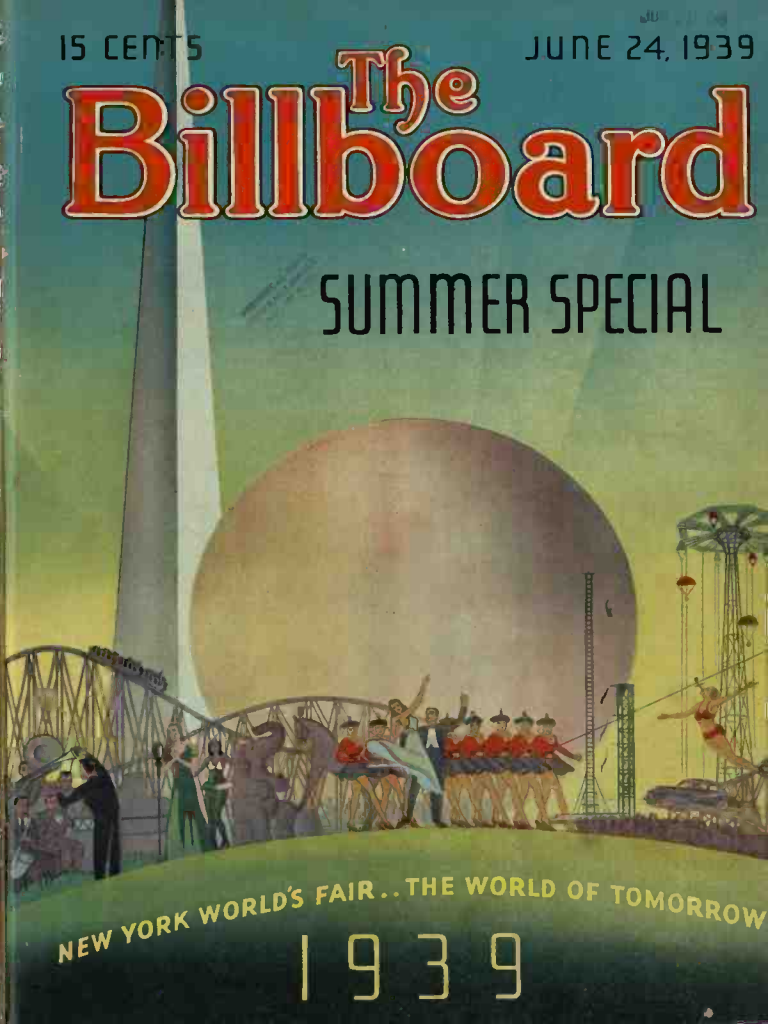
15 CENTS

JUNE 24, 1939

The Billboard

SUMMER SPECIAL



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WEATHER OUTDOOR HURDLE

Only 3 New York Showboats Set; Sanford, Parsons Stay on Land

NEW YORK, June 17.—Punch drunk from the season's beatings on farm fronts, night club impresarios show signs of having a general lack of enthusiasm for local showboat ventures this summer—with the result that only three floating hot spots seem set. The 88 Sam Sanford tale, of the McAllister Line, slides down the ways June 27, with the Rhinegold and Bob Irwin booking firm sets sailing a band.

The 88 American, which operated as a showboat last year, is expected to sail again, but no bookings are set. Rhinegold and Irwin last year booked the 88 Yankee, which cracked up on a sandbar after some weeks operation, but the boys refuse to be sidetracked from the 88 admiral.

The 88 Cheyenne, with Mickey Walker and his Boxing Beauties, plus an all-girl band, Captain Lee Powers' Tennessee, make its initial sailing up the Hudson June 29.

Complementary shares will be such tried and true commodores as Kay Parsons and Bobby Sanford. Miss Parsons, who last year had the Monmouth Inn season, is keeping her bankroll dry by appearing at the International Casino. Sanford, producing and agenting night club shows, refuses to take out the water wings. Sanford's showboat venture last summer lasted only one week.

In 1936, plans showboats were plowing the waters of and around Manhattan. Prosperity was so pronounced that the fabric dropped to three by 1937. Conditions have not improved since.

In addition to boss Bix showboats, Hudson River Daytime Will have four-piece bands on each of its cruisers but no floor shows.

Boats were unionized last year by the American Federation of Actors, principals getting a minimum of $25 and choruses $22.50. AFA says minimum will be higher this year, probably $30 for principals and $25 for choruses.

CHICAGO, June 17.—American Federation of Actors here placed 4 $30 minimum on singles playing vacation boats in this area. This is the first season AFA is going after these accounts. First to sign was the Cleveland and Buffalo Line, which will take a seven-people show starting today on the lake's cruises on the Great Lakes.

New York spots that signed AFA agreements recently include the New Rochelle Casino, Zig Zag, Little Jack Club in Joliet, and Cocoanut Grove and Dutch's.

AFA, Thru La Tucker, Raps Actions of Four A Committee

Actors' union is ordered to answer charges of non-co-operation and mismanagement in writing by June 24 and to stand trial before International Board July 10

NEW YORK, June 17.—Over the signature of its president, Sophie Tucker, the American Federation of Actors ordered four members of its executive committee appointed by the Associated Actors and Artistes of America to investigate its activities in the form of serious charges of non-co-operation and mismanagement, made public by the Four A's Wednesday and reported by The Billboard May 13 and June 17. The AFA has been ordered to answer the charges specifically in writing by June 24, and to stand trial before the International Board July 10. In the meantime AFA has called a midnight meeting of members June 19 at the Hotel Edison, to mull steps to be taken if the parent international frowns on revocation of the charter. It is likely the AFA will, under those circumstances, go into the Morris for assistance.

The committee's report, incomplete, summarizes its charges in eight groups, most important perhaps being the accusations that Ralph Whitehead, executive secretary, and the Council wilfully thwarted the committee's efforts in withholding pertinent data from it; and that funds were misused and in some instances misappropriated. The committee claimed that the AFA failed to carry out the mandate of the International; that proceeds earmarked for relief of the needy were diverted into channels remote from original intent, such as salaries and purchase of an automobile for the executive secretary; that the union's government is undemocratic in the sense that all Council members were not notified of meetings; that the AFA neglected its jurisdiction in presentation houses and among choruses, devoting its time instead to crews and carnivals; and that the AFA failed to co-operate with the Four-A's on congressional matters for the past year and a half.

The committee devoted the first 17 pages of its report to enumerating evidence in support of its contention that the AFA, under Whitehead, has refused all part of the AFA to give the committee a free hand in examination of records in both the home office and the branches. Miss Tucker defended Whitehead's actions, first as a line of duty performed by a member of the AFA Council, and second, as an effort whereby he sought to protect members whose names appeared, with private property of members and third, to preserve funds of the AFA, which would not have continuanced extending the investigation had it known the expenses thereof would not be its burden.

Against the committee's charges of undemocratic methods of government, the AFA answered: "The AFA has held more meetings of its Council in the past year than any other actors' union and all Council members have been notified either by mail or telephone of all meetings."

In the report filed by Bernard J. Reis, accountant of the investigating committee, there are the following comments:

"Prior to December 31, 1938, the books were kept in a very poor condition. In some cases such as organization expense no vouchers were available. Since January 1, 1939, the books are being kept in an improved manner. We also find that not all of the cash receipts of the organization have been deposited in bank accounts, but that the money so many times have been retained by Mr. Whitehead or by organizers and used to pay expenses."

In supplementary thrust the committee added, "Handling of union funds in this manner is a bad practice. It makes an accurate and verifiable check of union funds as collected extremely difficult and that method of handling funds is contrary to sound principles of handling union funds. Mr. Whitehead himself has on occasions followed that practice. With respect to such moneys collected by Mr. Whitehead, Mr. Tucker, editor of the AFA, has agreed to the following procedure: 'On January 31, 1938, an entry was made in a cash book showing $2,201.66 of members agent and principals. Mr. Whitehead had previously remitted some money.'

Replying to this item, Miss Tucker wrote: "There are no two accountants in the United States that would make the same report on an audit. The last remark is not made to justify the method used in handling our funds. It

(See AFA, THRU on page 71)

But Optimism Prevails After Rains Promise Nice Crop Money

Parks off to good start with spotty returns for circuses and carnivals—operators confident conditions will improve and that harvest prospects mean success

CINCINNATI, June 17.—Outdoor show business is emerging from a period of exceptionally bad spring weather and spotty returns with its usual degree of optimism for remainder of the season. While many fairs have cut into receipts, they have in general apparently assured crops such as will later put the public in a spending mood. In a survey made by The Billboard operators of amusement parks, circuses, and carnivals had no greatly satisfactory reports to make but one sign of a season better than those of the past few years. It appears generally agreed by close observers that State, county and district fairs will do much to put show operators over on the black side.

Parks are off to a good start, despite loss of some week-ends and big days thru sour weather. Altho nothing to shorten a glee about circuses are finding big much better than early in 1938 in numerous spots. Rain, cold and the coal strike have done them no good.

Palisades Is Ahead

"We find business far ahead of what we expected for this summer," said Jack and Irvin Dreyfuss, operators of Palisades (N. J.) Amusement Park. "Gate receipts are 28 per cent over those of last year, which is most certainly encouraging in the face of the New York World's Fair. Situated as we are directly opposite New York, we are happy to report that we have discovered the Fair an aid instead of a hindrance to our business. We have had a break in weather during remainder of the summer. We honestly feel that we will far surpass receipts of our most successful share attendance mark equal to that which the park has made in 1937. We do not attribute early-season success we have had to the Fair, and feel that it will must give the public something for its money. Our policy of free parking, free dancing and free vaudeville, where we present one sensational stage band and one big act each week, apparently has what the public wants."

Herbert J. Gibbs, director of Playland, Rye, N. Y., said, "Receipts are about 10 per cent above last year's thru inclement outings and better weather. Otherwise, business to date has not been very good, partly due to the World's Fair. There is a possibility of improvement after July 1."

Better in Washington

"Despite cold and rain from the opening on April 13 thru the second week in May our gross business up to and including June 12 was $162,000, as against $150,000 for the same corresponding period in 1938," said Leonard B. Schloss, president and general manager of Rock Creek Amusement Park, near Washington. "This gross includes $6,000 received from concessions. Our net is $100,000, as against of $3,500. With having picnic bookings, influx of World's Fair visitors to Washington and splendid business conditions in the nation's capital, I am very optimistic for a much better season than our usual good ones. My only headache is ballroom business thru playing traveling bands at too high a price, but there is consolation in knowing that the ballroom crowd spends money thru out the park. With the prevailing hot

(See WEATHER OUTDOOR on page 63)

Relief Bill To Kill FT Project

NEW YORK, June 17.—According to present indications, passage of the 1940 Relief Bill in its present form will be the death knell of the Federal Theater Project. Bill, which as yet has passed neither the House nor the Senate, would separate the WPA from "subversive influences," and would do away with the Federal Theater Project entirely — no funds being allocated for it. Chances of close of keeping it going.

According to office of Paul Edwards, local WPA administrator, there are now some 2,600 on the FTP here. There would be some attempt to shift these to other projects, but very probably only a small number would be absorbed. Currently, the only project in a position to hold over some personnel is the Historical Records Project, which employs a few hundred.

Should bill pass in its entirety it would be effective as of July 1. Edwards' office already has an order to cut the local project to 2,000.

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Will Be Found on Page 28.

AFM HAS WIRE TROUBLE

Conclave's Talk Centers On MCA-CRA Line Control

Slip of tongue is credited with failure to change present set-up—Weber's eloquence swings convention to permit radio control to remain as is

KANSAS CITY, Mo., June 17.—In former years it was always the bugaboo of mechanical music that concerned the attention of the American Federation of Musicians, but this year, meeting in convention this week at Municipal Auditorium here, it's the problems of the traveling bands, radio dance remotes and bookers that is dominating the discussions. Problems of network wires have been brewing for several years now and dance musicians thruout the country have looked eagerly forward to this convention for some new regulation of the situation. The majority control of lines out of the hands of Music Corp. of America and Associated Radio Artists Consensus of opinion among the delegates was that if it were not for a slip of the tongue by the part of Claire E. Meeder, prez of the Pittsburg local, there would have been a fair chance of a change in the present set-up.

Much to the surprise of both the delegates and AFM Prexy Joe Weber, a resolution was carried out of convention as "favorable" which would give a member musicians' local the right to demand that any network originating in a remote control program played by a traveling band in its jurisdiction, the band shall be broadcast under the same conditions as AFM. Meeder, who was unwilling to subscribe to these conditions, the local shall have the right to prohibit such dance remotes in its jurisdiction.

Resolution was sponsored by the Pittsburgh and Detroit locals. And, the Weber spent the most of Thursday morning of the convention to turn down the favorable report of the committee, opposing the proposed resolution. In speech, it was not until Meeder, in his enthusiasm, crawled out of the resolution he intended to put the traveling bands out of business and Weber was to look over the floor and in his forceful and eloquent manner was able to sway the convention into his way of thinking.

Weber was alone in his opposition to the approved resolution, pointing out that such action might be in restraint of trade since it amounts to telling a band anywhere who the band can and cannot employ. And under such circumstances, would include the Federation in a conspiracy with the radio industry, which has the right to say to band that it will not broadcast. Weber was of the conviction that the traveling name band was made by public demand and not

(See AFM CONVENTION on page 18)

Pay Dupped on Disc, E. T. Work

KANSAS CITY, Mo., June 17.—Modification of the present wage scale for transcription recordings and electrical transcriptions, as recommended by Fred Weber, was approved at the AFM convention. Change amounts to an increase in the present scale.

Prior recordings, scale for dance bands only, pay for symphony orks to be determined by the size board in each case, calls for 630 per man for three consecutive hours recording during any time no more than four 10-inch master (original) records are to be made at $7.50 per man for each additional master made during that time; three-quarters of an hour to be permitted to record and rehearse same. At the same price, three 12-inch masters are allowed in three hours, with $10 additional for each additional master.

To avoid misinterpretation of the present scale for electrical transcriptions ($18 for each 15-minute program and $36 for the half-hour programs), new phraseology has been inserted. Programs cannot be recorded in lieu of a half-hour program, with the proviso, whether it be 15 minutes or a half hour, to be considered an entity in itself.

In addition, convention ruled that no musicians may make recordings which include commercial advertisements, nor are they permitted to make recordings to be used by or for actors as accompaniment for or in connection with their performances. Recordings of musicians made on the spec board. Latter ruling strikes at an attempt to place platters carrying advertisements in music-box nickel machines and at Vocalvione and similar enterprises planning on vende or opera units using canned music for the accompaniments.

Cut Stand-By Fee On Radio Doubling

KANSAS CITY, Mo., June 17.—Feeling that traveling name bands playing radio engagements in a city where they happen to be located are being unjustly penalized in competition to local bands, AFM convention approved the recommendation of Prexy Joe Weber that the present stand-by fee for such work be reduced.

Under the present scale a traveling band must pay a stand-by fee equal to the regular salary whenever their band attaches plays in outside territories. New ruling provides that traveling bands playing commercial radio engagements in addition to any hotel, ballroom or night club job they may be in a town, must pay only 50 per cent of their regular salary as a stand-by fee. Latter is based on the prevailing wage scale in a territory and not on the new salary of the band since most musicians get way above the scale on the commercial shows.

Reduction on stand-by charges will aid considerably the name bands playing air commercials where they go on tour. Many have had to pass up lucrative dates, especially in the summer months, because the stand-by charges made them too high to the sponsor for the pick-ups prohibitive.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's review 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 LEGIT MUSICAL

EUGENE LONING—one of the principals and choreographers of the Ballet Caravan, young dance group that was presented as part of the repertory of the short-lived American Lyric Theater, life staging of an interpretation called *Billy the Kid*, the most powerful of those presented, stamps him as a choreographer who combines humor with dramatic effect and who dips deeply into his subject to arrive at a pictorially colorful and emotionally truthful result. As a solo dancer he is outstanding. Highly recommended for a smart revue both on stage and to perform the ballet interludes.

TOY AND WING—Chinese dance team caught recently at the Pax, Detroit. Thoroly presentable and well costumed. Specialize in tap and an individual feat, short step, adapting all ballroom styles, from tango to waltz, to three steps. They include good, sophisticated satire, and wind up with fast toe-tap, acro and rubber leg novelty. Plenty of versatility make them a real novelty. Also recommended for top night spots and musical films.

also teach general dramatics and intends to install a tele receiver for pupil demonstrations and possibly for paid audiences.

Nebraska Show Legislation

LINCOLN, Neb., June 17.—Nebraska's unicameral Legislature closed last week after a record session of 111 days. Four bills aimed at the film business—divorcement, $1,000 annual exclusion tax, booth-toilet installation measure and Senate bill 300 by chartered names be used in doing business in the state which would have resulted in changed theater billings) were killed.

Measure to outlaw walkathons or any endurance shows was carried to the governor and vetoed. Move to reorganize the State fair board was squashed. Tag of 25 cents per square foot on all billboard space, which would have affected circuses and outdoor postings in general, was killed.

Thru Sugar's Domino

THIS is not meant for those who want to be amused. They had better turn to the comic strips in the dailies. This is not meant for pictocratic, autocratic and morally dishonest union officials. This is not meant to be a slap on the back for employers. This is not more and not less than a fervent plea to actors, performers, players in all branches of the theatrical business in these United States. This is, we beg to emphasize, an earnest plea on our part to the rank and file of the professions of the footlights and girls who are usually too busy with their own troubles and their own struggles to pay the rent and feed their bellies to devote from the familiar pattern of following the leader.

This is a plea to the actors of both sexes and of every variety to stop and think; to stop following blindly leadership that is in most cases unworthy of loyalty; leadership that holds personal ambitions and greed above duty to those who elected them to office and blind faith have kept them in office year after year.

* * *

We beg of actors for their own welfare to rise up in arms against the present leadership of the Associated Actors and Artistes of America; against the leadership of unions carrying their authority from the Four A's; against all of these leaders and, therefore, against the Four A's, for, they stand—not on paper; not with lip service but in their every act every day, they are the representatives of a movement that utterly is based on the present regime in the Four A's and the American Federation of Actors. We would like to confess that it is because in this country we have plenty of writing material for a writing chap who wants to raise plenty of hallelujah. But it isn't. Men in power within the depths of our self we have long been critical of the absurdity, the insanity and the cancer known as the Four A's. We never reached the point, despite provocation, that we publicly said, as we noted, where we could honestly feel that the Four A's has justified its existence. We have never felt it to be anything other than a millstone around the neck of those who have tried to make life better in economic status of the actor; to improve his working conditions and to strengthen his security.

* * *

The monster has at long last reached the point where it is ready to devour those who depend on it for their lives and to make the most loyal, which will be to devour itself. The Four A's is a nest of vicious, distrusting politicians. You can't point out one or two members in the actors' union movement who sincerely trust each other; who are sincerely without malice towards one another; who have succeeded in permitting their personal feelings of pique their brother and sister actors get the best of their concern for their jobs.

The Four A's has become a cancerous growth. We doubt seriously whether it is possible to save from within. We don't even know, whether or not it is saved. We care only about the welfare of the actor and the interest we have ever displayed in the Four A's has been derived from the transitory belief that the welfare of the Four A's is synonymous with the welfare of the actor.

* * *

If that which we charge is true and unexpurgated what can the actor do? Of course, the answer is that as an individual is the most powerful factor

(See SUGAR'S DOMINO on page 38)

BENNY GOODMAN (left) was guest of honor at a luncheon sponsored by the American Committee of the United Jewish Appeal held at the Waldorf-Astoria, New York, last Monday. Eddie Cantor (center) was toastmaster and Ben Bernie, who was one of the luncheon guests, honored Goodman for his humanitarian efforts in behalf of German refugees.

Broadway Beat

By GEORGE SPELVIN

WHEN the film version of *The Mikado* played the Rivoli the theater marquee advertised "Original D'Oyly Carte Co." That's somewhat startling news, even aside from the fact that Kenny Baker is hardly a mustached D'Oyly Cartian and that John Barclay got most of the Gilbert and Sullivan fame from the Winthrop-Ames productions. It's startling because the original D'Oyly Carte Co. operated in the 1880s, and it must be simply wonderful to see all those people, many of whom have been dead for decades, cavorting around in a film made in England last year. . . . Bob Rice, drama tailer of *The Telegraph*, almost had a moment of fame at the World's Fair when the Aquacade barker used one of his quotes in the spiel. The big moment didn't come, though, because the barker attributed the testimonial to "Bob Reed, of *The Morning Telegraph*."

Speaking of the Aquacade, Eleanor La Manna, Eleanor Holm's understudy, was a cashier in a Bronx movie house before her job at the fair. Somebody ought to start a "Look-up-the-face-of-a-cashiers" campaign. . . . Tom Fitzsimmons, the hot-dog tosin' p. a. fotog, is ready to jump in the sack with Lady with Ann Cleverly, Boston socialite and summer stocker. . . . George Hale plans to present his first legit revue in the fall and is open to suggestions on a good title. . . . When band leader-composer Daniel Pomeroy started recording he made sure that the wedding orchestra playing some of his own tunes. . . . Harry Hickman's envelope-cigaret cases are being marketed now, the company having taken Paul Dullzell's suggestion. Having already given out 1,000 cases to friends, just to introduce the novelty. . . . One of the points of argument when the AFA and AFL's World's Fair show committee on working conditions for the girls last week was the case of a showgirl who contracted poison ivy in the show's Sun Worshippers' Garden, where the lassies do carnal Godiva for the boob trade, and who had been tentatively fired because the ivy was an respecter of eye appeals. The union won NTG's pledge that the lass would not be let out. . . . Rene O'Brien, society's No. 1 glamour gal last year, makes her professional stage debut at Mt. Kisco this summer in a play to be directed by Austin Lee. Miss O'Brien will be seen in the role of a maid. . . . Type casting again? . . . Despite the tremendous success of the Sing and Queen's press-agent tour thru America, not one of the papers mentioned what show they're appearing in when they get back to England.

