, Trombone and Saxophone Players; salaries paid out of office. Acts, Freaks for Side Show. State lowest salary. Will place any shows of merit, also legitimate concessions of all kinds. Address **E. S. COREY**, as per route.

BROADWAY SHOWS OF AMERICA WANT

First-Class Talker for Girl Revue. Also Capable Help in All Departments. Want Tattoo Artist and Outstanding Freaks for Side Show. Can place legitimate Concessions only. Rates reasonable. **Woody Finn** wants Griddle Man and Cook House Help. **Smithers, W. Va.,** Week May 24, **Eskdale, W. Va.,** Week May 31 to June 5. All Mail and Wires as Per Route. **H. C. SMITH**, Manager **J. F. DEHNERT**, General Agent



The Wild Animal Business—Elwood Hughes Returns From Abroad—Some Very Short Subjects

A SURVEY of New York wild animal dealers last week revealed that they have enjoyed remarkable business this spring and that most of them are face to face with the first shortage problem in years.

Reasons for the renewed popularity and use of animals are several, but probably the most outstanding is that showmen again have money in their pockets—money to spend not only on new rolling stock, paint and illumination but on improved attractions as well.

Almost without exception the 1937 carnival and circus is carrying more animal acts, as well as increased numbers of caged attractions. The dealers are prospering, the showmen are profiting and the public is being satisfied.

Band will be one of the CNE attractions this year and that either Benny Goodman or Horace Heidt will replace Rudy Vallee in the pavilion.

Captain Daniel E. Fox, hard-riding New York State Trooper, who takes his boys around to Eastern fairs as a free attraction, in town last week on one of his periodical visits. . . . Pierre Venner, 18 years in amusement park business, in town for a day on a last-minute buying spree.

A. G. Heller, "creator, designer and builder of animated displays," in to announce that he has a new game to market shortly, an electrical horse race on the order of the old Kentucky Derby "but much better."

Millard & Bulsterbaum, Coney Island show-front painters, report that they want credit for the Ringling-Barnum Side Show panels and the paint job on the Big Show's marquee.

A bouquet of some sort is deserving of the Ringling prop boy who risked his neck in Washington to save the life of young Angela Antalek, perch pole performer, who fell at the Monday evening show. Both were knocked a bit silly but will come out of it okeh.

Washington medicos inspecting and praising the new \$12,000 automatic dish-washing machine on the Ringling-Barnum show. "The cleanest dishes in town," report the experts.

World of Mirth Shows

New Brunswick, N. J. Week ended May 15. Location, Morris Field, Somerset street. Auspices, Community Volunteer Fire Department. Weather, Thursday and Friday rained out, remainder of week fair. Business, good when weather permitted.

When crowds numbering nearly 9,000, with money in their pockets, sloshed around a muddy midway here Saturday night on a closing-night spending spree showmen saw it as the silver lining to clouds that broke loose early Thursday morning and stayed that way until two complete rainouts had been registered. Until the downpours business had been showing a daily increase over 1936 figures. Townspeople and visiting showmen were lavish in their praise of the new midway which Max Linderman is rapidly shaping into finished form.

Notes From the Crossroads

By NAT GREEN

TO PARADE or not to parade, that is the question! Whether it were better to pass up the "march" when the show arrives late and incur the ill-will of the populace or to parade regardless and perhaps make a late start with the performance but convince the public that your word means something! Thus might some circus owners soliloquize. And, 20 to 1, they would decide against the march.

Time and again it has been demonstrated that circus folks are possessed of the milk of human kindness. A letter

we received last week is a case in point. Writing from the Community Hospital in San Mateo, Calif., Irma Allen says: "Will you please give a big boost to the Al G. Barnes Circus members and performers for their wonderful friendship and loyalty to an old performer of years' ago? I haven't been on any show since '28—was with Barnes seasons of '26 and '26. Every time they play this town some of the members always come to see me. So many friends here and forget when one has been sick for years, but these never do. I-sing for 17 years in all lines . . . but never have I met a finer lot of friends than the circus folks. So I ask a few lines or, in other words, a big hand for friends who don't forget. This is the only way I can make a wee noise to show just how much it all means to me. I've been in hospital—t. b.—four years and no hopes of getting out for at least two more; but it could be worse and I have no kick coming with friends like this." Circus performers do remember, and it's one of their most lovable traits!

Ike Friedman, former carnival general agent, in Chicago on his way to St. Louis, stopped in to say hello. . . . J. Allen Darnaby is one of the oldtimers whom time has not slowed up. . . . He'll soon be heading south to look after his fair interests. . . . Maurice W. Jencks, manager of Kansas Free Fair, Topeka, with Mrs. Jencks, stopped off for a brief visit in Chicago before going on to New York to embark for a summer trip to Europe. . . . Art Briese left last Thursday for Monterey, Mexico, to handle the fireworks display at the fair. . . . Irving K. Pond is receiving many flattering letters about his new book, Big Top Rhythms. . . . A large Boul Mich book store is devoting an entire window to a display of the book, enhancing the display with interesting circus material from the collection of Walter Scholl.

ELWOOD A. HUGHES returned from London last week, paused a day in New York and then hurried off to Toronto to start things rolling at the Canadian National Exhibition. Mr. Hughes, who spent several months traveling the British Isles and Continent, is bubbling with enthusiasm over the Coronation. It was a tremendous spectacle, a superior job of showmanship, to hear him describe it. But his trip represented much more than merely a pleasure jaunt. The CNE is offering a Coronation spec this year and our friend from Canada gathered first-hand knowledge of the original by being present. He also revealed that the U. S. Navy

PORT ALLEGANY, PA. OLD HOME WEEK On Main Street, MAY 31 to JUNE 5 First Show Uptown in Years. Northern Pennsylvania's Greatest Celebration. WANTED SHOWS AND CONCESSIONS. KARL MIDDLETON May 24 to 29, Dansville, N. Y.

W. E. WEST MOTORIZED SHOWS WANTS capable People for Two-in-One, Grind Shows, Agents for Grind Shows. Other useful Help. CAN PLACE Shows and Concessions that don't conflict. This Show carries 7 Rides, 8 Shows and 20 Concessions. Alvin VanDyke wants capable Second Man, must be operator and Truck Driver, for Twin Wheels. Paola, Kan., week May 27; Ottawa, week May 31; Olathe, week June 7. FOR SALE—Smith & Smith Chairplane, now in operation on show.

FOR SALE Motorized Steam Calliope; also 4-Ton Elephant Truck built low to ground. Both Kingham Trailers, best condition, 10 K. W. Light Plant, \$200. Marquee, 14x16, good condition, \$35.00; Stake Puller and miscellaneous articles. E. E. COLEMAN, 1837 Ravenwood Ave., Dayton, O.

SAM LAWRENCE SHOWS WANT One more FREE ACT, SHOWS, RIDES and CONCESSIONS. Address, this week, Harrisonburg, Va.; Winchester to follow.

URN BURNERS COOK HOUSE MEN! BUY AT WAXHAM'S—AND BE SURE! New Instant-Lite Gasoline Stoves (no pre-heating, lights like gas), Griddles, Waftle Outfits, Juice Powders, Circus Lemonade Glasses, Tanks, Pumps, Hollow Wire, Gasoline Lanterns, Mantles, Urn Burners, etc. Special equipment built to order. We do repairing, have bargains in used goods, accept trade-ins. Order from this ad. Catalogue upon request. TERMS: 1/3 Cash Required with Order, Balance C. O. D. 90% of orders filled day received. WAXHAM LIGHT COMPANY 517 1/2 West 42d Street, NEW YORK CITY.

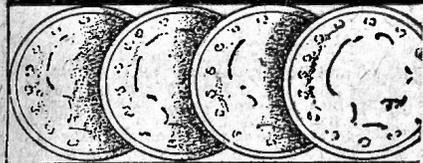
HELLER'S ACME SHOWS, Inc. INTERNATIONAL GOOD WILL WEEK, JUNE 28-JULY 5, MALONE, N. Y. ENGLEWOOD, N. J., JUNE 7-12. HAVERSTRAW, N. Y., JUNE 14-19. BLOOMINGDALE, N. J., THIS WEEK; NYACK, N. Y., WEEK MAY 31-JUNE 5. Want Ferris Wheel Foreman for Twin Wheels. Help on all rides. Will book or buy Loop-o-Plane; cash. Will buy half interest or book Octopus. Good proposition for Side Show. Have 12 fairs, starting first week in August. Thurman Marshall write me. Have something worth while for you. Want small Carnival for Fourth of July week, Race Meet and Fireworks Celebration. FLEMINGTON FAIRGROUNDS. All address as per route or Phone Humboldt 3-0474.

JACK HOXIE CIRCUS WANTS Billposters, Lithographers, Banner Men, Aerial and Animal Acts to feature. Musicians for Big Show Band, capable, reliable Help for Cook House and Lunch Stand. Seat Men, Pole Riggers. Answer as per address, Wellsboro, Pa., Wednesday, May 26; Jersey Shore, Thursday; Bellefonte, Friday; Mt. Union, Saturday; Lewistown, Monday, May 31. CLY C. NEWTON, Manager Jack Hoxie Circus.

KEYSTONE SHOWS WANT Shows not conflicting. Have complete outfits for Blue Eye Show and Nudist Show. Concessions—Wheels and Grind Stores. No racket. Want Side Show Acts for Office Side Show. Address Natrona Heights, Pa.

JACK MURRAY SHOWS WANT Concessions. Also Shows with or without own outfits. Girl Show and Unborn Show Managers who can produce. Belmont, answer. Want book Chairplane and Flat Rides. Paris, Ky., this week; New Boston, Ohio, week May 31.

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AMUSEMENT MACHINES

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

PATERNALISM

Paternalism is a theme as old as history. It is the old story of the relationship between master and servant, king and his subjects, capital and labor, rich and poor. It is often the protective attitude of the higher-ups run to the extreme.

There is a legitimate sphere for the exercise of paternalism, and no thoughtful person would object to it. But when paternalism is made the exaggerated pretext for opposition to coin-operated machines, as is often done, then the coin machine industry offers logical objections to such policies.

It is perfectly natural that parents, teachers and citizens in general should seek public protection for the physical and moral well-being of children. The professional operators of coin machines have volunteered to meet all reasonable standards set up for the protection of children. And in some large cities such agreements between operators and city officials have now been in operation for years with equal satisfaction to all concerned.

But even this paternalistic care for children is often grossly exaggerated by those who have an opposition complex against coin-operated machines. It is also made the pretext of attacks on coin machines by interests that certainly have no concern about the welfare of children. Recent examples are the attacks on cigaret machines on the pretext that minors could buy cigaretts from the machines; the real reason was the fear that the machines would get some of the business of department and chain stores. Another case is seen in the editorial campaign of *The Miami Tribune* against the Florida slot machine license law, on the pretext that slot machines teach children to gamble. The real reason for the opposition of *The Tribune* is known to be that it represents bookie interests which fear the slots might get some of the money that would be bet on the races.

So whenever the cry of "protect the children" is raised a careful investigation is likely to reveal some ulterior political or business interest that is seeking to make capital of an exaggerated issue. It is well to remember that the great majority of the professional operators are men with children of their own and that they are willing to meet any reasonable standards for the protection of children.

The most unreasonable form of paternalism today appears in the oft-repeated theory that amusement games should be banned because laborers, men on relief, WPA workers, CCC boys and similar groups waste their money on such machines. There are cases, certainly, in which this happens. But it is a problem that goes deeper into the basic structure of our nation than the mere banning of coin-operated amusement devices.

There are evidences which indicate that one of the most dangerous steps we can take is the paternalistic attitude of trying to control the morals and amusement habits of the unfortunates in our economic system.

William S. Knudsen, recently made president of General Motors, has made known that he is opposed to any show of paternalism toward the workingman. "No attempt should be made to regulate the private lives of employees," he says.

On paternalism and gambling, Westbrook Pegler, columnist, recently expressed the sensible view: "The matter

with which I quarrel is the assumption that the workingman and his wife have not the same right to throw away their money that other people have and need big-brothering from a class of citizens held to be superior, including the grocer and the installment man."

On my street there is a man in the 50s who lost out during the depression and has been employed with the WPA for several months. Once a week he spends 50 cents to take his family of three to the movies. Then all the neighbors set up a howl about this poor fellow "wasting relief money."

There is no more disgusting thing about human nature than this habitual cruelty to less fortunate human beings. If there is anybody in the world who should be allowed the pleasure of a cheap movie or other simple amusement it is the man or family that has lost out in our competitive struggle for existence. And yet we live in a country in which millions of voters would pass a law, if possible, to deprive such poor fellows as the above of the privilege of seeing a cheap movie or playing a pinball game.

It is the old story of giving the beggar a dime and then cursing him for spending it on beer; as if the poor fellow did not deserve a glass of beer if anybody in the world should enjoy a drink.

Bernarr Macfadden, *Liberty* magazine, February 27, 1937, discusses another phase of our exaggerated paternalism: "Most Americans are natural-born gamblers. . . . Every business is a gamble. . . . Farming, for example, is one of the worst forms of gambling so far as taking chances is concerned. . . . And for us to saddle ourselves with laws which make certain types of investments a crime merely to protect a few mental nitwits from wasting their money is the last word in stupidity."

That is an idea worth thinking over. The majority of the American people are capable of wasting their money in the way that brings them most pleasure, whether rich or poor, and they should not be saddled with laws to protect a few who cannot exercise self-control. The accumulations of such paternalistic laws and the stupidity of some of them are worse than the disease they are meant to cure.

Thinking Americans should weigh carefully the serious problems that underlie our present-day life. Then they will not become excited by so many of the trivial questions raised by agitators or selfish business interests. Paternalism has its legitimate place, but too much of it may become a very dangerous thing. The rich, the professional reformer and many other types of people are likely to run to the extreme in protecting those whom they consider inferior in life.

It is better to think twice than to run the risk of such serious consequences as a too paternalistic regulation of the private lives of people may bring. If for no other reason, the growing tension and nervous strain of modern life calls for greater liberality and consideration in providing a wide variety of amusements for the people. If millions of people today like coin-operated amusement devices it might be sensible to let them enjoy such devices under proper legal control.

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The HIGHEST POWERED MONEY EARNER EVER MADE IN A COIN GAME!

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POSSIBLE FOR SINGLE NICKEL PLAYED

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\$279⁵⁰ CASH PAYOUT MODEL

TICKET OR CHECK SEPARATOR MODELS \$15 EXTRA

Interchangeable Tops; such as

KEEN-BELL (BELL-FRUIT SYMBOLS) **KEENETTE** (NUMBERS) **KEEN-KUBES** (DICE)

Each Game Undergoes 10,000 Test Plays and Payouts Before Shipping

Player (or players) puts in one, two or up to seven nickels in 7-play chute according to number or symbol he (or they) cares to play.

If played symbol or number "comes up" on first left-hand dial, then player receives Show Money according to odds changed with each play.

If played number or symbol also comes up on middle dial, player receives Show and Place Money according to odds shown. And if played number or symbol comes up on all three dials,

then player receives Show, Place and Win Money as per Odds indicated. Odds run from 2-1 up to 140-1, thus a \$7 award is possible for single nickel played.

All parts machined to 1/1000th inch and mounted on removable shelf. Only two small relays used, and no powerpak. The finest example of precision engineering ever embodied in a coin game.

Delivering the largest gross and net earnings of any coin game ever manufactured. List of operators furnished on request.

TRACK TIME, KEENETTE, KEEN-BELL, & KEEN KUBES.
MAGIC LAMP, 1-ball, Electric-Beam Payout Table \$149.50.
KEENO, 5-ball, bumper-spring, novelty game \$69.50.



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WRITE FOR LITERATURE

Amalg Launches Drive for Ops

NEW YORK, May 22.—Joe Fishman, executive director of the Amalgamated Vending Machine Operators' Association, inaugurated a new membership drive this week which will bring the organization in contact with all non-members. The drive will feature the advantages of joining up with the rest of the organized operators at this time.

Fishman claims that conditions today warrant the complete co-operation of every operator in this area. He states that the trade is faced with many problems which can only be solved by complete co-operation.

Leading operators of the Amalgamated, including Marvin Liebowitz, Joe Hirsh, Lee S. Rubinow and many others, are spending much time away from their routes to help put the drive across. Other jobbers and distributors are co-operating, too, and it is believed that the help of all these men will definitely

increase the strength of the organization.

In addition to the work of the operators and the organization itself, a special weekly bulletin will be issued. The bulletin will keep operators informed of the success of the membership drive and give recognition to those men who bring in new members. Fishman has extended an invitation to every operator not affiliated with the organization to call on him at his new offices at 1841 Broadway. To date many men are reported to have accepted his invitation and some have become members of the organization.

Article Brings Many Compliments

NEW YORK, May 22.—The article written by John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., which appeared in the May 15 issue of *The Billboard* resulted in his receiving a number of letters complimenting him

on the article. Many of the letters, he reports, contained suggestions for future articles of the same nature. Some of the suggestions he received, he states, would be well for the general industry to adopt. He feels that if coinmen would follow some of the proposed plans the industry would never fear the anger of the authorities anywhere.

Letters reporting the various charitable causes to which many of the operators devote themselves were very interesting, according to Fitzgibbons. Since reading some of them he is convinced that there is no more charitable group of men to be found anywhere. Other letters reported the work which various men are doing to improve operating conditions in their cities and asked for further suggestions which they could put into practice.

Fitzgibbons is seriously considering publishing a booklet devoted to these letters and other work that is being done by operators to gain more favorable public opinion. He feels that such a booklet would prove to be of value to all of the firm's customers.

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Write for our Close-Out Price List No. 238.
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CLOSE OUT

BALLY BUMPER, \$28.50; RIGOCHEY, \$28.50; Western's GRAND PRIZE, \$48.50; Bally DERBY, \$14.50. 25 Late Model Used Bumper Type Games for Sale. What are you interested in?
MARION COMPANY, Wichita, Kan.



Distrib McCall Starts at Top

ST. LOUIS, May 22.—Most of the distributors in the coin machine business started in the business as operators and by dint of hard work advance to distributors. Andrew McCall, owner of the McCall Novelty Company, affords an interesting contrast to the usual procedure. Without any previous experience in the business he started in as a distributor just a year ago. Thru good business judgment, fair treatment and excellent service he has forged ahead until his company has become one of the leading distributors in the Middle West.

In these efforts he has been ably assisted by Roy James, his manager, who has been associated with the coin machine business for many years. His knowledge and experience have done much to put over the distributing firm. The organization maintains an excellent display room, where a complete line of Jennings and other equipment is shown.

Boo-Hoo Orders Tell a Story

NEW YORK, May 22.—William Blatt, president of Supreme Vending Company, Inc., reports that Davall's new pin game, Boo-Hoo, has clicked in a big way with local operators, jobbers and distributors. He reports that orders for the game have exceeded expectations and that many operators regard it as one of the cleverest bumper games ever built. He states that the mechanical perfection of the game has come in for its share of compliments, too.

"The best sign of the hit that Boo-Hoo has made is the orders which we have received since its first showing," Blatt states. "These have continued to increase at a rapid rate and we believe that they will reach a remarkable total. The racing feature around which the game is built is sure to get real action on locations. From first earning reports we have already received, the game is equal to anything yet produced.

"We have arranged for quantity shipments," he concluded, "and believe that this game is one of the best to reach the market in many months."

Positively...
the world's finest coin machines. Nothing can equal the money getting power of these great machines. 3 spinning reels—7 separate jack pot combinations—7 coins per game means 7 times the profit. For mechanical perfection—for money making ability—for genuine quality—we guarantee you'll agree that Silver Bells and Exhibit Races are positively the World's greatest and finest coin machines. Silver Bells has Bell machine fruit symbols on its 3 spinning reels—Exhibit Races has race track symbols and pays on Win, Place, Show, and Purse. Demand these greatest of all Profit Producers from your jobber or write today for complete details.

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BROADWAY ANGELS

(1-Ball Combination Ticket and Payout. Positive Percentages.)
5 Floor Samples, cannot be told from new.

\$69.50

Write for Special Quotations on BROADWAY ANGELS. Brand new, in original crates—List \$125.00.

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The Original Booth Peanut Vender.

CHROMIUM PLATED
Solidly Built.

A Lifetime Machine.

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Fitz's Ball Team Announces Lineup

NEW YORK, May 22.—The Bally Bullets, John A. Fitzgibbons' baseball team, announced its lineup for the first game of the season to be played in Nyack, N. Y., against a team composed of local operators and their helpers. For the first game the lineup will be Bill McDonald, second base; Jack Delvin, shortstop; Gene Callahan, first base; Phil Coogan, third base; Tony Olivero, left field; Jimmy Gilroy, center field; Joe McDonough, right field; Tony Rex, catcher, and Tommy Callahan, pitcher.

Callahan is reported to have won an enviable reputation as a pitcher while attending Commerce High School. He is expected to be the strong-arm man of the team. Phil Coogan enjoys the reputation of being the team's best hitter. He claims that he will come thru with at least two home runs in the opening game. Other members of the team are also confident of victory and intend to celebrate their first victory with a party.

Inside Story of Balloon Bumpers

CHICAGO, May 22.—Discussing the "balloon tire" bumper springs used on the Crossline table game, which consist of a ring of pure gum rubber on a metal post, Jim Buckley, general sales manager of Bally Manufacturing Company, told an interesting story regarding their development.

"The rubber bumpers," Jim said, "which have become one of the most important innovations in years, were originally by-products of the radio-ray

game for several months. Then came the problem of injecting action into the game. We knew that, revolutionary as radio-ray action was, it would require some action device to insure success. Finally we worked out the balloon-tire bumpers and the combination has resulted in one of the most successful novelty games we've ever built. Crossline is making a tremendous hit in novelty territory and I look for steady Crossline sales for at least the balance of the summer season."

3
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L. H. HOOKER NOVELTY COMPANY
Arnolds Park, Iowa.



O. D. JENNINGS, head of O. D. Jennings & Company, Chicago, poses with official family, Left to right: W. F. Young, comptroller; O. D. Jennings, president; G. F. Hüley, vice-president in charge of parking meter and scales division, and W. J. Ryan, vice-president and general manager.

Calcutt Prepares For Summer Drive

FAYETTEVILLE, N. C., May 22.—Joe Calcutt, president of the Vending Machine Company, reports that his firm has opened its warehouse wide and is preparing to clear thousands of games on hand in one of the biggest summer sales in its history. With the closing of this month they will place on sale every machine they have on hand.

Calcutt announces that the sale will include every make of the popular slots, pin games, phonographs, de luxe equipment and vendors. The thousands of machines they plan to throw on the market have kept the stenographic force at work for days.

The sale will reach gigantic proportions, Calcutt believes, because it is not only the biggest one that the firm has ever put on but also because it is being nationally broadcast to all of the operators thru *The Billboard*.

Sandler Birthday Party

NEWARK, May 22.—Lillian Sandler, who has been with American Distributing & Sales Company since it first took offices in this city, celebrated her birthday this week. Many of the operators were on hand to extend their best wishes. Miss Sandler reported that she soon hopes to announce an important event to all her friends in the industry.

Send your correspondence to advertisers by mentioning *The Billboard*.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,
OPERATORS!

VACATIONISTS are always in the mood for play! This year's summer-time business is going to set a new record. Let us help you get your share by supplying you with the best novelty games on our Extended Credit Plan. You pay nothing extra in the way of carrying charges. **YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!
Lee D. Jones

P. S.—YOUR vacation will be a busy but a profitable one if you use our machines!

Gambling Loses Public Horror

The Miami Herald, on its editorial page of May 17, admits that the word "gambling" is losing some of its public horror. This is an admission by a highly respectable newspaper of a distinctive change in the minds of the people toward gambling. Knowing that Frank B. Shuttis is publisher of *The Herald* makes this opinion all the more impressive, because his sincerity is respected. *The Herald* has consistently opposed the licensing of slot machines and more recently the licensing of bookies.

In the midst of all the discussion in Florida on licensing games of chance *The Herald* recognizes that the masses of the people have evidently been slowly changing their attitude on gambling toward one of consideration and reason.

Some years ago we suggested that one of the amusement publications could make history by boldly giving publicity to gambling as "one of the oldest and most popular forms of amusement." The recent expression by the Miami newspaper indicates there might be something in the idea.

The editorial is worth careful study and is reprinted in full, as follows:

"RIGHT IN THE OPEN. The ease with which gambling keeps bobbing up in the Legislature as a possible source of revenue would indicate that the word has not the same horror to politicians for public discussion as formerly.

"The House publicity committee recommended licensing and taxing of gambling casinos for resort centers. Another legislator would tax amusement devices. Others have flirted with the idea of licensing bookmaking on races. Another charges that the 'bolita king of Florida' is lobbying openly against the measure to tax all coin-operated devices other than slot machines.

"Whatever the Legislature may do or not toward licensing gambling in this State, the present session will go down in legislative history for the frank manner in which the lawmakers brought the topic out for discussion.

"Time was when political perspicacity would have dictated avoidance of such matters lest the electorate be offended. The conclusion seems apt that the politicians feel that there is no danger to their positions from the entrenched forces of righteousness.

"It would be contrary to past experiences to assume that the politicians at Tallahassee have misgauged public opinion and that their constituents are against gambling measures while they remain in ignorance. And yet it is hardly credible that the moral fiber of the citizens of the State has become so enervated that they are willing to tolerate even a discussion of some of the measures that have been before legislative committees at this session.

"Evidently gambling is not the unsavory thing that it once was in the public nostrils or the politicians would not be openly juggling with it as a possible source of State revenue."

Hy-G Celebrates Bigger Quarters

MINNEAPOLIS, May 22.—A constantly growing volume of business has forced the Hy-G Games Company to expand to new quarters, according to Hy Greenstein, head of the firm. They recently moved into the new quarters and celebrated with a grand opening.