Harry Spear, night club performer, was talking with George Jessel at the Hotel Little Old New York show at the World's Fair opening night, when he noticed that huge audience for the Bowling Green show was getting out of hand and demanding that Eddie Cantor and Burns and Allen appear. (Cantor and B and A were advertised as guest stars, made their appearance earlier in the evening and had left.) Spear hopped on to the platform and started to kid the audience. "If you want Cantor, I'll give him to you" at that then did a Cantor imitation. He did impersonations for 45 minutes until the crowd was completely satisfied. Executives of the show saw him and hired him the next day for the run of the show.

New Paris Sex Spot Startles Even French

PARIS, June 13.—Felix Sonon has opened a new Montmartre music hall, "Sex Appeal," with the sexiest sex show ever shown in Paris. The opening bill, by Michel Perret, has the nice, easy-on-the-ear title of *Fermentine*, which will make a b.-o. success and will appeal to the visiting firemen during the tourist season, if the local chapter of the WCTU doesn't interfere.

Forty-seven grands of petite blondes or brunets, in all degrees of nudeness and color, mostly delicate light sun tans, heavy tans and pink. G-strings have been left in the dressing rooms. Comedy and blues singers, lively tap and ballroom dancers show their stuff between gay scenes by the entire company.

To mention a few names: Lunette Estevez seems to lead the "Joy Brigade" with Gaston and Andrée; Andrée Perkoch sonorous; Cecile Alex, songs and sound effects; Paulette Pradier, dramatic and gesturing, has the boys frothing; Coby Hoest, imitations, and 40 others doing turns to amuse an excited audience who can imagine they are seeing something real from *The Thousand and One Nights*.

The entire female troupe seems to take greatest pleasure in making life as miserable as possible for the only male member, Gaston Bruyere, who can sing with a remarkable baritone when they leave him alone long enough to perform—since seen by your correspondent he didn't crack, but human nature has its limits.

G. M. Chambers.

NOW they come in droves to HEAR the fair!

CAPT. ABNER P. (for Profits) DAVIS started something. Last winter you remember, the Shows Bearing his name rolled into the southern fairs wired for sound. Biz was so good other acts and even the concession boys were quizzing Capt. Abner. They discovered—as you will—that Cap's 70 to 100 watt Lafayette Sound System is ideal for fair, circus or carnival. It's powerful, versatile, built to last and priced low. In three words—manna from heaven!

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"TA A BUST"---ROSENBERG

Head of Musicians' Local, in a Story Written for The Billboard, Suggests Joint Council and More Stringent Benefit Regulations

By JACK ROSENBERG
(President Local 802, American Federation of Musicians)

Fully aware of the serious inroads benefits are making upon the earnings of performers, and cognizant of the fact that Musicians' Local 802 is one of the few organizations which has been able to adequately control and administer the situation, I appreciate that opportunity to express my views on the general subject of benefits.

No one would think of classifying musicians among the "Merchants of Death." Nevertheless, it is true that we, like physicians, must make our living to some extent from the misfortunes of others. Benefits and charity performances have always needed the services of musicians. A good part of the musicians' income, therefore, has been regularly derived from this source. In those times of economic stress, when charity and benefit performances have become so numerous, musicians from this type of work have increased so that now it amounts to $300,000 to $500,000 per year in this city, a large portion of our members' annual income from single engagements.

The musicians playing charity performances are not ghouls—they would like to help the unfortunate as much as live in their power—but, like physicians, they must charge for their services. They are men who have families to support and, in many instances, depend on the fees for three days of work per week they can secure at performances of this nature. Asking them to donate their services for one evening is equivalent to asking them to donate one-third or more of all their weekly earnings, small as these are.

Where, therefore, the Local receives requests to permit musicians to donate their services at benefits, the matter is taken up by our Executive Board, which permits members to perform gratis only in the rare of the most urgent and outstanding causes. In practice, about one such request out of 20 has been approved. This is often the key bonsil of a string of benefits. In some cases, it is a most desirable and worth-while project is under consideration. The Local finds it difficult to call members to work overfrequently without compensation, in which event the Local will pay musicians. Infrequently, these bands, the Local prosperous group in the profession, are permitted to appear gratis, but only on condition that some other orchestra is hired and paid.

The Local has also granted permission for musicians to donate their services occasionally to sister unions holding benefits for their funds, but in the main, such cases are few. This plan of action has worked to the satisfaction of all.

Other unions in the amusement industry have organized themselves with Theater Authority, which was set up to handle benefits for them. It serves the purpose to try to explain away or minimize facts that are known to every observer of the theatrical scene. To put the matter bluntly:

1. The administering of benefit shows today is as badly done that it is undermining the blood of performers.

2. Performers, already faced with a dwindling field of employment owing to mechanization and increased use of canned entertainment, are digging their own graves unknowingly by being the means whereby benefits are promoted.

3. The performer unions, in their fealty attempt to protect and regulate benefits so as to do away with exploitation of talent, have failed miserably—so much so today there are just as many benefits as ever before.

4. Theater Authority, an organization set up with the express purpose of controlling and regulating benefits, has become an integral part of the benefit promotion plan and has made the promotion of benefits by giving the "go" sign to almost any organization willing to part with a sizable percentage of its take.

Despite the serious nature of these charges, no authority in the entire theatrical union field has ever come out in print denouncing the existing set-up. The silence, coupled with the fact that no organization would respond to the discredit of its own administrative set-up, is an excellent benefit machinery. Performers themselves are too afraid to speak out lest they are being gimmicked. A sucker is the last to admit it.

The musician being essentially a performer whose services are in demand at benefits, the Local has had ample opportunity to watch the parasite growth of benefits. It has had the courage to realize they are the curse of the show business and is now in the position to set up a controlling system whereby charitable functions, instead of degrading a musician's earnings, greatly add to his own total of profitable employment. Musicians of Local 802 earn between $300,000 and $500,000 a year from playing at benefits which has that angle. To grasp immediately the enormity of Theater Authority's set-up, it is necessary to realize how much money performers are losing thru Theater Authority's hopelessly inadequate "supervision," it is only necessary to compare this figure with the record-breaking "take" of $18,000.

This union, which should be rolling in wealth, is divided among the seven theatrical organizations which are members of the Theater Authority. Money, in turn, use this insignificant sum for performer charities.

Local 802 contributes approximately the sum of $11,000 per week in administering unemployment relief to its members. This total, of course, is a failure. It is the the hands of one individual whose activities have put a stamp of approval on benefits in the eyes of performers and the public. TA's investigations are a farce and the approval of benefits is ruining millions of dollars' worth of club date business every year. For a 15 per cent handout, almost any organization promoter can get TA's okay.

Figuring at the rate of 175 club dates with benefits made in Local 802 in New York, and figuring that these employ 15 musicians each at $14, with dance union musicians each at $14, with dance union musicians each at $14, with dance union

order to do this, benefit applications would have to be in the hands of the Council long in advance of the actual date of the affair. Should this set-up be administered with the same severity and foresight as that with which the local 802 Executive Board handles the problem, has actor will make real money out of benefits—as the musicians does now—and, moreover, the charitable organizations will be gaining thereby.

Prez administration will also wipe out the unwarranted resentment among the public against musicians, stage-hands and other unions which demand pay. The public cannot help feeling musicians are gold-blooded when actors are willing to work for nothing. What the public does not realize is that, whereas outstanding performers at least get publicity on occasion from benefit appearances, the musician who sits in line pot is an anonymous necessity as far as the public is concerned.

AFA, THRU—

(Continued from page 1)

is made to show that the lack of considerations being given by the examining committee in establishing a report to be made public including such remarks."

Under the analysis of the benefits, the auditors pointed out that in connection with the Third Annual Benefit in 1937, "all advertising has been charged for with the exception of page 9 devoted to Sophie Tucker. There is a similar page devoted to Rudy Vallee but payment of $100 has been recorded for this page."

AFA was criticized for mingling with its general accounts moneys raised from benefits. "The books show that up to February 28, 1939, not one penny of that money ($116,00.56 net proceeds) was ever lined for relief purposes. In fact, as of February 28, 1939, the AFA had a bank balance of $6,983.69, but this included $6,833.69 of the moneys from charity benefits, so that if the charity money had not been intermingled with the general funds the AFA, as of that date would have shown a cash deficit of $2,850.37." Two weeks later, on March 13, the "AFA paid Mr. Whitehead $1,700 toward the purchase of a new automobile to replace the one he had previously used. Thus the payment to Mr. Whitehead of $1,700 for his car, however necessary this car may have been for the business of the unions, was made out of charity funds that should have been devoted to the needy and sick actors." No explanation has been made by Mr. Whitehead or others in his office as to why, in these five years of existence, the AFA did not see fit to dispense the relief money in its treasury.

Miss Tucker's answer to this point is: "That is not true. We have distributed upwards of $12,000 of the AFA's share of the Theater Authority money and your auditors, in their examination, must have given you a true report as it appeared in my records. The auditors' report shows that AFA received since 1936, $6,000 from Theater Authority." Miss Tucker added: "The auditors' report claims that moneys secured by AFA benefits shows with the general funds. The committee does not like the 'commingling of funds' and the 'general business funds.' An AFA committee of three is now working on ways to segregate our charity fund with the Sophie Tucker hospitalization fund, which already has accumulated some $4,000. I hope that this change will please the Prez Administration."

Still taking the AFA to task for the manner in which it conducts its financial matters, the committee auditing discussed the Death Benefit Fund. "Death Benefit Fund is not a separate account, but the death benefit assessments are mingled with the general reserve funds in this account. Death benefit stamps are not numbered, and the administration of this fund does not possess the necessary safeguards. There is no check on the death benefit stamps that are printed." Then the accountants showed that 13 members of the Council were in arrears in their assessments. With the exception of a half-dozen, Council members are also delinquent in payment of their dues. Miss Tucker does not listed as paid only to February 1, 1939, and her death benefit assessments in arrears 18 to 19 months.

As of April 1, 1939, the following Council members were listed paid up in dues: Harry Richman, honorary life member; J. J. Brady, Peter J. Byrne, Walter J. Diggs, William Donahoe (Jed Dooley Ellis Gary Owe Vaa, Rudy Vallee, Ralph Whitehead. Life members who paid $100, Hal Williams, life Magicians' Life member; Jessie Bobbs, Charles Bloomfield T. D. Brown Sr. This group is now owing either in the death benefit assessments.

Report showed that there is a total of $16,124.87 in the Death Benefit Fund and $9,247 in the Death Benefit Reserve Fund.

Further fault was reported in the AFA benefit records when in November, 1935, Theater Authority asked for an accounting of the $1,000 turned over to the union. Whitehead reported that $340.06 was paid to 32 people, and that the AFA deducted 33 per cent or $132.76 for administration. Auditors challenged accuracy of the statement, maintaining that 27 persons received only $407.87, and that $134 had been disbursed prior to receipt of the moneys to persons in the employ of the AFA.

Defending the expenditure for the automobile, Miss Tucker stated: "That portion of the report does not fairly state that up to the time that automobile was purchased the executive secretary did everything in his power at the lowest possible expense to carry on the affairs of the organization. The report does not include the fact that that automobile was vitally necessary in the performance of services to our various branches and was used for the purpose of limiting the expense of traveling by making it possible to carry more than one representative to the cities where work had to be done. The car has saved money for the AFA and has been a great strain on Whitehead and other organizers who should be using railroads to conserve strength." Financial report then an additional $1,820.29 for year ending 1938 and $481.08 for year ending 1939 as gas, garage and other expenses for the car used in Whitehead's organizational trips.

Miss Tucker taken personal exception to committee's summation that, "Whatever responsibility exists rests upon those executives on the payroll of the AFA who are instructed by the ruling committee to handle the moneys collected to in this report." "Such a conclusion, and she can only conclude one thing—that the report of the committee expects that the accounting therein is only towards our secretary, Ralph Whitehead, the branch representatives and the executives. While expecting that they are destroying the faith of our benefit contributors, the International office."

Anything that effect, the International Board issued a public statement setting notice on all employers, managers, agents and producers that no existing contractual relations with the AFA or its affiliated branches will be valid, and the performers will be tolerated, that Council will not sanction the granting of any charges and specifications as an excuse for breaking contracts with actors or its membership in any way, all branches of the Four A's will unite in the boycotting and withdrawal from organized such persons."

To put in supplementary release, Miss Tucker challenged the Four A's themselves to submit to investigation by the Executive Council of the American Federation of Labor. She had proposed that at a meeting of the Four A's Monday, but her motion was not seconded. Discussing her remarks, she said: "I present the indictments made against all of us and particularly Whitehead contained in this report." At the board meeting, she attacking presence of four attorneys in administration of Brady's affairs.

Statement of account for the AFA since its charter was issued March 22, 1934, follows:

Cash receipts:

Dues paid by actors and chorus, $119,—200.26; Initiation Fees, $83,431.29; Charges and Specifications, $43,210.00; Contributions and Helpings, $3,316.71; Duplicate Cards, $3,973.75; Benefits, Shows and Parties, $15,100.56; Rental of Rooms $3,125.00; Sale of Bonds $13,255; Miscellaneous $3,048.88.

Total $224,916.88.

Disbursements:

Salaries:

Secretary: Year ending February 2, 1935, $3,350.40; Year ending February 28, 1936, $4,073.00; Year ending February 28, 1937, $5,900.00; year ending February 28, 1938, $5,610.00; year ending February 28, 1939, $6,100.00.

Total $25,033.40.

Clerical, $22,334.40; organizers, $23,—332.98; Organizing Expenses, $32,841.85; Money for Aids, $47,980; Branch Expenses, $40,894.28; Rent, Telephone and General Overhead, $42,881.86.

Total Disbursements, $207,272.75.

Net Receipts, $17,341.30.

Summary of net receipts (AFA fiscal year ends February 28): 1934-35, $1,—035.56; 1935-36, $6,018.14; 1936-37, $6,—[illegible]; 1937-38, $16,804.46; 1938-39, ($6,[illegible]), $17,341.30. Total Net Receipts, $17,341.30.

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20,000	9.75	60,000	14.95	100,000	20.00	500,000	78.00
30,000	9.85	70,000	15.65	150,000	27.25	500,000	78.00
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Beautiful Attractive & Colorful Individual
WINDOW CARDS and POSTERS
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17x28 Cards, 3 Col. 100 $5.00, Each 100 $4.00
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MATURAL WIGS
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Goldfeather guaranteed or money back. Catalog free.
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HITS AND FLOPS IN RADIO

By JERRY FRANKEN

Percentage of 1939 Flops Less Than Last Year; 17% Excellent

NEW YORK, June 17—Based on 108 network commercial program offerings available this past radio season (September, 1938, to date), radio maintained a better average for successful shows than in the preceding corresponding period. The shows are rated by *The Billboard's* radio staff as hits, flops and in-betweeners. Naturally, the entertainment quota of the shows is the standard by which they are judged, meaning that a flop show, as rated here, may have done a good selling job by virtue of contents, merchandising and other factors bearing on sales. Eschewing the sales end, only the show business phase is considered in this analysis. Daytime shows are not covered, primarily because so many are serial shows.

Letters following the program are keyed as follows:

E—Excellent; G—Good; B—Bad. Combinations of letters indicate the show is rated as between the two ratings. Thus, F-G means the show is better than Fair, but not quite Good.

Analysis shows the following results:

Programs rated E—18, for 17 per cent of total.
Programs rated G plus—4, for 4 per cent of total.
Programs rated G—28, for 26 per cent of total.
Programs rated F-G—19, for 18 per cent of the total.
Programs rated F—24, for 22 per cent of the total.
Programs rated B-F—4, for 4 per cent of the total.
Programs rated B—8, for 7 per cent of the total.

There were two institutional programs (I) which were not given any rating, also some institutional shows were rated.

If during the season a program shifted networks it was counted only once. If a program was on both simultaneously, it was counted only on one.

A number of programs rated in both seasons are here on the air for different sponsors. Typical are *Hobby Lobby*, *Professor Quiz* and Ben Bernie.

CBS Commercial Programs

Sponsor	Program	This Year's Rating	Last Year's Rating
American Oil Co.	Edwin C. Hill	F	
American Tobacco Co.	Your Hit Parade	B	B
Tapered off somewhat but still a potent program.			
American Tobacco Co.	Sophie Tucker	F-G	
American Tobacco Co.	Kate Smith	G	
American Tobacco Co.	Matty Malneck	G	
Sponsored by American Tobacco, American Chicle and Cigaret Co. Malneck started only recently, succeeding Eddie Duchin. Too early to tell, but rating so far is no better than F.			
Atlantic Refining	Football	G	G
Bayer Co.	Second Husband	F-G	
Brown & Williamson	Sid Hudgins (Serial)	F	
Campana Co.	First Nighter	F-G	F-G
Same old hokey drama, by way of Dixie.			
Campbell Soup Co.	Amos 'n' Andy	E	G
Last year's rating is lower, the team still a powerhouse.			
Campbell Soup Co.	Orson Welles	E	
Program has done a top audience building job.			
Chasebrough Mfg. Co.	Jean Hersholt	G	
Strong dramatic entry.			
Chrysler Mfg. Co.	Major Bowes	E	E
Old Man Brew and the Major keep on rollin'.			
Colgate-Palmolive-Peet Co.	Odna Slattery	G	G
Crime doesn't pay, except when sponsored.			
Colgate-Palmolive-Peet Co.	Jim McWilliams	G	
Continental Baking Co.	Jack Haley	F	
Series wasn't improved.			
E. I. du Pont de Nemours Co.	Cavalcade of America	F(I)	F(I)
Ethyl Co.	Tune Up Time	F	
Ford Motor Co.	Sunday Evening Hour	E(I)	E(I)
General Foods Corp.	We the People	G	G
General Foods Corp.	Kate Smith	E	E
Packing a weekly wallop, change in time should build audience.			
General Foods Corp.	Joe Penner	G	
General Foods Corp.	Joe E. Brown	F-G	
General Mills	H. V. Kaltenborn	I	
Griffin Mfg. Co.	Time To Shine	G	G
Compact musical.			
Gulf Oil	Screen Actors' Guild	B	
Household Finance	It Can Be Done	F	F
Don't try, man, it's just poetry.			
Hawaiian Pineapple Co.	Phil Baker	F-G	F-G
Baker still an in and outer.			
International Silver	Silver Theater	F	B
Maybe it's just that you get used to this show, but it barely rates F.			
Lady Esther Co.	Guy Lombardo	F-G	G-F
Lambert Co.	Grand Central Station	F	F
The old hokeroo, also barely rating F.			
Lever Brothers	Radio Theater	E	E
Lever Brothers	Al Jolson	E	E
Show goes down to F after Dick Powell succeeded Jolson.			
Liggett & Myers	Burns and Allen	F-G	G
Liggett & Myers	Paul Whiteman	E	
P. Lorillard	Hollywood Screenscopes	B-F	
P. Lorillard	Bob Benchley	F-G	
Benchley has been erratic.			
Mobil Inc.	Bob Ripley	G	G
Monsanto Chemical Co.	Professor Quiz	G	G
Still a strong show, but not up to E standards.			
Pet Milk Co.	Saturday Night Serenade	F	
Procter & Gamble	Jimmie Fidler	F-G	
Or as Jimmie would say, about two and a half bells.			
Procter & Gamble	Knickerbocker Holiday	B	
Pure Oil	Red Grange	F-G	
Specialized appeal, and plugs for those supplements.			
Ralston Purina Co.	Inside Story	F	
R. J. Reynolds Tobacco Co.	Benny Goodman	F-G	G
R. J. Reynolds	Eddie Cantor	G	G
Texas Co.	Star Theater	F	

Sponsor	Program	This Year's Rating	Last Year's Rating
Names on this show get it an F rating. With the budget taken into consideration, the show is really a flop.			
U. S. Rubber	90 Men and a Girl	B-F	
U. S. Rubber	Pick and Pat	F	
Wm. Wrigley	Gateway to Hollywood	F	

NBC Commercial Programs

Sponsor	Program	This Year's Rating	Last Year's Rating
American Tobacco (American Cigar and Cigaret)	Eddie Duchin	G	G
American Rolling Mill	Armco Band	I	I
American Tobacco Co.	Ray Noble	E	G
Anacin Co.	Easy Aces	G	G
Still one of the best 15-minute shows.			
Bayer Co.	Album of Familiar Music	F	F
Bristol-Myers Co.	Fred Allen	E	E
Top wit of show business.			
Bristol-Myers Co.	For Men Only	G	F
An improved offering.			
Brown & Williamson	Tommy Dorsey	G	G
Brown & Williamson	Plantation Party	F	
Brown & Williamson	Avalon Time	B	
Canada Dry	Information Please	E	
What did you expect if not E?			
Castration Co.	Contented Hour	F	F
Chase Service	Musical Show	G	G
Summer Products	Paul Wing	G	
Summer Products	Battle of Sexes	F	
Firestone Tire	Voice of Firestone	G	G
Fitz Naphtha	Hobby Lobby	G	F-G
F. W. Fitch	Sandwiches	F-G	
General Electric	Hour of Charm	F-G	G
General Foods	Good News	E	E
General Foods	Jack Benny	E	E
General Foods	Al Pearce	G	E
Grove Laboratories	Fred Waring	G	
Grove Laboratories	Walter Woolcott	G	
S. C. Johnson & Son	Fibber McGee	G plus	G
S. C. Johnson & Son	Hollywood Playhouse	F	
Kraft-Phenix Corp.	Bing Crosby	E	E
One of radio's best three tidbits.			
George W. Luft Co.	Emily Post	E	
Good idea, very bum show.			
Manhattan Soap Co.	Jack Berch	F-G	
Miles Laboratories	Barn Dance	G	G
Miles Laboratories	Uncle Ezra	F-G	
Comb the corn outa your hair.			
Musterole Co.	Carson Robison	F	
Pacific Coast Borax	Death Valley Days	F	F
Penn Tobacco	Vox Pop	F-G	G
Pepsodent Co.	Bob Hope	G plus	
One of the bright comedy spots of the season.			
Phillips Chemical Co.	Waltz Time	F-G	F
Princess Pat Ltd.	Tale of Today	B-F	B-F
More hokie.			
Quaker Oats	Tommy Riggs	F-G	
Radio Corp. of America	Magic Key	G plus	G
Sherwin-Williams	Metropolitan Auditions	G	G
Standard Brands	One Man's Family	E	E
No. 1 show of its kind.			
Standard Brands	Rudy Vallee	G	E
Show has fallen below standard, but should get back.			
Standard Brands	Chase & Sanborn Show	E	E
Sun Oil	Lowell Thomas	G	G
Vick Chemical	Beth Parker	B-F	
W. B. Williams Co.	Warden Lawes	F	
R. L. Watkins	Manhattan Merry-Go-Round	B	B
Welch Grape Juice Co.	Irene Wicker	B	B
J. B. Williams	True or False	F	F

MBS Commercial Programs

Sponsor	Program	This Year's Rating	Last Year's Rating
Barbasol	Gabriel Heatter	G	G
Bayuk Cigars	Sam Balter	F	
One of the best of the sports commentators.			
Co-Operative Merchants	Gangbusters	F	F
Co-Operative Merchants	True Detective	B-F	
Co-Operative Merchants	Show of the Week	G	G
Co-Operative Merchants	Famous Jury Trials	F	F
Co-Operative Merchants	Moonbeams	F	
General Mills	Curtain Time	F	
Gordon Baking	Lone Ranger	G	
Ironized Yeast Co.	Good Will Hour	F-G	F
Kellogg Co.	Tim Healy	F	F
Philip Morris	What's My Name?	G	G
Philip Morris	Game Where?	F	
Philip Morris	Brewing Along	F	
A recent entry, pointing now toward a rating of F.			
Schaefer Pens	Lifetime Revue	F	
Aired only three weeks. In Christmas biz drive.			
Sensation Cigarets	Don't You Believe It	F	
Sweets Co. of America	Smiling Jim	F	
Serial.			
Wheaties Corp.	Dorothy Gordon	F	
Wheeling Steel	Musical Steelmakers	F(I)	F(I)
Wayne King.			