Dave Gottlieb, of Chicago; Mrs. Gottlieb and Dave's brother, Nate, were among those who came to offer their congratulations. However, Dave overlooked the fact that meeting so many

of the trade would naturally mean that there would be a lot of questions for him to answer about the forthcoming new Gottlieb game, *Photo-Finish*. So it turned out that he was about the busiest man in Minneapolis as operators and jobbers besieged him with their questions. Nearly everyone wanted to know: "When will it be ready for delivery?" and "when can we get it?" So he wired back instructions to the factory to "step on it" so that delivery could start quickly.

"*Photo-Finish* is a hair-raising, horse-race thriller, a new one-ball payout with striking new features that make it as exciting as its name indicates," says Dave. "Our tests have just been concluded and from the astounding results we predict a new high in the way of realistic racing thrills."

Hy Greenstein, genial head of Hy-G Games Company, made sure that the new quarters would be among the very first to offer the new game. So he made Dave Gottlieb solemnly promise that the Hy-G order would be one of the very first to be delivered.

Skill Games Board Makes Final Arguments in Case

MILWAUKEE, May 22.—Final arguments in the action by the Skill Games Board of Trade of Wisconsin to determine the validity of the city's ordinance banning pinball and similar games was concluded May 17 before Circuit Judge Otto H. Breidenbach.

Court ordered counsel for the city and the three attorney "friends of the court" to file briefs by May 19, while counsel for the pinball interests were given until May 21 to file a reply brief. It is possible that a decision will not be forthcoming until a week following the filing of these briefs.

A police survey, it was declared during the trial, showed 3,129 machines in 1,883 spots April 27, 1937, of which total 2,765 had "payoff" equipment. It was testified that 1,514 taverns, 129 restaurants, 81 drug stores, 37 barber shops and 25 cigar stores had the machines, the annual revenue of which was estimated at \$800,000.

Counsel for the plaintiffs argued that both types of games were innocent amusement devices and not inherently gambling devices. If the decision is an adverse one to the pinball interests it is expected that it will be appealed to the State Supreme Court.

Track Time Is Adaptable Game

CHICAGO, May 22.—The enormous demand which has kept the J. H. Keeney & Company plant humming to fill orders for its late success, *Track Time*, de luxe automatic payout, is traceable to the ease with which an operator may satisfy sectional playing preferences, according to Ray Becker, Keeney sales manager.

"Players in one part of the country will prefer the horse theme," says Ray. "Other sections go for a game featuring bell-fruit symbols, and the interchangeable Keen-Bell top is just the thing players respond to. Other types of locations find that players like numbers, so the Keenette top attracts them in droves, while still others find dice the big attraction and respond enthusiastically to the Keen-Kubes top.

"To put it briefly, *Track Time* provides the operator with four games in one thru the use of the interchangeable tops. Further, not only has the operator four games from which to choose, but you might say that the power of the game is extended to four times beyond its already abnormal capacity for earnings.

"Another factor in the success of *Track Time* is the perfect mechanics of the game. Each *Track Time* undergoes 10,000 test plays and payouts before it is shipped, thus proving its performance beyond a shadow of a doubt. What this means to an operator is self-evident, and what it means in consistent profits is reflected in the glowing letters of praise that reach our desks from the hundreds of operators in all sections of the country."

According to Keeney officials, *Track Time* is setting a new record for production and earnings. It is expected that the game will be in production over a longer period of time than any other game of its type. "The strong inherent appeal of *Track Time* is intensified by the seven-play coin chutes and the possible \$7 award for 5-cent play when the three spinning dials all show the same symbols," Becker added.

Seeks Building For N. Y. Office

NEW YORK, May 22.—George Ponsler, president of George Ponsler Company, reports that his firm is seeking larger quarters to accommodate the increased business. Firm is well known thruout the East, where it represents such manufacturers as H. C. Evans Company; Genco, Inc.; D. Gottlieb & Company; International Mutoscope Reel Company, Inc.; Pacific Amusement Manufacturing Company and Western Equipment and Supply Company.

Ponsler reports that the firm will arrange for conveniently located offices and showrooms and that they are going to try to obtain an entire building for themselves so as to have adequate storage space for games.

Ponsler believes that the larger quarters will assure operators the finest service in the territory.

DON'T LET 'EM KID YOU, MISTER

We've been reading some of the cracks made about other sources of power for pin games. They've been laying it on a little thick—and trying to give us the works. Don't let 'em kid you:

More "Eveready" Batteries are being used on pin games by operators this year than ever before. Operators find it pays!

Games operated with "Eveready" Batteries don't need "electric locks" and other gadgets to make them gyp-proof. But how about "plug-in" games?

"Eveready" Batteries prove more economical—by tests in a real laboratory—than any source of "plug-in" power.

"Eveready" Batteries provide the snappiest, steadiest power. Voltage stays even regardless of drain...ever check the voltage on a "plug-in"?

You have one collector for games powered by "Eveready" Batteries. You have two collectors for "plug-ins"—one for the game and one from the Light Company!

So don't let 'em Kid You—Stick with

EVEREADY
TRADE-MARK
BATTERIES
—IT PAYS!

NATIONAL CARBON CO., INC.
General Offices: New York, N. Y.
Branches: San Francisco, Chicago

Unit of Union Carbide
and Carbon Corporation

The word "Eveready" is a trade-mark of the National Carbon Co., Inc.



DISPLAY ROOM OF R. F. VOGT, Salt Lake City, Intermountain distributor for Jennings machines. Left to right: R. F. Vogt and Mr. Barlow, his chief technician.

Music Sales Up In Detroit Area

DETROIT, May 22.—Music machine sales in the Detroit territory proved something of a record during the past week, with the largest number of individual operators' sales in a long time. All makes of machines appeared to share in the general rush of operators to buy new equipment, and the most encouraging sign of the whole affair was that most of the operators who bought were men established some time, proving that they are steadily continuing to increase their routes and business.

Arnold E. Miller and E. W. Mitchell and Eddie Clemons were among the buyers. Clemons is better known in the trade as head of the National Coin Machine Corporation. William E. Bolton was another repeat customer.

"Business is getting better in the music field," Harry Wish, Detroit operator, said this week. "Some locations show a slight slack in play, but others pick up the temporary drop at once. In fact, I am so encouraged that I am planning to buy a number of new machines shortly." Wish, in addition to his coin machine business, has long been known as one of the larger concession operators in this territory, with extensive interests at Eastwood Amusement Park with his brother, Lew Wish. He is specializing in Seeburg and Rock-Ola phonographs.

Music Biz Goes In Town of 800

HOPEDALE, O., May 22.—Guy Constantini, of this town that numbers slightly under 800 people, is most en-



thusiastic about his music operations. A little over a year ago he was engaged in the grocery business. Realizing that there was not much money to be made in that field he sold out and entered the music field. That he has prospered is evident from the fact that he now operates a route of 40 phonographs and just recently placed an order for 25 more Simplex machines.

When recently interviewed in Pittsburgh, where he was attending an operators' meeting, he said that it was a fortunate day when he decided to leave the grocery business and become a music operator. By studying the likes and dislikes of his locations he knows the kind of music and tone that satisfies and he believes in giving the patrons what they want.

In commenting further on the opportunities in music, Constantini stated: "When I was in the grocery business I had only one location and a mere handful of families depending on me for their food supplies. Profit margins were small. I often had to extend credit and, of course, there were some losses. In the music business I have 40 locations and am adding more each week. The customers patronizing my machines run into the thousands and my profit margins are greater. What's more, it is a cash business. Yes, sir, I'm glad I am operating music machines."

Wurlitzer Biz Over 3 Years

NORTE TONAWANDA, N. Y., May 22.—Growth in business experienced by the Rudolph Wurlitzer Company during the last three years is nowhere more clearly reflected than thruout that company's enormous offices. According to Roy F. Waltemade, comptroller and office manager, the mounting demand for phonographs and the growing number of music operators who see in these instruments a real profit opportunity has so multiplied the clerical duties of the organization that a 600 per cent increase in the office personnel has been necessary. To accommodate this increased staff office space has been enlarged 250 per cent.

"Today there are 25,000 accounts on our books," Waltemade says, "requiring 25,000 to 40,000 postings a month. Here again Wurlitzer efficiency is demonstrated by the addition of a night staff to facilitate bookkeeping operations. Each day postings are entered the same day they are received by this night force. Last year 65,000 invoices were put thru, certainly a proof of the tremendous business Wurlitzer is experiencing."

"Another indication of the bustling activity is the work of the communications department. Here over 1,000 local and in excess of 150 long-distance phone calls are made every day. Most of the latter are from distributors and operators placing rush orders for instruments. From 200 to 300 telegrams come into the Wurlitzer offices every working day and 2,500 pieces of mail are handled daily by this department also."

Still another and perhaps more entertaining activity which centers about Roy Waltemade is the control and administration of the organization's intercompany bowling league. The largest league in this vicinity, it is featured by intense competition and has produced many outstanding keglers. The financing of the league is accomplished thru the receipts from 50 coin-operated vending machines installed thruout the plant. In the summer time a soft-ball league replaces the bowling activities.

Sheet-Music Leaders

(Week Ending May 22)

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) (2)
2. Little Old Lady (Chappell) (1)
3. Will You Remember? (Schirmer) (3)
4. Love Bug Will Bite You (Santly) (5)
5. Carelessly (Berlin) (4)
6. Sweet Leilani (Select) (6)
7. Never in a Million Years (Robbins) (9)
8. Boo Hoo (Shapiro) (7)
9. Blue Hawaii (Famous) (8)
10. There's a Lull in My Life (Robbins) (11)
11. Moonlight and Shadows (Popular) (10)
12. Where Are You? (Feist) (12)
13. They Can't Take That Away From Me (Chappell) (13)
14. Was it Rain? (Santly) (15)
15. Too Marvelous for Words, (Harms) (14)

Music Op Finds Sniping Remedy

NEW YORK, May 22.—A successful Eastern operator who owns 457 Wurlitzer automatic phonographs has supplied his own answer to the problem of holding locations. Just the other day he stated: "I got all my top-notch locations because I was able to prove that my phonos look better and sound better than any other automatic phonograph. Once I was in my toughest problem was to stop the sniping of other men who wanted my business."

"I stopped it all right with a sure-fire scheme that is amazingly simple. I simply went out of my way to help the location owner make more money. Naturally the tavern owner welcomed any plan that gave him more nickels, so I developed a smart contest plan—'Pick this week's most popular number.' Prizes in trade or cash ranged from \$1 to \$5 depending on the size of the location. Votes cost a nickel each."

"Each contestant registered his vote by playing his favorite number. I furnished each location with inexpensive registration slips on which the contestant entered his name, his choice of selection and his guess as to how many times it would be played during the week. The award went to the person whose guess was nearest correct as checked by the play meter. It was a perfect setup from every point of view. The contestant got dance music by voting; the tavern owner enjoyed bigger crowds and more business (even the prize money is usually spent with him) and both the owner and myself received bigger earnings. I put up the prize money and the increased take each week was at least three and sometimes as high as 10 times the amount of prize money given away."

Gold Dust Twins Tell Phone Story

CHICAGO, May 22.—Harry and Max Hurvich, better known as the "Gold Dust Twins," owners of the Birmingham Vending Company, Birmingham, Ala., recently sent the following story to Tom Hanlon, advertising manager of Rock-Ola Manufacturing Corporation:

"Several days ago thieves broke into one of our Negro locations and tried to break into a phonograph. They were unable to break off the back lock, so they took the machine out into the back yard, turned it upside down and shook some of the money out. They left the machine lying in the back yard upside down, and it happened that later in the night there was a terrific spring rain-storm. The machine was left out in the rain all night and we found it next morning upside down and completely covered with mud."

"We brought the machine into the store and while, of course, the cabinet had to be refinished, the mechanism was in perfect condition. We dried out the cone and amplifier and the machine continued to play as usual."

"We believe this is a remarkable tribute to the durability of the mechanism of the Rock-Ola phonograph."



PERMO POINT

The Only Long-Life Phone 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.

Irresistible!

Seeburg MELODY KING Model "K"

THE FINEST REPRODUCTION IN THE WORLD FOR EVERY LOCATION—GREATER MUSIC PROFITS FOR EVERY OPERATOR!

J. P. SEEBURG CORP.
1510 DAYTON STREET • CHICAGO

THE SEEBURG FRANCHISE IS MORE VALUABLE

Master Records Feature Swing

NEW YORK, May 22.—In the first month of the sales of Master and Variety records, according to the makers, many interesting statistics were uncovered, among other things revealing that the infant company had "issued the biggest crop of hot jazz recordings on the market." Of 55 releases in the Variety catalog 29 were of the swing type, or more than 52 per cent of the total. In the Master bulletins it was shown that of 30 selections released 16, or more than 50 per cent of the total, were in the swing category.

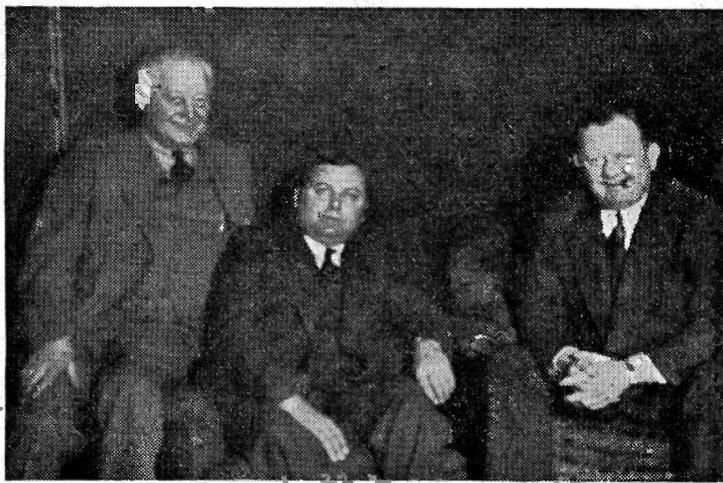
"On receiving the first sales report," said Irving Mills, managing director of Master Records, Inc., "it was more than gratifying to learn that the total sales went much beyond expectations. In the best selling grooves it was still more surprising to find that new names, who recorded new musical material on a new record label, spurted into favorites with record patrons, as in the cases of Raymond Scott, Barney Bigard, Cootie Williams, Billy Kyle, Midge Williams, Rex Stewart, Frank Newton, Jan Savitt and Cappy Barra.

"Among the best sellers, in addition to the favorites who held up to expectations, new stars were born in the phonograph recording industry. On Master records the unique Raymond Scott Quintet beat the field with *Twilight in Turkey, Powerhouse* and others, skyrocketing to the best selling discs in the industry. In subsequent order, Duke Ellington's *I've Got To Be a Rug-Cutter* and *New East St. Louis Toodle-oo* ranked in the upper brackets, together with the Hudson-De Lange orchestral versions of *The Maid's Night Off* and *Sophisticated Swing*.

"Among the new names who gained immediate sales recognition are Barney Bigard, whose *Caravan* caused a minor furor in sales; Billy Kyle, whose piano work in *Margie* and *Big Boy Blue* rated with fans; Midge Williams, singing *Walkin' the Dog* and *Shade of the Old Apple Tree*, caught on, and Cootie Williams, whose *Blue Reverie* was acclaimed as the best blues of the season. Others topping sales-lists included Cab Calloway, Lucky Millinder, Red Nichols, Rex Stewart, the Five Jones Boys, Chu Berry and Frank Newton."

Seeburg Warns on Smutty Records

CHICAGO, May 22.—Definite proof that the use of smutty recordings in music operation is a serious menace to the industry was recently revealed by N. Marshall Seeburg, acting head of the



SMALL-TOWN OPERATOR SUCCEEDS WITH MUSIC. Left to right: Harry Payne; Guy Constantini, operator in town of 800 people, and Homer E. Cappelhart, Wurlitzer vice-president.

J. P. Seeburg Corporation. Seeburg, long a leader in the fight to eliminate objectionable recordings from the automatic phonograph field, reports that existing conditions in certain territories must serve as a pointed warning to all music operators.

"In the State of Washington there had been under way adverse legislation on the operation of phonographs," Seeburg reports. "This legislation was traceable to the use of objectionable records on locations and, altho the Washington State operators won the fight to maintain the legality of music operation, it cost them serious losses in time and profits.

"To outward appearances the use of smutty records seems profitable, but close study of this type of operating reveals that the facts are just the opposite. For a while an operator may make a little extra money, but one morning he will wake up to find that the location using that type of record has lost the better elements of its trade and that what remains is what we commonly term dregs . . . hoodlums . . . persons of low moral caliber.

"Naturally that location has become a dive and a liability to the community. What follows is that complaints are brought against the owner of the location. Next comes police surveillance, and the end of that particular location is in sight along with the end of what little collections had been made since the inception of objectionable recordings.

Therefore it is plain to see that what looks like a good thing is only a vicious boomerang that works for no good to all parties concerned.

"Newspaper clippings have reached my desk from all sections of the country illustrating the activity of law-enforcing officials against the types of location which are considered blots on the reputation of their communities—locations in which objectionable recordings have aided in the moral degeneration of those who patronize this sport as well as the economic degeneration of the location itself.

"To sum up, objectionable recordings are definitely dangerous to the music operator, and concerted action and co-operation are needed to maintain the high standards of the music-operating industry for which we have fought so long. It is most gratifying to know that the leading record manufacturers have taken a stand against double-meaning and other types of objectionable recordings and have been waging campaigns to reveal to operators the detrimental effect of such records to the automatic phonograph industry as a whole.

"Such co-operation from this source is indeed of great help in the forward-looking operators' battle to keep music operation on a high plane."

Quoting from a letter recently received from a prominent Southern music man, Seeburg added: "It is time for operators

to do a little thinking on this matter. Let us forget the thought of the little personal gain that might accrue thru the use of smutty records and weigh it against the real and future greatness of the industry. We will all be much farther ahead if we get together on something that affects us all."

USED PHONOGRAPHS for Immediate Delivery

- 8—WURLITZER P-12 \$124.50
- 3—WURLITZER 10 89.50
- 3—MILLS DANCEMASTERS .. 59.50
- 4—MILLS TROUBADOURS 29.50
- 3—SEEBURG JUNIORS 29.50
- 3—MILLS HIGHBOYS 19.50

All of the above phonographs are in good mechanical condition and are ready to operate.

RAY GUNS

- 2—USED KEENEY TARGETTES \$ 99.50
- 1—NEW KEENEY TARGETTE 149.50

Terms: 1/3 Deposit With Order.

WURLITZER SIMPLEX

DISTRIBUTORS
In Mr. O. F. Kramer's Territory
MISSOURI, KANSAS
OKLAHOMA and ARKANSAS

We carry a complete stock of all the new 1937 model Wurlitzer's ready for delivery at all times.

JOPLIN WAL-BIL CO.

Taylor Bldg.,
201 East Fourth Street,
PHONE, 1071. JOPLIN, MO.

TEMPLE OF SWING

(SAVOY BALLROOM IN HARLEM)

Sends a couple of extra-hot ones by **TEDDY HILL** and his NBC Orchestra

Blue Bird Record No. B-6943
"Twilight in Turkey"
"Study in Brown"

Blue Bird Record No. B-6897
"Lovebug Will Bite You"
"Would You Like to Buy a Dream"



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 May 24

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind," Shep Fields Orchestra.	7884—"It's Swell of You" and "There's a Lull in My Life," Teddy Wilson Orchestra.	1175—"Sweet Leland" and "Blue Hawaii," Bing Crosby.	112—"Wake Up and Live" and "Never in a Million Years," Hudson-DeLange Orchestra.	524—"Wake Up and Live" and "Never in a Million Years," Red Nichols Orchestra.	2555—"Black Eyes" and "Blue Danube," Tommy Dorsey Orchestra.	3534—"Great Caesar's Ghost" and "Stampede," Fletcher Henderson Orchestra.
2	B6923—"I Hear Your Music" and "The Drug Store Cowboy," Bob Skyles Orchestra.	7883—"Tomorrow Is Another Day" and "A Message for the Man in the Moon," Hal Kemp Orchestra.	1234—"My Little Buckaroo" and "What Is Love?," Bing Crosby.	117—"There's a Lull in My Life" and "It's Swell of You," Duke Ellington Orchestra.	549—"Toodle-oo" and "It Looks Like Rain in Cherry Blossom Lane," Bob White Orchestra.	25572—"It Looks Like Rain in Cherry Blossom Lane" and "Toodle-oo," Guy Lombardo Orchestra.	3508—"Never in a Million Years" and "There's a Lull in My Life," Mildred Bailey Orchestra.
3	B6882—"You Can't Cool a Good Man Down" and "You Gotta Quit Draggin' Around," Bob Skyles Orchestra.	7867—"How Could You?" and "Carelessly," Teddy Wilson Orchestra.	1215—"My Little Buckaroo" and "September in the Rain," Dick Robertson Orchestra.	108—"Twilight in Turkey" and "Minuet in Jazz," Raymond Scott Quintet.	546—"Prelude to a Stomp" and "Rhythm Jam," Lucky Millinder with the Mills Blue Rhythm Band.	25570—"Nola" and "Satan Takes a Holiday," Tommy Dorsey Orchestra.	3521—"Turn Off the Moon" and "On the Isle of Kitchy-Mi-Boko," Little Jack Little Orchestra.
4	B6911—"Everybody's Truckin'" and "Who's Cryin' Sweet Papa Now?," Modern Mountaineers.	7878—"Buzz Miranda" and "Limehouse Blues," Music in Russ Morgan Manner.	1210—"Never in a Million Years" and "In a Little Blue Heaven," Bing Crosby.	113—"That's Just To Remind You" and "Swing, Swing, Mother in Law," Jack Denny Orchestra.	550—"There's No Two Ways About It" and "Cause My Baby Says It's So," Frankie Newton Uptown Screeners.	25579—"You Showed Me the Way" and "San Anton," "Fats" Waller Orchestra.	3511—"Rose Room" and "Back in Your Own Back Yard," Fletcher Henderson Orchestra.
5	B6943—"Twilight in Turkey" and "A Study in Brown," Teddy Hill Orchestra.	7886—"It Looks Like Rain in Cherry Blossom Lane" and "Gypsy From Poughkeepsie," Emery Deutsch Orchestra.	1235—"A Love Song of Long Ago" and "The Moon Is in the Sky," Abe Lyman Orchestra.	122—"Solitude" and "Casa Loma Stomp," Cappy Barra's Harmonica Swing Ensemble.	555—"Digga Digga Do" and "I Can't Believe That You're in Love With Me," Cootie Williams Ruggcutters.	25575—"Buzzin' 'Round With the Bee" and "Whoa, Babe," Lionel Hampton Orchestra.	3523—"Never No Mo' Blues" and "Twelfth Street Rag," The Rhythm Wreckers.

USED PIN GAMES AT SACRIFICE PRICES--ORDER NOW

LATEST PIN GAMES

Bumper	\$27.50
Bolo	5.00
Rock 'Em Up	12.50
Hold 'Em	6.00
Excol	5.50
Red 'N Blue	14.50
Draw Ball	7.50
Firecracker	19.50
Mad Oop	5.50
Happy Days	9.50
Neck 'N Neck	7.50
Lights Out	12.50
Bank Nite	5.50
Wall St.	5.75
Hunter	5.75
Pacnet Stop 'Em	32.50
Gottlieb Baseball	32.50
Round 'N Round	7.50
Chocolate Drop	9.50
Hi-De-Ho	29.50
Pamoo Broadway	19.50

AUTOMATICS

Bally All-Stars	\$27.50
Bally Ace	5.00
Bally Multiple	27.50
Bally Hi-Lite	22.50
Bally Prospector	10.00
Bally Jumbo	13.50
Bally Bonus	19.00
Bally Derby	25.00
Bally Peerless	19.50
Bally Traffic	5.00
Bally Champion	5.00
Bally Sky High	10.50
Gottlieb Derby Day	69.50
Gottlieb Daily Races	19.50
Gottlieb Sunshine Derby	15.00
Gottlieb Sunshine Baseball	22.50
Gottlieb Baffle Ball	17.50
Western Jitters	19.50
Bolo (2 Ball)	19.50
Exhibit Electro Eye	19.50
Exhibit Ticket Games	5.00
Each	5.00
Rola-Score (8-ft Bowl-in)	42.50

CLOSE-OUTS

Troika	
Rugby	
Ditto	
Double	
Nugget	
50-50	
Cheer	
Pipin	
Big Game	
Scream	
T. N. T.	
Tackle	
Holiday Hits	
Travel	
Cheer Leader	
Hop Scotch	
1-2-3	
Torpedo	
Lucky Stars	
21,000	
Many Others	

ALL THESE ONLY \$2.75 EACH

COUNTER GAMES

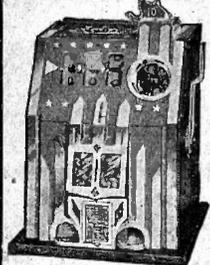
A.B.T. Game Hunter	\$ 7.50
Puritan Baby Venders	5.00
Daval Reel "21"	8.00
Chas. Fey's Skill Draw	17.50
Selbst 'Em	3.75
Mills Ticket	2.00
A.B.T. 5 Pistol Target	39.50

TERMS: 1/3 Cash, Balance C. O. D., F. O. B., New York. WRITE FOR BARGAIN PRICE LIST OF NEW AND USED GAMES.

NEW YORK DISTRIBUTORS
555 West 157th St., NEW YORK CITY

MIDTOWN N.Y. VENDING CO.
31 West 60th St., NEW YORK CITY

THE MACHINE YOU'LL EVENTUALLY BUY!