Talking Shop

By JERRY FRANKEN

Change of Plan

What I started out to do was to swipe the idea used by Jacque Barr, The Billboard's dramatic editor, on his column published last week. It is thanked the various actors, playwrights and others responsible for the jobs they did on sets for the various good jobs they have done, naming the individuals one by one, as is his and my custom. When I started thinking about it, the, it impressed me that, applied to radio, the idea would produce a rather angry column, is would amount principally of thanking people for jobs known to the trade for any number of years as being outstanding jobs. There may have been a few new names, but they would have been a microscopic minority. I'd thank Ben Alexander, Jack Benny and Arturo Toscanini and Red Barber and Jim Dandridge and others, but, unlike a similar column about the theater, the bulk of the names would apply just as well to a radio season any number of years back.

This, in turn, led me to think of a remark made to me the other day by a network talent man who said that it was quite a bit of activity for this time of the year in comparison to what it was the fall. I asked him whether there were many new names and he said would the same shows and, largely, the same people, involved, regardless of talent, and said, "The same old stuff." A lot of the same old stuff bears repetition; much more of it doesn't.

To come to the point, then, I wonder why there may not be more talent shifts into radio and why new shows ideas seem so scarce. This may be one reason, in my part. But radio is one of the liveliest and most fluid of all entertainment mediums. Next to telegraph it is like Joe Louis compared to a new-born, just the opposite of everything, from Frank Crosby to Coast with struggling experimental half-hours, and, in the middle of fact, one such experimental outfit led to one of radio's greatest stars, Orson Welles, who came without offer or from the Mercury Theater. Perhaps it has weren't get to this stage until it must struggle for its existence, as the theater has.

I don't hold with those who decry 39 much commercialization, because it came in a deluge. This is all right, since it simply means that the best talent would find its own level in radio more quickly and stay there, as a permanent part of the radio picture, rather than with thousands of people trying to peddle ideas to radio, thousands of good novel ideas and some good program ideas among them, but thousands of them agreeable and crackpots.

Naturally the radio industry should be primarily responsible for new shows. I think it's perfectly reasonable for advertisers to want to hit on a radio show to want something of a guarantee of success, rather than, with good blockbusters, into experimenting. The programs that are successfully sponsored today will be the ones they sell tomorrow.

Quite likely there will be claims made that "if it's so easy why don't you think up a program of your own?" That may be a defense but it's not adequate. In the first place the mind of a newspaper man, such as it may be in this case, doesn't think along the lines of a trained to, any more than a program of talent thinks of news stories, or a man trained along those lines and whose minds have been adapted and directed toward such effort is should be comparatively easy.

CBS Tickets Shirley

NEW YORK, June 17.—Columbia Artists artist bureau, Jerry Shirley, is due to manage Tom Shirley, announcer and actor, Monday (19) for appearance in *Adirch Family*, July summer show, he will continue to announce *Just Plain Bill*.

SESAC Renews with NBC; New Ticket Runs 5 Years

NEW YORK, June 17.—Society of European Stage Authors and Composers (SESAC) has inked its new contract with National Broadcasting Co., permitting the network said owned and operated stations use of the entire SESAC repertory of 1,000 compositions. Pact, which broadcast SESAC music on their own time have a separate license.

Contract is essentially the same as the old, and runs for five years. For past seven months, SESAC had allowed NBC to operate under terms of old contract, while negotiations were in process for the new termer.

A Band's Best Bet Is for a Cigaret

NEW YORK, June 17.—Band bookers and ad agency men, as well as orb leaders, say the best commercial bet for a band leader is a cigaret commercial. They point to Benny Goodman for Camel, Eddie Duchin for Pall Mall (Matt Malneck has taken over) and others. They say most other commercial shows, such as Jack Benny's and Allens, show a band under completely, while the Goodman and Allens make up for this by their draw.

Principal reason for most cigaret shows aim at the younger crowd, a clientele which makes most bands.

No Cuffing Air Ticket Holders So Vallee Fair Broadcasts Off

NEW YORK, June 17.—Expected Rudy Vallee broadcasts from the Paradise Club have run head-on into trouble, developments this week revealing fair authorities refuse to permit radio ticket holders to pass free thru the general admission gate. Richard Brandt, Vallee's sponsor, on the other hand is unwilling to pay audience admission to his show—there being some 1,000 seats. At the 75-cent charge, this means to $1,125.

World's Fair authorities hold to the theory that audiences limited by radio broadcasts must pay admission to the fair, after which they can use the radio there as they can see any other exhibit. Departure from this policy, they argued, might flood the fair with thousands of cologne-tie-and-tuxedo-clad men who unobjectively take a gander at other exhibits.

Fair has had Westinghouse and Penn Tobacco-sponsored shows, but in the main radio programs emanating from there are either amateurs or one-time shots. In instances like the Vox Pop show and others, audiences are recruited from the metropolitan area, thus fair grounds. Fair stresses, the, that each radio broadcast is limited to one show its individual problems.

Prior to the fair opening certain sponsors, including Ford, bought blocks of tickets at reduced rates for the use of company employees.

Before and shortly after the fair opened it was reported that radio commercial radio programs would emanate from the Flushing grounds, but despite the situation changes radically it is now almost certain there will be very few. In addition to the fair's policy of not admitting free ticket holders, without charge there is the problem of additional fine charges sponsors have to pay for fair broadcasts. Ticket prices returned from the Coast three weeks ago it was reported that they would be free for the fair several times. There was also a possibility that Rudy would be offered being Chase & Sanborn's show cast during the exposition. Both possibilities are after a headache with tickets when the show was cast recently this is now thought to be out.

Mutual Deal Gives Net Southeastern Coverage

NEW YORK, June 17—Mutual Broadcasting System radio network this week showing it will be able to offer southeastern coverage of its fall line starting on the phase of coverage for a long time, but wire costs hindered progress. Deal was worked out by Fred Weber, Mutual general manager who arranged the hookup with the 16 stations all in North Carolina and will probably be used by the Mutual Southeastern stations to join Mutual.

Stations are: WBT, Charlotte; WRAL, new station in Raleigh; WAIR, Winston-Salem; WSJS and Reidsville; WSOC is an NBC Blue affiliate.

Easy Ace to Tour Texas; Goodman Denies Rumor

HOLLYWOOD, Calif., June 17.—Goodman Ace, radio writer, is reportedly joining the talent on Texaco's Star Theater when Fred Allen goes on the fall. It is said this act may replace Alexander Woollcott, who has tried out on three programs.

Bert Gardner, who recently handled *This Is New York* on CBS, has replaced Bill Bacher as Texaco's director. He'll trouble shoot.

NEW YORK, June 17—Goodman Ace, radio writer, told *The Billboard* Friday that there was no truth to the story he and Mrs. Ace would go on the Texaco program. Aces are under contract to Amalgamated.

Radio Talent

New York

By JERRY LESSER

BRICK DISQUE JR. writes and produces the new CBS daytime NBC Blue show, *By Kathleen Norris*, which is a dramatization of her book *Mother*. It's a serial, now a new technique. On each fade out and fade in, the character Cast changes, the cast of characters includes ARLINE BLACKBURN, TED DONAHUE, MILDRED BAKER, LAWSON ERIPE, FLORENCE MALONE, ELEANOR AUTAGH, CARL FRANK, ELEANOR RUNICE HOWARD, . . . CHARLIE CHAPLIN, . . . appeared in the fifth time on *The Aldrich Family* in the character of George Riglow . . . Mr. and Mrs. JIM NOAH celebrate their 20th wedding anniversary June 29 . . . Kathleen Norris, the author, about again after having been knocked down in the hospital for the past two weeks; stitches in his face and forehead, but recovering and will have no scars. We certainly hope they are right, as DON has a brilliant future ahead on radio, movies and pictures . . . Mrs. NOAH, young actress who appeared with HEN, and Mrs. JIM NOAH, ANDERSON in *The Old Maid*, now portrays the role of Mrs. Nelson, the grandmother, on *Life and Loves of Dr. Susan*.

*Percy Hemus, ex-N. Y. radio actor, now in Chicago continuing in his role of the Old Man on Lum and Abner this show, is visiting there this week . . . Certificate of merit, outstanding stage actor, is also a concert cellist and is responsible for the recent hit *Video Bee Bonnie*, a sister of the Old Maestro . . . Ann Lowe Alexander plays the lead on "When a Girl Marries." Others in the cast included John Kelly, Ed Jerome, Friedrich Feodoroff and Charles Paton . . . Harlan Hervey, Billy Quinn and Joan Friedell . . . Jack Benny in the annual vacation from Cincinnati. He is with WLW. . . . Jack Mossman, CBS producer of "The Goldbergs," has opened the artist' yachting colony at Lake Hopatcong, N. J. . . . Big August in this Tom's newspaper, June 19. . . . George Brown Jr., of "Don Sardesky's Daughters," lives in a cottage in Bayonne, New Jersey, but he owns two in California, one a Spanish type and the other an Italian Villa. . . . James Melton likes to cook, "especially spaghetti, (Mine is beef and kidney stew.)*

FRANK LOVEJOY, radio actor, meeting his wife, Jane WILLIAMS, the singer, next week . . . A new script show, *The Jones Family*, makes its first appearance on CBS July 7. . . . ED GARDNER, radio director, who made a hit with his character of Archie on *This Is New York*, has a new one. . . . ED BYRON takes over the directing and production of *Mr. District Attorney* when that show goes commercial next month . . . Word learned from a friend who recently returned from the south, that if you rub cocoanut oil on your skin before sitting in the sun you'll look like a native in short order without burning. . . . CASPAR HEARDON, noted radio harpist, has signed with the Philip Morris in July, playing a piece especially composed for him by Jerome Kern, with show the various stages of harp music from classic to jazz. . . . Jerome Kern's Schaefer beer has renewed FIELD MARSHAL of the Texas Rangers and AL and LEE REISER, JOAN BRITTON, the THREE SUTTERS and BUD COLLYER. . . . ELSMORE VINCENT, who used to do Senator Fishface on NBC, has moved to live on the Coast and has settled in Laurel Canyon, Hollywood. In addition to working on film deals, he has a new air character lined up, "Hollywood Newspaper Columnist." VIC CENTER's strutting partner, DON SIMON, is now announcing for FRED ALLEN. ELMORE headlined at the Salt Lake City Roxy week of June 15.

Chicago

By HAROLD HUGHBERT

HAROLD STOKES and Lawrence FAGLEMOS of the WGN studios, opened a new high-hat spot Thursday evening, and have named it *Le Chateau*. . . . GARRY MOORE, "interlocutor" on the Fitch Bandwagon show, is back in Chicago after a NBC division here a couple of weeks ago to confer with execs on the Fitch MAN'S show. . . . Several Chi radio artists have joined the newly formed Catholic Performers' Guild under guidance of Father E. V. DALLERY, a NBC, Paramount and Chicago Theater. Program are afraid now that the town of Winnetka, Ill., will not be big enough to accommodate the mobs expected for JACK BENNY'S personal appearance for shving his last Jello broadcast of the season and the pressing of his new pic opus "It's About Time." Present plans call for showing the pic simultaneously at all four houses in the town, but this may not will be pressed from stage of Genesee Theater. Chamber takes place next Sunday.

Lester Damon got an acting assignment on a new show on NBC's network, "Thunder Over Paradise," which was originally slated to be a show called "Never See Sunset," but some author had beat him to that title guess ago. . . . Ray Wilson, producer and writer at WJW in Cleve, dropped into Crown Jewel one day last week and he used to be with WBBM here. . . . The Parkside Hotel, Cedar Rapids, Iowa, stepped returned to the WJJD air waves Saturday to replace the Cumberland Ridge Runners who has been for three seasons. . . . Leonard Hatton, writer of the "Inside Story" scripts, used to do the radio versions of Joe Palooka. . . . Ada Card, daughter of Fred Sullivan and Katherine Card, radio thespians, is now in Hollywood. . . . AFRA's free air ride to the New York World's Fair Sunday with Singer Sherry Bailey to take advantage of her luck.

TELEVISION POSSIBILITIES

Following list of names is suggested by *The Billboard* staff as television-worthy, viewed from the standpoint of a one-time test. One much group was suggested several weeks ago, another was listed shortly:

JOE E. LEWIS—Top-flight nitery name, now at Hotel Astor, Boston, Mass. H. Mistelal would probably need bleaching for this.

ANTOINETTE—Prop cow act, caught at Leon and Eddie's, New York, recently.

THE JIVELYS—Crack balancing team, from vaude and night clubs.

RICHARD HAYDN—Light comic, recently on the Vallee show, but basically a slight act.

MILT HEARTH TRIO—Musical comic material on the Hearth trio.

THE NELSONS—Vaude marionette act.

HAPPY FELTON—Entertaining hand act.

TELEVISION REVIEWS

Reviewed Wednesday, 8:30-9:30 p.m. (EDST)—Variety, using Bug talent. Reviewer: on RCA Television Receiver, Station—WZXBS.

Time hung heavily on this telecast, composed of three excerpts from Broadway shows, an abbreviated variety show and a standard vaude comedian. Consequently, the dramatic climaxes were considerably diffused. The show-opening lot not much with the actors as with the material just had to be sung.

Philip Loeb, leader, opened and closed the hour with scenes from *Bring On the Girls* (*Time*, 18) and *Wise Guy Shop* parody on *Home on the Range*, seemed pale isolated from its material and setting in the show. The meat of his act, facial expression, was almost completely lost for the lack of close-ups. Lyrics carried little weight in themselves. On his return at the end of the program, Loeb, assisted by Joey Faye and Jerry Lester, came into his own presenting *The Flop Plan*, also from the musical. In the order named, the lads took of Crosby, Dean and Harpo Marx, giving the relief problem an Untouchables twist. Not too successfully run off. Loeb knows how to build up a monologue with a delivery so crisp and refreshing he's a treat. Only he came this original class, with Ol' Nik Hitz a meticulous worker, the same wonders can this medium, Television or sight, lose in a good actor.

Joey Faye's comic antics in his solo spot, staging a nonsense boxing match as well, took half his allotted time to get up steam simply because his lines were long copy. After he dispensed a line of patter, which hopped from one unattributed but quotable material to another or to an old gag, he was able to work up a really nice lather for the one-man bout.

Dressed in lacy panties and a hairy breastplate, he portrayed both contestants and the referee. The remark, fortunately, caught the moments of close-ups. His pantomimic dramatics of the boxing match were so convincing on the do's and don't's constituted an intimate-like show.

The first scene of the third act from *Member's Daughters*, starring Ethel Merman and members of the original cast, was well adapted for television, justifying the concern expressed by Miss Merman in the after-curtain comment on the show, that "I don't know whether I can keep people from the theater." She brought more warmth to the role of Mrs. Bernstein than Judy Washington in Lissa. The scene, marking the return of Ethel Merman to the stage as a pop singer, offers Miss Waters the opportunity to show lovely lyric, her dramatic were highest at that point.

Lyrics in musicals, generally pitched lecture on micro-organisms is comparable to the educational reels which are fine in classrooms, but not in the theater or movie-grams, as this one. Attempt to cast this in a dramatic setting, with Lester the paramedicum with an air of romance and forced mirth, made it appear farcical. With the use of electric arc lamps and transparent films to show the microscopic and magnifying abilities of the microscope. Bending backward to be simple, the number became unintentional absurdity. Blurs and frequent complete block-outs made the scene a real production problem.

George Ilicks handled the announcements. His first appearance in the closer of the Member's Daughters number, the 8 a.m. news, might have been a little too omitted. It just wasn't called for. Otherwise, his assignments were well executed. Weiss.

Love Life of Hillbillies Brings WLS Over Million Letter Yearly

CHICAGO, June 17—One of the wonders in Chi radio circles for the past 10 years has been the almost "freakish" mail-pulling power of WLS, the Prairie Farmer station. What this means for now longevity it is difficult upon who is doing the talking. To WLS this steady mail avalanche, an average of over 1,000,000 letters a year for the 10th consecutive annum, is the strongest selling agent. To competitive stations, both local and net outlets, it is admittedly a history over them, something that has bloody dismay or belittle as having very little value when it comes to facing an agency or sponsor.

But whatever the merits of the WLS pipeline are intrinsically, it is a fact indisputable fact that the station leads the field in this respect and that the assignment is due fit the outlets "personality" made possible by "the-happy-family" array of talent on its scrolls, proving again that the hillbilly is here to stay and the "love-is-a-heart-ache-but-it's-worth-it" type of performer is the one "talented" by listener-inners. Volume of letters received every day ranges from farm problems, asking about industrial status of some side-playing fiddler, to requests on how to start a fan club for Arkie the Woodchopper.

So for this year WLS has bagged over 625,000 pieces, running 60,000 ahead of the same period in 1954. End of 1953 saw the mailing of good 1,500,000 letters. About 40 per cent of this postage-cancelled mail is generated by Barn Dance, WLS's 8 a.m. news broadcast in April, Julian Bentley, its chief newscaster, has to hear from those who enjoyed this broadcast and those who felt the commercial on any kind offered. In six days there were 7,813 letters on Bentley's desk and 28 a week, which he must read. Of the number of this a fact which WLS is continually faced with, is the number of who harp that the station is strictly a "country and western station."

Closest competition to WLS in the mail-pulling department is between the NBC (WENR-WMAQ), CBS-WBBM and MBS-WGN, and even with full net hookup, the combined mail pull is a staggering distance. NBC's mail totalizing for the year ending June 30, 1954, the figures are not available, but it is believed that the combined mail pull of the outlets does not equal that of WLS. In the year ending June 30, 1953, it pulled 500,000 letters. WGN estimated just under 1,000,000 last year, but that included all types of mail, not just the requests. Sliest of the letters unloaded at the station are those, as a sponsor, a boxtop and giveaway deal on commercial always pulls in the case of a good portion of the correspondence is from listeners interested in the mountain music and asking questions on vitamins. However, there are restrictions on the net mail pulling which cut back down some.

Despite the argument from the sales departments of the other local stations, that sponsors have gravitated to the stopped clover-checking technique than mail, i. e., surveys, sales, etc., agency men still at the heads of figures, and especially a count of letters directly from the listeners-in-buyers, is the key to certain program. One agency exec said surveys were all right, but that after all they only showed a comparative rating to other programs and did not necessarily prove that the show was clicking for that particular sponsor and what he wanted for results. That is why box-tops were born, he said.