PACE COMET ALL STAR BELLS

The 1937 Model Pace Comet Bell is a machine you can bank on 52 weeks in the year. Its modernistic design and bright lacquer paint job attracts the player's eye. It is the only machine made with positive Reel Stops. No bouncing off or any winning combinations. Buy one and try it on our money-back guarantee. You can't go wrong.

BRAND NEW MACHINES.

10 Play	\$87.25	100 Play	\$75.00
50 Play	72.50	250 Play	77.50

SOLD ON MONEY BACK GUARANTEE.

1937 MODEL PAGES RACES NOW READY

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.

Double O Barrel of Fun!



Has everything! Free Coupons! Double Awards! Definite payments! Sells fast and brings quick profits to operators.

Nothing Else Like It--A New Idea!

Hurry! Get a sample deal for \$5.00 and earn \$38.60. Takes in at 10c \$18.10
Pays Out 149.50

PROFIT \$ 38.60
Also made for 5c play, which earns \$19.30.
Write for complete information.

GAM SALES COMPANY
Manufacturers Only

1321 S. Adams Street Peoria, Ill.

Bob Norman Off To Sunny Clime

N. TONAWANDA, N. Y., May 22.—Bob Norman, advertising manager of the Rudolph Wurlitzer Company, Tuesday addressed a personal notification to all district managers of his resignation from the firm to join the Dixie Music Company, of Miami.

Norman is seeking the sunshine of Florida and a chance to get out of doors, due to his health. The good wishes of the industry and especially of the music division go with him in his new position. His letter of notification reads as follows:

"To all Wurlitzer District Managers: I would not think of severing a connection with this company without first saying a word to you fellows 'on the firing line' with whom I have worked since the beginning of Simplex days.

"It has always been a pleasure to co-operate with you to the fullest extent and your co-operation with me has been equally as fine.

"Effective as of May 22 I have resigned and am leaving Wurlitzer to become associated with the Dixie Music Company, Miami, in the capacity of office manager. The 'lure of the Florida climate' has got me, boys.

"It is needless for me to tell you that you are working for the finest, most aggressive organization in the country and your leader is a man who has enabled all of us to improve our respective positions and make money.

"Therefore, even tho I personally am 'straying from the fold' because of general health and improved climatic conditions in its relation thereto, there still will be only one Wurlitzer-Simplex phonograph and only one hard-hitting organization of real fellows such as you who have made—are still making—and will continue to make the most phenomenal sales record in the automatic phonograph industry.

"With the passing of time we may still have the opportunity to shake hands and say 'hello' in the spirit of sincerity and comradeship that has been typical of our relationships for the last three and one-half years."

Speak-o-Phone To Appoint Distributors

NEW YORK, May 22.—Speak-o-Phone Recording and Equipment Company, according to C. A. Austin, president, is appointing distributors for its equipment throughout the country. The interest manifested in its equipment by operators, jobbers and distributors has led firm to make this move. Austin states that the firm plans to place the hundreds of leads which have resulted from its advertising in the hands of capable distributors for direct contact.

Austin announces that one of the first distributors to be appointed was Leon Gross, of Automatic Novelty Company, Philadelphia. Gross will cover a wide area in Eastern Pennsylvania, where he intends to set up Speak-o-Phone units in various towns.

According to the statements of operators who already have the units on location, the development of the popular-priced record has zoomed it to popularity. Last week Austin sent a message on one of these 25-cent records to every operator, jobber and distributor who had requested more information on them. On this record he explained that he was sending them the actual type of record that they themselves could make with the Speak-o-Phone recording and sound equipment.

"The sales policy of the firm," says Austin, "will follow along entirely new lines and opens an unusually interesting and wide field for the coin machine trade. As a concession spot in leading hotels, department and dime stores, our equipment has already proved itself to be a steady money-maker."

Austin added that the complete distributor lineup now being arranged will soon be announced. The distributors will be located in important centers all over the country so that interested purchasers will be able to see the equipment in actual operation.

Phonograph Vets

CHICAGO, May 22.—At a recent powwow of phonograph operators and distributors the question came up of old-timers in the business. It was finally agreed that the top honors belong to

BOO-HOO
THE ONLY LEGITIMATE RACE HORSE PIN GAME EVER BUILT!
IT'S A SENSATION!
RUSH YOUR ORDER NOW!
SUPREME VENDING COMPANY, INC.
64 ERASMUS ST., BROOKLYN, NY

EARN MORE MONEY THAN PAY TABLES
BOO-HOO
THE ONLY LEGITIMATE RACE HORSE GAME BUILT!
ONLY \$72.50 TAX PAID
RUSH YOUR ORDER NOW!
SUPREME VENDING COMPANY, INC.
64 ERASMUS ST., BROOKLYN, NY

SELLING BY THE CARLOAD
BOO-HOO
THE FASTEST MONEY-MAKING ONLY LEGITIMATE RACE HORSE PIN GAME BUILT!
BETTER THAN A SLOT!
RUSH YOUR ORDER NOW!
SUPREME VENDING COMPANY, INC.
64 ERASMUS ST., BROOKLYN, NY

AMUSEMENT MACHINE MEN

You can obtain the manufacturing rights of a successful Amusement Machine. Particularly good for World's Fair.
O. RUSSELL FELDMANN & CO., INC.
Chrysler Bldg., 405 Lexington Ave., New York City

M. A. Melvin, of Bangor, Me., who at the age of 78 is still efficiently operating phonographs after 61 years' experience in the music business.

This is, of course, most unusual and probably Melvin really qualifies for the distinction of having the longest experience in the music business of any present-day phonograph operator.

Other notable men in the music business for a long period are Bill Goetz, 24 years, and Sam Kresberg, 24, both of the Capitol Automatic Music Company, New York; Ralph McCabe, Ben Marshall, Detroit, and Sam Cohen, Atlanta. There are many others who are not so old in actual years but who have the distinction of having started in the music business in their early youth and continuing right on thru in the same business.

remarking on this, Tom Hanlon said: "These distributors and operators have handled the Rock-Ola phonograph line since its inception on the market and they are certainly a credit to the music business."

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"
HOBO
720 Hole—72 Section—50 Board—72 Egg Punches
FAST PLAY—FAST PROFITS
Takes in 648 sales @ 5c.....\$32.40
Pays out (average).....16.55
Profit (average).....15.85
Thick Board With Easels and Celluloid Jackpot Protector.

FREE TO OPERATORS
IT'S OUT—May Issue of SUPERIOR'S 5000PS!
Contains complete information of Superior's Fund Raising Campaign.
EARN BIG MONEY
Giving Away Autos
Dept. B 14 North Peoria Street Chicago, Illinois



Sensational Bargains In Reconditioned Paytables

Ace Liberty Bell, 2 Balls	\$ 6.95	All Stars	\$21.50
Prospector Sportsman Varsity		Pinch Hitter Paragons Round & Round	
Sunshine Derby Silver Cup Multiplay Ten-Grand	14.50	Challenger Pamoo Fence Buster	24.50
		Pragmness	\$82.50
		High Card	49.50

TERMS: Orders Under \$10.00 Full Cash, Over 1/3 Cash, Balance C. O. D.

T. M. SCHNEIDER NOVELTY COMPANY
3345 W. HOPKINS STREET, MILWAUKEE, WISCONSIN

BREATH PELLETS

In Five Colors and Flavors

Clove — Anise — Rose — Violet
and Cachou
Highly Flavored

HARD SHELL IMPERIALS
for DIGGERS
Green — Red

HARD SHELL
High Quality Candies
for
VENDING MACHINES

WRITE FOR PRICES

PAN CONFECTION FACTORY

National Candy Co., Inc.

345 W. Erie St. Chicago, Ill.

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 got rich on 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—write the profit details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 24, Jackson, Mich.

SPECIAL

BRAND NEW! ONE CENT
STICK GUM, PEANUT,
HERSHEY VENDORS.

Only **\$2.75**
Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.

8 BREAKNESS	\$89.50
1 GRAND PRIZE	55.00
2 SPEED	55.00
3 FOOTBALLS	55.00
4 BERRY DAYS	55.00
5 POLIOV	37.50
6 FLYING HIGH	35.00
7 TOP 'EM	45.00
8 ONE BETTER	35.00
9 HIALEAH	25.00
10 CHALLENGERS	25.00
11 BONUS	15.00
12 DOUBLE SCORE	12.50
13 TYCOONS	25.00
14 BALLY DERBY'S	22.50
15 REPEATERS	12.50
16 GRAND SLAMS	12.50
17 SNAPPY	40.00

Terms: One-third cash, balance O. O. D.
WESTERN SALES CO.
301 E. 3rd St., Tulsa, Okla.

HIDDEN TREASURE

FASTEST MOVING
DEAL OF 1937



133 Winners. Approximately 80% to the Players. \$280 So Sales. 114.00 Pays out (Average) 75.00

Profit \$39.00
Sample Deal \$6.00

1/3 Deposit Required. Jobbers & Distrib. write for Quantity Prices and Full Information.

MARION CO.
WICHITA, KANSAS

Send your correspondence to advertisers by mentioning The Billboard.



U-Select-It To Vend Candy Bars

MADISON, Wis., May 22.—Added to the roster of important local industries here is the new Coan-Sletteland Company, Inc., which has taken over a factory and will manufacture a line of candy vending machines and steel specialties. Vending machines will be marketed as the U-Select-It machines and are said to be built according to the most approved principles of selectivity in the field of selling by machines.

J. W. Coan, dynamic personality, who has moved his family here to be one of our citizens, heads the firm. Coan has had an experience of 15 years in the vending machine field and is credited with being one of its most staunch advocates of the selective principle of selling. The machines now in production by the firm are the result of a long process of experience and development, Coan states.

"Millions are to be made in selling candy mechanically," Coan affirms. "Candy is a seasonable commodity, just the same as other foodstuffs. But we are building a machine which minimizes that seasonable hazard for the operator of candy vending machines. Our operators report that sales fall off very little during the summer months because in this company we have men fully conversant with the candy business, and we have trained our operators how to purchase and to offer for sale summertime candies of bright colors and tart fruit flavors which, of course, are cooling and refreshing to meet instantly with the consumer's approval.

"It will be interesting to the trade to know that the machine which our firm is building is the result of many hard years of experiment, headaches and what not. To build candy machines that would do the job intelligently and offer to the trade a machine that would keep them in business—a machine built around the candy market rather than around some silly mechanical idea.

"There are 1,400 different combinations in candy-bar form and the reason that the candy industry has grown to be one of America's major industries is because of the variety and fine merchandise.

"There isn't a U-Select-It vending machine that we have sold in the past two years that can be bought for two or three times the price the operator paid. The reason is, of course, that owners are successful and making money.

"Our machines hold the confidence of the candy customer because he can see, select and buy what he wants; the machine is honest with the customer, does not fail to deliver the goods and returns the customer's money on empty compartments.

"I expect great things to come from our new scheme of things. I expect even greater success than is enjoyed by the manufacturers and operators of cigaret vendors, and the reason is a simple one: We have more potential customers to purchase candy than the cigaret vendor manufacturers and operators have. However, cigaret vendor operators should also own U-Select-It candy machines because the two items are synonymous. In most instances where they have their cigaret machines located they should

have candy machines which can be serviced at the same time and, of course, the percentage of profit on candy is much more interesting.

"We are in full production on both our penny and nickel U-Select-It machines and are procuring some very fine business from all parts of the country. "Automatic merchandising of candy is fundamentally sound. The operators who operate U-Select-It machines are successful. Taking these things into consideration, there is no other answer for us but success, and thru our efforts we hope to make a world of friends thruout the entire candy consuming world, and you must appreciate that in every civilized country in the world people buy and consume candy, therefore the entire world is our market."

Detroit

DETROIT, May 22.—Venitor Corporation has just completed negotiation of a deal for Northern Ohio for Pack-It Shops, J. W. S. Langley, sales manager, reports. "A territory deal of 6,000 machines is involved," Langley says. "Our machine is going strong and operators thruout the country are reporting constantly increasing profits."

Plans for development of the Automatic Distributing Company, manufacturing a new flashlight battery vander, have been temporarily suspended, A. C. Wagner, head of the company, is also engaged in the real estate business and plans to spend the spring months concentrating almost entirely on that field. The battery vander is mechanically perfected and arrangements will be made for volume production as soon as the company is financed, Wagner reports.

J. J. Schermack, head of Schermack Products Corporation, was in Washington the past week.

A. B. Chereton, president of Electrical Products Company, was out of town this week.

W. J. Langdon, manager of Automatic Canteen Company, Detroit, reports business steadily progressing, with little, if any, seasonal fluctuation at present. Plans for an ice cream vending machine, upon which the company has been working for a considerable period thru an affiliated organization, are being temporarily held up due to settlement of an estate involving the ownership of the company.

Adler Brothers' Vending Company is the latest addition to the list of Detroit vending machine operators. Firm is specializing in Stewart & McGuire nut vendors at present.

New Firms Incorporate

ALBANY, N. Y., May 22.—Vend-a-Pack, a new \$155,000 vending machine project of New York City, was granted a charter of incorporation today by the secretary of state. Stockholders and promoters are Herbert A. Heerwagen, Philip S. Agar and William T. Pullman, of New York City.

Serv-All Vendors Corporation, Brooklyn, was also issue a charter to engage in the vending machine business in all of its branches. It has a capitalization of \$15,000. Subscribers to the capital stock are Ralph Hotkis, Frank Menkes and Matthew Manes, Brooklyn.

Salesboard Dope

By C. E. DAVENPORT
Manager Peachy Novelty Company,
Poplar Bluff, Mo.

About 35 years ago salesboards were pretty crude. The advancement made in the business since those early days has been due to the fact that the designers have spent much time in developing ideas that would click with the public. Some of the best ideas have sprung from the brain of the small-town operator.

I feel sure that many of you fellows have ideas that can be worked into big hits. Don't hide your light under a bushel. Get it into the hands of a reliable manufacturer. You can never tell—your idea may score a hit and sweep the country with big sales. If your idea has merit you may rest assured that any reliable manufacturer will be glad to co-operate with you. The results may be a big surprise to you and make you some easy money. Bear this in mind, however, the simpler the layout is for the public to understand the surer it will click.

Put on your thinking cap and see if you can't develop something new in salesboard appeal that will sell. Modern machinery has made it possible to do many surprising things in this industry. It has brought production costs down to a level where it is possible to make up salesboards in small runs and still realize a profit.

You fellows in the game who have been reading this column surely have some news of interest to other operators. Why not air your views? Write in a story that you think will be of interest in this column and help make it a success. The Billboard will appreciate your co-operation and other operators will enjoy reading what you have to say about the game.

Robbins Reports Repeat Orders on 2-in-1 Vender

BROOKLYN, May 22.—Dave Robbins, of D. Robbins & Company, Brooklyn, informs that, in addition to his large sale of the new 1937 model 2-in-1 Vender, operators who have the machine on location are sending in many repeat orders.

Robbins explains: "In addition to being well constructed and mechanically perfect, the fact that the machine has two columns enables the operator to do twice as much business with one machine. With summer coming along, operators are recognizing the value of having these vendors placed in outdoor locations. As the 2-in-1 Vender is guaranteed waterproof, the operator feels safe in allowing the machine to be outdoors at all times regardless of the weather. Not only is the merchandise protected, but business can be done at the same time."

A special drive is being put on at this time by D. Robbins & Company to promote the sale of the 2-in-1 Vender. Circulars and illustrated literature has been prepared and a large mailing is being sent out covering the entire country.

MILLS LION'S HEAD BELLS, 5c Play, \$25.00.
MILLS LOCK AND KEY, 75c Each.
JENNINGS FAVORITES, BALL GUM VENDERS, 1c Play, \$4.00 Each.
MILLS BLUE FRONTS AND WAR EAGLES, 5c-10c-25c Play.

D & S NOVELTY CO.
1005 BROADWAY, ROCKFORD, ILL.

WILL TRADE EVEN

One Bally Latest Model Ray's Tracks, practically new, serial number over 4,000, for one H. C. Evans & Co. Galloping Dominoes, the latest model with concealed pay-out drawer. Will guarantee the Ray's Tracks to be mechanically right and expect the same guarantee from you.
THE IDEAL MUSIC & NOVELTY CO.
111 31st St., Wheeling, W. Va.

VICTOR VENDORS

The Operator's Choice

FOR GREATER PROFITS.

On a Smaller Investment. 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.

BUY THESE NOW

SKY HIGH	\$9.75
NECK AND NECK	5.75
MADCAP	5.00
SHORT SOX	6.00

Write for our latest list of used bargains. Join hundreds of satisfied operators and get on our mailing list.

H. ROSENBERG COMPANY

158 St. Nicholas Ave., New York City.

NEW MERCHANDISE TREND?

By WALTER W. HURD

There are small but significant signs of a trend toward merchandise awards again, altho the legal difficulties in the way now are much more serious than they were in 1934 when the coin machine trade muffed its first real opportunity to use merchandise instead of cash for awards.

We published an editorial on premium merchandise in May 15 issue of *The Billboard*. Since that editorial two quotations have come in which are worth marking down in your notebook.

One is from B. J. Marshall, Detroit distributor: "Merchandise premiums are increasing in popularity in the Michigan territory in preference to the old policy of cash prizes. Customers, operators and location owners alike are more satisfied with this method of operation, which avoids trouble."

Marshall has had enough experience in the coin machine trade so that his opinions deserve consideration.

Still more significant to me is the naive way in which *The Coin Machine Journal* (May, 1937, page 44) reports the new Mills console machine that vends golf balls. The article is announced on the front cover of the publication, then the subhead says: "Non-cash token awards in usable commodities, such as golf balls, crack open territory long silent."

The article is so constructive in its nature and so much in keeping with the merchandise cause that I have argued for during the past several years that it is being reproduced here in full:

Golf Ball Vender

"The idea of a golf ball vending machine has been used in several different ways during the last few years with varying success. Now comes a development combining Bell machine play as a feature for selling golf balls.

"The new machine is one of the most attractive in design we have seen. It has all the appearance of the console Bell, which, in fact, it is, with the exception that there are no cash slides or payout tubes. In place of the jackpot in front of the machine there is a larger compartment which holds several golf balls in a prominent display. The magazine inside the machine is so constructed that the standard winning combinations release golf balls in corresponding sequences rather than money. Naturally, the machines are quarter play, which means that the pro at the club is selling his golf balls thru the machine at the regular price.

"That golf balls are vended thru the machine is not necessarily the strong point of this machine. The important feature of interest to Bell machine operators is the fact it offers angles which enable operators to open up territory in a big way. This machine has been in operation in some of the strictest territory on locations never before boasting a machine of this type. For instance, a hardware store with a sporting goods department in a very sedate town near Chicago has been operating one of these machines for some time.

"The appearance of the machine naturally appeals to the public and the fact that it is quarter play restricts its appeal to those who are really interested in these features. The fact that it pays off in nationally known quality merchandise of a kind that is in demand among golfers makes it a desirable operating unit. In fact, one location was quoted as saying that he had operated Bell-type machines for a great many years, off and on, but this arrangement was the most satisfactory, all around, that he had known.

System of Awards

"Another feature of this type machine is the fact that any type ball could be vended, so that the location could buy a supply of balls of any kind it desires and identify them in its own way, so that when they were redeemed for trade the location would have a positive and accurate check on payouts.

"From a statistical standpoint it may interest operators throughout the country to know that there are several thousand golf professionals whose club affiliations are given in directories of that business. There are some 7,000 or 8,000 recognized country and golf clubs in the country, not to overlook such recreational activities as fishing and hunting clubs, polo

clubs, rifle and revolver clubs and the like.

Restores Astuteness

"This method of awards gives the astute operator an entirely new and dignified appeal. A certain Midwestern operator who has done an unusually good job with this machine said that he enjoyed the atmosphere which this type of Bell operation creates. He said: "This is operating at its best. The same good old Bell play in the best spots, among the best people and, you know—the best understanding. Operating is like a great many other things; the more people become acquainted with it the less erudite."

"In the early days when relatively only a few were engaged in political activity men of understanding and vision were looked up to as statesmen. Because so many men today are engaged in political activities the idea has been cheapened somewhat in the general mind.

"In the early days of Bell machine operating operators took themselves more seriously and conducted their business in an atmosphere of understanding," said a Wisconsin operator who was commenting on the change in ideas with the advent of the golf ball vender. "Too many operators in Bell activities assumed a smart attitude, whereas what we needed most was a revival of the polite etiquette we used to know. I am indeed gratified to have a machine with which I can accomplish the results I am after, and that with the approval of the best minds in my community."

"The particular golf ball type Bell about which we are writing and which has been attracting so much attention was quietly introduced by the Mills Novelty Company and given a thoro test in all parts of the world in a wide range of locations. In fact, the publicity that was

disseminated with pinball games will mean increased business for the novelty, premium and specialty merchandise trades; it will mean orders for all the plants that make these items and employment for thousands of people working in them. It will mean a definite sales stimulation for thousands of retail stores also."

At that time any effort the coin machine industry might make to increase employment was a strong talking point. It is not so strong any more. Anyway, that editorial has a history and only this week it popped up in the plans of a salesboard promoter who is using it as the basis of a court plea for the use of merchandise promotion schemes.

Today's Realism

Some of the statements in the editorial on premiums (*The Billboard*, May 15, 1937) are worth repeating at this time:

"Those people who face the realism of today will quickly see the many advantages in permitting the legal use of merchandise as awards with coin-operated games of all kinds. It would be the most effective move against the use of cash awards, and merchandise prizes can never have the social and moral objections that are attached to cash awards. Then the use of merchandise awards promotes the sale of goods, which increases trade, and best of all increase employment."

"An interesting example of how enlightened governments may come to recognize the use of merchandise prizes with amusement games is seen in the recent action of France. The French Government has come to permit the operation of slot machines and other games of chance when awards are made in merchandise. This move has been due to the fact that such a practice increases the flow of goods

"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."

That statement by Fitzgibbons might well be made the watchword for the industry during 1937.



PUNCHETTE

Coin-Operated Mechanical Salesboard
Ticket Rolls Contain 1050 Punches
Gross Take-in . . . \$52.50
Payout \$22.50
Profit Each Roll . . . \$30.00
Additional Refill Rolls \$1.10 Each
Wholesale Price \$15.00
1/3 Cash, Balance C. O. D.
Rush Your Order Today

Automatic Amusement Company
628 Madison Ave., Memphis, Tenn.

1937 WATCHWORD

"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."

—John A. Fitzgibbons, New York, in *The Billboard*, May 15, 1937.

given the first few machines by word of mouth from the golf pros themselves gave the sale of the machine a great impetus, while players from the West Coast and down South during the winter brought back glowing comments. We now find a wide public demand for the machine throughout the country.

"Officials at the Mills Novelty Company were reluctant to give out an interview relative to the growth of this idea. When we told them that operators were demanding information from us because of so many machines out in the territory, Jim Mangan opened up and told us that all we had heard was true. Mangan said that they were trying to go about the launching of the machine quietly and because they knew that the various angles had been worked out and would grow by leaps and bounds. He commended the sagacity of the coin machine editors in being ahead of the news-reel cameras even when it comes to coin machine news. *The Journal* discovered this golf ball machine being operated down South a few days ago. Naturally, when he saw what they were doing and the warm reception the people at large gave them we were anxious to get the facts.

"It looks like a new-type Bell operation is here to stay, and golf balls or similar units of identification or exchange will be used for play awards."

Significant

That, to me, is a significant expression that points the way to an ideal which it may not yet be too late to realize. But it would have been much easier in 1934 and 1935 had manufacturers and the trade in general joined in making and promoting machines that utilized the merchandise principle of awards.

In May, 1935, I wrote in an editorial: "The possibilities in a tieup between the amusement games industry and the promotion of premium and merchandise items are so immense that it becomes a subject of first importance for the progressive elements of the coin machine industry. . . . The universal use of merchan-

and hence increases employment of people who need jobs. That such an enlightened spirit is spreading to England and may reach America is indicated by present trends.

"The last year has also seen the rise to prominence of a new type of coin-operated machine which clearly shows that premium merchandise and amusement devices go together. The best example of these machines is the new type of rotary novelty venders, high-grade machines that dispense novelty items of various kinds when the player demonstrates a certain amount of skill. These machines use a wide variety of novelties, within certain limits as to size, and have proved very popular. That they have immense possibilities to promote the sale of merchandise has already been proved. The more familiar diggers and cranes have long been known in this field. Standard premium plans have been used successfully for years with merchandise vending machines."

Idea Justified

Those few manufacturers and operators of slots and payouts who are worried about what merchandise awards might do to their machines should take a tip from the present slot machine boom in France. The long history of diggers in America is well known also, and everyone in the industry is supposed to understand the strong player appeal which these machines have.

A few of these manufacturers and operators of slots and payouts have accused me of all sorts of things in trying to "wreck their business." But the majority of the operators, especially, have understood my purpose all along and in the course of the last few years I have received some very interesting and encouraging letters in my fight for the most sensible way to get the amusement games industry on a more secure footing for the operator.

John A. Fitzgibbons, of New York, recently expressed the idea very explicitly (Page 101, *The Billboard*, May 15):



No Closed Territory with this Profit Maker

Sell and operate fishing and hunting knives. Post the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 150 prizes of great variety. Takes in \$13.00. Resell to dealers at \$9.75. Hgt. 24". Wgt. approx. 15 lbs. Order No. B15. Packed two in carton, each \$8.90.

25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Perniums.

JOSEPH HAGN CO.

"The World's Bargain House."
217-225 W. Madison St., Chicago, Ill.

6 Large Assorted Pearl Colored FISHING & HUNTING KNIVES

\$2.75 In Lots of 12. On 250-Hole 50 Board Takes in \$12.50. Pays Out 14 Pk. 150 Gigs. \$2.10. No. B-117 Sample \$3.00. 12 Lots. Each \$2.75. 25% With Order. Balance C. O. D. OPERATORS! Write us for Prices on All the Latest Coin-Operated Counter Games. Our New Catalog Full of New 1-2-5¢ Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO.,
180-182 W. ADAMS ST., CHICAGO, ILL.

PORTERS, CONCESSIONERS, TAVERN KEEPERS

Install Vending Machines in Night Clubs, Gas Stations, Recreation Parlors, Taverns, etc. Buy Merchandise and Machines from us. These new Machines are \$3.00 Each. Big Profits.

KAPLAN
1615 South Kostner, Chicago, Ill.

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH RESULTS

HERE'S THE REASON GRADED GAMES ARE A HIT!

1st GRADE	2nd GRADE	3rd GRADE	4th GRADE
Bally Bumpers \$30.00	3 Star \$18.00	Happy Days \$11.00	Excel \$7.00
Fire Creaker 32.00	Rack 'Em Up 18.00	Hold 'Em 8.00	Neck 'N Neck 7.00
Highway 35.00	Roll Over 18.00	Short Sox 6.00	Bolo 6.00
Also many others	Rugby 12.00	Red 'N Blue 12.00	Mad Cap 6.00
Write for Prices on	HI-De-Ho 15.00	Round 'N Round 10.00	Sportsman 6.00
Bally Booster, Gottlieb's Electro Score Board and others.			

FULL CASH with Orders UNDER \$10.00. Over 1/3 Cash with Order.
We Ship Balance C. O. D., F. O. B., Poughkeepsie, N. Y.

FREE: Complete Weekly Price List WRITE TODAY!

SQUARE AMUSEMENT CO.
335 MILL ST. POUGHKEEPSIE, N.Y.

We represent all Leading Mfrs. Write us TODAY for any games you need. Lowest factory prices all-ways!

Coming in Fast On Home Stretch

CHICAGO, May 22.—Genco officials report that, altho their new bumper-spring novelty game, Home Stretch, is not ready for distribution as yet, the overwhelming response to their first announcement a week ago indicates that the game will be a success. "Truly," said David Gensberg, "Styled by Genco" has come to be a guiding star for thousands of operators. They find in that phrase the assurance of quality, dependability and profitable playing appeal, without which their locations are worthless. We want to assure all those operators, jobbers and distributors who have indicated their desire for quantities of Home Stretch that this game has those qualities developed to even greater heights than ever before.

"As a companion game to this one," he went on, "we are releasing at the same time a new game, Auto Derby. The new machine also has a gigantic brilliant backboard on which are featured racing cars on a speedway. The principle of play is similar to that in Home Stretch, but the appeal is definitely directed to the auto-racing enthusiasts. As interest in the Indianapolis speedway classic is now at fever pitch, this game is especially timely.

"Both games," he concluded, "incorporate the usual sturdy and reliable Genco construction. Deliveries will be made in sequence according to receipt of orders. There will be no unusual haste in building these games, inasmuch as an advance stock is being prepared to handle the already large number of orders received."



HERMAN DOERR, Michigan Novelty Company, Bay City, Mich., approved Golden Wheel one-shot game at Bally Manufacturing Company, Chicago, by placing larger order recently.

complicated scoreboards and playing fields," states Johnson. "Preview play is amazingly simple and highly appealing. It features one-ball play on bumper springs, with all scoring and other light-up action on the new flashing film backboard. Special appeal is furnished by Change Odds and Change Points bumper springs strategically placed on brilliant playing field. The player wins the award according to the odds showing when his score equals or beats the points indicated when the ball finally comes to rest at the end of the game."

Johnson states that reports from the sales department indicate advance orders have far exceeded expectations of Western officials. "I am confident that sales on Preview will reach an all-time high for payout tables," he added. "In addition to making the game simple yet fascinating, we have put into it all the high-caliber features for which operators have learned to look in Western releases. Deliveries on Preview will begin immediately."

Veatch Launches New Distrib Biz

JOPLIN, Mo., May 22. — Delbert E. Veatch, president of the Joplin Wal-Bill Company, announces that his company expects to service territory in the four adjoining States with Wuritzer phonographs and Skee Balls. Veatch is an oldtimer in the business. He formerly owned and operated the Veatch Specialty Company, Mt. Vernon, Ill., and Vincennes, Ind. After selling out the two enterprises to Carl T. Trippe, of the Ideal Novelty Company, St. Louis, he organized the Automatic Phonograph Company in St. Louis, which he later sold to Jack Beckman and Fred F. Pollock.

Veatch reports that operators in his territory are enjoying good business at present. As the summer weather usually up business in the region, he expects it to be unusually good during the next few months. Veatch also added that his new distributing company is progressing nicely.

Distrib Avoids Lengthy Slogans

SPRINGFIELD, Mass., May 22.—Automatic Coin Machine Corporation doesn't go in for lengthy slogans. Its motto is simply "service" and by strict adherence to it has steadily forged ahead in the last few years until today its attractive display room proves its success.

Two amiable New Englanders make up the firm, Gene Baker and Slim Kelly. Baker was formerly a Jennings salesman, so it is natural that the firm should have quite a high regard for this line. In fact, the firm is the exclusive agent for O. D. Jennings Company in the New England States.

Game Surpasses Strip-Tease Act

CHICAGO, May 22.—"More appeal and box-office pulling power than a strip-tease" is the graphic way in which Jimmy Johnson, head of the Western Equipment and Supply Company, characterizes his latest one-ball automatic pay table, Preview. Johnson reports that Western officials are making claims for the new game which, tho seemingly boastful, bid fair to be proved conservative by the performance of the game itself.

"Departing from the present trend to

ANOTHER MONEY MAKER BASE BALL BOARD

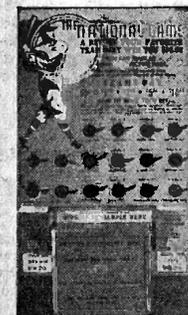
You can't afford to be without this
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.
Takes in\$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.62 Plus 10% Tax

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.



BASEBALL THE NATIONAL GAME

OUR NEW BASE BALL BOARD HAS ALL THE THRILLS OF BETTING ON YOUR FAVORITE TEAM AT THE GAME. Printed in attractive colors, makes a big flash, all 16 major teams to bet on, pays players generous awards. **PLAYER CANNOT BET FROM A NICKEL UP AND WIN AS HIGH AS \$10.00**. Send us your order today, you will come back for more. Sample \$3.95 C. O. D. express prepaid anywhere in U. S. A.
PEACHY NOVELTY CO., Dept. BB, Poplar Bluff, Mo.



OPERATORS—JOBBERS—DISTRIBUTORS THE JAR FULL-O-WINNERS OVER 226 WINNERS FROM \$10 TO 10c

The sensational new JAR DEAL of the year, in brilliant colors, with an entirely new idea, that is earning big profits for operators. With the cheat-proof Registered Jackpot Clock. Bank is increased by tickets ending with number 8. When BANK is increased to \$4.00, player drawing next ticket ending with 8 receives \$6.00. And tickets with Jackpot wording receive \$5.00, plus the amount registered in Bank. Imagine? A great appeal the GOLD SPAR has to make your jars so empty sooner than other jar deals. Jackpot pays from 6 to 8 winners from \$5.00 to \$10.00, not including 219 jar winners from \$5.00 to 10c. Tickets are stapled to avoid reuse, and high winners have fool-proof markings. Special prices for quantity buyers. Write for details. Order Sample Today. Be first in your territory. If not satisfied, YOUR MONEY BACK.
INTRODUCTORY PRICE SAMPLE, \$5.76. SO PLAY. AVERAGE PROFIT \$36.60. Half deposit required.
PREMO NOVELTY CO., Mir., Mocanaqua, Pa.



Electric Units Are Announced

CHICAGO, May 22.—Following up the announcement made last week by the Electrical Products Company, of Detroit, regarding the future release of two new devices, A. B. Chereton, president, announces that it will be only a matter of a few days before the new improvements will be presented to the industry.

"The pin game industry as a whole will be delighted with our new devices," states Chereton. "In our Epco Bell Lock we have made more complete the protection for earnings which every operator desires, and our new Chereton Electro-Timer will eliminate 80 per cent of the service trouble now experienced with outmoded time clocks.

"The Epco Bell Lock guarantees the protection necessary for all coin machines, pin games and vending machines. On the new Chereton Electro-Timer we have designed a special clock to perform perfectly for the life of the game. It is substantially built and can be easily and quickly placed on any pin game on the same mounting used for the automatic time clock."

ROYAL COIN MACHINE CO.

2212 N. WESTERN AVE. CHICAGO, ILL.

BETTER RECONDITIONED GAMES LOWER PRICES! PAY TABLES

All Stars \$24.50	Rambler 22.50
Challenger 23.50	Redman 25.00
Cook's Hour 19.50	Redwood 23.50
Gold'n Harv. 13.50	Rocket 7.50
King Fish 10.00	Sky High 17.00
Multiple 35.00	Sportsman
Pamco Parlay 19.50	Vis. 7.50
Peerless 21.00	Treas. Ship 5.00
Proknacks 79.00	Turf Champ 54.50
Put 'N Take 8.00	Tycoon 21.50
NOVELTY GAMES	Wall St. 10.00
Action \$4.50	COUNTER GAMES
Beamite	Reel 21 7.50
Contact	Five Jacks 7.00
Kings Each	Daval Races 8.00
Cross Country 10.00	Club Vendor 27.50
Auto-Flash	Bally Baby 8.50
Tap 7.50	

1/3 Deposit With Order, Balance C. O. D. Immediate Delivery on Jennings, Mills, Pace New and Used Slots. Write for Price List on All New and Used Games.

Send your correspondence to advertisers by mentioning The Billboard.



DAVE GOTTLIEB, D. Gottlieb & Company, congratulates Hy Greenstein (right), Hy-G Games Company, Minneapolis, upon the opening of new quarters.

Using Machines On Carnival Lot

DETROIT, May 22.—A variety of coin machines have not lost their popularity on carnival lots, a visit to the W. G. Wade midway at Monroe, Mich., disclosed this week. The Penny Arcade is operated by E. A. Howard, veteran concessioner, with headquarters and winter quarters in Detroit.

Howard is getting a new green canvas top, 20 by 40 feet, for his arcade from the Fulton Bag and Cotton Mills. With the new layout he will have 92 machines on the arcade, making it an attractive amusement center. The arcade carries about 20 Mutoscopes, which prove just as popular to a younger generation as they did 30 years ago.

A battery of three Crack-Out rifle games is another popular feature. Diggers are also popular machines at the arcade with all classes of customers and Howard is doubling his present battery of these machines.

Mrs. Howard, incidentally, returned to Grace Hospital, Detroit, last Saturday for a rest. She has been ill for several months. Bob Howard, son of E. A., is the new bookkeeper for the organization, getting his first taste of show life.



DAN BAUM, owner of the Baum Novelty Company, St. Louis, who is recommending the Jennings Chief to his many friends and customers. He extends an invitation to operators to make his office their headquarters when in St. Louis.

Summer Spots To Have Big Year

CHICAGO, May 22. — Discussing seasonal fluctuations in sales, Ray Maloney, president of Bally Manufacturing Company, predicts an unusually active summer in resort territory. "I base this forecast," Ray states, "on the sales of

typical resort machines manufactured by Bally. Our two outstanding machines in this class are Ray's Track and Reliance. Both have enjoyed a steady sale thruout the year, but during the last few weeks our sales on both games have shown a decided increase, particularly in resort territory.

"Ray's Track is especially popular in resort territory and the sudden wave of heavy buying—almost a month ahead of schedule—has compelled us to put on an extra force in our Ray's Track department. Many operators with whom I have talked tell me that Ray's Track was their best money-maker in resort territory last summer. Inasmuch as we were unable to come anywhere near filling the demand last year, most of these operators were unable to run as many Ray's Track machines as they desired. This year they are taking no chances and are getting their machines early. It is its heavy earning power which has kept Ray's Track on location for periods ranging from eight to 16 months. Ray's Track was introduced at the 1936 show and we have been in steady production ever since."

truly amazing

VANAK

SLUG REJECTOR

Over 5,000 new, satisfied Customers since January 1, 1937.

See Your Jobber or Write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

CAMPERS-DELIGHT
MADE IN U.S.A.

COMBINATION KNIFE AND AXE SET—Starting Item—Tooled Leather Case. The last word for Campers, Hunters and Fishermen. Interchangeable BLADE AND AXE. See illustration.

SAMPLE SET \$3.50 — QUANTITIES \$3.25

Special 600-Hole Board, 80c Extra. Takes in \$30. Pays Out 20 Packs Cigarettes, 25% with Order, balance C. O. D. Write for Catalogue of Novelties and Deals.

PEERLESS DIST. CO.,
301 E. 42nd STREET,
KANSAS CITY, MO.

MAKE \$10.00 TO \$22.50 PROFIT

COMBINATION KNIFE AND AXE SET—Starting Item—Tooled Leather Case. The last word for Campers, Hunters and Fishermen. Interchangeable BLADE AND AXE. See illustration.

SAMPLE SET \$3.50 — QUANTITIES \$3.25

Special 600-Hole Board, 80c Extra. Takes in \$30. Pays Out 20 Packs Cigarettes, 25% with Order, balance C. O. D. Write for Catalogue of Novelties and Deals.

PEERLESS DIST. CO.,
301 E. 42nd STREET,
KANSAS CITY, MO.

OPERATORS

PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

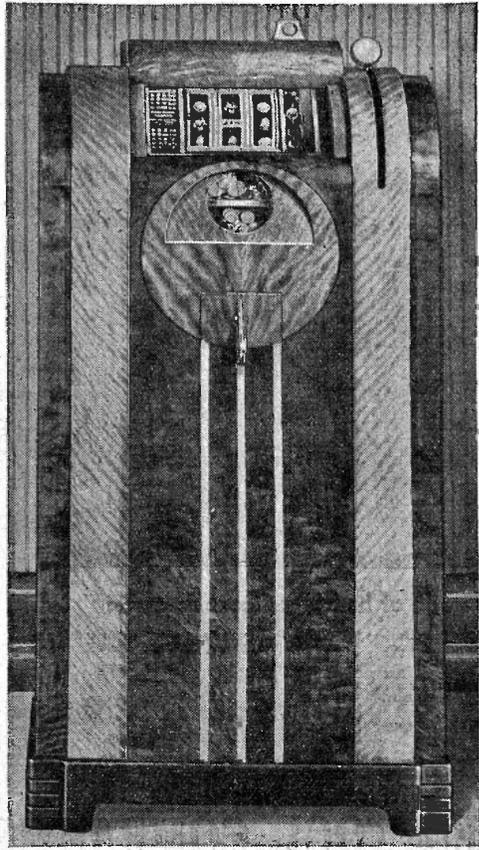
This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20.
Sample price, \$5.00, Lots of 10 or more, \$4.50.

H. G. PAYNE COMPANY
312-314 Broadway, Nashville, Tenn.

Make Every Spot a Hot Spot!

CAILLE CONSOLE



Why Cuss Your Locations If They Make a Measly Showing?

Put the blame where it belongs—on the machines you are using. Then replace them with Caille Consoles and see the difference they will make in your daily "take".

The reason is simple! Caille Consoles get the big play because they're so much more attractive and work so much easier. Besides, they operate faster! More plays to the minute—which means more coins in the cash box!

Get Caille Consoles On the Job!

—and make every spot a hot-spot! The coupon below will bring you full information.

CAILLE BROTHERS CO.

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

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Ease! . . 1.82
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making 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.

LADY LUCK
1200 Hole Form 4190

Takes In \$40.00
Pays Out 19.00
Price With Ease! . . 1.82
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making 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.

Slug Visible Slotted Coin Counter
The Operator's Friend. 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.

ACCURATE COIN COUNTER CO.

50 DENNIES
THE ACCURATE COIN COUNTER COMPANY

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
PATTON, PENNSYLVANIA

Thank You for Mentioning The Billboard.

ROYAL FLUSH SELECTIVE DRAWPOKER GAME

has been acclaimed by American Operators as
King of Counter Games



Watch This Parade of Its Magnificent Features:

- 10 Reels with a new shuffling-cutting dealing action, giving a perfect motion picture effect.
- 5 Shutters, released by player after first deal, at his option to discard unwanted cards and draw new cards or a whole new hand from second Set of Reels.
- Deal and additional "Draw" or two complete "Deals" for same coin.

- Smartly streamlined wood cabinet for permanent beauty and complete silence.
- Four Coin Play, last coin shown. Legal Ball Gum Vender.

Price only \$32.50 Ea.
One or 100. Tax Paid.

Nothing can compare with the new "Motion Picture" Reel Action of Royal Flush. You must see it at your Jobber to appreciate this ingenious development.

MASTERBUILT BY

GROETCHEN TOOL COMPANY

130 North Union Street,

Chicago

IT'S A GOLD MINE!

A BIG \$25.00 HIT

for Fast Play

A Low Average Payout

for Big Profits

No. 680 **HIT AND WIN** HOLES

A ONE-SHOT CASH BOARD.

Average Take-in\$15.00
Average Payout 2.20

Average Gross Profit.....\$12.80

Don't Miss This One! Get the Details! Write, Stating Your Line or Business, to

HARLICH MFG. CO.

1401-1417 W. Jackson Blvd., Chicago, Ill.



Appreciation

To the Coin Machine Industry: "I wish to express appreciation in the columns of *The Billboard* for the many expressions of sympathy, condolences and the beautiful floral offerings sent in remembrance of my brother, Rolfe, by operators, distributors and manufacturers from different parts of the country. Rolfe's loved ones and myself feel



SMILING ROLFE STANLEY, brother of S. L. Stanley, of Memphis, killed in an auto accident near Sinton, Tex., May 12.

deeply grateful for these expressions of love and sympathy which have helped greatly in enabling us to hold up and carry on in our hour of despair.

"Rolfe's body was laid to rest in beautiful Memorial Park Cemetery in Memphis Saturday, May 15, at 3 p.m. on a beautiful sunny afternoon, which was in keeping with Rolfe's sunny disposition, which gave us and all of his friends such warmth and happiness.

"While Rolfe's death was very, very tragic and seemed untimely, yet we loved ones who remain feel that God in His infinite wisdom had a purpose in taking him from us at this time. As Rolfe was my only brother and so closely associated with me both personally and in business, we have had many discussions on the subject of death and had entered into a pact that whichever one of us was called first then the other would assume the parted one's responsibilities to loved ones left behind. Knowing my brother's viewpoints on death and knowing he was ready to go at any time he was called, and knowing how hard and how earnestly he would have struggled to have taken on my responsibilities had I been called, gives me great strength to carry on the work and business for the benefit of his dear wife and dear daughter that he left behind."
S. L. STANLEY.

New Jersey Op Promotes Bouts

NEWARK, May 22.—William Hilberg, well-known operator of this city, reports that he is opening the Ocean View Athletic Association at Long Branch, N. J., where he will conduct weekly boxing bouts thruout the summer. He claims that the resorters who favor Long Branch are already showing their enthusiasm by ordering season tickets.

While Hilberg is busy with his fight promotion activities his assistant, Jimmy Vanek, will take care of his route. Vanek knows all the ropes, Hilberg reports, and will give the customers perfect service.

Operators in this city and other Jersey towns are expected to attend the Friday night fights to help Hilberg off to a flying start in his new venture. Tickets for the first contest will be in the hands of many of the leading jobbers and distributors both here and in New York.

COMING!

FOTO FINISH
PHENOMENAL ONE BALL PAYOUT
By **GOTTLIEB**
Hair-Raising Thriller

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

"Watch the DUCK Dive"

PRICES
Sample . \$1.80
Lots of 6 . 1.40
Lots of 12 . 1.20
1/2 dep. with order, bal. C.O.D.

STAR SALES CO.
3821 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

NEW AND USED

Payout and Novelty Tables, Slots and Counter Games, also Club Equipment. Write for Special Prices.

"The House of Service"

COIN AMUSEMENT SUPPLY CORP.

1302 Jackson Ave., Toledo, Ohio.

ATTENTION OPERATORS!

Here They Are!

AMERICAN EAGLE JACK POT JAR DEALS

Varted SIZES and "TAKES."

JOBBERS AND OPERATORS WRITE FOR SPECIAL QUANTITY PRICE LIST.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

SALESBOARD OPERATORS!

Merchandise that is different. Beautiful chromium chests filled with candy, stationery, cigarettes, etc., with 40, 50 and 60-hole pushers. Novel liquor chest with glasses. Chicago operators now making big profits. \$50.00 to \$100.00 weekly. We are manufacturers.

STONE BROS., INC.
800 S. Bible St. CHICAGO, ILL.

Tom Thumb Jar Games

Sample Jar, 50 Sale, 200 Winners, \$18.50 Profit. Price, Express Prepaid, \$2.15. Low Prices on Quantities. Write for Details 78 Other Games.

TOM THUMB, Dept. 77 Nauvoo, Ill

EXPERIENCED MECHANICS WANTED

Must be all-around handy Men, know how to pick locks, make keys, cut glass and repair all types Pin Games, Slots and Counter Games. Those who have had experience reconditioning used machines given preference. Give references, experience and state salary expected in first letter. **IDEAL NOVELTY CO.** 1518 Market Street, St. Louis, Mo.

F-L-A-S-H JOBBERS • SALESBOARD OPERATORS

New ACE Catalogue just off the press. Get your copy TODAY.



ACE PREMIUM CO., 423 So. 5th Street MINNEAPOLIS • MINNESOTA
ACE creates *World's Most Sensational Salesboard Assortments.*

When Writing to Advertisers Mention The Billboard.

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 saleboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it. You can work it 3 ways. . . . No. 1, sell to dealer; No. 2, operate on percentage; No. 3, sell to dealer as an advertising stunt, or sales stimulator with his ad imprinted. 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 8"x12" Display Payout Scoreboard. Four Payout assortments.



No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—260 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. B529, 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.

been adopted by the city council. Basic license fee will be \$200, with an additional fee of \$10 per machine.

Harry L. Lane, East Side Detroit operator, reports business picking up steadily in his field. He is adding a number of machines to the operating routes. Lane operates under the firm name of the Premier Vending Company.

Arthur Caille, president of the A. C. Novelty Company, manufacturer of the new Lucky Seven Multi-Bell, left Tuesday night for an extended business trip to New York and the East. He will be gone several days and will contact leading jobbers and distributors thruout the Eastern territory. A. C. Company is getting ready to occupy increased manufacturing space and is planning to double the present daily output.

WILL BUY 100

PREAKNESS ROVERS TURF CHAMPS POLICYS - - VELVETS

For cash. Must be complete and in good condition for resale and priced low. Give full description and price by air mail.

R. F. VOGT
Bally Distributors
Cullen Hotel Bldg.
Salt Lake City, Utah

Distrib To Erect Own New Building

DETROIT, May 22.—"Detroit operators are turning to more stable merchandise," B. J. Marshall, of B. J. Marshall, Inc., said this week. "As a result they are buying a lot more phonographs. Merchandise premiums, too, are increasing in popularity in the Michigan territory in preference to the old policy of cash prizes.

"We have been very busy on the new Crossline game," James J. Passante, of J. & J. Novelty Company, said this week. "This is the first machine in a long time that has taken the town by storm in this way. The only trouble

Night Club Patrons Go for Radio Rifles

CHICAGO, May 22.—One of the largest and most prominent night clubs in Chicago recently found it necessary to install a long plush-covered bench for visitors to the club who were waiting an opportunity to shoot the Tom Mix Radio Rifle.

The continued popularity of the rifle is even a surprise to the manufacturers, to say nothing of the operators. Everyone predicted that the season for radio rifles would end after the regular interest in the hunting season of fall and winter had passed. However, all were badly mistaken in this opinion, for the Tom Mix Radio Rifle is proving that even in early summer play is greater

Uses Editorials

To the Editor: "For many months we have been reading with great interest the editorials in your department for operators, jobbers, distributors, etc., appearing weekly in *The Billboard*. In fact, we have made a folder containing this information, which we consider very valuable and well worth while. In our opinion, *The Billboard* is to be commended for such service to the operators and the people in the industry.

"At this particular time we are interested in obtaining several copies of page 132, appearing in *The Billboard* on April 11, 1936: 'Can Coin Machine Operators Win?' by Richard S. Kaplan. Is it possible for you to send these by air mail?"

"G. B. MILLS,
"Mills Sales Co., Ltd., Oakland, Calif."

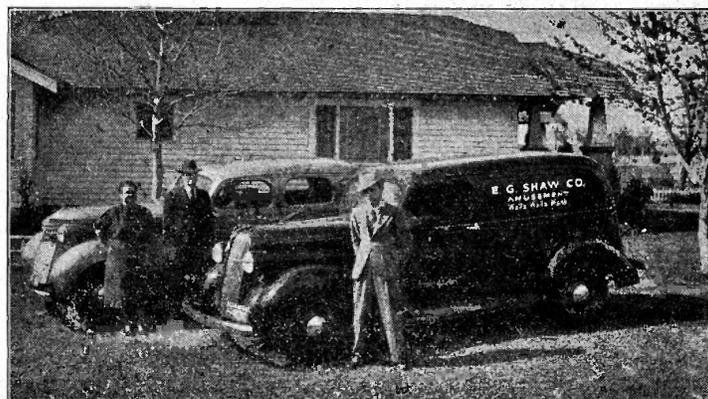
has been difficulty in getting delivery fast enough." J. & J. are completing construction of a new building on Mt. Elliott street. Building is of one-story construction and is modernly equipped, including air conditioning.

"The break in the weather and the coming of spring have helped the pin table business in Detroit," Frank Healey, of the American Coin Machine Company, said this week. "The A. B. T. Target game has proved especially well liked. Baseball games are popular type too, especially in beer gardens. I believe Detroit amusement-machine business is definitely on the way up and the strikes have left no permanent aftermath."