Bull sessions are continually in progress among the local radio "experts" about the mail pull of the WLS Barn Dance. Some attribute it to the fact that it's a farm station and farmers write lots of letters out of boredom. WLS's answer to this is its breakdown which shows that from 35 to 35 per cent of this mail comes from metropolitan Chi with another heavy slice coming from towns of 10,000 pop. and over. Whatever it is that causes the phenomenon, it is a fact that it is there and there seems to be nothing the other stations can do about it—or WLS either, for that matter.

Advertisers and Agencies

By PAUL ACKERMAN

PROMOTION platter for the Fred Warling program, beginning June 19, was paid for by National Broadcasting Co. NBC just gave Warling's men union scale, giving himself getting nothing. Disc includes four tunes, interspersed with plugs for the Warling show. About 50 stations received the disc—the complete job costing NBC less than $1,000. WCBS, another one-time time *This, Our America*, given in conjunction with the Department of Interior, drew such terrific mail that the net may make transcriptions of the program. Irna Phillips, creator of *Guiding Light* and *Wendy*, and Carl Wester, of Wester & Co., production company, in New York ad agencies on shows, . . . Compton Agency has installed Ted Bergmann, formerly New York and Cincinnati, home of Procter & Gamble.

Remson Sherman's Twelve "Simple Persons" on the NBC-TV show out of Chicago, puts scripter Dick Bechtold into the production. Dick, a Moonlight wrote for the recent Don Ameche show, and for Joe Penner. . . . Jerry Mann writes, emotes and appears in the dramatic sketches of One Man's Family, now NBC-TV program. . . . When Met Opera Auditions reach December 1, it will air 22 more NBC-Blue stations, totaling 29 . . . Jack Lowell, Chicago NBC director, is town for the fun.

CHARLES L. PUNNELL, account executive at MacDan-Brickman, joins Compton Agency in same capacity (18), and Rush Gardner has joined the Compton staff . . . Sherman & Marquette has contracted for 100 spot announcements promoting Ford's . . . Bill Thomas, Young and Rubicam, back in town . . . Charlie Barnet goes on Magic Key July 3.

Will play excerpts of the best 20 tunes of the past 20 years. . . . Jim Keeley, of J. M. Mathes, has taken over the billing poetry and sold one to *The Saturday Evening Post* recently: . . . Norm Livingston, of Bechtold-Johnstone, has set for a morning road trip, working on that agency's on-cop shows, including *Show of the Week* . . . Jerry Dansby, of WCBS, production man, is now being called Darryl. . . . Dick Inertana, of the same outfit, has been doing early swingle stints for years is hearing, which begins a new theme and tunes fall out of their container and broke into itty bitty pieces. But they didn't swim in the dam.

CHICAGO:

IN turn for some station breaks, the Palmolive & Katz chain is shaping person slides in all its houses plugging WLJD's Temperance Report short. . . . Irma Phillips and Sidney Hockert are the two new gal receptionists at WGN. . . . Dave De Lucca, who has replaced Bill Anson, the impersonating amiee, for his second year on WGN-TV. . . . M. E. Blackburn, radio chief of Critchfield & Co., hopped off for Wheeling, W. Va., this week to help transport the *Musical Fireworkers* cast to New York for the season's final airing Saturday night (25). Sunday . . . Frank Mullin, advertising and publicity director of WGN, is in town for a visit and had a cocktail party thrown in his honor by Hal Stoll. Mullin used to be v.-p. in charge of NBC's Central Division here. . . . Dunhill giggles may send the MBS quiz show, *News Three*, . . . Bob Hawk on a vaudeville tour. . . . Life is cheap, *Life* Letters are still pouring into NBC here from irate listeners criticizing the network's decision to put the *Lights Out* broadcast to give late bulletins on the Squalus submarine rescue.

From All Around

ROBERT Perry, production manager and newscaster at KVLK, Longview, Tex., thinks he recently made the fastest newscast ever. With the entire station force and two local dramatic societies listening, Perry read 3,000 words in 18 minutes, slightly more than 200 a minute, without an error. . . . Bob Lee, traffic head of KSL, Salt Lake City, broke her ankle two days before her vacation time, will be away for about a month. . . . Bill Proach, chief announcer at WTOP, Washington, D. C., goes to WLW-WSAI, Cincinnati, June 28, with Bob Lemmon, . . . Jerry Lewis, Philip Williamson, WCBC (Cincinnati) sales manager, in Chicago on business with Jerry Lewis, Francis Pavlich, and WKBC announcer now with WHK, Cleveland, visited his old station last week.

Harold C. Johnson, manager of KFBC, Cheyenne, Tex., celebrating Ears Washington, New York and Boston to wide. . . . J. B. Willard Jr., general manager of WBAY, Washington, started his three-week vacation by operating the first day in his office. Managed to get away and now Bill Hallock, station manager, is giving kibitzing. . . . Vera Salzman, 15-year-old singer on KFGB, Lincoln, Neb., had to drop out for the summer because of a throat ailment. . . . Conrad Nelson, KFAB's farm supervisor, Lincoln, is on the road to recovery and returns to work today baseball buffs the summer is spending with Lincoln's Chamberlain. . . . Bob Kelly, Nebraska's football star coach, may not have his KFAB-WOW hook-up this fall. However, John Bentley, publishing a movie magazine of the journal, is almost sure of nightly stints for KFGB.

PHILADELPHIA CHATTER: Doug Arthur replaces Howard Jones as studio manager of WFIL Omar 'n' Dance show heard each evening from 10 o'clock to midnight. . . . The *Evening Ledger* is promoting a two-hour recorded symphonic programs for local stations in the fall. The program by Mike Mellin used to be v.-p. in charge of NBC's Central Division here. . . . Dunhill giggles may send the MBS quiz show, *News Three*, . . . Bob Hawk on a vaudeville tour. . . . Life is cheap, *Life* Letters are still pouring into NBC here from irate listeners criticizing the network's decision to put the *Lights Out* broadcast to give late bulletins on the Squalus submarine rescue.

The Billboard covers TELEVISION by carrying TELEVISION NEWS and REVIEWS EVERY WEEK

Keeps the reception of the RCA-NBC television station Philadelphia has carried news on television and television program reviews every week.

Every single RCA-NBC studio television program has been reviewed! When CBS begins its television programs these, too, will be covered each week!

For the latest television news . . . the newest, unbiased television reviews . . . as well as for the most up-to-date, up-to-the-minute information on all of the show business, read The Billboard every week!

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BLACKHAWK CAFE
CHICAGO
And Filming the
"BANDSTAND CRANDSTAND"
Every Monday Night
Over
MUTUAL NETWORK
Coast to Coast

Program Reviews

(EDIT Unless Otherwise Indicated)

"Stage Door Johnny"

Reviewed Friday, 8:45-9 p.m. CST. Style — Interview. Sponsor — E. J. Wolstedt's Riverside Theater. Station WEMP (Milwaukee).

This program admirably fulfills its purpose of permitting regulars from and Riverside Theater customers to meet in person appearing at the house's stage during the current week. Charles La Byron, interviewer, skillfully draws from those he interviews interesting incidents in their careers, so that the listener has a strong handshake with them personally.

Heard on the program reviewed were a number of members of the *Newsies Follies*, which opened the Riverside the same day. To give variation to the program, La Byron permits Robert Bell, director of the company, to interview some of the members.

This string is neatly done and free from topheavy commercials. *Brunner.*

"Bouquet to a Gentleman"

Reviewed Thursday, 8:45-9 p.m. CST. Style—*Narration and songs.* Sustaining on WWL, New Orleans.

WWL's program, narrated by Gene Wilson since this program at giving tribute to leading citizens of New Orleans City, reviewing high points of their lives and complimenting crew by sending a bouquet of real roses to the wife of his subject. The speaker interspersed with the backstage stories of backgrounds that these could be credited and a little more time given to the story.

Speaking with good diction Wilson makes his tribute interesting and good and has shown good selection in his tributees. On night of this review, Dr. James Conner, dean of law school of Loyola University, proved to be a good subject. He made a name for himself in station also, are Tributes to a Lady at 8:30-9 p.m. on Wednesday when the procedure is reviewed with equal success.

Wilson's narration is a pleasant *Road Rain* enough but he has a better speaking voice. *Meth.*

"Town Talk"

Reviewed Sunday, 5:45-6 p.m. Style—Talk. Sponsor—Bercycle. Station—KQV (Pittsburgh).

Two years ago KQV Manager John Lake heard tuneup of Ray Lee Bellen speak impromptu over a remote pick-up from an election night headquarters. Liked his breezy manner and chatter of things and personalities.

Following Sunday afternoon, Bellen began a sustaining quarter-hour without fanfare, has continued ever since, and once a week on everything from parks to politics, even to chambers of commerce.

Few weeks ago, after Bellen dropped title of "Town Talk following protest of a bakery that makes bread of the same name, Bercycle company was picked up by a sponsor to sell expensive athletic equipment because the speaker in question appeal to a male audience of buying power.

Bellen's formula is formless. Sometimes he spends his whole period talking about a civic problem currently in the headlines; other times he may review books, plays, movies, or anything. Sometimes, in his office chair optics, recommend sports events and on the spot, he generally sounds like a vocal *Readers' Digest*, partly because he gathers much of his material from the pile of magazines and daily magazines where force is condensed reporting of contemporary events. *Frank.*

"Success Session"

Reviewed Tuesday, 6:30-10 p.m. Style — Interview and dramatizations. Station—Sustaining on WOR-Mutual.

Program pulls some of the best in the job, keep it and advance yourself. To accomplish this, program has the services of Dale Carnegie, Clare Boothe Luce, Jean and Margaret Lukas, who analyze job problems. Interview dramatizations are comment upon dramatized interviews between people with problems. Part of the show's chief angles is helping people change their jobs or get promoted, enabling them to get placed in positions to new fields of employment. Chief dramatization is a conversation between interviewer of this point, and the person interviewed appears before the audience his troubles were re-enacted.

Program reviewed was a well production job by Robert Louis Shayon, but this reviewer cannot hazard a guess as to whether it is a good or a poorer because chief appeal is to the unemployed —while standard being with full knowledge of the fact that the program is also aimed toward an employed audience trying to get better jobs. *Session,* however, is definitely in the public interest. *Ackermann.*

Announcer was Carleton Warren. *Ackermann.*

"The Man in the Car"

Reviewed Thursday, 10:15-10:30 a.m., CST. Style—Interview. Sponsor—Cole County Oil Co. & Nabel Motor Co. Station—KWOS (Jefferson City, Mo.).

This one clicks from the sound of the siren that gets it under way until emcee John Cornwell asks "Who?" It interviews at a busy city intersection with various motorists who pass the corner. Primary function is safety promotion.

City traffic cop co-operates by starting up motorcycle mount and sounding his siren to bring prospective interviewees into the crib. The boys usually are worried enough at being stopped during the copper that they are all smiles when interrupted it's a question for safety rather than an arrest.

Cornwell gives good angles by accusing some of the motorists of having committed crimes and they are frankly admit that they have. Questions follow this line: Have you ever received a ticket? Who has the right of way, pedestrian or motorist? What do you regard as the most important safety feature on your automobile?

Answers are very penalty, but show is plenty interesting all the way because Cornwell has inexpensive prizes to each person interviewed on the show, prizes ranging from free grease and service to a free tank of gasoline, a car wash, or a can of car polish. *Jackson.*

"Bunman's Holiday"

Reviewed Tuesday, 10-10:30 p.m. Style—Book and gag reviews. Sustaining on WOR-Mutual.

Holiday has a highbrow slant and should have been reviewed in the audience with a pretty passable L. Q. Jaquitular talent includes Carl Van Doren, who reviews books and emcees; John Mosher, of *The New Yorker*, reviewing motion pictures, and Morton Gould's modernistic music filling in the gaps. Show will have weekly guests talking about their work. On first program R. J. Ferguson, of *Author, Author*, gave Van Doren some humorous pointers on how to conduct the show, and then told how he fell asleep on a radio program. The sleeping beauty tale brought Ferguson some unique fan mail so his breathing apparatus. While the show's limits did not run smoothly the gaps in continuity will probably be remedied as soon as the producers hit a stiffer stride.

As a book reviewer via radio Mr. Van Doren has both good and bad points. Showed keen critical judgment, but his phrases are presented in a rather flat voice. The scholars won't mind, Mosher, but best bets are in programs with a degree of developing solid audience appeal. His stuff was smart and well presented.

Morton Gould ork delivered its weird modern music and his trip to Hollywood to bring *Holiday* many listeners. *Ackermann.*

Row Takes Gershwin Salute From Stadium

NEW YORK, June 17.—Paul Whiteman is at Lewisohn Stadium next to George Gershwin on Columbia Broadcasting System pop hour on Friday night in recognition of the concert in honor of the tuneup composer's death. Concerts at the Lewisohn Stadium here last year on July 11, the anniversary of Gershwin's death. Lewisohn concert this summer will probably be played by the Phil-harmonic Symphony under the direction of Alexander Smallens.

Whiteman's Gershwin nonappearance is rumored to be the result of, his people will, Mrs. Charles Gershwin, Stadium concerts patroness, involving arrangements for appearance in last summer's program. Contract called for payment by Mrs. Guggenheim and the Stadium, with the sum going over $1,700. Mrs. Guggenheim, protesting that she expected the amount to be about $300, had the matter brought to Local 802 attention, with the union ruling she must pay two-thirds of the arrangements cost. Bid between Gershwin and Whiteman is understood to have resulted, altho the Whiteman office claims they did not talk friends. Several upper New York State concerts around July 1 are against the rules, PW will not be able to play the Gershwin memorial on the 11th.

RMA Ends Meeting On Pessimistic Note

CHICAGO, June 17.—Radio Manufacturers Association, whose membership includes practically all radio and television set makers, ended its meeting here on a pessimistic note. President A. S. Wells stating that television has suffered from overestimates and that it would be a long time before the country would be served with telecasts.

Pointing out that the RMA has a great stake in the development of tele, Wells added that the presentation of tele in New York may lead to antagonized feeling throughout the country. Whereas tele is available in a limited way to people living in New York, and whereas a few additional stations are in prospect, Wells predicted that over 30 years ago the geographical area of the United States would not be served for some time, owing to serious economic problems.

Transmission tele experimental basis. Wells said that until real experience is gained, programs will be limited to a few hours a day.

NBC Red Southwest Group To Be Augmented July 15

NEW YORK, June 17.—Beginning July 15, National Broadcasting Co. Red Southwest group will consist of eight stations instead of seven as now, and a certain amount of selection of stations will be possible. Heretofore all seven had to be taken.

Under new set-up, five obligatory stations will be KVOO, Tulsa; WKY, Oklahoma City; WFAA-WBAP, Dallas-Fort Worth; KPRC, Houston, and WOAI, San Antonio. Of the following three two will be selective: KTBS, Shreveport; KARK, Little Rock, KONO, Amarillo.

Say NBC Refusing Black's Resignation

NEW YORK, June 17.—Frank Black, musical director of NBC for many years, is reported having offered his resignation to NBC, which the network is expected to have turned down. Black's resignation it is believed, is an aftermath of the recent dismissal from the NBC house band leader list of Jerry Sears by Lee Ripley, NBC musicians contractor. Sears was also fired $2,500 by Local 802 of the musicians' union on the ground of usurping power assigned to contractors only. This was when Sears was charged with firing several NBC musicians.

One of the reasons Local 802 was so stringent in dealing with Sears, according to a union executive, was that the union wanted to impress the members that only contractors can hire and fire. This situation is believed responsible for Black's proffered retirement, since even the top musical director he has cannot engage or discharge men.

NBC's New Business Over $3,000,000; Renewals Up

NEW YORK, June 17.—Since June 5, National Broadcasting Co. has overtalled $3,003,646 in new business and $1,000,700 in renewals. New accounts include Palmer Mattress, Sunset Cigarettes and as yet unannounced. Renewals were American Tobacco, Standard Brands, Bristol Myers, and Mars, Inc.

Estimates now are that billings for summer business will be about $10,000,000.

C.N.O.W.J.

"Meet Us At THE (N. Y.) FAIR"

on

JUNE 25th (Sunday)

The Entire Cast of

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Including

THE MUSICAL STEELMAKERS

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Ardeyne Cole
Singing Millmen
Old Timer
The Steele Sisters
Jean & Her Boy Friends
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Material Protection Bureau

A Free Service for Readers

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

These studios can establish idea or material priority and send in business descriptions of same in sealed envelope, bearing on its face their signature, witnessed by two persons and other information deemed necessary. Upon receipt the letter will be dated, attested to and filed away under the name of the sender.

Send sealed packets, accompanied by letter requesting receipt, with 25c and return postage, to Elise E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Cincinnati Building, New York City.

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

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's protection with regard to the Bureau is to prevent the misuse of such filing priority of ideas that is not within the scope of the Copyright Office.

AFM CONVENTION NEWS

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

(Continued from page 4)

would be unfair to legislate against traveling musicians who are also members of the same federation.

Since the resolution offered no practical solution, Weber felt it was better for the control of wires to rest with the local bookers, who are subject to the AFM, which licenses them to book. If wires were returned to other band bookers, employers, or even bands, elements of undesirable competition would enter that would be beyond the control of the Federation.

Weber felt that the seeming monopoly of MCA and CRA was not an issue of the convention and that it should be hardly be allowed to the satisfaction of all. It was pointed out that only a handfu can go on the network at one time while there are at least 2,500 bands that don't or can be heard thru other wires.

Meade contended that public acceptance for a band comes about mostly thru radio time, and it is apparent that air buildup that the band becomes a traveling band. He further pointed out that of about 200 dance programs on the Columbia Broadcasting System during a six months' period, eleven were handled by MCA bands.

A. Ben Marcardi, of Philadelphia, further pointed out that in his dealings with MCA and CRA to secure radio time for his band, he found that the distribution of wires to bands was a matter of personal and not of fair or equal competency. He added that the networks charged an average of $100 per hour for time, and that the band business is a gamble of sorts, and that the wires are so the lucrative signed with MCA or CRA, the wire service is not available. Marcardi contended that the present system made for unfair competition against band-leaders, pointing out that the only band-leaders that were not these that take the traveling band from New York booking office.

He stated that there are not of such great advantage to the booking office, Marcardi said that the office is only paying $50,000 a year to CBS for a band's share of a five-hour radio broadcast time. Weber returned that that money went mostly to the telephone companies for the cost of wires to the network.

Oscar P. Hild, of the Cincinnati local, stated that in the negotiations that in the instance of one of his local bands that was booked into a hotel for a contractual two years ago and today the same band back in Cincinnati and playing the same spot, that the band is using the network shots weekly. Further, he charged that in connection with the calls that unlike CBA delivers three shots weekly, the band does not have to pay commissions on the band.

Other members felt that as long as they could individually control their promotions, the Federation should handle the union contracts. Weber said he agrees with Weber on any restraint of trade unlawfulness. Some members felt that the dance promoters, feeling was that the services would compensate with the Federation in this problem. But it was all to no avail once Weber took the matter in hand.

Delegates Reverse Weber's Old Love

KANSAS CITY, Mo., June 17.—"Next to my wife," says Joe Weber, "the American Federation of Musicians is my life." And the delegates aim to keep it that way. Reversing past decisions, they refused to let the Federation for the 60th consecutive year.

As in former years, horror of nominating Weber again went to J. R. Peterson, of Spokane, who was the only man who by this time it has become not of a "Weber" in the strict sense. He was first in 1920 at a Philadelphia convention and has held it ever since. All other officers of the Federation were unanimously re-elected and nominated by acclaim, including Vice-President C. L. Bagley, Secretary Fred W. Birnbach and Financial Secretary-Treasurer Harry B. Brenton.

Effort to revoke booking licenses held by agents who are not members of the AFM was voted down at the convention. Resolution would limit licenses to only those who hold cards in the Federation for at least one year.

Anything for a Laugh!

KANSAS CITY, Mo., June 17.—No matter how serious or contentious the convention proceedings become, you can always depend upon Percy Weber to inject the relief comedy. After an hour's debate at opening session on the qualifications of a delegate, who was denied a seat, Weber turned to the floor, and in stern voice ordered Delegate William B. Fye, from Meadville, Pa., to come to the rostrum.

A condemned man walking the last mile to the electric chair greater sympathy, frightened and scared to his wits' end, as Fye quietly and sedate made for the platform. And you can imagine the relief when the worst, Weber spread a newly-wed in their midst. Fye was married last Saturday and his convention was a honeymoon for the new Mr. and Mrs.

Weber Goes To Bat For Travel Combos

KANSAS CITY, Mo., June 17.—Rebuffed in his attempt to protect the traveling bands to the bitter end, Pray Joe Weber successfully employed all his oratorical and legal ammunition in getting the convention to vote down legislation that would discriminate against "gypsy" musicians in favor of local bands. Resolution, introduced by Weber, compel buyers of traveling bands, operating in his jurisdiction, to guarantee "for any a year, to use home talent at least 16 weeks of each year failed to make the grade by a good 2 to 1 margin on roll call.

Weber held to his guns that it would be unjust to curb the income of travelling musicians, and that it would be such musicians is at its highest peak today. He warned that if the Federation should adopt the resolution, it would opportunities of the traveling bookers. It would be necessary for traveling bookers to set up an organization among themselves.

While in full sympathy with the needs and wants of the at-home musicians, Weber warned that "there are bands that wants the traveling band, and if our resolution passed, they will go some other organization will."

Resolution, if adopted, have permitted local unions to hold up to 50 per cent of traveling band's salary in excess to the local musicians. Weber said it was that the out-of-towners were working under scale and that it would down as being a discriminatory measure.