The ordinance requiring a license to operate pin games in Jackson, Mich., reported in *The Billboard* a week ago, has

than it was during last fall. And altho the rifle has been on the market for more than a year most operators are reporting a greater play than when it first came out.

The continued interest in the game is being manifested particularly in the manner in which the younger generation has taken it up. The majority of the players are in their early 20s and they enter into the spirit of the thing in regular competition, trying to average the largest number of shots in a series of games. Many newspapers and shooting organizations thruout the country have awakened new interest in the art of marksmanship thru the contests with these rifles, and the numerous prizes they have given for the various tournaments have resulted in greater interest in the shooting games today than at any previous time.



MR. AND MRS. E. G. SHAW, Walla Walla, Wash., pose in front of their new home with one of their assistants, Jack R. Coolidge. "I have been in the pinball business since it started," says Shaw, "and have grown to be one of the largest operators in this part of the country."

WE COVER THE EAST WITH A COMPLETE SERVICE

For all the Eastern Coin Machine Industry. Featuring the very best and biggest money-making games by the leading manufacturers. For real profits check the following list of games—and write immediately for full details and prices. For bigger profits and 100% cooperation deal with George Ponsler Company. Write now!

—EVANS—
GALLOPING DOMINOS BANG TAILS ROULETTO, Jr.

—GENCO—
?????????
Coming—
HOME STRETCH

—COTTLIEB—
HOT SPRINGS
ELECTRIC SCORE BOARD
(5-Ball Ticket Game)

—MUTOSCOPE—
POKERINO
NUMBERINO
ROTOMATIC
PHOTOMATIC
HOCKEY

—PACIFIC—
SKOOKY
GUM MERCHANDISER
DE LUXE BELLS
DE LUXE ROSEMONT
DE LUXE CORONATION

—WESTERN—
PREVIEW WINNER
FAST TRACK
BIG ROLL

WRITE OR WIRE TODAY FOR COMPLETE DETAILS

GEORGE PONSLER COMPANY

1140 BROADWAY, NEW YORK
(Tel.: ASHland 4-3915)

11-15 EAST RUNYON ST.
NEWARK, N. J. (Blgelow 3-6272)

900 NORTH FRANKLIN
PHILADELPHIA, (MARKet 2656)

REBUILT AUTOMATICS

CHALLENGER	\$17.50
FLICKER	28.50
PEERLESS	15.00
MAJESTIC (Ticket)	17.50
TEN GRAND	17.50
QUEEN MARY	19.50
PAMCO PARLAY, JR.	7.50
BOOSTER (Keeney 1 Ball)	15.00
TOP ROW (5 Ball Ticket)	17.50
ONE BETTER	22.50
GOLD RUSH	7.50
CREDIT	15.00

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1515 MARKET ST. ST. LOUIS, MO.

EXTRA WURLITZER PHONOGRAPHS

P-12s { Late Models. Perfect Condition. With 412 Lighting Effects. Single, \$119.50. Lots of 5 } \$110.00

412p and P400s { A-1 Condition. Single, \$159.50. Lots of 5 } \$150.00

WE GUARANTEE ALL WE SELL.

HANKIN MUSIC CO.
225 Pryor St., S. W., Atlanta, Ga.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ANOTHER SPORS SCOOP.

RECAMIER Successor to the Business Conducted by Harriet Hubbard Ayer During the Year 1886-1937. Not Connected With Business Conducted by Harriet Hubbard Ayer.

Offers D248 Deal. Consists of: Jar of Cold Cream, 1 Box of Face Powder, 1 Bottle of Perfume and 1 Lipstick. Quality Merchandise—retail sales. Full Size Packages—expensive looking. Dealers welcome you. Sales Coupons for Above Deal, 85¢ a 1000.

SAMPLE DEAL 33¢, DOZ. 28¢ Each

SPORS CO., 537 Superior St., Le Center, Minn.

Send your correspondence to advertisers by mentioning *The Billboard*.

THE SLUGGER
GARDNER'S NEW BASEBALL BOARD
A BEAUTIFUL THICK BOARD

ORDER 600 SLU-SLUGGER
Take in: 600 Holes
200 Free
400 @ 5c \$20.00
Total Average Payout 5.15
Profit \$14.35
Price \$3.20, Plus 10% U. S. Tax
Write for Catalog---State Your Business

GARDNER & Co.
2309 Archer Ave. Chicago, Ill.

THE SLUGGER
GARDNER'S NEW BASEBALL BOARD
A BEAUTIFUL THICK BOARD

ORDER 600 SLU-SLUGGER
Take in: 600 Holes
200 Free
400 @ 5c \$20.00
Total Average Payout 5.15
Profit \$14.35
Price \$3.20, Plus 10% U. S. Tax
Write for Catalog---State Your Business

GARDNER & Co.
2309 Archer Ave. Chicago, Ill.

Amendment Proposed to Wisconsin License Bill

MADISON, Wis., May 22.—A substitute amendment to Bill No. 863, A, relating to the licensing and regulation of operators of amusement machines, has been introduced in the Assembly by Arthur J. Balzer, Milwaukee.

Under the amendment operators of such machines would be obliged to secure a State license, the fee for which would be \$600 per year, and a county license, the fee for which would be \$250 per year. Applicants for licenses would be required to be a resident of the State for three years. Operators' fees would be \$5 per year for vending machines, with both amusement and vending machines specifically defined in the measure.

Registration of both types of machines with the county in which they are located would be required, at a fee not less than \$25 nor more than \$50 for the former, and from 50 cents to \$5 for the latter.

Amusement devices would not be permitted within 300 feet of a school, nor would minors be allowed to operate such machines.

- ROUTES**
(Continued from page 37)
- Ricket's Show: Nelson, Ga., 24-26; Canton 27-29; Ranger 31-June 1; Sonorville 2-3; Adairville 4-5.
 - Silas Green Show: Emporia, Va., 26; Weldon, N. C., 27; Scotland Neck 28; Enfield 29.

- REPERTOIRE**
- Billy's Comedians: Billy Wehle's: Torrington, Conn., 26; Ware, Mass., 27; Manchester, Conn., 28; Rockville 29; Northampton, Mass., 31; Greenfield June 1.
 - Bishop Tent Show: Petersburg, W. Va., 24-29.
 - Ginnivan, Frank, Dramatic Co.: Milan, Mich., 24-29.
 - Ginnivan, Norma, Dramatic Co.: Waynesfield, O., 24-29.
 - Hatcher Players: St. Charles, Ia., 27.
 - Hayworth, Seabee, Co.: Burlington, N. C., 28; Reidsville 29; Leaksville 31; South Boston, Va., June 1.
 - Tilgh-Guthrie Co.: Dows, Ia., 24-29.
 - Toby Players: Bixby, Okla., 24-29.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Portland, Ore., 25; Longview, Wash., 26; Aberdeen 27; Seattle 28-30; Bellingham 31; Vancouver, B. C., Can., June 1-2; Mt. Vernon, Wash., 3; Everett 4; Tacoma 5-6.
- Cole Bros.: Akron, O., 25; Sandusky 26; Toledo 27; Cleveland 28; Erie, Pa., 29; Buffalo, N. Y., 31; Niagara Falls June 1; Rochester 2; Courtland 3; Syracuse 4; Birmingham 5.
- Eddy Bros.: Inwood, N. Y., 26.
- Graham's Midget: Dallas, Tex., 21-28.
- Haag Bros.: Greenville, Ky., 28; Madisonville 29; Owensboro 31; Providence June 1; Henderson 2.
- Hagenbeck-Wallace: Sunbury, Pa., 25; Williamsport 26; Elmira, N. Y., 27; Ithaca 28; Geneva 29; Rochester 31; Syracuse June 1; Watertown 2; Rome 3; Gloversville 4; Amsterdam 5.
- Hall's Animal: Havana, Ill., 25; Lewistown 26; Fairview 27; Avon 28; Roseville 29.
- Hinkle's, Milt, Rodeo: Bloomington, Ind., 26-30; Portland, Ind., June 3-6.
- Hoxie, Jack: Wellsboro, Pa., 26; Jersey Shore 27; Bellefonte 28; Mt. Union 29; Lewistown 31.
- Howe Bros.: Rawlins, Wyo., 27; Landers 28; Riverton 29.
- Mix, Tom: Framingham, Mass., 26; Lynn 27; Salem 28; Waltham 29; Witchburg 31.
- Pojack Bros.: Joplin, Mo., 24-29; Sioux City, Ia., June 1-12.
- Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 24-29; W. Philadelphia 31-June 2; Wilmington, Del., 3; Harrisburg, Pa., 4; Reading 5.
- Rink Bros.: Valley Center, Kan., 31-June 1; Eldorado 2-3; Augusta 4-5.
- Seal Bros.: Shenandoah, Ia., 25; Red Oak 26; Corning 27; Atlantic 28; Indianola 29; Leon 30-31; Corydon June 1.
- Sells-Sterling: Watertown, Wis., 25; Portage 26; Tomah 27; La Crosse 28; Viroqua 29; Richland Center 30.
- WPA: Canarsie section of Brooklyn N. Y., 25-28; Madison Sq. Garden Bowl Astoria, L. I., June 1-5.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- All-American Expo.: Wagner, S. D., 24-26; Chamberlain 27-29; Huron 31-June 5.
 - American Expo.: (W. Michigan st.) Indianapolis, Ind., Springfield, O., 31-June 5.
 - American Union: Reno, Wash.
 - Anderson-Srader: Great Bend, Kan.
 - Arena: Swissvale, Pa.; Rural Valley 31-June 5.
 - Atlas: Westville, Ill.
 - B. & V.: Bogota, N. J.
 - Bach, C. J.: Plattsburg, N. Y.; Mechanicsville 31-June 5.
 - Bantley's All-American: Punksutawney, Pa.
 - Barfield's Cosmopolitan: Clinton, Tenn.
 - Barker: Clinton, Ill.
 - Barkoot Bros.: Ypsilanti, Mich.
 - Barnhart's: Golden West: Clinton, Minn.; Breckenridge 31-June 5.
 - Baysinger, Al: Canton, Mo.
 - Bazinet, Wm. & Sons: St. Cloud, Minn.
- (See ROUTES on page 102)

HOLLYWOOD CHOCOLATES

Double Layer Ass't. Chocolates, Individually Cupped, Ass't. Movie Star Boxes, Cello, Wrapped.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80
20% Deposit with Order. Send for FREE Illustrated Catalog.

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IN BUSINESS 26 YEARS

ATTENTION, CONCESSIONAIRES, PARKMEN, STREETMEN AND PREMISES. Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon. Send your permanent address for your copy. All correspondence to:

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TRUNKS
GOOD STRONG FIBER SAMPLE TRUNKS. Size 42x24x29. Used. \$5 each ONLY. With Keys, Brass Locks. Send M. O. with order. No C. O. Ds.

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IDEAL EXPOSITION SHOWS INC.

Can place at once experienced Show Electrician, one who understands transformers and cable. Would-be electricians and helpers do not apply. Wire

WM. GLICK, Mgr., Camden, N. J.

RIDE HELP

Experienced only. Foreman on CARROUSEL, WHIP, OCTOPUS, GRIND CONCESSIONS all open. Grab Joint, Candy Ample, Candy Floss.

Address **CHARLES GERARD,** 2515 Newtown Ave., Astoria, Long Island, N. Y.

PREAKNESS SPECIAL

JUST FOUR LEFT AT \$67.50. One-third Deposit.

MARION COMPANY, Wichita, Kan.

GOOD CLEAN CARNIVAL WANT

For a four-day Picnic at the Dept's Promenade, three miles southeast of Oklawaha, Okla., July 1, 2, 3, 4. Will furnish lights. Also want Wild West Show. Must have own stock, side wall or tent. Carnival and Wild West Show will be booked on percentage. Write or wire

O. S. HAMPTON, Box 308, Quappaw, Okla., P. S.—A very large attendance on the 4th of July.

WANTED

Duck Pond, Fish Pond, Cigarette Gallery, Dent's Bowling Alley, Country Store.

JERE SHAW
405 Real Estate Trust Bldg., Philadelphia, Pa.

HAPPY DAYS SHOWS, Inc.

WANT exclusive Corn Game, Scales, Lead Gallery, Snow, Pincon, Blower, Custard, Diggers, Wheels, Uniformed Carnival Band and Free Acts. Have complete outfit for Sideshow. Fourteen consecutive one-day fairs guaranteed. Answer T. L. DEDRICK, Manager, Elkton, Ky., this week; Madisonville, Ky., next week.

START THE SEASON RIGHT

PRICE SERVICE

DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

FLASH SERVICE RIGHT

WRITE FOR CATALOG TODAY

CATALOG NOW READY

STRATES SHOWS CORP.

Can place at once, Meritorious Grind or Bally Shows, such as Congress Fat People, Entertaining Troupe of Midgets or any New and Novel Attraction with or without outfits. This is a railroad show, everything loads on wagons. Want to hear from competent Workmen in all departments. Can also place legitimate Merchandise Concessions. Address **JAMES E. STRATES,** this week, Corning, N. Y.; Binghamton, N. Y., to follow.

Week May 31, Uniontown, Pa.

Want Penny Arcade, Fun House, Working World or any Grind Shows of merit. Can place Double Loop-o-Plane. Duke Jeannette wants Talker for Side Show. Want legitimate Ten-Cent Concessions only. Address, this week, York, Pa.

CETLIN & WILSON SHOWS, Inc.

MILLER BROS. SHOWS

Wanted for Marshfield, Wis., Fiftieth Anniversary Golden Jubilee Home-Coming; Beaver Dam, Wis., Fourth of July Week Celebration; Beloit, Wis., Celebration, and Several Other Outstanding Spots and Fairs—Rides, use all kinds. Independent Rides, Shows with or without outfits, legitimate Concessions, write or wire **MILLER BROS.' SHOWS,** this week, Lafayette, Ind. Our Fair Season starts last week in July.

MAJESTIC SHOWS WANT

Show people for Ten-in-One, Illusions or will furnish complete outfits for any money-getting shows. Working men in all departments. Want Lot Man, one more high-class Free Act. Mitz and Harry come on. White Band. Concessions all open, Diggers, Custard, Candy Floss or any Wheel or Grind Concession. Want the following people to contact me with this ad: Sallor Horner, Near Massaro, Eugene Cook, Charlotte, Mich., this week. All address **R. G. McHENDRIX.**

★★★ **AL. G. HODGE SHOWS, Inc.** ★★★

WANT NOTHING. Business is good when weather permits. We are not going into the smoke stacks—we are already there. We have signed closed shop UNION agreements with I. B. E. W. national agreement. Fairs and Celebrations, we extend to you an invitation to come and look this show over, as we have a few open weeks due to change of dates, or we will send representative to call on you.

W. M. TUCKER and **ANDY CARSON,** Managers, Joliet, Ill., week of May 24.

WILL PAY CASH
for
1000 Late Model PEANUT MACHINES GERBER & GLASS
914 Diversey Blvd., Chicago

SAVE 40% BUY DIRECT! MASTERLITE LAMPS
Guaranteed for 1000 Hours.

	Sta. List Price.	Your Cost 40%.
10 to 60 Watt, Clear or Frosted.	\$0.15	\$0.09
75 & 100 Watt, Clear or Frosted.	.20	.12
150 Watt, Clear or Frosted.	.25	.15
200 Watt, Clear or Frosted.	.45	.27
300 Watt, Clear or Frosted.	.75	.45
500 Watt, Clear or Frosted.	1.40	.84
10 to 60 Watt, Rough Service.	.25	.15
10 to 60 Watt, Colored.	.20	.12

SEND ONLY \$1.00 DEPOSIT on each order. We ship balance C. O. D. Deduct 5 per cent if cash is sent in full with order. Also full line of low volt lamps—Silvered—Tubular—Daylight Blue and Floodlight Lamps. Send for catalog.

THE MASTERLITE CO., Dept. GEB, 110 E. 24rd St, N. Y. City

Pop Pearlman Is Example to Ops

DETROIT, May 22.—Julius (Pop) Pearlman is the claimant of the title as the oldest operator in this territory. He is 60 years of age and active daily in the business.

Pearlman is a splendid example of the opportunities in the coin-machine field. Industry has a supposed rule against employing men over a certain age, say 45. As a result it is difficult for men in the prime of life to get a position that will pay them any reasonable amount of money.

Here is a case where the coin machine can offer such a man a good living. A reasonable investment paid for on time will allow the operator to get into the business and be his own boss.

Pearlman has a well-arranged partnership with two younger operators, Forest Siegel and Edward Baker, and operates under the name of the Eagle Amusement Machine Company. His steady expansion in the field is indicated by the recent move to new quarters on Joy road, where storage space has been rented for machines and servicing. Offices of the company remain on Elmhurst avenue.

Forest Siegel, in commenting on the firm's business, reported: "Things are picking up steadily in all our lines. Amusement games, pin tables and other machines are all going well in Detroit and in near-by Michigan where we operate."



Send for DEALER'S CATALOG

Great Superior Shows
NOTICE
Fair Secretaries and Celebration Committees

Have Fifty Legitimate Stock Concessions, Eight Rides, Ten Shows, Three Free Acts, Two Uniformed Bands, all panel fronts. Have several open dates for fairs and celebrations. See our show. Wire or write 155 and Vincennes Ave., Harvey, Ill.

WANTED
Greater Exposition Shows

High Diver. Have new ladder and tank. Can place Net Diver. Man for Glass House. Ride Help who drive truck. Have complete frameup for Girl Show. Peru, Ill.; week May 24; Waukegan, Ill., week 31.

Great Olympic Shows

Can Place Cookhouse, also Legitimate Concession. Will Book Motordrome, Organized Minstrel, will furnish new outfits, Shows with or without outfits. No girl shows. Will book Tilt-a-Whirl, Caterpillar, Loop-o-Plane, Ride-o- Octopus. Crawfordsville, Ind., this week.

A. SPHEERIS, Mgr.

SUNSET AMUSEMENT CO. WANT

Bowling Alley, Pitch Win, Fishpond, Cork Gallery, String Game, Lead Gallery, Custard. Albia, Ia., this week; Burlington, Ia., next.

WANTED

For Circus two good Tumblers that can work Comedy, also Bareback Riders. Tumblers with bareback riding experience given preference. Act booked all winter. Wire or write GEORGE ST. LEON, care The Billboard, Cincinnati, O.

WOLF SHOWS—Open June 14. Operating this season under new plan, new sponsorship. Want Legitimate Concessions only. Everything open but Palmistry. Want to hear from party with Dog and Pony Show that could work as a free attraction at times. Will book Loop-o-Plane, small Tilt-a-Whirl, Whip or Octopus. Want Ferris Wheel Foreman, Ride Help and Electrician. Opening town to be announced in next week's issue of The Billboard. All mail P. O. BOX 2725, Bloom and Lake Sta., Minneapolis, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

CIRCUS BATTLE
(Continued from page 3)

June 1 and Ringling-Barnum July 2.

The protest has been taken to Washington, but without success, it is said, New York Central officials in Syracuse stated that circus transportation contracts are closed in New York City and that conditions are unknown to the Syracuse office.

R.B. CIRCUS
(Continued from page 3)

while John McClusky and John Macht have been in New York waiting word from Whitehead on their next job. Altho not definite, it is understood that the AFA will send out a number of organizers in an attempt to unionize all other circuses this summer, as well as carnivals and fairs. Altho it has had hundreds of outdoor performers on its membership books even prior to the Big Show agreement, it has never made a vigorous attempt to negotiate for agreements with outdoor shows.

That possible friction with other American Federation of Labor unions over jurisdiction of unorganized circus employees will be avoided is indicated in Whitehead's long conference with William Green, president of the AFL, Monday.

ALL NEB.
(Continued from page 3)

fee for distribs. The first three were killed and the last died in pigeonhole.

Proposal to ban circuses within certain limits of the State Fair (included all tent enterprises) was slapped down. State Fair won right to refinance the \$263,000 grand-stand bonds drawing 5 1/2 per cent with 3 per cent bearing debentures, but the proposal to get the refinancing money from the State educational lands and funds was batted out.

Measure to widen pari-mutuel betting to include dog racing was sidetracked. Proposal to tax slot machines and pin-ball games by a graduated tariff running from \$1,000 for the first 10 machines and on up was killed.

Anti-ASCAP bill was passed.

Palisades Hit by \$20,000 Blaze at Season's Opening

NEW YORK, May 24.—Skating rink, operated by Kantrowitz & Posner; balloon game, operated by Adolph Schwartz, and Chinese restaurant, run by Lum Fong, were destroyed by fire of undetermined origin in Palisades (N. J.) Park early Sunday morning soon after close of opening day. No one was injured. Damage is estimated at \$20,000.

FOR SALE

Progress Model Star Pop Corn Machine. \$145.00 machine for \$75.00. Good as new. J. H. Keeney Co. Ten Strike Pin Game with payout, perfect condition, \$50.00.

The REXALL STORE, J. W. Doyle, Beardstown, Ill.

WESTCHESTER COUNTY'S EXCLUSIVE DISTRIBUTORS FOR

J. H. KEENEY CO. | **CHICAGO COIN CORP.**

BAT-EM\$195.00 | RE-PLAY\$64.50
FIREBALL 69.50 | HOME RUN 62.50
DOUBLE ACTION. 64.50 | OPERATORS-JOBBERS! ORDER NOW!

OPERATORS—HERE'S 7 WAYS TO REACH US

1. Route 9 to Ashburton Av. to Yonkers Av. to 129 MT. VERNON AV.
2. Saw Mill River Pkwy. to Yonkers Av. to 129 MT. VERNON AV.
3. Route 100 to Yonkers Av. to MT. VERNON AV.
4. Bronx River Pkwy. to Yonkers Av. to MT. VERNON AV.
5. Route 22 to Lincoln Av. to MT. VERNON AV.
6. Hutchinson River Pkwy. to Lincoln Av. to MT. VERNON AV.
7. Boston Post Rd. to Hutchinson River Pkwy. to Lincoln Av. to MT. VERNON AV.

ALL WESTCHESTER PARKWAYS LEAD TO

OAKWOOD AMUSE. MACHINE CO., Inc.
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BADGER NOVELTY Company
2546 N. 30TH STREET—MILWAUKEE, WIS.

WANT—FREAKS—WANT
NOVELTY ACTS—ORIENTAL DANCING GIRLS

For one of the Best Side Shows in America. Alzora, Turtle Girl, write. Good proposition. ORIENTAL GIRLS FOR MOROCCO THEATRE. Money sure. Long season's work all winter in my Museum. Write or wire TOM HASSON, American Expositing Shows, week of May 24, Indianapolis, Ind.

WANTED—M. R. WEER SHOWS

WANTED—Shows, Acts for Ten-in-One and Capable Manager for same, or will book any other Shows of Merit with own outfit on lowest percentage. Concessions—Fishpond, Bowling Alley, Cork Gallery or any other legitimate concession. Ball Game Agents and Ride Help in all departments. All address M. R. WEER SHOWS, Dowagiac, Mich., May 24 to 29; Angola, Ind., May 31 to June 5.

BARFIELD'S COSMOPOLITAN SHOWS

Will play Jellico, Tenn., Legion Celebration week May 31; Pruden, Tenn., June 7, and La Follette, Tenn., June 14; additional route to those interested.

Want Shows not conflicting. Can use first-class Girl Show or Revue, also Chair-o-plane. Openings for Talkers, Side Show Acts, experienced Ride Men and Grind Stock Concessions. Address Clinton, Tenn., this week.

WANTED CONCESSIONS AND SHOWS

For Three Large Spring Festivals, Silverton, O., June 1 to 5; Norwood, O., June 7 to 12; Harrison, O., June 14 to 19. Address Inquiries to THE F. E. GOODING AMUSEMENT CO. Box 386 Columbus, O.

DIXIE EXPOSITION SHOWS WANT

Ferris Wheel and Tilt for season, Musicians and Performers. Salary and percentage from office. Stock Concessions. Want High-Up Free Act. Sheffield, Ala., this week; Florence, Ala., next week. Address C. D. SCOTT.

LEGITIMATE CONCESSIONS AND SHOWS WANTED

Address Inquiries to
GOODING GREATER SHOWS
Bellaire, Ohio, this week; Dover, Ohio, next week.

OUT NEXT WEEK!

HOMESTREET

And ANOTHER REMARKABLE NEW NOVELTY GAME

by

GENCO Inc.

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London

LONDON, May 11.—Writing these notes on Coronation Eve, London is jammed tight with visitors from all parts of the world. Sportlands in heart of decorated procession area enjoy good business. Some have been approached by police to keep right open thru night of Coronation Day and so help to take crowds off streets. For period of Coronation a fun fair has been opened in Dorland Hall, noted west-end exposition center. Pre-dominant among machines is Exhibit Candy Vender, renamed for Britain Roto Grab at suggestion of your correspondent.

Latest British table is called Skill. Has two fields, six-ball play on principle of 21. Lower field represents "house," upper "drawings." Each field has separate plunger. Game is non-electric.

Slot Club has suspended activities until September. Chairman at last gathering was Bamos president, "Fish" Willmott. Function was the Coronation Gala Supper with appropriate decorations and entertainment.

Business with France continues to be brisk. Every week sees one or more members of trade packing their grips and hustling across to Paris to consummate some deal or other.

Associated Automatic Machine Corporation, controlling biggest operating concern, British Automatic Company, has just paid first dividend since inception in 1928. It was originally part of scheme of things whereby Clarence Hatry sought to obtain control of automatic affairs in Britain. Directors have had an uphill fight but at last have won thru.

No one has yet produced coin slot for the new 12-sided threepenny piece. First machines to be so equipped are likely to be commodity vendors.