Trade Pact With IATSE Pondered

KANSAS CITY, Mo., June 17.—If the convention of the AFM adopts without qualification the resolution drafted at the stagehands' union, Pray Joe Weber feels certain that it would upset the three-year existing mutual assistance trade agreement between the AFM and the International Alliance of Theatrical Stage Employees which Weber himself effected back in 1938. After approved in committee and declaimed by the delegates, the resolution, as it stands, calls for a withdrawal of the resolution that would interpret qualifying legislation directed at the theatres and actual show business only. Resolution would extend the scope of the committee's report on a sister resolution that enlarges the scope of a mutual assistance pact between the musicians in theater disputes.

Weber, in view of the decline and the decline of show business, delegates felt that the resolution would enlarge the scope of their jurisdiction to apply to all amusements instead of show business alone. Agreement hit a snag when the IA claimed jurisdiction over the operation of all theatres, including those on tours in connection with all forms of amusement.

By virtue of these enlarged jurisdiction (See TRADE PACT on opposite page)

AFM Strike Call Stymied; Special Meet Set for Sept.

KANSAS CITY, Mo., June 17.—Instead of calling for a strike against the motion picture industry, committee resolution reported favorably by the committee but still to be acted upon by the convention makes it mandatory for Pray Weber to call for a special AFM convention within six months if during that time a settlement is not made with the motion picture industry to return musicians to theaters.

KANSAS CITY, Mo., June 17.—Although a prex time, the action has been taken by the AFM on a resolution to be presented before the convention calling for a general strike for September 4, 1939 by musicians working for motion picture producers, unless the motion picture industry increases the theater pay roll of musicians by at least 50 per cent. Pray Joe Weber was forced to admit that little could be done at this prexent time to increase theater employment of musicians.

Weber warned that the AFM would step on unlawful groups if it tried to force musicians under distortions to put music in theaters they do not own or control. Advising the delegates not to come to any hasty conclusions on resolutions covering this issue, he further cautioned that the distribution, during conference held the past year, said that if the union could call musicians out of the studios they would get back to work as long as as they could without any music on the screen.

Since not all distributors own theaters, and since, in fact, the majority of trade units, with the odds against the exhibitors, the matter is a matter wrong, the Federal governments is now trying to force distributors to divorce themselves from the exhibitors of theaters or film houses. As was the procedure in breaking up the trade industry, Weber feels that the only safe road that will permit musicians to work would be to place the motion picture distributors in a position where they would go to the musicians and say to the theatre owners and owners negotiate with the musicians, and, as in the case of the radio industry where the networks went to the musicians and said, "Now, if you want to come to terms with the musicians, such and such will take place and such and such.

However, Weber did feel confident that some progress will be made in future meetings with the AFM and, referring to the negotiations that led to the ban of recorded music on the radio, stated that, resulting in an increased pay roll to the studio musicians from $600,000 to $800,000 a year.

Can't Book Acts In Unfair Spots

KANSAS CITY, Mo., June 17.—Show owners were given a lip at the American Federation of Musicians convention here to hand bookers and band leaders who also book acts and agents. Legislation was introduced calling for revocation of booking licenses of band leaders who are on the unfair list if acts and shows were said to spots on the Federation's unfair list, unless the AFM. However, resolution was modified, and, in passing, stated that band bookers, who are declared an unfriendly act toward the Federation, as such, are permitted to book in left to the discretion of the national exec board.

Complaints were made that several big booking agencies have been placing booking acts into spots on the unfair list where musicians have been unfairly treated, and that the agency permitted their names to be published in newspaper ads, giving the impression that they also booked the band as well as the acts.

A sister resolution calling an unfriendly act all bookings of acts at spots where a non-union band was employed was voted down. New law is limited solely to the booking of acts at spots on the AFM unfair list.

Consequence of an unfriendly act toward the Federation was far-reaching. (See CAN'T BOOK on opposite page)

Cloudy and Warmer

KANSAS CITY, Mo., June 17.—As they say in Lincoln, Neb., "Nebraska has been most unusual with the usual hot weather, and snow in Omaha for the first couple days. As of this writing, at the Tuesday session, one of the delegates entertained a motion that the convention give a vote of thanks to the hostess committee, "special for the root, the rainy, weather.

But Percy Weber, his forehead ever sharpened to a keen edge, cast a telling glance at the delegates, "Let the convention," he warned, "will make it hot enough for you by the time you leave."

AFM Moves To Secure SS for All Its Members

KANSAS CITY, Mo., June 17.—In an effort to secure Social Security for all members of the American Federation of Musicians, the convention adopted a recommendation offered by Pray Joe Weber that the local leader be permitted to accept the responsibility of an employer and that he be held liable for the payment of Federal and State SS taxes. In addition, resolution was passed to permit the local leader to pick the acts so that one of more musicians will be eligible for the Social Security benefits insurance instead of the present law where musicians are employed and have at least eight men to come under the tax benefit classification. Present restriction limits the benefit of Social Security benefits to a vast majority of the AFM membership.

That there be no unfair competition with non-union bands, the local leader will tell the employer that he will assume the responsibility of the tax, and other leader tells the same employer that he will not pay the tax, convention ruled that he doesn't can pay the tax.

Weber held that the leader is the employer of the musicians in question and not the employer and that the tax should be paid by the person or party for whom the services are actually rendered. Only exception to the rule would be that groups of employers, most notably the Iowa Ballroom Operators' Association, are forming associations in an attempt to prove to the SS authorities that the leader is actually not the employer of the musicians, and as such the leaders and the ballroom operators continue putting on such pressure, Weber warned that it would be necessary for the leaders to pay the tax and receive considerably in order to absorb any taxation. Weber said that it would be necessary to threaten the ballroom ops with a strike if they continued to demand such tactics.

Weber gave notice to all leaders that they refuse to assume the responsibility of an employer, advising that a legal battle has been set up in Washington to fight their cases in this connection.

Only exception to the rule Weber pointed out, was the band leader who guaranteed musicians work for at least 16 weeks during the year at the minimum pay provided by the scale wage for the territory. Weber knew of only one band leader in that category, Paul Ponsford, of Omaha, Neb., who spoke were more than 10 leaders in all who may be eligible for the Social Security benefits. And even in Whiteman's case, who's pay roll is 100 per cent AFM, Weber said he personally felt that the tag should be paid by the person or party buying the services of the Whiteman band.

Incumbents on Board Seats

KANSAS CITY, Mo., June 17.—Number of members to sit on the International Executive Board of the AFM resulted in seats going to the incumbent members, including James C. Petrillo, Chauncey A. Weaver, A. C. Hayden, J. W. Parks and Walter M. Murdoch. Unsuccessful candidates were Raymond J. Meiner, Jacob Rosenberg and Isidore Asher. Delegates from the Canadian Section of the AFM at the AFL convention included Jack B. Tenney, A. Rex Riccardi, Edward Canavan, C. L. Bagley and Chauncey A. Weaver.

Music in the Air

By DANIEL RICHMAN

Needle in a Haystack

TRYING to uncover a dance remote that makes up in novelty what it lacks in real honest-to-swing music making, did yee yeen, is on the whole like searching for the proverbial needle in the proverbial haystack. There are exceptions, of course—which only prove the rule—for the band of escapades portrayed by some of the name bands on the air is sufficiently entertaining to get by without the use of extra-curricula tricks. And in some cases it cause a midnight dialer manages to pick up a lower-grade band that has the imagination to think up something new and novel and the courage to carry it thru.

But half hour after half hour more often than not reveals absolutely nothing to keep a listener-in entertained on non-rural music outpourings. Each week the dials appointed Mr. late hour listening task in the naive hope that several hours can't fail to produce something to cause dancing in the streets. Most of what actually results from the loud-speaker can't even cause dancing in a living room. Occasionally so ork projects its wares in a novel way, or musical manner, but the percentage is unfortunately small.

Exhibit A

SONNY JAMES (*Casino Restaurant, Playland, Rye, N. Y., WVZ*) offers a more or less perfect example of the uninspired hoodoopedge that passes for a dance remote. Having a crew-band built around his electro-harp, James cannot hope to instill a dance-inspiring beat. A poor performance of a batch of familiar pops which have already been played to death by bands capable of giving them a really decent interpretation. James' own crew, tho it may run into the dozens, caught was not enough to overcome the resentment a musician feel at hearing tunes they like mutilated.

If an inherently poor ork sticks to unfamiliar material it's apt to create a better impression on the air, since the basis for comparison of musical styles and handling of well-known hits by better bands is lacking. Even the best and most popular bands at so-called originals or unusual arrangements of little known numbers during a short hook, A smaller, less adept band has to do so much more out of the ordinary to make any kind of an impression or radio listeners.

Exhibits B and C

NEW, despite basically good idea of linking the late remotes together under the title of *Dance Parade*, supplies the most consistently poor listening along dance remote lines. ARNOLD PALMER (*New Colonial Inn, Bronx, N. Y., WNEW*) and HENRY GAY (*Palisades Park, N. J., WNEW*) not only contributed nothing to better dancing or listening pleasures on the broadcasts heard but practically did their best unintentionally, of course, to make any dialer staying with them for more than half of their quarter-hour stints a-way off this type of entertainment for life.

Palmer, with one swing tune, one slow and three current pops, offered the same old routine presented in the same old stereotyped way, while Gay unfortunately managed a couple of numbers and a "swing" version of *Ai Yandoes*, that might better have been left untried. Badly played music may sound passable in the place of its origin, but band leaders forget that it's magnified with all its faults when it comes unadorned and unembellished by night club atmosphere thru a loud-speaker.

Last But Not Least

HOWARD LALLY (*Ben Marden's Riviera, Fort Lee, N. J., WOR*) permits us to wind up on a more encouraging note. He remains displayed a listenable band and a good attempt at varied programing. Among not too many proves were a couple of standards, one of last year's hits and the Lally theme played in its entirety. A small band, however, makes a 30-minute remote seem quite some minutes longer than it actually is, due to limitations put upon variety of orchestration by the ork's size. The smoothness of Lally's dialin playing management to obscure the fact that most of the arrangements sounded alike, in spite of the varied tunes and types of tunes.

TRADE PACT—

(*Continued from opposite page*)

tional claims which seemingly cover any new line of employment created or developed by the musicians, local demands have been made by the IA, or threatening to be made, on hotel round operating a band policy without employing shows, at radio stations, symphony orchestra concerts, small nitteries, dog tracks, ballrooms and even on the public address systems used by traveling bands.

Master negotiators still in conference amends the existing IA agreement calling for standards to stick with local clients in disputes over wages and working conditions in theaters. Since such is now covered in the existing agreement, standards failed to fully co-operate with the musicians in the negotiations instituted several years ago to return live talent to the theaters.

Weber urged the delegates to be mulling in their final consideration of the new changes suggested would undoubtedly strain present relations. Admitting that the suggestions were watered in many instances, Weber pointed out that they did help in others, and if the present agreement is abrogated, as he fears it will, it would seriously impair his plans in dealing with the motion picture industry. "We are inviting antagonism to a powerful organization that at times can be and has been of interest to us," he said.

Feeling among the delegates is that the resolution will be referred to the national exec committee and that Weber will iron out with the IA the attitudes and grievances as they affect the individual locals.

CAN'T BOOK

(*Continued from opposite page*)

and under such circumstances the ARM can revoke a booking license without respecting claims or giving the unfriendly booker a trial. The Pres Joe Weber was loath to place his remarks in the records, but stated that the Federation could revoke a band booking license for any cause or without cause. "Any law which would give a lawyer a conviction would give the booker the chance to ask for a trial," he added. "Therefore lies the strength of the AFM over the band bookers."

Plea To Checkmate Locals' Restrictions Turned Down

KANSAS CITY, Mo., June 17.—Appeal to restrictive laws in recommendation from Prez Joe Weber that would have checkmated locals placing restrictions on traveling bands running into their territory was turned down when many locals had adopted measures which would serve to met by traveling bands and bands bookers asked that both the in-towers and out-of-towers be made subject to the same local laws.

Delegates, however, felt otherwise, believing that it was a mistake to deal with traveling bands coming into their jurisdiction. As a result, Weber's recommendation was reported unfavorably out of committee and the convention sustained the committee's report.

Delegates Modify Licensed Bookers Commission Ruling

KANSAS CITY, Mo., June 17.—Attempt was made by the convention to put thru legislation that made it mandatory that all contracts entered into by licensed bookers show that at least a 10 per cent commission has been charged. Since such a ruling would do innocuous-sounding harm to booking agencies foregoing their commissions in the interest of building a band to name proportions, law was modified and ruled that all contracts must show only the amount of commission being collected. In case of one-nighters, the percentage arrangement as well.

Enactment holds band and booker equally responsible in filing with the local the contract showing the information as to the commission or percentage involved.

Equalizing Resolution Termed National Issue

KANSAS CITY, Mo., June 17.—Resolution which would have made it mandatory for employers of bands buying traveling bands to provide as much work in their own towns as much money on local musicians during a year was turned down by the convention.

While several locals thruout the country do not permit traveling bands to play in their territory unless a local ork gets as much work during the same year as the same spot, convention turned it down as a national proposition. Member Seals involved usually make agreements with operators allowing for a traveling band six months of the year with localites being employed the remaining six months.

Melon Cutting In Out

KANSAS CITY, Mo., June 17.—Resolution aimed at ending ways and means of cutting the AFM into the money union of ASCAP and MPPA failed to win support of the convention. Proposed ruling suggested that the AFM investigate the possibility and legality of applying the Federal copyright and royalty statutes so that they be amended to the end that taxes, fees and royalties (now collected by ASCAP and MPPA) be imposed in all Federal musical employment and that such revenue be collected by the AFM and used for the benefit of unemployed musicians.

Contract Phenagling Banned

KANSAS CITY, Mo., June 17.—There'll be no phenagling on transportation when a band takes to touring hereafter. Convention ruled that all contracts entered into, either by booker or leader, must indicate the sum to be paid as a transportation charge and indicate as well the point from which the transportation charge is made.

FREDDY FISHER and his Schnickelfritzers move into Old Vienna, Cincinnati, June 27, for an indefinite stay. Burt Parker, local cocktail, takes over on the 26th with Parker disbanding his band temporarily to take in the *New York World's Fair* with his wife.

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Lunceford Touring New and Old Worlds

NEW YORK, June 17.—Arrangements are practically complete for Jimmie Lunceford's American appearance with Harold Oxley, orb's manager, selling Paris 23 or 26 for six weeks abroad to iron out details. Band follows August 21 and opens at Paris I Sept. 1 week at the Swiss Exposition, Zurich, Switzerland. Schedule further includes appearances at Palais de Danse, Brussels, Belgium; Sept. 8; Liege Swing Club, September 16; Antwerp Swing Club, September 11, and concerts in Ghent, Charleroi and Amsterdam September 12-18. Two weeks in Copenhagen, Denmark, start September 25, and Lunceford spends October on a hotel location in Amsterdam. Orb does some Scandinavian one-nighters and a couple of Paris concerts before sailing home about November 20.

Lunceford plays auditorium dances in the South after closing last week at Ye Olde Casino, Brooklyn, with two dates tomorrow (Saturday) Auditorium, Fort Worth, Tex., and Sunday, Municipal Auditorium at the Pythian Temple, Orb booked at Kansas City Armory, Berkley, Va., June 27; Crystal Park, Cumberland, Md., June 28; Lakeside Park, Cleveland, June 29; Fairyland, South Bend, Ind., July 1; Savoy Ballroom, Chicago, the 5th, and Greystone Ballroom, Detroit, July 8.

Builds Band on Voices

DETROIT, June 17.—Demand for novelty in dance-band style around local Ballroom is bringing out some new ideas in band setups. Latest is Vic Dyke's Boys, who brought a 13-piece band to one major engagement, the Greystone Ballroom, near Detroit, for four days. Novelty of the Dyke Boys is 100 per cent vocal. Band has 8 male singers from waiters to drummer boy. Featured with the band are Sue Thomas Charles and Bob. Arrangements call for vocalizing on every tune.

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Orchestra Notes

By M. H. ORODENKER

Broadway Band Stand

AYREN LA MARR made his big-town debut this week down at Manhattan's stalwart swing in Greenwich Village, as Texas maestro and Charlie Barnet outfit are handled by BOB SANDERS, of the Joe Glaser office. ... BANDI WILLIAMS replaces RAY BENSON as relief band on the Astor Roof June 23, with Benson moving out to the Montauk Casino, Montauk Point, L. I., for the summer ... Latest management shuffle handed to a band leader by Rockwell-Dempsey Amusements goes to JOHN MAGER ... Five-year past starts July 15 ... HENRY GOODMAN is working on a follow-up to his tune, *The Kingdom of Swing*, the new volume he deal with "the future of swing" ... Astor Roof gets BEN BERNIE July 18 instead of the previously announced July 8, and COUNT BASIE'S starting date at the Roof has been tentatively moved back from July 6 to the 11th ... PAUL MARTIN is featuring a new theme at the Arcadia Ballroom, name of DIXIE DRAKE ... BILLY HICKS joins the roster of acts at the Brooklyn's Ye Olde Casino this summer, Sepia swingsters opens June 30 for two weeks ... Rosebland Ballroom is set to do a bigger than usual business, HARRY JAMES and his trumpet are bringing his boys in June 29 ... Hotel St. George, Brooklyn, couples Tony Pastor's more popular band leader than LARRY HIGH to open its hot-weather Terrace Room, the Roof Terrace, atop the 20-story hostelry. High, who plays trumpet, comes up from Pittsburgh for the engagement.

In the East

NAT BRANDWYNNE opens the season at the Ritz-Carlton Hotel, Atlantic City, with a new band, the 15-piece outfit has varsity hostelry has ever used more than 10 pieces since the days of the late WILLIAM BERGNER winds up the ninth month of his third consecutive season at the Lake Placid Club, New York ... and departs for a summer location, Belmont Lake, Long Island, where Bernie Rosen, Balentown, N. J. ... Reggie Berger and his Rollers have opened for the dance emporium of Philadelphia's famed amusement park, Willow Grove, where LARRY FINLEY ... and his orchestra ... FRIDDY FOX and CHRIS LAMPTON are the Sunday concert bands ... Glen Echo Park, Washington, has BERNIE HART presenting his 10-piece footlight starting July 3 ... TEDDY HILL and his band are holding down the spot during the winter at the Brooklyn Strand Theater, located for the season at Coney Island ... ERNIE ... ERNIE WATSON, National Broadcasting Co. announcer, is in charge of the band at Sheap Theater, Buffalo, for the warm months ... BILLY DAVIS is trying out his new style "Rock and Roll Rhythm" at society dances in Westchester, N. Y. ... JACK JENKINS started two weeks at the Cascades, Rutland, Vt., June 16 ... Jenkins is scheduled to play at the Hotel Berkeley-Carteret, Asbury Park, N. J., JON DRAKE at the Ocean Allenhurst Beach Club, Allenhurst, N. J., for his third consecutive season, starting September 9 ... JUSTINE DUVAL, local Asbury Park girl, took over the singing assignment with the Jimmy Dorsey Dugan left the band to join Larry Clinton ... Band is now currently at the Brook, Summit, N. J., follows Dave Vito into the Berkeley-Carteret.

Midwestern Memoirs

JOE REICHMAN landed the Palmer House, Chicago, band over the 4th for a month starting June 29 ... CHARLES EVCLES, formerly a stand-by in Harry's New York Cabaret, Chicago, set for a seven-day engagement on the 23 Sensation Boat will make seven-day Great Lakes cruises from the Windy City commencing July 14 ... ART KASSEL follows Happy Felton, currently on the stand at the Meadowbrook Country Club, St. Louis, on the 30th, with HENRY HUBBE coming in for a pair of weeks July 14 ... TOM DENTRY, present Frederick Bros. Music Corp. property, has been set for 10 days, beginning June 30, at Thornwood Amusement Park, Cedar Rapids, Ia., following which he moves over to the Riviera, Lake Geneva, Wis. ... AL VIERRA and his Musicaliers have returned to the Glass Hat of Chicago's Congress Hotel, succeeding the Four Californians ... it's the fourth summer for FRED (SHIZE) COYLE at Indianville Lake Pavilion outside Hamilton, O. ... JIMMY LEVINGSTONE goes into Forest Park Highlands, St. Louis, for two weeks starting July 8 ... the same date brings LEE BARTON to Homer Nance Cabanas Club, Lakewood Beach, near Urbana, O., for the same length of time ... JOHNNY FOX, operator of White City Ballroom, Chicago, opens the dancerat at Chi's Riverview Park on the 24th, with Charlie Straight for the 1st off ... LOUIS SCHUMAN and HARRY JAMES ... June 27 starts EDDIE PAUL off for two weeks at Lake Shawnee Beach, Devils Lake, Mich. ... JUAN PINEDA closed at Chicago's Monte Carlo and has started summer duties the Villa Venice in neighboring Northbrook, Ill., featuring intermission rumba and tango rhythms.

Southern Serenade

The Terrace Beach Club, Virginia Beach, Va., has ALLAN LANG THOMPSON for the July 8-August 18 period; BETA RHO Chapter, Alpha Kappa Psi, and BILL BARRON for the follow until September 4 ... JIMMY LONG goes into the room another Virginia Beach spot, the Cavalier Hotel, for a fortnight starting July 1 ... after a lengthy stretch at Glen Sendessa, Newport, Ky., FOREST GREEN and his band located at the Silver Slipper Club, Louisville ... JACK WEBBER and his Rolling Rhythm open the 30th at the Atlantic Beach Casino, Myrtle Beach, S. C. ... SOUTHEASTERN ORCHESTRA SERVICE, Columbia, S. C., signed the spot to an exclusive talent contract for the summer ... King and Prince Club, Saint Simons Island, Ga., now has BILLY WILSON on the podium for the dancepation ... JOHNNY MARSH is at the Jewel Box Club, Knoxville. Team is currently playing hest to CERRY GERARD and his Lazy River Rhythm.

Notes Off the Cuff

DEAN HUDSON added GEORGE KENNEDY, trumpet, and TORCHY CLEMENTS for the bass slapping in his Florida Clubmen Orb ... Hudson's outfit has been there for a couple of seasons at the Roquito Club of Miami ... ROY SHERMAN HATCH, vocalist with DEL COURTNEY's Orb at Hotel Ten Eyck, Saratoga Springs, N. Y., was awarded a year's scholarship in the Milne, Inst., Conservatory by the Saratoga Chapter, Society of Colonists ... which takes in plenty of territory ... Hatch's Band is known as the Swinging Rhythm setted at the Club Chanticleer, Madison, Wis. ... Hutch Hutchins, Hillwood, N. J., gets RAMONA and her Rhythm Girls for the July 1 week ... ORE SULLIVAN is back on a piano bench with BOB CROSBY'S crew ... PETE MALLEN, drummer, over Bob Crosby's vacated place at the tiesrse, remains with Crosby, giving the lad a double set of keys ... CRA is sending out the acquaintance ... SAMMY JACK LETTLE, on a swing around the summer amusement spots near N. Y. ... Band plays the 24th week at Mamish's Million Dollar Pier, Atlantic City, comes to the Palisades Park, Fort Lee, N. J., for seven days starting July 8, and follows for a week at Brighton Beach in Brooklyn commencing July 16 ... SONNY JAMES, fresh from a stay at Westchester's amusement center, Playland, Rye, N. Y., takes the June 27 week at Palisades Park ... BERT RALTER is now managing JOHNNY, HARRY and WALDEN, and his Native Islanders, five-piece Hawaiian group currently on the Fifth Beach resort commercial ... and so we send our cuts to the cleaners.

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Childs' $306 Only Fair

JAMESTOWN, N. Y., June 17.—Reggie Childs played the Beacon Point Pavilion, Bemus Point, N. Y., for a one-nighter Saturday, June 13, at an affair sponsored by the G. O. Society and drew 340 persons. Guests were $1.75 in advance, and 75 couples provided an advance group of $126. Remainder tickets cost $3 and were bought by 30 couples. Total gross was a fulish $306.00, which made the promoters just about break even.

Lindstrom and Meyers, owners and managers of the dance hall, gave the place free of charge but made a good profit on their own concessions and beer garden. Business was generally below expectations, which was blamed on the competition of the Pier Ballroom in nearby Celoron, Pier Ballroom had a large dance with low admission, charge the same night. This affair used a local band.

Wedding Ups Ballroom Biz

HORNELL, N. Y., June 17.—Grosses were boosted up at the Palace Ballroom, Loon Lake Park dance hall, June 9 when Manager Dick Gordon staged a large public wedding as an attraction to patrons. The dance hall, which ordinarily grosses about $100 week nights and about $200 week-ends, had a very fine gross of $600 Friday night.

Clark Nesbit, the first trumpeter, and Ruth Hannigan, girl vocalist of Al Cheney's band (house band at the spot), were married in full view of a crowd of 3,500 people.

Sheet-Music Leaders
(For Week Ending June 17)
Acknowledgment is made to Manhattan Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Abbey Music, Happy Day, of New York; Jerry & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position Last Wk.	This Wk.	Title
1	1	Wishing
2	2	And the Angels Sing
3	3	Juntos Serenada
4	4	These Foolish Things
5	5	Deer Barrel Polka
6	6	I Poured Coffee Cake
7	7	The Lady's in Love With You
8	8	Don't Worry Bout Me
9	9	Little Sir Echo
10	10	Little Skipper
11	11	Strange Entertainment
12	12	Cool Blue Smoke
13	13	A Nice Moon and an Old Serenade
14	14	My Last Goodbye
15	15	Our Love

Just Trailin' Along

NEW YORK, June 17.—Alec Holden apparently wants nothing to interrupt the smooth progression of his parts the whole on which he is currently following the program of Kemp's present Southern junket.

Hot contest with handling Kemp's managerial reins from his office here, Holden bought himself a trailer and equipped it as an office in order to bring quarters for five people, and when Kemp's Waldorf-Astoria Hotel to start on a series of date down South. Alec was right behind in his mobile headquarters.

Music Items

Songs and Such:

Mickey Rooney's follow-up to *Have a Heart* is *Afternoon in a Cold Shower*, with Sidney Miller collaborating again. Romance in Rio, by Johnny Lange and Lew Porter, set for Morita to sing in Monogram's *Rio*. *Rio from Your Window* is City officials indorsed Raymond Spaeth's *Our New York* as an official anthem.

E. B. Marks Catalog:

Latest pop tune adaptation from the classics is *Moon Love*, taken from Tchaikowsky's Fifth Symphony by Mack David and Andre Kostelanetz. Tune is now releasing. Johnny Green gets back into the composing picture with *Baby, You're New*, for Dennis Day and S. Y. Harburg collaboring, and *You and Your Love*, wordage by Johnny Burke and Jimmy Van, follows the first. Robbins the second.

Harry Link has been rating to the First New York office from the Coast about MGM's new musical, *The Women of Oz*, and its Harold Arlen-Yip Harburg score. Firm is ready to give a real drive to *Over Jile Rainbow*, *Will I Find a Man*, *Hide a Brain*, *The Hitherby*, *The Merry Old Land of Oz* and *Ding-Dong! The Witch Is Dead*.

Music Men and Matters:

D. Davis Co., Sydney, Australia, publishing house, gets the "down under" rights to Phyllis Claire's *Dawning Serenade* from Jewel Music. Jack Davis, general manager of the Sydney firm, has been there for a month, during which the acquisition of several local catalogs.

Walter Bisson is new professional manager of Harold Rubin's firm. Bill Richmond moves over from Robbins to become professional manager of Words and Music, Inc. Sammy Cahn and Saul Chaplin have had their Warner Bros. contracts renewed for another year. Pairs latest endeavor is the title tune for the forthcoming *Dancing Co-Ed* for Fox.

Robbins is issuing a tome titled *Harry James Studies and Impressions*, by Frances, with music arrangements and arrangers printed in their original form, a version showing how the number should be phrased and emphasized. The third chorus demonstrating how James would improvise it.

Osborne Set for Palomar

NEW YORK, June 17.—Bill Osborne is slated to follow Artie Shaw into the Palomar, Los Angeles, starting July 12. Osborne goes into Ritch's Gardens, Denver, June 23, staying until July 8 before taking over at the Hollywood Palladium.

Bands on Tour

Advance Dates—

Little Joe Hart: Crystal Ballroom, Buckeye Lake, O., June 19-25; Cabanas Club, Columbus, O., June 26-July 2.

Ozzie Nelson: Westwood Gardens, Detroit, June 23-29.

Ted Lewis: Pantybrook Park, Dallas, June 23; Hershey Park, Pa., June 24.

Larry Funk: Lake Shore Ballroom, Geneva-on-the-Lake, O., June 24-26.

Jack Crawford: Summit Beach Park, Akron, June 25; Sunset Ballroom, Carrollton, Pa., June 26.

Harry James: Hippodrome Theater, Baltimore, June 26 week.

Chick Webb: Greystone Ballroom, Detroit, July 8; Leon Lake, Cohocton, N. Y., July 4.

Erskine Hawkins: Walls Dream Ballroom, Atlantic City, July 8.

Little Jack Little: Lakeside Park, Barnesville, Pa., July 4.

Billy Rose's Showboat Acres, Topeka, Kan., July 8-11.

Rita Rio: Brighton Beach, Brooklyn, N. Y., July 2 week; Lowe's State Theater, New York, July 7 week.

Benny Carter: Apollo Theater, New York, July 13 week.

Sammy Kaye: Sunnybrook Ballroom, Pottstown, July 18.

Joe Venuti: Valley Lodge, Valley City, N. D., July 18.

Red Skelton: Meadow Acres, Topeka, Kan., July 18.

Eddy Duchin: Strand Theater, New York, July 21 week.

Blue Barron: Dunbar Cave, Clarksville, Tenn., July 21; Everts Park, Anderson, Ia., July 26; Northmoor Country Club, Highland Park, Ill., July 28; Lakeside Ballroom, Guttenberg, Ia., July 31; Meadow Acres, Topeka, Kan., August 8; Hecla Park, Bellefonte, Pa., August 16.

Carl Ravazza: Meadow Acres, Topeka, Kan., July 28.

Charlie Barnet: State Theater, Hartford, Conn., September 15-18.

Miller Hits Glen Is. High

NEW ROCHELLE, N. Y., June 17.—Attendance and receipts recording high set at Glen Island Casino here by Glen Gray, Larry Clinton and Tommy and Jimmy Dorsey were broken by Glenn Miller during the first five weeks of the band's engagement scheduled to Manager Lockwood Conkling. Miller established a new one-day high with 2,400 covers set Saturday (10), and a new weekly high with 9,780 covers set during the last six days. Spots capacity is 1,200. Miller Band is in for the summer.

Local 802 Presses Inquiry Into W. Fair Undersculing; Probes Old New York Show

NEW YORK, June 17.—The board of administration of Local 802, which last week expelled Oscar De La Rosa from the membership for accepting kickbacks at the World's Fair Cuban Village, this week received La Rosa, from first $1,000, and began hearing evidence on underhand activities at Old New York, World's Fair sitery operated by George Jessel.

Local's "no mercy" drive against undercutting at the World's Fair may be measure over, and in a few days will probably catch up with a third defendant, manager was indicted for a heavy sum a few months ago in connection with undercutting at a Broadway hot spot.

La Rosa, whose expulsion last week came as a result of evidence by Oscar Calvert, sub-leader, this week appeared with his attorney, Andrew Weinberger. La Rosa confessed to getting the kickback and was restored, but in addition to being fined $1,000, La Rosa must pay about $320 in salaries to two men fired without two weeks' notice, and is forbidden to work for Harry Dash, manager of the Cuban Village, or for the Cuban Village, for the duration of the fair.

Case against the Old New York concerned not under way this week when Frederick Downes, leader of the girl band, appeared before the board to answer to complain negotiations and alleged kickbacks on the spot. According to Miss Downes' testimony, Jack Linder, agent, was to get $1.50 a week.

On Thursday Alonzo Shaffer, vice-president and general manager of Little Old New York, and Belden (Tobias) Bennett, representative of George Jessel, appeared for interrogation. According to Calvert, Shaffer said Jack Linder got a 10 per cent kickback of the band's salary, and gave $100 to Bennett. Bennett denied the charge.

Case will be continued next week, with all parties involved brought up to face each other on the trial board.

Jessel flew to the Coast Wednesday, the night before Shaffer and Bennett appeared at Local 802.

Extensive Summer Tour Set for PW

NEW YORK, June 17.—Paul Whiteman has an imposing line-up of State fair, amusement park, theater and one-night dates set which will cover 16 weeks and most of the Southern and Middle-West. Tour gets under way July 28 at Eastwood Gardens, Detroit, with the band booked in for a week's stand. Lyric Theater, Indianapolis, follows for a week starting August 4, and the 12th Whiteman plays the Orpheum Theater, Madison, Wis. August 13 ork has a dance date at Bay Beach Park, Green Bay, Wis., opening the next night for a week at the Tri-State Fair, Superior, Wis.

PW plays the August 21 week at the Orpheum Theater, Minneapolis; an attraction dance in Rochester, Minn., August 28, and a date at the Lowe State Theater, Dallas, the next day. Latter combines an appearance in front of the theater with a dance on the lake grounds later in the evening. Band one-nights it back here for the radio commercial September 8, leaving again for a week at the Kentucky State Fair, Louisville, beginning September 11. Whiteman then moves over to Nashville, Tenn., for the three Shrine of the Tennessee State Fair, September 18 to 22.

Corn Pedlar Mitchell, a D. well-known Northwest opposition, gets Pops and his crew the week of September 25 with a string of one-nighters routing the band back here follows. Norman Campbell is the Whiteman office, arranged most of the tour.

Songs With Most Radio Plugs

'Wishing' Leads; 'Stairway' In Big Leap To Take Second

Songs listed are those receiving 15 or more radio plugs (WJZ, WEAF, WABC) between 8 p.m.-1 a.m. week ends and 11 a.m.-1 p.m. Sundays, for the week ending Thursday, June 15. Independents plugs are those received on WOR, WHN, WMCA and WINS. Films are designated as "F," musical production numbers as "M." Based on data supplied by accurate Reporting Service.

Previous Last Wk.	This Wk.	Title	Publisher	Plugs	Index
1	1	Wishing (F)	Mills	31	18
3	2	Stairway to the Stars	Robbins	27	7
8	3	Don't Worry 'Bout Me	Mills	26	29
5	4	In the Middle of a Kiss	Ripley	26	4
6	5	Lady's in Love With You (F)	Paramount	23	22
12	6	Deep Purple	Shapiro-Bernstein	23	6
9	7	And the Angels Sing	Bregman, V. & C.	21	18
—	8	If I Didn't Care	Chappell	21	17
13	9	Strange Enchantment (F)	Famous	21	8
4	10	New Moon and an Old Serenade	Berlin	20	13
—	11	Song of Broadway (F)	Santly, J. & S.	18	6
10	12	Blue Evening	Miller	18	8
14	13	Three Little Fishies	Santly, J. & S.	17	10
9	14	You Grow Sweeter as the Years Go By	Witmark	15	6
15	15	All I Remember Is You	Berwick	15	6
16	16	This Is My Dream	Bregman, V. & C.	15	6
19	17	To You, Famous	Famous	14	5
20	18	My Last Goodbye	Berlin	14	4
18	19	Tears From My Inkwell	Witmark	13	9
17	20	I Never Knew Heaven Could Speak (F)	Robbins	12	10
—	21	My Heart Has Wings	Red Star	12	1
23	22	Ever Bite of Heaven (F)	Santly, J. & S.	11	16
—	23	White Sails	Petal	11	15
—	24	Begin the Beguine	Marks	11	11
22	25	Rendezvous in Paree (M)	Harms	11	8
28	26	Cinderella, Stay in My Arms	Shapiro-Bernstein	10	7
—	27	Whistling in the Wilderness	Witmark	10	7
—	28	Concert in the Park	Witmark	10	6
—	29	In an 18th Century Drawing Room	Circle	10	6

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DON'T YOU PUT THE BEE ON MEI
and Our Latest Rhumba
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Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbolishes addresses organizations or individuals listed.

ABBREVIATIONS: p—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; p—simple play; p—amusement park; ro—road house; ro—restaurant; sh—showboat; t—theater.

Ackley, Charles (Rainbow Room Palace) St Cloud, Minn., mh.
Adams, Johnny (Lake Rose) Dayton, O., ns.
Adler, William (Ambassador) NYC, h.
Agnew, Charles (Lincoln) NYC, Ambassador, h.
Ahlin, Bill (Cavalier) Mobile, Ala., h.
Alameda, Raoul (City Dump) NYC, ns.
Alexander, Jack (New Rainbow Club) Tonawanda, N. Y., ro.
Alpiar, (Lexington) NYC, ns.
Arbuckle, Elmer (Sportsman) Pittsburgh, Pa., ro.
Ayres, Harold (Glen Park Casino) Buffalo, N. Y.

B

Barde, Bill (Roosevelt) New Orleans, h.
Barnet, Charlie (Palladium) Hollywood, Cal., t.
Barrie, Hugo (Jefferson Beach) Detroit, h.
Barron, Blue (Pa) Phila., t.
Barrows, Charles (Broad) Second Street, Pa., h.
Bartel, Harold (Lexington) NYC, t.
Bartel, Harold (Lexington) NYC, t.
Basie, Count (Roxy) NYC, t.
Bauer, Jack (Ritz Carlton) Phila., Broad (Crystal) Atlantic City, N. J., h.
Bauer, Julius (Lincoln) NYC, h.
Bauer, Ray (Astor) NYC, h.
Bayes, Milton (Lincoln) Bayonne, N. J., h.
Beaman, Lew (Pennsylvania) Pittsburgh, Pa., h.
Bee Hive (Parrotine Gardens) Hollywood, Cal., ro.
Beger, Arthur (Earl Carroll) Los Angeles, Cal., t.
Bellard, Ray (Utah) Salt Lake City, h.
Bellaire, Forest (Silver Slipper Club) Louisville, Ky., ro.
Bennett, Frances (Belvedere) Baltimore, h.
Berger, Ralph (Ritz Carlton) Atlantic City, N. J., h.
Berman, Rudy (Log Cabin) Atlanta, ns.
Bernie, Ben (Lexington) NYC, Commodore, h.
Bestor, Don (Wendt's Beach) Waterloo, Wis., h.
Bestor, Don (Taft) New Haven, Conn., h.
Bestor, Don (Wendt's Chesnelhall) Milwaukee, Wis., ro.
Bethke, Harold (Southern Mansion) Kansas City, Mo., ro.
Bettis, Jimmy (Hollywood Gardens) Saginaw, Mich., h.
Bezanson, Harry (Eastwood Gardens) Detroit, h.
Bigelow, Hank (Seven Seas) Hollywood, Cal., ro.
Billet, Tommy (Villa Madrid) Chi, ro.
Blackburn, Tommy (Pa) Atlantic City, N. J., h.
Blakeney, Olin (Cotton Club) NYC, Ba.
Blondin, Eddie (Pavilion) Newton, O., h.
Blondin, Eddie (Lincoln) Indianapolis, Ind., h.
Bogan, Lucy (Wonder Bar) Union City, N. J., ro.
Bolin, Frankie (Seven Gables) New Milford, Conn., ro.
Bolin, Lulu (Tampa) Tampa, h.
Bonfiglio, Joseph (Hotel Pierre) NYC, h.
Bonner, Marty (El Rancho) Chicago, Pa., ro.
Bowman, William (Hotel Lincoln) Indianapolis, Ind., h.
Bradley, Tommy (Pa) Atlantic City, N. J., h.
Brandt, Charles (Swiss Inn) Cincinnati, ro.
Brandwin's Gaiety (Palm Garden) Cincinnati, t.
Brown, Jack (Lake Shore) Chicago, ro.
Brown, Lou (Club Plaza) Miami Beach, ro.
Brown, Ralph (Cocoanut Grove) Cincinnati, ro.
Brown, Rudy (Armandale) NYC, ro.
Bruce, Carol (Ritz Carlton) Atlantic City, N. J., h.
Bruce, Carol (Pa) Phila., t.
Bruce, Lou (Lake Shore) Chicago, ro.
Bruce, Lou (Lake Shore) Chicago, ro.
Bryant, Willie (Apollo) NYC, t.
Buck, Gene (Hotel Statler) Detroit, h.
Buffalo, Norman (Ritz Carlton) Atlantic City, N. J., h.
Burke, Jimmy (Lake Shore) Chicago, ro.
Burke, Sonny (Lincoln) NYC, h.
Burnett, Ray (Utah) Salt Lake City, h.
Burns, Bobby (Tower Lodge) Auburndale, Fla., ro.
Burns, Ray (Astor) NYC, h.
Burton, Milton (Cocoanut Grove) Los Angeles, Cal., ro.
Bushkin, Joe (Pa) Phila., t.
Bye Bye Hal (Parrotine Gardens) Hollywood, Cal., ro.
Byrne, Arthur (Earl Carroll) Los Angeles, Cal., t.
Byrnes, Ray (Utah) Salt Lake City, h.
Bradley, Perry (Silver Slipper Club) Louisville, Ky., ro.
Brady, Frances (Belvedere) Baltimore, h.
Brown, Lew (Lake Shore) Chicago, ro.
Bryant, Willie (Apollo) NYC, t.
Byron, Rudy (Log Cabin) Atlanta, ns.