ROUTES

(Continued from page 100)

- Beckmann & Gerety: Champaign, Ill.
- Bee, F. H.; Morehead, Ky.
- Blumenthal's Attrs.: Pittsburgh, Pa., 24-June 5.
- Blue Light: Orangeburg, S. C.
- Blue Ribbon: Columbus, Ind.
- Bridge: St. Charles, Va.
- Bremer: Winona, Minn.; W. St. Paul 31-June 6.
- Broadway Shows of Amer.: Smithers, W. Va.; Eskdale 31-June 5.
- Brown Novelty: Lyons, Ga.
- Buck, O. C.: Fairfield, Conn.
- Buckeye State: Hazelhurst, Miss.
- Bullock: North Tazewell, Va.
- Burke, Frank: Alamosa, Colo.
- Bushay Am. Co.: Lowell, Mass.
- Byers & Beach: Newton, Ia.
- Evers Greater: Sullivan, Mo.
- Campbell United: Cleveland, Ga.; Clarksville 31-June 5.
- Castle's United: Dexter, Mo.; Jackson 31-June 6.
- Central State: Colby, Kan.
- Cetlin & Wilson: York, Pa.
- Christ United: Uhrichsville, O.
- Coleman Bros.: Waterbury, Conn.; Hartford 31-June 12.
- Colley, J. J.: Tulsa, Okla.
- Conklin's: Timmins, Ont., Can.; Rouyn, Que., 31-June 5.
- Cory Greater: Carrolltown, Pa.; Vintondale 31-June 5.
- Cote's Wolverine: Mt. Pleasant, Mich.
- Crowley United: Boone, Ia.
- Crystal Expo.: Spruce Pine, N. C.; Lenoir 31-June 5.
- Cumberland Valley: Sparta, Tenn.; Crossville 31-June 6.
- Cunningham Expo.: Dillonvale, O.
- Curl Greater: Hillsboro, O.; Xenia 31-June 6.
- Dalley Bros.: Lexington, Mo.
- De Luxe Shows of Amer.: Elizabeth, N. J.
- Dixie Belle: Mitchell, Ind.
- Dixie Expo.: Sheffield, Ala.
- Dixie Model: Vivian, W. Va.
- Dodson's World's Fair: Huntington, W. Va.; Wheeling 31-June 5.
- Douglas Greater: Bellingham, Wash.
- Dudley, D. S.: Florida, Tex.
- Dyer's Greater: New Athens, Ill., 24-30.
- E. J. C.: E. Kildonan, Winnipeg, Man., Can., 28-29; Transcona 31-June 2; Lac du Bonnet 4-6.
- Edwards, J. R.: Wooster, O.; Postoria 31-June 5.
- Elman: Kenosha, Wis., 24-30; Milwaukee 31-June 6.
- Endy Bros.: (66th st. & Ogontz ave.) Philadelphia, Pa.
- Evangelina: Eufaula, Okla.
- F. & M. Am. Co.: Renova, Pa.
- Fairly-Martone: Kewanee, Ill.; Dubuque, Ia., 31-June 5.
- Florida Am. Co.: Groveland, Fla.
- Florida Expo.: Beaufort, S. C.
- Foley & Hurk: Marysville, Calif.
- Frisk Greater: Grand Rapids, Minn.
- Gibbs, W. A.: Arkansas City, Kan.
- Gold Medal: (W. Washington st.) Indianapolis, Ind., 24-30.
- Golden State: San Francisco, Calif.; 25-June 6.
- Gooding, A. W., Am. Co.: Moundsville, W. Va.
- Gooding: Fairmont, W. Va.
- Gooding Greater No. 2: Bellaire, O.
- Gooding, E. J.: Clarion, Pa.
- Goodman Wonder: (Vernon & Waterman) Detroit, Mich., 24-30; Kalamazoo 31-June 6.
- Great Olympic: Crawfordsville, Ind.

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All Orders Shipped the Day Received.

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3RD & WELLS STS. PREMIUM MART MILWAUKEE, WIS.

IMPORTANT NOTICE

On account of Decoration Day no telegraphed or telephoned SHOW ADS will be accepted for June 5 issue after 9 a.m. (Eastern Standard Time) Monday, May 31. Wire important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, MAY 29.

GARDEN OF EDEN SUGAR ROLLED DATES

Flashy Collophoned Box (8x4x1 1/2). A Strong Intermediate Gire-A-way. Guaranteed to stand up in all weather. Packed 100 to Carton.

25¢ Deposit With All Orders, Balance C. O. D. **4** Per Carton

Send for Free Illustrated Catalog.

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**NEW LOW PRICES
SWAGGER CANES**

Bright Colors—With Silk Tassels
GROSS \$8.00.
Best Silk Lash Whips, Gross.....\$ 6.00
Oak Mickey Mouse Tass-Up..... 4.25
No. 70 Circus Balloons..... 2.50
4-Color Whistle Birds..... 2.00
Dice & Animal Cans..... 6.00
Silk Lash Whistle Whips..... 7.00
"Ride 'Em Cowboy" Hats..... 7.20
Special Silk Parasols..... 9.80
Hi Hat Feather Dolls..... 8.00
Sator-Baltboy-Cowboy, Etc..... 8.00
King Kong Fur Monkeys..... 6.50
Large Selection Charms..... .75
Large Oak Serpentine Balloons..... 3.50
New 10-Gallon Hats, Special..... 15.00
One-Half Deposit on All Orders.
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Phone: Gr. 8892.

WILL BOOK

On reasonable terms or buy for cash Ferris Wheel, Whip or Tilt-a-Whirl. Must be in good condition. Wire or write.
TERRY MARTIN
Gen. Del., Harvey, Ill.

MUSICIANS WANTED

For America's best motorized circuses. For White Band Cornet and Bass. Good cookhouse trailer, sleeping accommodations. Boss Canvasman for Side Show. For the advance good Lithographers and Billposters. Wire **CIRCUUS MANAGER**, care Western Union, Helena, Mont.

CELEBRATION V. F. W.

Seaton, O., May 31 to June 6, incl.—Want Shows and Concessions. Now playing May 24-30. Dorr St. and Reynolds Rd., Toledo, O. Bob Heath, owner of Girl Show, wants Grind Store Agents for Slum, Skit and Roll Shows that can stand prosperity. Wire **JACOB'S Show Lot, Toledo, O. P.S.**—Will book Kiddie or Flat Ride.

**BEERS-BARNES
CIRCUS**

Wants useful Performers all lines for main show to enlarge. People doing two or more acts preferred. May 28, Homer City, Pa.; May 31, Eylesville, Pa.

WANTED

Clean Shows, Clean Concessions that put out stock for Apple Blossom Festival and Band Fair, downtown Muscatine, Ia., June 1 to 5. Wire or phone 115 at once.
J. W. DIAMOND

Hughey Bros. Shows

WANTS Corn Game, also Legitimate Grind Concessions. Shows: Want Side Show, also Platform or Pit Shows. Opening for capable Ride Help. Address Heyworth, Ill., this week.

OLD HOME WEEK

Vintondale, Pa., May 31 to June 5. Parades daily. Wanted Shows, Ferris Wheel or any Rides not conflicting with Merry-Go-Round and Chair-o-Planes. Legitimate Concessions except Cookhouse, Bingo, Custard, Pop Corn, Gandy Apples, which are sold exclusive. Wire, no time to write. **E. S. COREY**, Barnesboro, Pa.

MT. AIRY, MD. FAIR

JUNE 8 TO 12
WANT Shows, Rides, Concessions and Free Acts. Come on, boys.
JOHN T. McCASLIN, Baltimore, Md.

AL WAGNER

Can place for Sandybeach Park capable Ball Game Agents. Margie and Albert Taylor wire. Also capable man for Blower and capable Guess-Your-Eight Scale Man. Verne Wolfes, where are you? All who worked before for me wire at once to **AL WAGNER**, Sandybeach Park, Russells Point, O.

FRISK GREATER SHOWS

WANT Shows except Girl and Athletic. Swedish Comedian who can produce show, swell outfit for same. Clean Concessions. Merry-Go-Round Fore man, Mechanic, Ride Help, Talker. Other useful reliable carnival people write. Grand Rapids, Minn., May 24-29; Eveleth, then Paul Bunyan Celebration at Onamia. Celebration and July 4 committees write.

Great Superior: (155th & Vincennes road) Harvey, Ill.
Greater American: Marshall, Mo.
Greater Expo.: Peru, Ill.
Greater United: Wichita, Kan.
Groves: Greencastle, Ind.; Lebanon 31-June 5.
Hames, Bill: Altus, Okla.; Lawton 31-June 5.
Happy Attrs.: Pleasant City, O.
Happy Days: Elkton, Ky.; Madisonville 31-June 5.
Happyland: River Rouge, Mich., 24-27 Royal Oak 29-June 6.
Harris: Elwood, Ind.
Hartscock Bros.: Am. Co.: Nauvoo, Ill.
Heller's Acme: Bloomingdale, N. J.; Nyack, N. Y., 31-June 5.
Henke's Attrs.: (35th & Vliet sts.) Milwaukee, Wis., 24-30.
Hennes Bros.: Peoria, Ill.
Heth, L. J.: Lawrenceville, Ill.
Hilderbrand's United: Marshfield, Ore., 25-30.
Hodge, Al G.: Joliet, Ill.
Honest Bert's: Anawan, Ill.
Howard Bros.: Ironton, O.
Hurst, Bob: Arp, Tex.
Hughes Bros.: Heyworth, Ill.
Hyde, Eric B.: Bowling Green, Ky.
Imperial: La Porte, Ind.
Jones Johnny J.: Expo. Pittsburgh, Pa.
K. G. Am. Co.: Dallas City, Ill., 24-27.
Kaus United: Wallington, N. J.
Keystone: Natrona Heights, Pa.
Lagasse Am. Co.: Brockton, Mass.; North Adams 31-June 5.
Landes, J. L.: Salina, Kan.; Hays 31-June 6.
Lang, Dee, Famous: Iowa City, Ia.
Large & Lane: Robinsonville, Miss.
Latlip: Weston, W. Va.; Richwood 31-June 5.
Lawrence, Sam: Harrisonburg, Va.; Winchester 31-June 5.
Liberty National: Litchfield, Ky.
McClellan: Depue, Ill., 24-30; Pekin 31-June 5.
McKee Am. Co.: Neodesha, Kan.
McMahon: Nebraska City, Neb.
M. B. Am. Co.: Greenville, Mo.; Fredericktown 31-June 5.
Majestic Expo.: Charlotte, Mich.
Marks: Camden, N. J.; Vineland 31-June 5.
Martin's United: Grants Pass, Ore.; Roseburg 29-June 5.
Midwest: Elwood, Neb.
Miller Amusements: Paris, Tenn.; Dyersburg 31-June 5.
Miller Bros.: La Fayette, Ind.
Minor Model: Phoenixville, Pa.
Model: Williamsburg, Ky.
Modernistic: Maysville, Ky.
Mountain State: Dana, W. Va.
Murray, Jack: Paris, Ky.; New Boston, O., 31-June 5.
Nail, C. W.: Pine Bluff, Ark.
New England: Ossining, N. Y.
O'Brien's Greater: Woburn, Mass.; Lawrence 31-June 5.
Orange State: Coeburn, Va.; St. Paul 31-June 5.
Page, J. J.: Parkersburg, W. Va.
Pan-American: Taylorville, Ill.
Patrick: Keller, Wash., 25-30.
Pearson: Goodhouse, Ill.
Pelle: Lansing, Mich.
Ray's Am. Co.: Selgrade, Minn., 26-29.
Reading United: Portland, Tenn.
Regal United: Tulsa, Okla.
Reynolds & Wells: Quincy, Ill.
Rogers & Powell: Goodman, Miss.; Belzoni 31-June 5.
Royal American: Peoria, Ill.
Royal Palm: Hopkinsville, Ky.
Rubin & Cherry Expo.: Galesburg, Ill.; East Moline 31-June 5.
Shesley Midway: Pontiac, Mich.
Shugart Bros.: Clarksville, Tex.
Silver State: Douglas, Wyo.
Sims Greater: Welland, Ont., Can.
Six, J. Harry: La Grange, Ky.
Smith's Greater Atlantic: Gretna, Va.
Sharp: Nevada, Mo.
Sol's Liberty: Madison, Wis., 24-30.
Southern Expo.: Williamsport, Md.
Sparks, J. F.: Marion, O.
Spencer & Clark Expo.: Bentleyville, Pa.; Irwin 31-June 5.
Spencer, C. L.: Logansport, Ind.
Speroni, P. J.: Morris, Ill.
Stanley Bros.: Bladeford, Me.
State Fair: Ogden, Utah; Rock Springs, Wyo., 31-June 5.
Stoneman's Playland: Wilder, Tenn.
Sunset Am. Co.: Alba, Ia.; Burlington 31-June 5.
Sutton: Ft. Madison, Ia.
Swisher H. C.: Ghetopa, Kan., 29-June 5.
Texas Alamo: Tex.
Texas Longhorn: Kilgore, Tex.
Texas Pan-American: Gainesville, Tex.
Tilley: De Kalb, Ill.; North Chicago 31-June 5.
Tinsley: Newport, Tenn.
(See ROUTES on page 104)

CARNIVAL NOVELTIES

Our Prices Are Always Lowest
High Hat Fur Monkey, 8 in. Gro.....\$4.50
Milk, Freshness Detector, 7 in. Gro..... 6.50
China Head Swagger Stick, Gro..... 6.50
Swagger Stick, 36 in. Gro..... 5.50
Water Guns, New Style, Gro..... 3.50
Cup Balloons, Western Special, Inflates 10 Inches, Gro..... 2.25
Rayon Parasols, 8 Rib, Doz..... 1.50
SPECIALTIES
Get Our Price List.....\$3.25
Blue Blades, D. E. 1,000..... 1.75
Aspirin, Tins, Gro..... 1.75
Sun Glasses, Shell, Convex Lens, Doz..... .80
Send 25% Deposit on C. O. D. Orders.
OPTICAN BROTHERS
All Orders Shipped Same Day Received
300 W. 5th St., Kansas City, Mo.

WANTED

Week May 31-June 5, Sayre, Pa.
First/one in. Lehigh shops all working. Want Novelties, Custard, Pop Corn. We have our own Rides. Want middle-aged Canvasman, Electrician Helper.
BUFFALO BAZAAR CO.
This week Addison, N. Y.

On Top!

**PACIFIC'S
GUM MERCHANT**

"Big as well as STEADY profits!"
For the first time a gum vending machine makes the kind of profits that attract operators of every known type of equipment. Even bell machine operators—men who will take nothing short of heavy year-round money!

The reason behind all this excitement and interest is Pacific's GUM MERCHANT. It not only vends delicious "Gold Bond" Nu-Mint Gum, but in addition each package contains a valuable premium token. Gifts of every known nature. Plenty of them. All worked out on one of the cleverest merchandising plans ever contrived.

Let Others Bring in BIG MONEY to You!
You're going to build up a big paying route of Pacific's GUM MERCHANT machines. Begin with ten and you'll soon have HUNDREDS out on location. Profit tests already made, prove you can hire service men at \$25—even \$35 per week, and still make twice the amount for yourself. Get started today. Send a post-card. Write a letter. Wire. Let us know you are interested. The best territories are sure to go fast!

PACIFIC MFG. CORPORATION
4223 LAKE STREET, CHICAGO • Los Angeles Office: 1320 S. Hope Street

**GRUBERG'S
WORLD'S EXPOSITION SHOWS**

WANTS—Manager for complete beautiful brand-new Circus Side Show with 170-foot front, new top, new banners. Must be a responsible man, sober and reliable and know the side-show business.

WANTED—Freaks and Curiosities of all kinds, Novelty Acts, Punch, etc., for Circus Side Show. This is an office show. Salary guaranteed to be paid weekly.

DR. FISHER WANTS—A good all-round Man for beautifully framed Unborn Show. Especially one who is a good front man. Good proposition.

WANTED—Manager for beautifully framed complete Wax Show. One who knows the wax show business and can show results. Will turn it over at 50-50.

WANTED—Girls and Musicians for Girl Revue. Salary paid out of office.

WANTED—Plant Show Performers, Light Brown Skin Girls and Musicians, Trumpet, Trombone and Alto Sax. Salary paid out of office weekly.

WANTED—Talkers and Grinders. Ride Help for all Rides.

WANTED—CONCESSIONS. Legitimate Concessions of all kinds.

WANTED—A-1 Pictorial Artist.

WANTED—Man to take complete charge of beautifully framed Snake Show with novel outstanding frameup. Prefer man who has some big snakes, or we will furnish snakes. Wanted—Foreman for new seven-car Tilt-a-Whirl. Sober man will get top salary.

Milton Morris, General Manager, would like to hear from some of his show friends. There is a good opportunity for real showmen. We have a long route of fine fairs.

George Freed, write or wire Mrs. Gruberg.
All write or wire **MAX GRUBERG**, World's Exposition Shows, Schenectady, N. Y., This Week; Herkimer, N. Y., Next Week.

The Last "Word" in Your Letter to Advertisers, "Billboard"



DOUBLE DAVAL Triumph!

BOO-HOO

5 BALL NON-PAYOUT *novelty*
LEGITIMATE RACE-HORSE GAME

The Year's Biggest HIT!

Doubling and Tripling PROFITS on average locations everywhere! Daval's new legitimate race horse non-payout pin game sensation BOO-HOO is helping operators cry the summer season blues away with the BIGGEST PROFITS in history!

5-Ball Play, New Style, Speed Action Bumper, Last-minute surprise ACTION! Thrilling scoring, X-Ray light-up, Bigger in Size — Better in Play!

An impressive true race horse action game with all the thrills of a seat in the grand stand and the Biggest PROFITS any pin game ever earned.

BOO-HOO OPERATORS PRICE
\$72.50
TAX PAID
F.O.B. CHI.

BOO-HOO is bringing PAY TABLE PROFITS to operators in non-payout territory! It's the novelty game sensation of the year! The fastest selling non-payout pin game we have ever built — and THAT'S SOME STATEMENT! Just put BOO-HOO ON LOCATION—watch those nickels roll in faster than Man-o-War could ever run! DO IT NOW!

HIT 'N' RUN

ONE BALL AUTOMATIC PAYOUT
Convertible TO 5 BALL PLAY

DAVAL invades the Pay Table WORLD

AT LAST! The event you have been waiting for! "DAVAL INVADES THE PAY TABLE FIELD" with the most sensational quality baseball action game EVER PRODUCED! Exhaustive tests ON LOCATION have proven HIT 'N' RUN the BIG PROFIT PAY TABLE OF THE YEAR! HIT 'N' RUN is UNEQUALLED for THRILL, SPEED, ACTION, SUSPENSE, WORK-MANSHIP & MECHANICAL PERFECTION!

1-Ball Play Convertible to 5-Ball ACTION! Finest light-up "Block Away" Visibility Back Board" ever introduced. Beauty, Size and Perfection all in HIT 'N' RUN!

Orders already pouring in for HIT 'N' RUN acclaim it the year's greatest pay table! Don't HESITATE! Don't take chances! BUY HIT 'N' RUN!



HIT 'N' RUN OPERATORS PRICE
\$149.50
TAX PD. F.O.B. CHI.
NO EXTRA CHARGE FOR CHECK SEPARATOR
ticket model \$10.00 extra

GET BUSY! RUSH YOUR ORDERS TODAY!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

ROUTES

- (Continued from page 103)
- Toffel, Johnny: Chery Valley, Ill.; Mt. Carroll 31-June 5.
 - Tophill, C. H.: Niagara Falls, N. Y., 24-31.
 - Valley: Fayetteville, Tex., 25-27; Ellinger 28-30.
 - Wade, W. G.: Pontiac, Mich.
 - Wallace Bros.: Morris, Ill.
 - Wallace Bros.: Cornwall, Ont., Can.
 - Ward, John R.: Cape Girardeau, Mo.; Metropolis, Ill., 31-June 5.
 - Weer, M. R.: Dowagiac, Mich.
 - Whehley Attrs.: (Howard & Risener sts.) Indianapolis, Ind.
 - West Bros. Am. Co.: Sioux Falls, S. D.
 - West Coast Am. Co.: Sacramento, Calif., 24-30; N. Sacramento 31-June 4.
 - West Coast: Twin Falls, Ida.; Boise 31-June 5.
 - West, W. E., Motorized: Paola, Kan.; Ottawa 31-June 5.
 - Western States: Amarillo, Tex.; Trinidad, Colo., 31-June 5.

- West's World's Wonder: Warren, Pa.
- White City: Glenns Ferry, Ida.
- Wilson Am. Co.: Mt. Pulaski, Ill.
- Winters Expo.: Ambridge, Pa.
- World of Fun: Grundy, Va.
- World of Mirrh: Plainfield, N. J.
- Work, R. H.: Troy, N. C.
- Yellowstone: Dodge City, Kan.
- Zeiger, C. F., United: Rexburg, Ida.
- Zimdars Greater: Streator, Ill.; Kankakee 31-June 5.

Additional Routes

- (Received too late for classification)
- Bryan Showboat: St. Albans, W. Va., 26.
 - Craig Vaude Show: Short Tract, N. Y., 24-29.
 - Daniel, Magician: Montrose, Mich., 28-29.
 - Howell's Variety Show: Boone, Ia., 24-29.
 - McVally Variety Show: Copake Falls, N. Y., 24-29.
 - Marine & Firestone: Altus, Okla.; Lawton 31-June 5.
 - Marlow, Great: (Pulaski on Lake) Erie, Pa., 24-29.
 - Miller, Al H., Show: Chapley, Ga., 24-29.
 - Rose, Tent Show: Selmsgrove, Pa., 26; New Berlin 27; Dewart 28; Turbotville 29; Washingtonville 31.
 - Sharpsteen Show: Three Rivers, Mich., 24-29.

CINCINNATI, May 24.—R. C. McCarter, general manager Modernistic Shows, accompanied by W. J. Mays, shows auditor, was a visitor to *The Billboard* office today. They came in from Maysville, Ky., on business. While here McCarter announced that Harry Fitzgerald had been engaged as press agent and that Floyd Ball, of Middlesboro, Ky., one of the stockholders in the shows' operating company, is now back with it in connection with the purchase of a ride.

SPECIALS DE LUXE—ACS IMMEDIATELY—WIRE

One-half Deposit With Order, Balance C. O. D.
EVANS BANQTAILS—\$275 (NEVER UNCRATED); **ROLETO, Jr.** (Evans), \$265 (Never Uncrated); **Evans Dominoes**, \$260.00 (Never Uncrated). **ALL BRAND NEW**
PACES RACES, One Week's Location ONLY, 30-50-1 Pay, Walnut Cabinet (SAME AS BRAND NEW) \$275.00.
BARGAINS in One-Shot Paytables—**ALAMOS** (Ticket and Cash) \$25.00; **Bally All Stars**, \$20; **Hollywood**, \$5 (Brand New); **CREDIT**, \$15.00. **ALL PERFECT, READY FOR LOCATION.**
THE P. K. SALES COMPANY, Phone 32941, 6th & Hyatt, Cambridge, O.

MODERNISTIC SHOWS, INC.

WANT TO BOOK OR BUY Tilt-a-Whirl. Will also book Ride-o-Loop-o-Plane, Kiddie Rides, or any other Rides not conflicting with the following: Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Caterpillar and Octopus. **WILL ALSO BOOK OR BUY** another Eli Wheel No. 12, for twin. We have choice Fairs and Celebrations booked in Ohio, Pennsylvania, Virginia and Carolina. **CAN PLACE** Shows with or without their own outfits. Concessions all open except Bingo, Cook House, Photo and Birds, that can and will operate for not over 10c. **CAN ALSO USE** Scenic Artist, Merry-Go-Round Foreman, Talkers and Grinders. Red Watson wants to hear from first-class Clothes Pin Man and all his old boys. Joe Shares wants to hear from J. T. Brown, musician, and other Performers and Band Boys for Minstrel. Salary out of office every day. Fred Miller wants Motordrome Riders, Art Spencer wife. Also wants Girls for Girl Revue, and Midgets for Congress of Midgets. **CAN PLACE** Manager for Fun House. All Concessions communicate with **TOMMY CARSON**. Fair Committees and Secretaries in Ohio, Pennsylvania, Virginia and Carolina communicate with us at once. We have two open weeks, Mayville, Ky., this week; Chillicothe, O., to follow. **R. C. McCARTER**, General Manager.

CRYSTAL EXPOSITION SHOWS

NATIONAL GUARD CELEBRATION, LENOIR, N. C., WEEK MAY 31.
 WANT legitimate Concessions, Shows not conflicting. WANT two more Free Acts. State price for season's work. Side Show wants Acts and a Feature Attraction on salary. WANT one more Promoter and Banner Man. All address **W. J. BUNTS**, Spruce Pine, N. C., this week.
 P. S.—We have two of the best Fourth of July Celebrations in Virginia—Pulaski and Galax.

LEGITIMATE CONCESSIONS and SHOWS WANTED

Address inquiries to
AMERICAN EXPOSITION SHOWS
 Indianapolis, Ind., this week; Springfield, O., next week.

WANT
 To join on wire, HIGH DIVE or FLYING RETURN ACT. **MERRY-GO-ROUND FOREMAN**, one who understands Little Beauty Machine. Experienced Man and Wife to take charge of Photo Gallery. First-class Hamburger Griddle Man. Wire, don't write. Address **BUCKEY STATE SHOWS**, Joe Gailor, Manager, Harlehurst, Miss.

Musicians Wanted at Once
 FOR **MEEKER'S BAND, MILLER BROS. SHOWS**
 Join Terre Haute, Ind., June 1.
 Write or wire
FRANK MEEKER, WASHINGTON, GA.