C

Cab, Jimmy (Wendt's Beach) Waterloo, Wis., h.
Calloway, Cab (Taft) New Haven, Conn., h.
Carlile, Bobby (Wendt's Chesnelhall) Milwaukee, Wis., ro.
Carlisle, Una Mae (Southern Mansion) Kansas City, Mo., ro.
Carter, Benny (Armandale Gardens) Saginaw, Mich., h.
Casa Loma (Eastwood Gardens) Detroit, h.
Cash, Hector (Seven Seas) Hollywood, Cal., ro.
Cassel, Tony (Villa Madrid) Chi, ro.
Cavallaro, Carmen (Ambassador) NYC, h.
Chase, Chuck (Cotton Club) NYC, Ba.
Chaudoir, Eddie (Pavilion) Newton, O., h.
Chaudoir, Eddie (Lincoln) Indianapolis, Ind., h.
Chenault, Lucy (Wonder Bar) Union City, N. J., ro.
Carle, Frankie (Seven Gables) New Milford, Conn., ro.
Carlile, Lulu (Tampa) Tampa, h.
Carlisle, Una Mae (Southern Mansion) Kansas City, Mo., ro.
Carter, Benny (Armandale Gardens) Saginaw, Mich., h.
Cassel, Tony (Villa Madrid) Chi, ro.
Chase, Chuck (Cotton Club) NYC, Ba.
Chaudoir, Eddie (Pavilion) Newton, O., h.
Chaudoir, Eddie (Lincoln) Indianapolis, Ind., h.
Chenault, Lucy (Wonder Bar) Union City, N. J., ro.
Chase, Buddy (Armandale) NYC, ro.
Chase, Lew (Pa) Phila., t.
Chase, Nick & Ric Cascades (Lodge Club) Silver Springs, Md., ro.
Chiquito, Emil (Troubadour) Hollywood, ro.
Chisholm, Jack (Chateau) Chicago, ro.
Clifton, Bernie (Lake Shore) Chicago, h.
Clinton, Larry (Pa) Phila., t.
Cocoanut Grove (Beach Club) Jefferson City, Mo., ro.
Cole, Cozy (Hotel Lincoln) NYC, h.
Cole, Nat (Pa) Phila., t.
Coleman, Emil (Trocadero) Hollywood, ro.
Collins, Lee (Ritz) Chicago, ro.
Collins, Lee (Lincoln) NYC, h.
Colonial Inn (Lake Shore) Chicago, ro.
Conrad, Jerry (Twin Hill) Greenwich, Conn., ro.
Cook, Dick (Hotel Lincoln) NYC, h.
Cook, Will (Pa) Phila., t.
Cornell, Joe (Southern) Salt Lake City, h.
Cosma, Nick (Armandale) Worcester, Mass., ro.
Cotton Club (Harlem) Harlem, Ba.
Crawford, Jimmy (Pa) Phila., t.
Crosby, Bob (Bob Hope's Desert Sun) Palm Springs, Cal., ro.
Crosby, Bob (Lakewood) Atlantic City, N. J., ro.
Crosby, Bob (Lake Cascade) Silver Springs, Md., ro.
Crosby, Bob (Cocoanut Grove) Los Angeles, Cal., ro.
Crosby, Bob (Lake Cascade) Silver Springs, Md., ro.
Crosby, Bob (Cocoanut Grove) Los Angeles, Cal., ro.
Crosby, Bob (Lakewood) Atlantic City, N. J

May Better Than April in London; 12 Open, 11 Close

By EDWARD GRAVES

LONDON, June 17—May was a better month than April for production London by 11 with 12 openings against 11 closings. The latter included two of the May productions, but the other newcomers were favorably received. Outstanding hit openings included the persistent failure of the Duke of York's Theater to stage a winner; the 260th performance of Ben Travers's Emlyn Williams' *The Corn Is Green* at the Duchess, and Noel Coward's *Blithe Spirit* passing 150 performances for the first time in the Coward's Phoenix. Just before sailing for Canada and the United States, King George and Queen Elizabeth saw *Me and My Girl* at the Victoria Palace. Gwen Ffrangcon-Davies in *Hell Moon Street* at the New on May 15 and *Crosses in June* at the Criterion on May 18.

First off the openings was *Third Party Risk* at St. Martin's on May 8. Written by Gilbert Lennox and Gisela Ashley, the plot is of a thriller category, showing how a British insurance company investigated an affair sweepes being charged with manslaughter and involved in alleged divorce proceedings and blackmail. On May 9 Bernard Delfont presented Ida Wyndhams *The Intruder*, Basil Bartlett's translation of Francois Mauriac's *Asmodee*. Plot tells of disturbance aroused in a Provincial town by a unpleasant character, and by way of contrast to his amorous interest in the widowed mother and sister of a feud between her daughter and a young Englishman.

The Duke of York's made a bid for better fortune with Ian Hunter's *Ceiling Fugueot* on May 9. Really a revival—it was first produced under the title of the Windmill—the drama stresses how inequitable coroner's law can be. It failed to break the curse of the Duke, closing after 22 performances on May 27. At the Westminster on May 10 the curtains went up on Rutherford Mayne's *Fredar Mead*, presented by Ion Swinley and situations out of the adventures, among Boer War and Irish troubles, of a Scot, of a party of Americans in search of Spanish Armada treasure.

May 15 saw the Gaiety reopen its doors with Michael Macliammoir's Yiddish Art Theater, in J. Prager's *The Water Carrier*, Dialog being in Yiddish any Hebrew or Jew in the audience a personal triumph. On the same night Adelphi Hills production of Ferenc Molnar's Kilpatrick's comedy, *Uneasy Living*, opened at the Kingsway. Plot concerning an attempt to convert male social parasites and sponges into hard working and winning one of his female would-be reformers.

Harvey seen *The Women* well on the way to success, Gilbert Miller presented Rodney Ackland's dramatization of Alfred Chelin's Sixth Floor at the St. James on May 16. Plot concerns a gay life in a Mountmartre apartment house opposite a prison only eight performances.

The month's big theatrical occasion occurred May 23 when Henry Ainley, Ltd., in association with Tom Arnold, Ltd., presented his version of Alfred de Vigny's *Devil's Behind the Bride* at the Charlesbury. Hence the Ainley production enhanced her reputation as the French wife of a young Frenchman who returns home to find his father on the verge of bankruptcy; as the plot unfolds she becomes—to conceal the father's shame—with the son—servant to the family, and all manner of complications ensue. Devil's work not so hot, but the acting has been sufficiently impressive to bring about excellent advance bookings. A day later in Vienna, Ernst Lothar adapted and produced at the Apollo, John Brentwood's *Of Mice and Men*, with Claire Luce in her original part, scoring a hit.

On May 25 Adrian Brunel's *Only Yesterday*, with John Parnell producing, had its premiere at the Playhouse. Having for therein the reactions of a normal British family faced with the chaos of war, this play had but little semblance of plot. Critics liked it for the strength of the performances given by Brunel. On the last day of the month, a new dramatist, Jack Jones, had his *Rhondda Roundabout* presented at the Globe under Glen Byam Shaw's direction. Jones, a Welshman, has given a vivid picture of life in face of adversity in the Rhondda Valley of Wales.

As for closings no less than six occurred on May 6: *French Without Tears* at the Piccadilly after 1,020 performances; *Prisoner's Johnson, Over Jordan*, *Hell Hit Hits Cheddie*, Westminster, 18; Grant Wallace's *Interlude*, Duke of York's, 12; *Bonnie Hot Sod*, Cambridge, 229, and *Super Rhea*, Criterion, 60. Two other closings occurred May 13: *Rhapsody*, Adelphi, 19, May 13; *Dracula* revival, Lyceum, May 13; *Robert's Wife*, Globe, May 20; *Ceiling Fugue*, Duke of Yorkers, and *Sixth Floor*.

Shaw's *Geneva* went from St. James to the Saville, and Coward's *Blithe Spirit* to a 150th performance. *They Walk Alone* was produced from the Shaftesbury to the Comedy; *Quiet Wedding* left Wyndham's, opens in April at Brighton Hippodrome, and continued its London run at the Piccadilly for a six-week run with the where Beatrice Lillie and Gertrude Lawrence, Elizabeth Allan and Marie Lohr, Ian Hunter and Ronald Squire, between leaving the Apollo and returning to the Lyric.

The suburban Richmond has continued its popularity with Ian Hunter May productions including *Uneasy Living*, which later went on at the Kingsway. A Spanish play has been retained at the Hammersmith Kings, where Beatrice Lillie appeared. Also included David Belasco's *The Return of Peter Grimm* (his first appearance in Britain) and *Theater Royal* with Peggy Ashcroft and Ronald Squire, at the Piccadilly Circus, slated for the 12th edition of the Gaiety musical revue which began there eight years ago.

BROADWAY RUNS

Performances to June 17, Inclusive.

Dramatic	Opened	Perf.
Life Begins in Illinois (Playwright)	Feb. 16	18
Peggy Wood Musicale	Feb. 16	18
Meet Love Halfway	Feb. 16	18
Hedgerow Theater (Playwright)	Feb. 16	18
Wait Till Dark (Playwright)	Feb. 16	18
Wait for Cassidy (Harry Kemp)	Apr. 17	78
Outward Bound (Sewell Stokes)	Dec. 28	197
Flowers of Virtue (Playwright)	Mar. 27	85
Dead End (Sewell Stokes)	Oct. 28	365
What a Life (Sewell Stokes)	Apr. 13	56

Musical Comedy

Hedgerows (Winter Garden)	Dec. 25	213
Leave It to Me (Shubert)	Oct. 9	268
Pins and Needles (Labor Stage)	Nov. 27	66

Chi Summer Legit Looks Healthy, As FTP Adds Openings

CHICAGO, June 17.—With a new shot in the arm from the Federal Theater and continued interest in the Harris and Selwyn tenants, the summer legit season looks healthier than the same time of late years. Added to this is the third jap of the Civic Theater's stock venture which starts tomorrow with a revival of *Around the World*.

John Barrymore attracts strong business into the Selwyn with his appearance in *Big Boy* which opens in the ninth week. Indications are that comedy will remain at least as long as *Can Can* did. In the next-door Harris, begins its third week Monday. The musical has been good treat by the critics and is pressed with equal fervor by the patrons. Show, however, must do new capacity to stand the heavy stagehand and musician cut.

The WPA boys bring *Elmer Rice's Street Scene* into the Great Northern Tuesday for two weeks, followed by the return engagement of *The Swing Mikado*. It is figured that many Windy City patronees will want to see it again and that visitors will be attracted by the television-publicity given the stream-lined Gilbert and Sullivan version.

Although plans have been registered by *Petticoat Fever* and *The Thirteenth Chair*, Civic Theater ops are encouraged by increasing demand in their summer stock plan. *Accent on Youth* will remain two or three weeks. Remainder among coming attractions is revival of *Journey's End* with Guy Robertson in one of the leads.

AE Nixes LNYT on Ducat Code Change

NEW YORK, June 16.—Actors' Equity Association turned down request from League of New York Theaters to consider any changes in the theater ticket code at the moment. Council refuses to commit itself until the present contract with the League expires in September, preferring to defer any discussion until its own investigation of the code has been completed. Legal scrutiny and to meet with the ticket brokers Thursday to apprise them of the Equity situation.

Made known this week too is the sympathetic attitude of the League and the William McBride Ticket Agency toward the Equity stand. Ticket agency, backed by the hotels for conducting a theater ticket-buying service for the benefit of the profession refused to close down its department at the demand of the Shubert Advertising Office. For a few months here advertising in the periodical with-drew and yanked it off new stands within the hotels. The hotels received no ideal when they failed to earn support from the League. League has answered that it intends an agency which honestly endeavors to drum up theater business, meanwhile it is obligatory proceed on the trade by the code. McBride offered the moral support, declaring service in no way competed with the agency. Hotels tried to bring pressure to bear thru Equity. Only but Paul Turner, attorney, indorsed the League's reply.

Summer Theater Review

"Honey"

(Hedgerow Theater)

ROSE VALLEY, PA.

A comedy by Ernst Lothar and Hans Adler; translation by Maria Cox. Directed by Jasper Deeter. Scenery by Jasper Deeter. Lighting by David Mattson. Costumes by Gwendolyn Shepperd. Arminta Gully, Helen Alexander; Ernst, Ernest Graves; Gertrude, Hilda Simons; Graphan, Carol Marsh and Maurice Mitnick.

The rural of Continental amours has as the central character an essentially Viennese personality, that the Gay Nineties returns to the French villa where the Gully family practice the usual share of hospitality during the war. He resolves a midnight tryst with one of the local lasses, but finds he can't recall which of the three hostesses he promised to meet, remaining the one who business more than the average visitor bagging. He resolves to take companion on the escapade knew only the lady he promised rendezvous with, he was called "honey." He tries in trade her and in the process everything goes wrong, she is in a turmoil, what with romantic impulses, jealous husbands and consequent scandal. The resolution of his research is exactly as expected and first 18 minutes of the 90 proceedings.

Undoubtedly Hedgerow houses a gifted troupe whose excellent direction. However, *Honey* does not fit into its pattern of production, which is high-brow in this and trivial, and neither is nor the production measure up to the usual standards.

As far as the central strand of comedy is concerned, Lothar has already presented it in much better form and with considerably more meaning. At that time it was called *Arms and the Man* and the author was George Bernard Shaw. The fresh hard employed a more tangible clue than the word "honey." He been searched for a love letter placed in a borrowed jacket.

Despite the fact that the affair was more active than artistic, Harry Shepard, as the Gully paterfamilias, gave a lecture, delivered some excellent minting.

Joe Cohen.

The Out Front

By EUGENE BURR

Since this corner is a creature of tradition—and since tradition demands a choice of the 10 best performances of the year—this corner will make a tentative list of the 10 best of the 10 best performances. Yes, frankly, the task is appreciated with no huge amount of joy; for there were so very many outstanding performances during the year that it is almost impossible to single out 10 for special mention.

Everyone knows that the performances in the Out Front column are arranged in the sections rather than the playwrights. That is undoubtedly true. It is included because it is impossible to do a thing like this without going out of bounds during this reporter's entire playwriting career, and the others rating this column have unanimously included in a list of the best things of the year are more numerous than ever before within memory. In previous listings I've made a point of being pretty silly by including 10 performances divided into three classes of 10 each—so my choice of the best of the best but this year I'm going to look even silliier by naming 40. I can't in justice pull any one of them out. The 40th is of a quality that would make it a self-respecting average season, and the fourth team of 10 would bring joy as a variety to any ordinary year.

The year's outstanding performances have been the high quality of our acting. Even the choice of the season's best performance seems more difficult than ever before. Some of the best of the best performances, I said, were far beyond what any theatergoer has a right to hope of even the finest actor; and yet, I'm sure, from my letters in the Editor's Circle, I'm going to give up the struggle and describe a quartet of the best of the best. Two of them are so unlikely to the other three as name any one.

The alphabetical listing of the year, which providentially avoids even shades of rating: Wesley Addy as Hotspur in *Henry IV (Part 1)*, Judith Anderson as Mary of Scots in *Elizabeth the Queen*, Ernest Cossart in *Here Comes the Clowns*, and Lauretta Taylor as Mrs. Midgett in *Outward Bound*.

And to add to the difficulties there is a fifth performance that practically rates with the other four. In its unusual, amazing but brief climactic moment it was one of the outstanding performances of the year. It is the fifth of the portraits of the ventriloquist in *Here Come the Clowns*. Speaking thru the wooden dummy, he pleads with the audience to understand his plight, to be merciful, to realizing upon the pity, terror and heart-moving sympathy of the audience—all in a mind gone, in the heartbreaking phrase of the dummy, "crazy as a loon." It was an astounding, magnificent job—the most vivid and poignant moment of the entire season.

But to get belatedly to the listing itself:

1—A quadruple tie between Wesley Addy, Judith Anderson, Eddie Dowling and Lauretta Taylor. 5—Frank Oaby as the ventriloquist in *Here Come the Clowns*. 6—John Beal as the young murderer in *Sailor*. 7—Maurice Evans, for the sensational and unusual performance in *Macbeth*. 8—Hamilton Benz as Hotspur in *Henry IV*. 9—Patricia Collinge as the drink-sodden remnant of Southern gentility in *The Male Animal*. 10—Ernest Cossart as Claudius in *Hamlet*; and 10—Georgette Harvey as the mother in *Member's Daughter*.

Enough has been said, here and elsewhere, concerning the four leading performances.

(See FRONT OUT FRONT on page 18)

Stage Whispers

It's going to be a battle of the weather from the point onward, according to indications this week. When the rains come vitaphs evidently stay away from Mr. Wanin's sharpsyeed show and go instead to the Mayfair, which is a bit smaller than intended Broadway takes it on the chin. For example, Paramount's Sunday and the thin dozen survivors did very nice business—comparatively anyhow. And Thursday, when it rained in the afternoon matinees, was also fairly—so to use that word five of the seven Broadway houses had standees. That, mr. beatles, is something. Meanwhile, the Mayfair continues the pulling of upright customers. Saturday, Hollywood, Jr. Theatre, 14, *Pins and Needles*, 9; *The Little Foxes*, 4, *No Time for Comedy* claimed "around 7." . . . Rumor has it that Lillian Gish on June 26 it moves away from Labor Stage, to house the Theatre Guild's proposed run. On that date it goes to the Windsor, which has been leased by the International Ladies' Garment Workers' Union and will shelter its new show, *Labor Sings Windsor*. The historical little house on 94th street will hereafter be called Labor Stage. Meanwhile, NGWU is taking over the Windsor for about a year, and the Labor Stage office will remain in the little parent house. . . . Rumors have been hot to indicate that Whitford Kane did a terrific job as Cacao Matt in *The Wife Takes Lover*, the Theatre Guild's new Barry Fitzgerald. That, however, was only to be expected. Kane played the part to acclaim on the tryout, and these blue pencils did the job. Rumors have also suggested that if he's stayed in the role the show might be running on Broadway yet. . . . Jerry Danzig, who is in the WPA program department, is getting kept poured out of his ears by Jay Vietor, radio writer. It's called Tomorrow's Radio Show and is called this might suggest, a fantasy. It was produced held by Jack Lindquist and opening slated for October after a summer tryout. Wilbur Hatch now going on the Stages Theatre of Chicago, Leslie Urbach will direct and Leo Friedman will press agent.

Paul Peers, of the Debonairs, staged the dances on the Paramount stage for Clifton Webb in the highly successful revival of *Swanson* at the Chapel Playhouse, Great Neck, L. I. . . . Incidentally, is in for two weeks, which is a somewhat unusual summer theater booking. . . . Ted Pechman, whose name has been more intimately linked with entertainment of a slightly formalized variety, is now contracting to act as general manager for a little scheme called *Hold Your Horses, Boys*, which threatens to be musical comedy by Tyler Mann. It's a musical, with book by Jerry Silverman and Ted Pechman, and is setting its road bookings for next season, undoubtedly by film revenue demand. Film revenue is the show now scheduled to start October 5 at the Boston Opera House, and whose stage have been penciled in for Philadelphia, Pittsburg, Wheeling, W. Va., Cleveland, Ohio, Akron, O.; Jamestown, O.; Buffalo, Toledo, Detroit, Cleveland, Columbus, Indianapolis, Louisville, Cincinnati, St. Louis and Chicago, with the Shubert-Lindsay management set to start at the Grand Opera House on New Year's Day. . . . Mary Ann Ellis, who had been here as the gal in *Sweet Alice*, who was from Lancaster, Pa., and who in *No Time for Comedy* at any rate Clothie McClintic, now in Europe, is reported to be negotiating for him.

Opposition Takes 2 TMAT Key Posts

NEW YORK, June 17.—Saul Abraham, president of the Theatrical Managers, Agents and Treasurers' Union, who was re-elected Monday after a bitterly contested campaign, said today that the union would be behind its newest, new and light despite the fact that the opposition elected two of its candidates to key posts. Abe Abraham defeated Charles Stewart, his opponent for the presidency, by a five-vote margin. The administration candidate for vice-president, defeated by 10 votes, was Independent. Hal Oliver, candidate for one of the two business manager posts, who was a strong center of one of the fighting, was defeated with Morris Green and Joseph Stroman getting the posts. James Murphy was unopposed for the secretary-treasurership.

Asked for a statement concerning the chances of harmony on the board, Abraham said, "Everything is for the best; it was bound to happen that way, and I'm sure we will have all the cooperation we need." Asked if he had the rumpelgut, but that is entirely gone, and everything will proceed smoothly and reach other. After all, they were all trying to best one man, and he's out now." Stewart said he was sorry he had been a staunch supporter of the administration policies.

Asked concerning TMAT's position regarding the Equity strike, he said, "I don't know whether anything regarding the code would be brought before TMAT in connection with the managers, Abraham said: "We have nothing to do with the code. That is a matter between the Equity and the brokers. There will be nothing in the union agreement about it. I'm for our responsibility and we have no interest in it."

N'Orleans Throttled by Films; Aud Improved for Next Season

NEW ORLEANS, June 17.—Efforts of film people to get the Orleans Theatre attractions here have been so successful that Paramount has lined only a four-performance engagement of the Luna, a one-nighter for Nelson Eddy and a three-day run of a Metropolitan Opera troupe.

The Luna' appearance here grew 8,500 from the 4,000 attendance at the Municipal Auditorium. They played under the heavy physical handicaps at the Orleans, which only criticizing its shortcomings on taking leave. Management has been promised funds to enable it to rectify acoustics and rearrange seating so that it will be more comfortable and aid an obstacle.

Big Top Bingo nights and matinee that the Met troupe, including Tibbett, Melchoir and Martinelli, were here, in Carnival Hall, Lakeshore, Lakeshore, the cash drawer recorded $4,200. B. M. Greenwald, the impresario, who arranged with the Legitimate Theater Corp. of America to bring in here next year its series of Broadway attractions.

This city needs a modern playhouse. The old Tulane, fained four years ago, ended the string of live legit houses. A 200-seat Federal Theater on Tulane was abandoned in midseason for the old Orpheum operated St. Charles, where attendance was negligible. Dozens of the seats and where ventilation is in tragic condition.

Other theaters have squelched vaudeville, burlesque and legit. Only remaining is the Orpheum, which now is found in night spots and on the radio.

Guild's Basic Agreement on Film Rights Awaits Okeling

NEW YORK, June 17.—New basic agreement which Dramatists' Guild will offer motion picture companies interested in buying legit and acquiring picture rights before production is in final form except for determination of royalty percentages. If two-thirds of the proposing membership of the Legitimate Theatre of New York Theaters okeh it, and if the Dramatists' Guild authorizes it, the supplementary contract will be adopted. Management vote may be submitted either in person or by proxy. Guild Council is meeting Tuesday or Wednesday to take formal action on the proposition. As submitted for approval among the protected principals the contract contains the following provisional:

1. Motion picture backer must bear all expenses of production, including out-of-town tryouts.

2. Backer cannot yank out any member of cast without consent of author and negotiator, to prevent raids being made for picture line-up when actors have achieved box-office fame.