WANT MILLER AMUSEMENTS WANT
DYERSBURG, TENN., COTTON CARNIVAL—WEEK, MAY 31st
 Sober, reliable Ride Help for Wheel, Whip, Loop-the-Loop, Leaping Lena, Chairplane. Sure salary and a very long season assured for real experienced Ride Men. **CONCESSIONS**—All legitimate Concessions open except Bingo, Cook House and Photos. Mrs. Miller wants Cook House Help. **HAVE FOR QUICK SALE** Allan Herschell Little Beauty Merry-Go-Round, Whip, Leaping Lena now operating on Show. All communications to Paris, Tenn., this week. **RALPH R. MILLER**, Manager.

MEN & MACHINES

Lee S. Jones, American Sales Corporation, Chicago, made a business trip this week to call on customers in Detroit and other Michigan points. "I found conditions good, especially in Detroit," Jones stated. "I have great admiration for the way Detroit operators have handled their problems and I believe their success is due to close co-operation with each other."

Coincident with front-page news on slot machines in Illinois newspapers this week, three of the Chicago dailies published some clever cartoons on slot machines. They were the work of such well-known cartoonists as Parris, of *The Chicago Tribune*; Jensen, of *The Daily News*, and Plaschke, of *The Herald and Examiner*. If the manufacturers ever get wise to public opinion and how to meet it they would urge the trade papers to publish these cartoons to the world and enjoy the good humor instead of nearly dying with fear "lest the cartoons injure their business." Whenever the manufacturers learn to be good sports and let the public enjoy a good laugh at their expense once in a while, then the

embarked for the Paris Coin Machine Show (May 27, 28 and 29). Hoppe took along Exhibit's Rotary Merchandiser, Novelty Candy Vender, Silver Bells and Races, which will be shown at the Paris exposition.

Rumor is that Exhibit Supply Company has a new pin game now in the testing stage. Officials say that it has great promise, but details are being withheld for later announcement.

Skill Draw, Charley Fey's counter game, has been turned over to Exhibit Supply Company, officials report. It has been improved at a cost of around \$6,000 and first deliveries will be made within the next few days. Fey had delivered about a thousand games before the new manufacturing arrangement. The games already in operators' hands are said to have created a demand that Fey could not meet. Exhibit's production facilities will be used to guarantee deliveries to all, it is stated.

Box-office reports on the picture *King of Gamblers* indicate it is drawing below average. The Apollo Theater, Chicago,

It's a Moneymaker

"Ball Fan"

SERIES OF '37



STONER CORPORATION

Aurora, Illinois

IMMEDIATE DELIVERY! BALL FAN

Stoner's 1937 Series

IT HAS EVERYTHING! OPERATORS PRICE \$62.50

PERFECTLY RE-CONDITIONED PIN GAMES

Bumper . . . \$30.00 | Neck 'n Neck \$7.50 | Totalite . . . \$6.00
 Firecracker . 22.50 | Roll Over . 16.50 | Short Box . . 7.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

BARGAIN SPOT

Rotary Merchandiser \$98.00

Export Department

Orders for shipment overseas are given prompt and efficient attention.

BARGAINS IN RECONDITIONED MACHINES

Payoffs	Peerless . . . \$20.00	Mills War	8 Col. Cig. Vendors.
Proakris . . . \$77.50	Beagle, 50 . . . \$38.50	Waiting 50	
High Card . . . 55.00	Stop and Go . 18.00	Double Jack,	
Derby Day (no clock) . . . 55.00	Tycoon . . . 18.00	Front Vdr. . . 25.00	
College Football . . . 53.50	Credit . . . 18.00	Mills O.T. Sc. . 28.00	
Turf Champs . 53.00	8 u n s h i n e	PIN GAMES	
Daily Races . 35.00	Derby . . . 18.00	Bumper . . . \$32.50	
Mystery . . . 35.00	Alamo . . . 17.00	Ricochet . . . 28.00	
P a m o o P a t o o k s , 8 s . . . 35.00	Sky High . . . 17.00	Hi-De-Ho (n. sample) . . . 25.00	
Fence Buster . 34.50	Jumbo . . . 14.50	Short Sox . . . 11.50	
Bambino (10 ball) . . . 28.00	Golden Har-vest . . . 14.00	Mad Cap . . . 11.50	
Challenger . . 25.00	Prospector . 12.00	Top Hat . . . 11.00	
Round Up . . . 25.00	Big Five, Sr. . 10.00	COUNTER GAMES	
Big Richard . 25.00	Baffle Ball . . 9.00	5 Cig. (ponny play) . . . \$12.00	
Mystery . . . 35.00	Stampede . . 9.00	Trlo-Pak . . . 11.00	
Electric Eye . 25.00	Gold Rush . . 7.00	New Reel Dice 10.00	
Bally Derby . 23.50	Carloca . . . 7.00	Real 24 . . . 7.00	
McCoy . . . 23.50	Rocket . . . 5.00	Daval Races . 7.00	
8 u n s h i n e	Champion . 5.00	Wagon Wheels 7.00	
D a i l y R a c e s (Multiple) . 22.50	Slot Machines	Punchette . . . 5.00	
Hialeah . . . 21.00	Mills Blue Front Gold Award . . . 5.00	I. O. U . . . 4.00	
	Ball of Vndr. 59.00	Select 'Em. . . 4.00	
	Paces All Star . 50	Twins . . . 4.00	
	50 . . . 48.00	Spell . . . 4.00	

TERMS: 1/3 Deposit, Balance C. O. D.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd., Chicago, Ill.

First With the Latest New Games—Get Your Name on Our Mailing List.



BALLY SOFT-BALL TEAM. Front row, left to right, Eugene McShea, manager; Jim Buckley, Bally sales manager; D. J. Moloney, plant superintendent; Ray Moloney, president, and Henry DeGraf, coach.

adverse publicity in newspapers won't carry such a sting. In fact, the quickest way to pull the punch out of adverse newspaper publicity is for the trade to publish it to the world.

Bill Marmer, of Cincinnati, recently spent a week in New York, accompanied by his wife. Bill claims he was traveling on business, but when seen in the big city he seemed very much interested in finding the hot spots.

Chester Benson, in charge of the radio rifles division of Rock-Ola Manufacturing Corporation, has been on a trip into Western territory, including Colorado, North and South Dakota, Minnesota, Montana and Missouri.

Mr. and Mrs. Harry Hoppe recently

BIGGEST BARGAINS THIS WEEK FOR QUICK SALE

BUMPERS \$28.50
 RICOCHETS 26.00
 SKIPPERS 43.50

1/3 Deposit, Balance C. O. D.

OHIO SPECIALTY CO.
 129 W. Central Parkway
 Cincinnati, Ohio

reported a gross of \$1,100 below the weekly average; the Denhar Theater, Denver, ran the picture seven days and reported a gross \$1,500 below the weekly average.

Vermont amusement machine tax Bill No. 38 uses the principle of defining a skill game as "one having an element of skill," a principle that has long been advocated by *The Billboard*. While the definitions used in the Vermont bill seem to us to be far from a simple and sufficient definition, yet it is a step in getting away from the old idea of "pre-dominant skill."

A new six-foot table game using the bowling principle with bumper-type springs is on test at Paul Gerber's game-room in the Sherman Hotel, Chicago. The game is being watched carefully by a lot of column and results so far indicate that the players like it. It is impressive as a table game in appearance and design. It is a development of Daval Manufacturing Company and the trade may be hearing more about it soon.

J. N. Jenson, Golden West Novelty Company, Boise, Ida., has been handling the Jennings line a year and reports that he is well satisfied with the machines and the service. He compliments the Chief line of jackpots.

MORE "BOX OFFICE" than a STRIP TEASE!
WESTERN'S NEW PROFIT ATTRACTION

PREVIEW



ONE SHOT BUMPER SPRING AUTOMATIC PAYOUT
featuring CHANGING ODDS—CHANGING POINTS AND
SCORING IN "FLASHING FILM" ACTION ON AN AT-
TRACTIVE NEW BACKBOARD

plus
"CHANGE ODDS" AND "CHANGE POINTS" BUMPER
FIELD!

The Player Wins Odds Shown If "SCORE" Equals or Beats
"POINTS"! Odds Change Each Game!

WIN BIGGER PROFITS—BOOK PREVIEW FOR YOUR
LOCATIONS!

Order today from your nearest distributor or write direct!

\$169⁵⁰
ADD \$10 FOR
TICKET MODEL

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE CHICAGO, ILLINOIS

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!
REBUILT - GUARANTEED!

FLICKERS	\$32.50	BALLY ROLL	\$75.00
SKIPPERS	52.50	RELIANCE 5c	32.50
TURF CHAMP	54.50	BROKERS TIP	22.50
JUMBO—Ticket	24.50	PEERLESS	22.50
CREDIT—Ticket	27.50	ALL STAR	22.50
PACES RACES	169.50	1/3 Deposit with Order, Bal. C.O.D.	

GERBER & GLASS 914 Diversey Blvd.
CHICAGO, ILL.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker ..	\$28.50	Turf Champs, Late		Bally Skipper	\$59.50
Bally Round Ups ..	18.50	Comb. Models ..	\$49.50	Bally Jumbo	12.50
Bally Challenger ..	29.50	Daily Limit	19.50	Bally Freakness ..	99.50
Bally Bonus	18.50	Golden Harvest ..	12.50	Bally Blue Bird ..	29.50
Bally Sky High	19.50	Ten Grand	19.50	Bally Hitch	22.50
Pamco Farlay	19.50	Bally Belmonta ..	29.50	Pamco Bee-Jay	29.50
Bally All Star	22.50	Mills McCoy	27.50	Kvooney Ten Strike ..	49.50

CERTIFIED DEPOSIT WITH ORDER—IMMEDIATE DELIVERY.

254 1/2 N. 30TH STREET
MILWAUKEE, WIS.

BADGER NOVELTY COMPANY



REVISED
WHOLESALE CATALOG
SHOWS
4000 Fast Sellers
260 Pages of World-Wide Bargains
15 New Selling Plans
30 Money Making Ideas
New creations phenomenal sellers, outstanding values—all from one source of supply. Illustrated in our Catalog. Send for it today.

SPORTS COMPANY
WHOLESALE IMPORTERS—MANUFACTURERS
16 CENTER MINNESOTA

SPORTS CO., 537 Erie St., L. Center, Minn.

New Orleans

NEW ORLEANS, May 22.—Shades of Hades as the thermometer clings close to the 90s in the shade. And so the coin machine men of New Orleans, like their patrons, are rushing to the pleasure resorts, parks and beaches for idle hours. Any number of distributors and ops are taking vacations and within 30 days the local circle will be badly broken up.

New ideas out of Chicago are keeping the local pot boiling longer than usual. There is, for instance, the new display of Bally's Golden Wheels, Exhibit Sup-

ply's Silver Bells and others, some even still in the making, like Western Equipment's Preview, which is to be announced next week.

While play with pin games and slots falls off somewhat with the hot weather, music machine operators talk of steadily increasing business. Their optimism is backed up by the statements of recording distributors, who contend that there has been no letup in sales. E. M. Coertle, territory man for Brunswick and Vocalion records, returned from a wide sweep of the Deep South, reporting the best business of the year for favorites of the coin phonograph operators.

In New Orleans over the last weekend was Hugh J. Burras, sales manager for Western Equipment, who conferred with American-Southern Coin Machine Company in advance of the early shipment of the firm's first sample of Preview. Coming here from Savannah, Ga., Burras stopped over for several days on the Gulf Coast, where he saw and talked with John Bertucci at Biloxi and Frank McCoy at Mobile. He left Wednesday for Jackson, Miss., and thence back to



JERRY KERTMAN, American Coin Machine Company, Rochester, N. Y., talks with Ted Stoner (right), Stoner Corporation, Aurora, Ill., about distributing the Ball Fan game in Western New York.

See Article

In 1934 and 1935 when I waged a losing fight for the idea of merchandise prizes with amusement games I did not dream then that some day the slot machines might turn to this very same idea. The past year has seen the French Government turn liberal toward slot machines operating on the principle of merchandise awards. Now Mills Novelty Company is reported to be introducing a new idea in this field in America. Diggers and the new rotary type of novelty venders are carrying forward the idea with success. Time and experience may yet teach those who scuttled the merchandise idea that it is best after all. Meanwhile, read the article on "New Merchandise Trend?" in this issue.

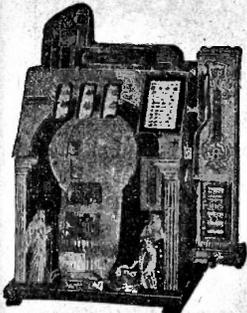
Walter W. Hurd.

Chicago with the glad tidings of how the South is awaiting with interest the first showing of Preview.

J. H. Moore, South Mississippi operator, reports the best business in several years. He says that many are going back to work in that section for the first time in four or five years and that fine strawberry, trucking and cotton crops have brought freer money. He bought several new machines while in New Orleans.

New Orleans Novelty Company has bought a line of Bally's new Golden Wheel, placed one on location at the firm's Sport Center, where it is attracting unusually big attention, and plans to put the rest at choice spots before the end of the week, Louis Boasberg says.

Back on the job after two weeks of gallivanting about following his wedding to a local girl, Melvin Mallory has returned to the haunts of Coin Machine Row on Carondelet street.



MILLS 5c REGULAR GOLDEN VENDER. \$54.50 EACH.

ORDER THESE

6 WURLITZER P-12 5c, 10c SLOT PHONOGRAPHS ONLY

\$119.50 EACH



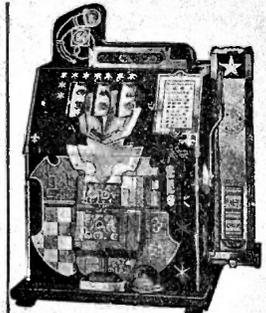
NEW 1937 MODEL POOL TABLE \$237.50

If you desire further information, write for circular and complete details.

18 MILLS DE-LUXE DANCE MASTERS

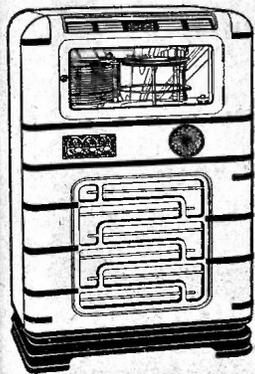
EQUIPPED WITH 5c-10c-25c SLOTS. PRICED TO SELL ONLY

\$99.50 EACH



MILLS 5c BLUE FRONT MYSTERY VENDER. \$69.50 EACH.

23 Paces Races Priced \$190.00 to \$245.00 Each—All Depending on Serials. If you need Paces Races for your territory, write for Bargain List on this lot.



BRAND NEW WURLITZER PHONOGRAPHS WRITE WIRE PHONE FOR PRICES TERMS

JOE CALCUTTI'S BARGAIN SHEET

1-BALL AUTOMATICS

Western Cocoanuts Put N' Take Pacific Eclipse Big Ben, 5 Balls Liberty Bell, 10 B. Exhibit Top Row Daily Limit Keeney Mammoth Double Header Mills Tycoon Rock-Ola Ajamo Sky High, 5 Balls Keeney Big Five, 5 Balls Mills Position, 5 B. Air Lane, Ticket, 10 Balls Rumble, 10 Balls Golden Harvest A.B.T. Grub Stake Bally Bonus Bally Hialeah Bally Peerless Brokers Tip Grand Slam Keeney Velvet Pamco Chase Pamco Galloping Plugs Leather Neck Pinch Hitter Red Balls Palooka, Jr. Pamco Toot Mills McCoy Mills Ten Grand	\$3.50 EACH
	\$14.00 EACH
	\$19.00 EACH

SLOT BARGAINS

7 Brand New Jennings 5c Console Foot-Bells \$94.50	1 Brand New Jennings 25c Chief Mystery Gold Award Bell 84.50
3 Brand New Rot-A-Top Mys. Golden Venders (1 each 5c, 10c, 25c play) 59.50	3 Brand New Rot-A-Top Mys. Golden Bells (1 each 5c, 10c, 25c play) 59.50
1 Brand New Watling 10c Treasure Bell 45.00	1 Used Face 10c Comet Bell, Mys. Payout 25.00
5 Used Jennings 10 Duke Venders 11.00	3 Used Jennings 10 Duchess Venders 17.50
4 Used Callie Cadet Bells (1 5c, 2 10c and 1 25c play) 30.00	7 Used Mills 5c Escalator Silent Jack-pot Front Vnds. 27.50
7 Used Mills Skyraider Vdrs., 1c play 24.50	5c play 49.50

NOVELTY PIN GAMES

A.B.T. Archers... All American Football	A.B.T. Autodarts... ANY NOVELTY PIN GAME LISTED HERE ONLY
Bally Lights Out... Budget... Country Club... Daval Totalizer... Daval Excel... Draw Ball Exhibit Ticket Game Genco Champs... Harvest Moon... Mills Neighbors... Rack-Em Up... Rock-Ola Totalites, with payout reg. Rock-Ola Big Games Rock-Ola Bomber Shyvers Round 'N Round, with payout register... System Sensation Special... Srimm... Hi-Lite (new style) Zip	DOUBLE NUGGET WITH PAYOUT REGISTER... \$5.85 EACH... 1/2 CASH WITH ORDER BALANCE C. O. D.

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

500,000 Used Phonograph Records

OUR SELECTION—NO TWO ALIKE, Priced to Sell—100 for \$10.00—500 for \$40.00—1,000 for \$75.00—2,000 for \$140.00—5,000 for \$350.00—10,000 for \$700.00—20,000 for \$1,400.00—50,000 for \$3,500.00—100,000 for \$7,000.00—200,000 for \$14,000.00—500,000 for \$35,000.00—1,000,000 for \$70,000.00—2,000,000 for \$140,000.00—5,000,000 for \$350,000.00—10,000,000 for \$700,000.00—20,000,000 for \$1,400,000.00—50,000,000 for \$3,500,000.00—100,000,000 for \$7,000,000.00—200,000,000 for \$14,000,000.00—500,000,000 for \$35,000,000.00—1,000,000,000 for \$70,000,000.00—2,000,000,000 for \$140,000,000.00—5,000,000,000 for \$350,000,000.00—10,000,000,000 for \$700,000,000.00—20,000,000,000 for \$1,400,000,000.00—50,000,000,000 for \$3,500,000,000.00—100,000,000,000 for \$7,000,000,000.00—200,000,000,000 for \$14,000,000,000.00—500,000,000,000 for \$35,000,000,000.00—1,000,000,000,000 for \$70,000,000,000.00—2,000,000,000,000 for \$140,000,000,000.00—5,000,000,000,000 for 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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 unfailing 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.



7 TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

★ **WURLITZER PHONOGRAPHS** LIKE NEW! MODEL P-12 \$124.50

STEWART - McGUIRE 7-COLUMN DE LUXE CIG. MACHINES— USED 3 MONTHS \$69.50
1/3 deposit with order, balance C. O. D.

★ **GERBER & GLASS** 914 Diversey Blvd., Chicago, Ill. ★

Monarch Reports Resort Inquiries

CHICAGO, May 22.—According to Roy Bazelon, owner of the Monarch Coin Machine Company, the opening of the resort season in the Middle West has resulted in a heavy demand for both new and old games.

As a result of this extra business Monarch is enlarging both its display rooms and warehouse. Two thousand additional square feet of warehouse space has been acquired, according to Bazelon. He also states that attractive new display cases have been purchased for the purpose of exhibiting the many summer salesboard prizes now in demand. Outstanding among the prizes are such items as the Clinton Radio in a folding leather case and the Zephyr Color-Glow illuminated cabinet radio. In addition to the prizes, Bazelon reports that he is also featuring, Monarch's own special

jar deal about which operators are said to be enthusiastic.

In order to take care of the increased demand, Bazelon says that the firm has found it necessary to purchase a huge supply of popular new and used games of all makes. The service staff has also been increased by the addition of several experienced mechanics. "The staff of trained mechanics employed by Monarch has had many years' experience," officials of the company state. "The men are fully capable to recondition equipment to meet the rigid requirements set up by Bazelon."

Fisher Brown in Coin Biz 12 Years

DALLAS, May 22.—Fisher Brown, one of the best known coin machine distributors in the Southwest, will celebrate his 12th year in the coin machine industry this year. Not content with just

noise and fireworks, he intends to make the celebration a practical thing and use the anniversary as a basis to inaugurate a campaign for bigger and better business. Included in his plans are an enlargement of his activities, a sales drive, an advertising campaign and a promise of better service.

Brown is the exclusive Southwestern distributor for Jennings products. He turned in one of the best records ever established in 1934 and 1935 by selling more Sportsman games than any other distributor. In fact, it is reported that the Southwest still talks of the way in which he blanketed this section of the country with the game.

Pacific Promotes Mazuma Pay Table

CHICAGO, May 22.—Pacific Manufacturing Corporation is breaking new payable news to operators with the spreading of Mazuma, its new one-ball payout, into the far reaches of the coin machine world, according to Paul Bennett, general sales manager.

"The game incorporates Pacific's new win-or-money-back feature, whereby the player gets all coins played right back again providing he consistently loses 16 consecutive games," says Bennett. This feature serves as a tremendous inducement to play Mazuma, even tho one loss follows closely on the heels of each coin played.

"Besides the win-or-money-back feature, Mazuma includes a series of payouts which are determined by the number of contacts made by the one-shot ball as it roves erratically thru Mazuma's bumper playfield. Each time the ball makes contact a light shoots up on the right side of the backboard and tabulates each bumper contact in much the same manner as the losses are indicated, only much faster, of course. Payouts of various amounts ranging from dime upward are made in accordance with the number of bumper contacts accomplished."

ARE YOU INTERESTED IN ALL OR HALF OF THE FOLLOWING SLOT MACHINE PARTS?

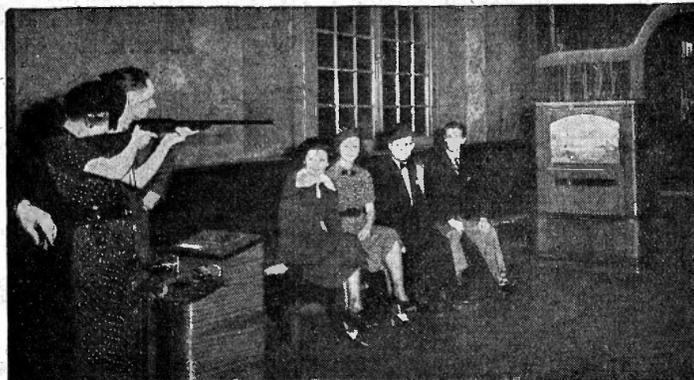
We Have Approximately 100 Each of the Following Parts (Like New).

Mills Escalators (Coin Chute Mechanism), Handles, Cabinets, Back Doors, Pumps, Clocks, Double Jackpots, Payout Slides (Regular), Payout Tubes, Jackpot Cups, Bell Lookes with 2 Keys (New), Handle Bushings, Adjustable Reel Discs and Hub Assembly, First Reel Discs and Hub Assembly, Slot Machine Voeders (Registers), and many other parts too numerous to mention.

The above must be seen to be appreciated, and we will sell all or half at 25c on the \$1.00, or will take in your Slots or Wurlitzer Phonographs in trade.

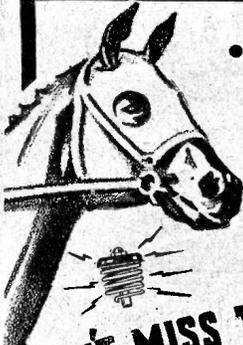
BAUM NOVELTY CO.

2008-12 Ann Ave. (Phone: Grand 7499), ST. LOUIS, MO.



ROCK-OLA'S TOM MIX RADIO RIFLE shown on location in a popular Chicago night club, showing players awaiting their turn for an opportunity to try to "hit the ducks."

Paddock



...HAS WHAT IT TAKES!

EVERYBODY'S CALLING IT THE GREATEST 1-SHOT PAY TABLE THEY'VE SEEN IN A LONG, LONG TIME!

PADDOCK has flash! Action! It brings the thrills and atmosphere of the Turf to every location—it gives you those long, long profits! Get your PADDOCK now!

The RACE FROM START TO FINISH ON THE OVAL TRACK, LITE-UP, BACKBOARD!

\$149.50
TAX PAID
F. O. B. CHICAGO.
Ticket Unit, \$10 Extra.



DON'T MISS THESE GREAT CHICAGO COIN HITS!

SPRING TIME

The 1-Shot Bumper Spring Pay Table That Puts the 'Springs' in Profits!

TAX PAID
F. O. B. Chicago
Ticket Unit \$10 Extra

SOMETHING SENSATIONAL!

RE-PLAY

With the Year's Outstanding Playing Attraction—1 Game in Every 6 Played—Free!

TAX PAID
F. O. B. Chicago

ALL GAMES IN PRODUCTION!
ORDER TODAY!

CHICAGO COIN Corp.

1725 W. DIVERSEY CHICAGO

Coinography

By THE COINOGRAPHER

Among the genial and capable representatives of coin machine firms that call on operators in Eastern States is Sam Goodkind, Eastern sales manager of the American Sales Corporation, Chicago.

Sam covers the New England States, New York, Pennsylvania, Ohio, Maryland, Delaware and New Jersey.

His experience in the coin machine trade began back in 1926 when he and Lee S. Jones, head of the American Sales Corporation, were associated with the Nelson-Wiggen Piano Company. Those were the days of the coin-operated pianos and when both Jones and Goodkind were making history as star salesmen of these instruments. Goodkind was Eastern sales representative then.

When Lee Jones joined the J. P. Seeburg Corporation as sales manager Goodkind enrolled under the Seeburg banner as Eastern representative in 1928. Then Goodkind promptly turned "American"

when the present American Sales Corporation was organized in 1932 with Jones at its head. Goodkind held his title of Eastern sales manager.

Or Sam Goodkind, Lee Jones says: "He is unquestionably the best posted and most experienced coinman in the United States. He enjoys an unusually large acquaintance because he has been in the territory for many years. He is a close student of conditions, local, State and national, and is extremely conservative in recommending coin-operated equipment to his customers—unless convinced it is profitable."

Sam is married and lives in New York City with his wife and two grown children.

Jack Moore Is Planning Drive

PORTLAND, Ore., May 22.—Jack R. Moore reports that he is turning on the steam for his summer business drive. He announces that in preparation for the sales drive he has assembled a line of the latest up-to-date coin machine hits.

His four offices, located in Portland, Seattle, Los Angeles and San Francisco, are prepared to make prompt shipment on new money-makers. Moore is well known to practically all Western operators and has represented the Jennings Corporation on the Pacific Coast for a number of years.

Kenosha Passes License

KENOSHA, Wis., May 22.—Mechanical amusement devices having no payoff and permitting the player not less than five balls for the insertion of one coin are licensed under an ordinance adopted May 17 by the common council here.

Operators are required to secure an annual license, the fee for which is \$10, with no more than three machines permitted in one place of business. The distributors' license fee is \$50 per year and they are permitted to place machines only with licensed operators and such devices as meet the regulations.

Minors under 18 are prohibited from playing the machines and no machines can be used as a gambling device.



SAM GOODKIND, Eastern representative of American Sales Corporation, Chicago.

SUPER-VALUE! A1-Reconditioned Gold Rush GUN CLUB

Portable Safety Shooting Gallery!

Real Rifle . . . Real Bullets . . . Real Thrills!

This is the Gun Club equipped with Caswell Patented Safety Bullet Trap. It's the best on the market, and these reconditioned ones are real Super-Values. Quantity limited! F. O. B., Dallas. Completely equipped. 1/3 Cash with Order.

\$129.50

ELECTRO-BALL CO., Inc., Mfrs., Dallas

WURLITZER

P-12
Perfect
Condition

\$124.50

SINGLE—\$134.50.

Lots of 10

BUMPERS \$32.50
ROLOS 6.95

★ KEENEY BOWLETTES
(Very Low Price)

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)

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.

The Last "Word" in Your Letter to Advertisers, "Billboard".



RIDE THE TIDE

• • • WITH THESE

JENNINGS CHIEF GREATEST OF ALL CHECK MACHINES

Yea Man! . . . here it is . . . the Jennings Chief. Tops of all check machines . . . in beauty . . . in player appeal . . . in earnings. A big flashy jackpot that's always full—a smooth, quiet mechanism that continues to operate day after day. Over \$30,000.00 spent for gauges alone, to assure the precision fit of every part. Manufactured by a company with over 30 years' experience in the manufacture of coin-operated devices. Add it all up and what have you got? . . . the toughest, biggest profit machine on the market today. Available in bell or vender, any coin 1c to \$1.00.



CABINET STANDS IN VARIETY OF COLORS

To be sure of preferred spots on all your locations, set your Chiefs on Jennings Cabinet stands. They keep your machines out in front . . . out where the players are sure to see them. They're smart, practical, and substantial stands, available in a variety of beautiful blended color combinations to match your Chiefs. They add that class that pulls the play.

SEE THESE DISTRIBUTORS FOR JENNINGS PROFIT MAKERS

McCALL NOVELTY CO.

2230 Pine Street
St. Louis, Mo.

GENERAL AMUSEMENT DEVICES CO.

3136 Cass Street
Detroit, Mich.

BAUM NOVELTY CO.

2008-12 Ann Avenue
St. Louis, Mo.

When in Our City Pay Us a Visit

AUTOMATIC COIN MACHINE CORPORATION

37 Essex Street
Springfield, Mass.

BELL DISTRIBUTING CO.

427 Baronne Street
New Orleans, La.

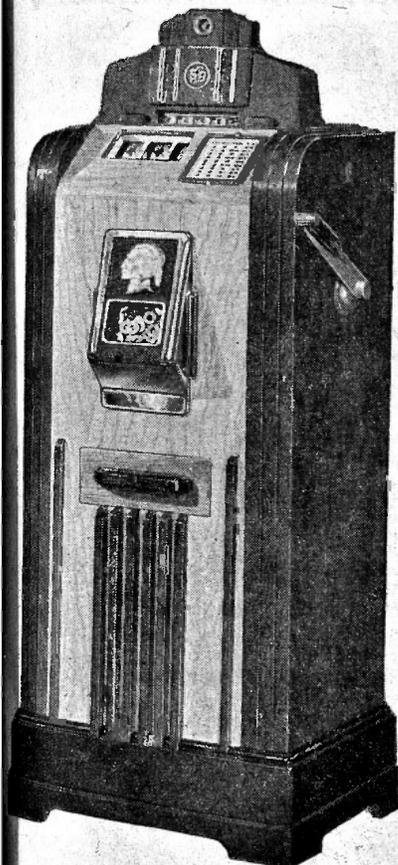
SHY BROTHERS

1119 So. 16th St.
Milwaukee, Wis.

O. D. JENNINGS AND COMPANY

TO GREATER PROFITS

JENNINGS MACHINES



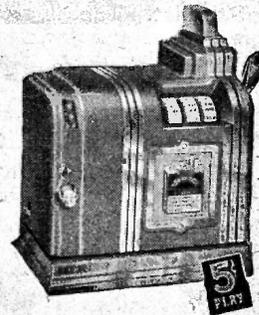
JENNINGS CONSOLE CHIEF THE ORIGINAL CONSOLE MODEL

Aristocrat of them all . . . the Console Chief. Originally designed for night clubs and smart hotels and now proved a champion money maker on any good location. Cash in on the biggest profits you've ever experienced from any check machine. Hang on to your choice locations—give them the Console Chief and pocket the extra earnings. The Jennings Console has the famous dependable Chief mechanism, tried and proven. Handsome two-tone walnut and birch cabinet that fits in with the finest surroundings. New type "push-down" operating lever. Concealed check cup.

JENNINGS GRANDSTAND THE NEW 5¢ CIGARETTE TRADE STIMULATOR WITH AUTOMATIC TOKEN PAYOUT

A sensation—that's the story on Grandstand, a five-cent counter machine that operates on the same principle as the penny play cigarette trade stimulator. Can be operated anywhere penny cigarette machines are operated.

Hit a winner, and, Bingo! out comes 1, 2, 3 or 4 small metal tokens, each worth 25¢ in trade. Tokens can't be played back into the machine. No wonder Grandstand has been such a sensation. It has everything you could ever hope for in a counter machine.



SEE THESE DISTRIBUTORS FOR JENNINGS PROFIT MAKERS

LeBEAU NOVELTY SALES CO.

194 University Avenue
St. Paul, Minn.

ATLAS NOVELTY CORP.

2200 N. Western Avenue
Chicago, Illinois
No Dependable Substitute for Atlas
Personal Service

R. F. VOGHT

Cullen Hotel Bldg.
Salt Lake City, Utah

FISHER BROWN

2702 Ross Avenue
Dallas, Tex.

GOLDEN WEST NOVELTY CO.

2426 Ellis Avenue
Boise, Idaho

JACK MOORE

413-415 S. W. 13th Street
Portland, Ore.
Seattle, Wash.
Los Angeles, Calif.
San Francisco, Calif.

4309 W. LAKE ST., CHICAGO, ILLINOIS

BIG MONEY!



CORONATION MODEL

For special locations, the Coronation Model is available. It is identical to DeLuxe Bell and Rosemont, except its scoring area is decorated with symbols of royalty—kings—shields, and so forth. Coronation is extra good for "special" locations and territories.

PACIFIC'S DE LUXE BELL ★ CORONATION ★ ROSEMONT ★ ★ ★

Here are the three big money makers in the console field. **DeLuxe Bell, Coronation and Rosemont.** The Leaders. The best of the lot. The "big three" in the console field. And yet, priced within reason. Each is equipped with 5c and 25c chutes. Nickels to start and keep going. Quarters to "outguess and get ahead." In high-class locations or ordinary ones, the public cuts loose with real money. Dollar bills, fivés, tens—they all change into nickels and quarters like magic. And the collections pile up in no time because of the cleverest "beat-the-game" appeal you've ever seen. DeLuxe Bell has the well-known fruit reel symbols, of cherries, bells and bars. Rosemont has horses. And Coronation with its kings and queens, crowns, shields and other royal symbols, leads in the "special" spots. So take your choice. Any one of the three. Or all. For certain locations and all locations. Take them with *two nickel chutes if you like.* Or take them with one 5c and one 25c chute. But by all means, get in early. Big money is calling—begging—pleading for a chance to fatten your bankroll. Better wire or phone for your DeLuxe Bells—Coronations and Rosemonts at once!



Pacific's

MAZUMA!

WITH THE "WIN OR MONEY-BACK" FEATURE

A new one-ball bumper-type payout table totally unlike anything you've ever had. Decidedly different. Mazuma takes it fast and pays out automatically. But, when a player doesn't connect on a certain number of consecutive games, Mazuma kicks back a mystery award. This is Mazuma's "win - or - money - back" feature. One of the greatest "come-on" features ever invented. And it is crammed full of other repeat play-pulling ideas. Original. Fascinating. Full of suspense! It will pay you to make Mazuma your next pay table.

PAYOUT MODEL

\$149.50

TICKET MODEL

\$159.50



Pacific's

SKOOKY!

Operators are scooping in the biggest collections they have had this year. And Pacific's SKOOKY is doing the job. This 5-ball novelty game, with its giant magic-mirror backboard with 30 dimensional lights, plus changing odds and flashograph scoring is perfect natural. Taking all novelty territories by storm. See SKOOKY. Play SKOOKY. It's yours for big money!

\$72.50

**HOT TIP: RIDE
HOT SPRINGS**

HORSE RACE CLASSIC!

Here's the horse race fan's Dream come true! A game that steps right out in front and holds the lead—a real CHAMP! The only Novelty Horse Race Game that features WIN—PLACE—SHOW! HOT SPRINGS sets a profit pace hard to beat!

HOT SPRINGS

5-BALL BUMPER-SPRING NON-PAYOUT

With sensational new **THIRD-DIMENSION MYSTIC GLASS BACK PANEL**. Distances and odds step out in life-like realism. Length of Race Varies from $\frac{3}{4}$ mile to two miles. Odds up to 40-1! 5 balls to shoot. Every bump noses out another horse. **FLASHOGRAPH Totalizer** flashes the race position and final results! Game automatically cuts off when a **WINNER** comes in—even if all balls have not been shot!

NEW PRICE
\$74⁵⁰



22"x44"
A. C. Current
Only

FEATURES

- 3d DIMENSION MYSTIC GLASS BACK PANEL!
- FLASHOGRAPH Movie-type, nose-by-nose Totalizer!
- MYSTERY SLOT—(Outstanding feature of Gottlieb Payouts!)
- ADJUSTABLE MECHANICAL AWARDS—Invisible mechanical control of odds!
- MECHANISM mounted on sliding chassis in back of back Panel, instantly removable!
- TIPT-FOILER outs off game when tilted!
- ILLUMINATED ART COIN SLOT, last coin visible!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST. CHICAGO

COMING NEXT WEEK!
FOTO-FINISH
PHENOMENAL ONE-BALL PAYOUT
Hair-raising Thriller

**Tratsch Resigns
As NACOMM Head**

CHICAGO, May 22.—Walter A. Tratsch, who has served as a director of the National Association of Coin-Operated Ma-

chine Manufacturers since its organization in 1933 and as president of the organization for the last year and a half, recently announced his resignation as president in order to be free to carry out plans for extensive traveling in the near future.

Tratsch, president of the A. B. T. Manufacturing Company, has devoted practically his entire life to the coin-machine industry and is one of the most widely known and best loved men in the industry.

His experience, his sound judgment and his ability to inspire the confidence of all with whom he comes in contact have been important factors in building good will for the industry and making it a better industry for manufacturers, distributors, jobbers and operators.

A. E. Gebert, who succeeds Tratsch as president, has served as vice-president of NACOMM during the last year and a half. He is well known to all in the industry as general manager of the Advance Machine Company and as past president of the former Vending Machine Manufacturers' Association of America.



WALTER A. TRATSCH

**CENTER FOR
BARGAINS**

RECONDITIONED AUTOMATIC PAYOUT TABLES

PARAGON
BIG FIVE, Jrs. & Strs.
ACE
STAMPEDE
GOLD RUSH
PUT 'N' TAKE
BAFFLE BALL
BIG CASINO
MONOPOLIEE

\$8.00

SUNSHINE DERBY
ROUND UP
MAMMOTH
PAMCO PARLAY
DOUBLE SCORES
REPEATER

14.50

PEERLESS
MULTIPLAY
SALLY BONUS
WESTERN RACES
SUNSHINE BASE-
BALL
STOP AND GO

17.50

SNAPPY, New Models
BELMONT
BEE JAY
HI DE- HD

45.00

1/3 Deposit, Balance C. O. D.
F. O. B. Milwaukee, Wis.

NEW GAMES—Get Our Prices!

21 COUNTER GAMES\$6.50

MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

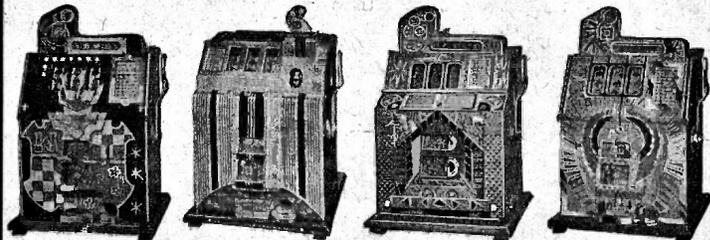
BALLY BUMPERS, \$29.50

Write for Our Full Bargain List.
AMERICAN COIN MACHINE CO.,
559 N. Clinton Ave., Rochester, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**MILLS SLOTS THOROUGHLY RECONDITIONED
GUARANTEED MECHANICALLY PERFECT**

ALL MYSTERY PAY-OUTS LIKE NEW



Mills 5c Play
Blue Front Ball
\$69.50

Mills 5c Play
Skygrasper Ball
\$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**

LOOK GRAB THESE BARGAINS

They Are Offered Subject to Prior Sale

- 30 Bumpers, like new...\$27.50
- 14 Rack 'Em Up, brand new...20.00
- 4 Hi De Ho, cash and ticket, used 10 days...62.50
- 4 Fire Cracker, brand new...30.00
- 1 Tom Mix S. U...150.00
- 10 Rockola Night Club, S. U...125.00
- 1 Hurdle Hop, like new...25.00
- 1 Electric Eye...25.00
- 2 Mills Post Time F.S. 115.00
- 1 Flicker, Jennings, latest Model...\$35.00
- 1 Duck Soup...1.25
- 1 Palooka, Sr., S.U...12.00
- 1 A. B. T. Targete S.U., 10 play...25.00
- 1 Keeney's Targete like new...75.00
- 1 Palooka, Sr., S.U...30.00
- 1 Bally Derby, S.U...25.00
- 1 Bally Derby, S.U...30.00
- 1 Moto Scoot, F.S...77.50
- 1 Eagle Eye, S.U...150.00
- 1 Exhibit Chuck A lotto F.S. Single Slot, Se-lective type...150.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write us for the price on any New Machine available, as we have them in stock and can make prompt delivery. Write and ask us to put you on our Mailing List.
MOSELEY VENDING MACHINE EX., INC.
Day Phone 3-4511, 00 BROAD ST., RICHMOND, VA., Night Phone 5-5328.



A Bally HIT FOR EVERY SPOT!

GOLDEN WHEEL BUMPER ONE-SHOT

4 TO 40 WINNERS EVERY GAME

CHANGING ODDS 2-TO-1 to 40-TO-1

BUMPER ACTION

ELECTRIC KICKER

BLAZINGLY BRILLIANT BACKBOARD
20 INCHES HIGH! 10 RICH COLORS!
GLEAMING MIRRORS! FLASHING LIGHTS!

OPERATORS . . . here's your opportunity to keep on earning the kind of money you got used to on Preakness and Carom! GOLDEN WHEEL will do it for you . . . because GOLDEN WHEEL has the play appeal of Carom and the famous "first-second-third-and-fourth-place" payout appeal of Preakness . . . plus the most spectacular flash ever created. That big 20-INCH BACKBOARD in 10 BLAZING COLORS has the "come-hither" appeal that stops 'em in their tracks. And Bumper-Plus-Kicker Action insures continuous repeat play.

If you haven't tried GOLDEN WHEEL, you're passing up some of the juiciest profits you ever had a chance at. Get your share by ordering GOLDEN WHEEL today!

SEE YOUR JOBBER FOR PRICES OF PAYOUT AND TICKET MODELS

CAROM



Now in its FIFTH MONTH and still a best seller! Combines 1-Shot Appeal and Bumper Action—plus Electric Kicker, Changing Odds, tantalizing "Odd-or-Even" payout ideal! Get in the big money by ordering some more CAROMS now!

\$159⁵⁰
TICKET:
\$169.50
F.O.B. Chicago

RAY'S TRACK

Sixteen months on location and still earning phenomenal profits! There's a reason—RAY'S TRACK is the only race-game with 50-TO-1 DAILY DOUBLE feature, and 8-COIN CHUTE, nickel or quarter. Get your summer spots lined up now. A few RAY'S TRACKS in resort territory will make you independent.



WRITE FOR PRICES

Order now before the summer rush begins!

CROSSLINE



"RADIO RAY" ACTION
"BALLOON TIRE" BUMPERS
THE SCIENTIFIC SENSATION of the age! Shoot a ball across any one of the white crisscross lines 10 to presto!—the totalizer adds 10 to the score! Uncanny! Mystifying! "Magic Mirrors" throw invisible "Radio Rays" along the white line—and totalizer operates every time a ball rolls thru the Ray. "Radio Ray" ACTION ELIMINATES ALL PLAY SPACE FROM "Radio Ray" FIELD!

Action is today's best bet for a bigger crop of novelty nickels. And in CROSSLINE you get "Radio Ray" ACTION GUARANTEED TROUBLE-PROOF BY BALLY! Order CROSSLINE today!

\$69⁵⁰
F.O.B. Chicago

44 IN. BY 22 IN.

NUGGET COIN OPERATED SALES-BOARD

A gold mine in 8 SQUARE INCH COUNTER SPACE! Operates like 1,000-Hole, 5-cent Sales-Board (penny play optional). Has 3 SPINNING REELS, flashy 5-color front with gold coin seals! Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order 10 to 25 NUGGETS . . . place them all in a single day . . . and collect \$10.00 to \$25.00 daily from each! WIRE YOUR JOBBER FOR QUICK DELIVERY.

ONLY \$19⁷⁵
F.O.B. Chicago



BALLY MANUFACTURING CO.

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

SUMMER!



FALL!



SPRING!

WINTER!

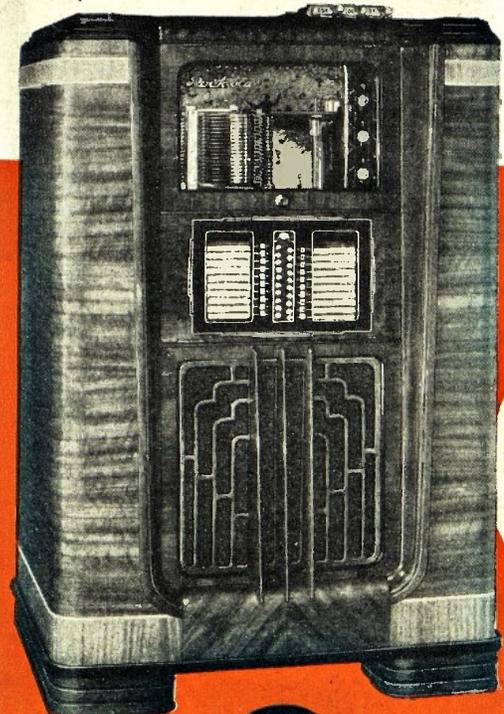
IN ALL SEASONS FOR YEARS TO COME!

Rock-Ola's WORLD SERIES!

The game YOU will remember for years and YEARS!
WHY? —Because for YEARS AND YEARS YOU
WILL STILL HAVE IT ON LOCATION!

IT may sound funny (unless you're operating them)
BUT—YOUR grandchildren will enjoy the PROFITS
OF ROCK-OLA'S WORLD SERIES.

When the American Public get through with the
Great American Game—BASEBALL then—don't get
ROCK-OLA'S WORLD SERIES—BUT . . . until
the American People do get through with Baseball
You cannot afford to miss YEARS AND YEARS OF
BIG PROFITS WITH WORLD SERIES.



ROCK-OLA'S NEW

20

20 RECORD

IMPERIAL

Just as "STERLING" and "SILVER" go together—
so does ROCK-OLA and "BEST Phonographs blend."
Blend into a real important significance for OP-
ERATORS.
YOU CAN'T "TASTE THE DIFFERENCE"—BUT
BOY how your LOCATIONS CAN HEAR the
difference.
The WORLD'S greatest sound technicians have
made ROCK-OLA the STERLING word in Phono-
graphs!
When you THINK of phonographs—THINK OF
THE BEST—ROCK-OLA'S.

Gets More Quarters and Dimes than Ordinary Phonographs get in Nickels!



ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVE., CHICAGO, ILL.



"There surely is big money in automatic music. With the beautiful new Simplex models there will be more money made than ever before by smart operators who line up with Wurlitzer."

CHARLES EWING, EVANSVILLE, IND.



"All we can say is that the wonderful 1937 Wurlitzer-Simplex line will be hard to beat in 1938. All you can do is gold plate the present line."

R. T. THOMASON, SPARTANBURG, S. C.



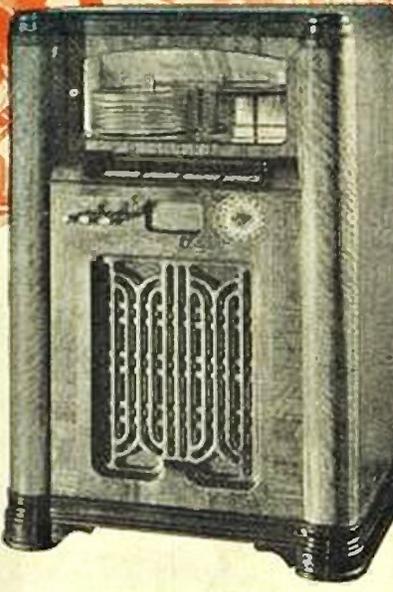
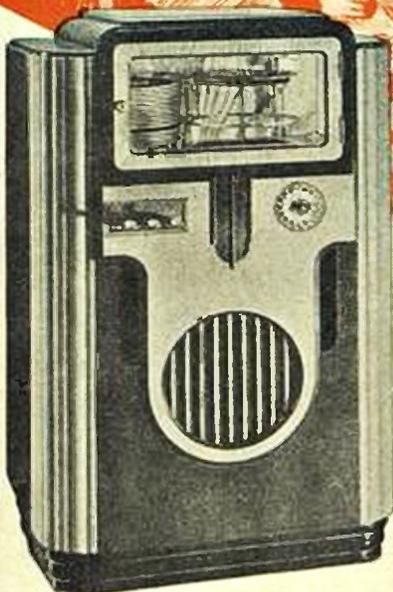
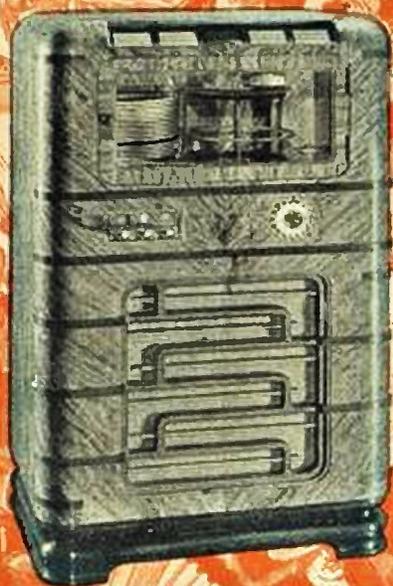
"We can't miss with the '37 Wurlitzer-Simplex. Watch us go!"

DAVE MARION, MARION COMPANY, WICHITA, KANSAS



"Wurlitzer certainly does things. A big, new 1937 line that doesn't obsolete a single bit of my present equipment. Believe me, I'll play ball with fellows who play ball with me and have ordered another 100 Simplex machines."

C. C. JOHNSON, COIN AUTOMATIC MUSIC CO., FLINT, MICH.



"The gradual development of improvements in the Wurlitzer line without obsoleting my present Simplex instruments sure makes a hit with me. The 1937 line is superb and should enable Wurlitzer operators to continue to get and hold the best locations."

F. A. BLALOCK, PENSACOLA, FLORIDA



"Congratulations to Wurlitzer on the way they take care of their operators—no obsolete models and the 1937 line is a 'beaut'. We expect to get every worthwhile location in our territory."

MORRIS HANKIN, HANKIN MUSIC CO., ATLANTA, GEORGIA

America's Most Successful Operators Get and Hold the Best Locations with WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPHS

Coupled with the advantages of outstanding eye appeal and unrivaled play appeal, Wurlitzer-Simplex Automatic Phonographs offer the music operator a complete line of models designed to match the music requirements and harmonize with the decorative scheme of the location.

Three big reasons why Wurlitzer-Simplex operators everywhere are able to line up the best and biggest paying spots in their territories.

Cash in on these advantages. Follow the example of America's most successful music operators. Operate the instrument that has everything in its favor. Striking beauty. Crowd pulling tone and volume. A complete line of distinctively

designed models that means more locations—more money. Find out if there is still room in your locality for another Wurlitzer-Simplex operator. Mail the coupon today. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

THE RUDOLPH WURLITZER CO.,
North Tonawanda, N. Y.

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

Name _____
Address _____
City _____ State _____
Present Occupation _____

SOLD ONLY TO OPERATORS