3. Provision for reserve fund from manager's profits stipulated in Shubert road tour of the company.

4. Within first 10 weeks of show's being on Broadway manager must commit himself on plans for the road, so that if he turns down author's option, rights to physical properties revert to the author, or author may submit plans for the tour. This does not limit the author's rights on a subsidiary.

5. If a backer wishes to withdraw his subsidy he may serve notice to that effect. He may continue either on his individually or collectively continue the production, and if he does so, he may say sister contract to a new backer.

6. If a show fails to reach New York production on closes after a tryout (three-week minimum in New York or 75 performances elsewhere) the author in the present basic agreement will be throwed back, no picture rights pass to the backer. Royalties advanced to the author are forfeited.

7. Picture productions of legit shows cannot be released until both manager and author have given up all claims to production and road rights, or all legit rights reverted to author (manager and author and road).

8. To prevent backer or manager from padding the budget as an excuse to overload the overhead to close a show unduly early, provision is made for weekly operating budgets.

9. Author's percentage of subsidy may be discontinued if after two consecutive weeks the show operates at less than a specific percentage (to be determined) of the weekly cut.

10. Manager cannot close the play unless his income is less than a specific percentage (to be determined) of the weekly cut.

11. Closings after the first week's run cannot be made without a week's notice to the author to give him time to take over the physical properties for production if he so wishes.

12. If backer withdraws and manager or author continues the show, the backer must continue payment of royalty percentages. Author may continue without the cost of the motion picture rights. Backer heretofore has been able to end royalty payments by withdrawing, to keep the rights of new motion picture.

13. Contract will be for short term of a year or two at the most. Designed as an experiment.

Group of managers which met with Guild officials last Monday afternoon to discuss terms of the contract, took up the viewpoint of the Guild to retain that clause which permits the author to take one of a show signed under the new terms to the independent of new motion picture backer. Big companies want concession which will enable them to take over their own employees in the managerial post. Guild and Equity have agreed that these members that throughout of legit if that were permitted, with present producers to be included in the exemption.

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Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City

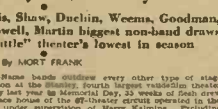
BANDS IN PITTSBURGH

10 of 12 Best Stanley Grosses Were Bands; Kyser, Crosby 1-2

Heidt, Waring, Lewis, Shaw, Duchin, Weems, Goodman, T. Dorsey next—Powell, Martin biggest non-band draws —Gordon-Riley "battle" theater's lowest in season

By MORT FRANK

PITTSBURGH, June 17.—Name bands outdrew every other type of stage attraction during the past season at the Stanley, fourth largest vaudeflim theater in the nation. From Labor Day last year to Memorial Day, 35 weeks of flesh drew approximately $679,000 to the box house of the 67-theater circuit operated in the tri-State territory by Warner Bros. Approximately 10 of the 12 best-grossing three weeks when the Stanley was on a plus-only basis, the gate averaged better than $19,000 weekly, including six days of vaude and Sunday, when only films



Stanley playing stage shows and "A" films while the largest rival house, Loew's Penn, might be playing product only equal or sometimes inferior. Kallmire and Mike Cullen, then Penn manager, arranged a pooling agreement several years ago whereby, in most cases, the Penn takes its choice of films and promises to stay away from vaudeville. This agreement has endured after Charles Kurtzman came from Washington, D. C., to the Penn, succeeding Cullen.

Out of the booking pack the Warner Stanley played some Metro pictures and an equal quantity of Warner products during the season, excluding the three weeks of films-only operation. Metro landed eight bookings in the Stanley, including the Jeanette MacDonald-Nelson Eddy picture, and sister house, Warner, has three from MGM, Warner, Paramount, RKO and United Artists.

Regardless of a threat to the Stanley's sole stage appearance, that never materialized, was a one-week showing of Ted Weems' band, which, after Harry Benatar during its opening week, drew $19,000, and one week of variety headlined by Jane Withers at the Warner Alvin Theater, which, after a complete remodeling by the Harris Amusement Co., has since addressed its new only.

Stanley prices, heaviest in town, are 25 cents until 12:30, 35 cents until 6 and 75 cents thereafter. Loew's Penn scale is 15 cents until 6 and 20 cents until 6:30 and 25 cents after. Prices at the Penn are 25 cents, 35 cents and 50 cents.

Kalmine is trying a policy of variety featuring Hollywood or Broadway pre- *(See BANDS TOP on page 21)*

Pay Half Dues, Too?

NEW YORK, June 19.—One of the two Paul Barnes midgets at the International Casino plays a matinee, and Milton Berle observed the other night, "The midget will have to join Musicians' Local 401."

9 Atlantic City Clubs Reopen; Outlook Good

ATLANTIC CITY, June 17.—Local niteries are preparing for big openings for this month. Some of the clubs will use a cover charge, unlike previous summers, and the trend is away from minimums.

Bickette's is already set, with Eric Gaspar's band and a show by Earl Lindsay already going.

The Nomad now has Red Rose's Orchestra and a show headed by Harry Wolf.

Paradise opens June 30, with Owner Ralph Wolief building a colored show headed by Cecil Johnson's band.

The Bath and Tuft, managed by Jack Bethem, will open under June 30; no band has been set yet.

The Celebrity Club opened last night with Alan Dale headlined and a Paul Florens show. Eddie Brandt moves in here after runs at Bakerbie's and the Ritz.

Dennis Shore and Bobbie Dean have their Torch Club ready to go, using a show and a band.

Frank Palumbo's Renault Tavern, one of the Boardwalk's best, opens June 23. Show and band yet to be named.

Eddie Krantz' Paddock is open for the season, with Tommy Dorsey's Band and a new Hill Revy venue.

Club Bits Gardens, which adjoins the hotel, will probably open before the end of June. Best show yet to be named is set. The Gardens, too, will, as usual, get some big name band for the season.

The 500 Club, one of the resort's biggest, will also be moving in about a month.

Hotels, grilles and supper rooms using *(See 9 ATLANTIC CITY on page 21)*

Maisie & Hazy at Sewer Salon; Patrons Are Mostly Creditors

By PAUL DENIS

Dear Paul:

WELL, we're working! Of course, it's not a class spot, but it's better than nothing. Anyway, we're working.

The club is called the Sewer Salon and it's one of those basement intimate spots with the band stand on one end, a few tables and chairs in between. The club is run by the Muggy mob, but the rumor around town is that the Muggy mob is really only the front for the Puffy mob. Nobody knows who's really the boss and everybody is afraid to talk nice or everybody, including the boss boys, because almost anybody may turn out to be the boss.

THEY tell us that business has been terrible, but not to worry because it surely will be good next week. The place was packed last night, but Max, our bandleader, says the gross business was really not so hot because most of the customers were creditors demanding their money. Max is a smart fellow and the only guy I've ever met who could do triple talk—double talk with an impediment. He's especially good at triple talk when creditors want their money or when the acts ask him about salaries.

Max went to the race track yesterday afternoon and lost every cent he had. But, being Max, he came back to the club and made it look like a profit.

Max is a nice guy, but he shouldn't have hired that cheap Charlie Junks to stage the girl numbers. Junks is a good guy, but he's a cheap guy, too, and right but Charlie is so cheap that he stocked their dressing room with baling powder instead of talcum powder. Some of the girls were so sunburned but coach dumped during that hot day last week their faces broke out into measles.

MAX is really trying awfully hard to give the club more class and only last night put up a sign "Gentlemen Must Take Off Their Hats While Dancing" and another reading "Ladies Must Not Take Off Their Shoes."

The waiters are being curbed, too. They must not take bets from the customers and they must not read the Daily Racing Form at the bar. Pete, our head waiter, has been told he may announce the lucky number at midnight only and that he must not book numbers any more while he's on the band stand.

MAISIE

P. S.: Pete, our head waiter, has just been fired because he forgot to play *For He's a Jolly Good Fellow* when the landlord walked in.

Club Talent

New York:

MARGOT and LIBBY ROBIN are breaking in new material intended for such night clubs and radio . . . JACKIE HELLER, tenor, has returned here after a year and a half in Hollywood, where he worked night clubs, radio and films. Continuing his songwriting, too. . . . MARLYNN ANN MICHAEL, currently introducing the Oberth Folk Dance, are playing their date this week at the Radio City Rainbow Grill, New York. Spot is on the skin food, too. . . . HILDEBRANDE, current at the Hotel Pierre, has just finished an album of all-out Cole Coward songs for Decca Records. . . .

Chicago:

FRANK WAHL, formerly with Bobby Meader's Ice Show, now operating around here. . . . TEDDY DUANO, scheduled to be in St. Francis Hospital, Oriental, next week. . . . DANNY DRAYSON, the comedy tap dancer, stays an extra two weeks at the Palmer House when theirs heads for the West Coast to pick up four weeks of theaters on the Dert Lesser Circuit. . . . KNIGHT SISTERS opened Friday in Louisville, instead of the Hotel Netherland, New Orleans. . . . ANN SKELLY, formerly of the Skelly Sisters, joined Tower Lopez in the Jack Dempsey's Broadwalk Ballroom, Lake Delavan, Wis., for the summer.

DICK WARE goes into the State-Lake week of June 23. . . . JO CONWELL JR., booking agent in the Harris Amusement, husband of Princess Genevieve Abdella, entertained Friday at the Hotel Bismarck (St. M.) Hospital.

DUNNY FERGUSON and band come into the College Inn's Panther Room July 12 for a stay of three weeks. . . . William Walters, of the Drake, has moved to the Blackstone. . . .

Here and There:

ISOBEL DE MARCO has been held over for a week at the Paradise Club, Evansville, Ind. . . . FONDA AND ST. CLAIR, now under the banner of Blumenfeld Enterprises, are at the Cascade-Brook Country Club, St. Louis. . . . HARE KRISHNA, a dance model exclusively by Universal Theatrical Agency, Cedar Rapids, Ia., is Thaya Kai-Hai in that land. Calif., is at Tuy's Hi-Hat in that city for a long-term contract. . . . FOOT-OF-JEN, Hollywood novelty, Pa., writes that it offers talent one week's work. . . . TOMMY AND ETHEL WALKER are at Cedar Park Lake, Philadelphia, with Jack Dempsey's Wild Cowboy. . . . THE RIMOS have been booked for one week in the Club Saks, Detroit. They teach dancing to patrons Wednesday nights.

LOIS DE FRANCO goes into the Walton Roof, Philadelphia, after her current run at the Copley, Boston. . . . CLEMONS AND REVEL, Continental comedy duo, have added a Hammond electric organ to their turn, which Mr. Clemons manipulating it.

PAPA KETCHUPTER, after a week at the Ritz Supper Club, Columbus, O., moved into Lake's Supper Club, Detroit, at the Cat and the Fiddle, Cincinnati, last week. Williams, comedian with the combo, was formerly of the vaude teams of Fordon, Bernard and Williams and Ford Cora Williams, and has toured the world several times.

FOUR GOLDEN GATE GIRLS are at the Madison Restaurant, Baltimore, with Washington the next stop.

LEE ROSS, with his singing violin, is in his seventh week at the Lobby Club, Jumes, Mexico. New show which opened there June 13 also included Forrest and Dorothy, Lee Perry, Rollett and Dorothea and Dorothy Black. All are set for six weeks.

Night Club Reviews

Versailles, New York

The summer slump of normal business lull around town doesn't care whom it bites these days, and it is also taking its toll here, as well as the rest of the class places.

In line with the decreased spending Nick and Arnold have also been thinning out the talent bounty. Where the fall and winter policy carried a big name and several lesser acts, the current bill consists of only two acts and two bands, Pinchito's Rumba crew and Maxmillian Bergere's orc. Nicholas Brothers will succeede Bergere June 22.

What talent there is includes the Great Giovanni, the only pickpocket unmolested by the police, and Gloria Grant, an American-born singer who covered them in Europe. Her American debut is she got good so prove that it doesn't take much to wow them on the other side.

Giovanni, the only act of this type we have ever seen, might be described as a night club pickpocket, only he's not a professional—he entertains. But many guys would take a lesson from him on how to rink people with showmanship. He even separated a man from his suspendoes without the man knowing it until his pants started to fall. We works with a half dozen customers, lifting watches, watches, cigarets, etc. All, of course, to the amusement of other customers, and to the amusement of the victims. It's a good smart spot act and gives the customers a good laughing time for their money.

Gloria Grant, a comely brunet, gives the appearance of having a fine trained voice, but lacks sufficient volume to do justice. If she warmed up a bit and tried to be more of a singer than an actress, she would do better delivery.

Maxmillian Bergere's music masters play the show and also provide the dance tunes in relaxed society manner that makes pleasant enough listening. Pinchito's warming rumba outfit, however, really gives with the Latin tunes. The Cuban band provides infectious rhythm and are solid senders for the rumba addicts.

Both food and service are of the quality a good night club should have, with Alfred, the headwaiter, an affable host. Prices high.

Leonard MacBain, who handled the Stork Club press chores for four years, is handling the publicity here.

Sol Bast.

Coconut Grove, Chicago

Once one of the leading summer spots northwest of Chicago (Morton Grove, Ill.), it was converted into a dog house by price bellicose and presently is a small-time circuit stinery. Well-known operators have for years invested bank rolls on this roadhouse and used name bands and acts to attract the city trade. This season Forest Coburn has leased it and engaged a small band and run-of-the-mill show, catering to the dime and quarter trade.

Spot can stand brightening in its color scheme, the present predominating pale blue lending morbidity to the window phase. It can also use a larger band due to the big capacity of the room. Lena Frances' five pieces are not sufficient either for show or dance purposes.

Under favorable weather conditions room should play host to many of the customers who are flocking on the busy highway close by. Dave Malcolm, straightforward emcee, handles the first show. He has an easy-going style which is not quite as aggressive as it should be in this type of joint. Has an amiable personality and is a pretty good tap dancer, as he ably displays in his *Evolution of Tap Dancing*.

Harvey and Hexton, tap team, do fast and energetic work. Girl is a small but pretty dancer, and, when the older lookalike, shapes up as a fitting partner. They have a some peppy stepping in *Fast Foot Fingers*.

Marion Ford is a fast acrobat and, the tricks are not out of ordinary, they are well executed. Betty Jerome, blond blues singer, handles a limited blues style.

Dinners and drinks are popular priced.

Sam Honigberg.

Cuba's Spanish Tavern, Asbury Park, N. J.

Following his policy of last season, Harry Lopez, manager and owner here, offers a 45-minute all-spots show on Saturdays only that is definitely big city entertainment.

Show, changed every three weeks, is handled by Phil Scott, emsee and interlocutor. Pete Diggs and band accompany.

The entire cast comes on for a quick song and dance for the warm-up. Following is Rita, scantily clad, who does a vocal and then into a difficult acrobatic and tap.

Next is Zeta, stripper. Opens with a slow dance *The Enlightened Blood* in a tight black gown. Music changes to jungle rhythm and she goes into her stripping routine.

Scott followed her with several original jokes that really are clever. Then, an excellent tap dancer, skipped the rope while tapping.

Preceding the climax of the evening, an impersonation of a man in a jungle titled *Clear Goes Wild in the Cooage*, was Vincent Reid, baritone, who did a commendable job. That long act depicted the man, played by Phil Scott, in the Congo with Zeta and Rhina. Much jungle dancing and patting, accompanied by the stripping of the two women.

Show is well rounded and ably presented. Credit goes to Lopez for making this type of entertainment go over big. Scott is here in permanent job if he just didn't chatter.

The combination used by Diggs includes two saxes, vibes, trumpet and three rhythm.

Dwight Fatten.

Arabian Supper Club, Columbus, O.

New outdoor gardens, operated by Tom Jones, long prominent in Central Ohio show biz, opened last week and indications it will rate highly in Central Ohio's outdoor entertainment. Gardens are beautiful and modern night spots in the district. Dance floor is better than 300, and 1,000 can be accommodated if need be. Basically it has primary requisites, good food and service, plus the tops barebacks in floor-show entertainment.

Tables are imposing, fresh air breeze adds to convenience. The outside garden is well lighted, inside rooms beautifully decorated and artfully illuminated. Jones and associates deserve credit for the gardens afford splendid view of the show from every table.

Opening frame show is on par with the winter line-up. It's topped by the Tanzy Family, one of the best provide double quartets to appear here in a long time. Their traditional vocal and semi-trained and repertoire includes several present-day tunes.

Danny White, pantomime comic, is surefire and likely will be held over for the June show week. A clever line of Dorothy Byron girls are good-looking and are there with the footwork. Eileen Christen steps out of the chorus for some neat solos.

Dale Stevens' Band continues to play just the kind of music patrons like to dance to.

Howard Montgomery is a hard-working emsee who keeps the show moving at a fast pace. Three shows nightly. Tariff for eats and drinks now on the pocketbook.

Bert McConnell.

Tower Inn, Lyons, Ill.

A neighborhood club, southwest of Chicago, increased its importance during the summer. Budget, however, is moderate and only small acts are used.

Set-up is quite okeh for the local residents, who seldom tour the Windy City's more exciting spots. Prices are very reasonable and a $1 minimum is in effect Saturdays.

Season opener has more than the usual talent quotient, featuring Mary Grant, well known burly stripper. She is a graceful parader and has a lovely figure. Like most tassers, she has little dancing talent, but is tops as a decoration.

Sam Haas, emcee-in-charge and producer, handles the show nicely. Works in an intimate style and is fairly smooth with his comic satires. Looks like an old-timer and knows how to handle a neighborhood house.

Four Muriel Kwitow girls do three production numbers, opening with a Highland Fling in cute kilt costumes, return for a rhythm number and close with a modernistic routine. Kids are lively and work in good unison.

Hazel Bailey, brunet tapper, struts thru a couple of rhythm dance routines. She is easy to look at and her work has some appeal. Inez Gonzan, torch singer, returns for a few numbers during the session. Wayne Brothers, Indian duo in modern dress, have an acceptable violin and tap dancing act.

Frankie Darro trumpet-sax-piano-drum combination furnish the music but achieve only fair results. Boys should work as a unit rather than as individual musicians. Manila Trio in the intermission singing and strumming strokers.

Dinner and four shows are presented nightly, depending on business. Frank Mangan is the operator.

Sam Honigberg.

Royal Hawaiian, San Francisco

Spot is entirely in Hawaiian motif. Decor consists of a row of five Hula girls; the Three Strings, a vocal and instrumental group, Ted Kaye, Jack Gardner and Eaze, tap team, and Jack Marshall, emcee.

Opens with the Hula quintet in a run-of-the-mill Hawaiian jam session, followed by the Three Strings, who did three Hawaiian numbers in swing tempo. Had ever-ready sound of applause.

Next was Doris Denell, who sang five numbers from her repertoire in spirited style of torch and swing. Altho a local item, she has never played in a San Francisco cafe before.

Then the smart tap stylists, Gardner and Kaye (Ted Kaye substitute for a little taller than her partner, they overcome this with their smart routines).

Before the line closing with another Hula, Jack Marshall takes the floor and really wows them. Formerly with the Benny Meroff band, Jackie proves his worth on a little of everything. He travels on San Francisco's cable cars really pushing his luck.

George Curry's orc at five plays a good show. Closed thru a stint in the Lovers' run. New band will be Jerry "Muscle" Baum's seven-piece combo.

Club is another Ben Ali Haley spot. Place was fair capacity at show caught.

Edward Murphy.

Beach Walk, Edgewater Beach Hotel, Chicago

Management spared no expense this summer in decorating the outside gardens, edging Lake Michigan. This pretentious set-up just outside the hotel's Marine Dining Room is prettily lighted with varicolored lights under butterscup-shaped shades and will be used to accommodate nearly 1000 people. Band stand remains as a shell. Yet the huge dance floor is bared to the sky and at weatherman's mercy. Under unfavorable weather conditions, use is made of the spacious Marine Room, recently remodeled.

Dinner and show are served.

Different from most hotel policies in the price setup. Rather than setting a minimum or taking a chance on the amount of money patrons will spend for more expensive dinners, in particular a straight admission is charged. Week days it's $1.25 per person and Saturdays and holidays, $1.50. An improvement this season is the addition of afternoon tea dances, during which a $1.25 minimum is in effect.

Lawrence Welk and his Champagne Music orchestra are featured attraction. It is a popular one, with 12 musicians and three singers and in this date augmented by the Bowman (vocal singing quartet) and should prove a favorite with the youths tired of strictly swing bands and with the older folks who are in no place to stand or dance to torrid tunes. A nostalgic theme, however, is the emphasis. Welk places on his Moonbeam and organ music. Blend of solid tempo from the brass and reed sections, the organ tunes during dance sessions are far from the Champagne Music of Guy Lombardo, and a happy medium in using all of its sections proportionately.

Welk plays the Moonbeam and, altho he is known for his accordion work, a national musicians' union ruling does not permit him to double on the squeeze box. Blend of solid tempo and sentiment is contributed by musicians, among them, Arthur Bowman and Ralph Gross. They are particularly effective in comedy and novelty numbers which they deliver with plenty of spice. Ork's straight numbers are weak. Tommy Allen, one of the two tenors, is very rigid, both in voice and presence. He should relax when working and concentrate on delivery. Joe Ryan is somewhat better altho still not natural. Bowman, baritone, delivers songs, in of the sweet variety. Most of the boys are also featured as a glee club group, particularly in the door-razzes.

Shows staged by Harriet Smith are

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brief but snappy. Line of 12 girls in opening and closing number, dance routines by DeAngelo and Porter and specialties by band members comprise the units. The Smith Girls are bright performers, working with snap and plenty of rhythm. Current Numbers pace them thru displays of acrobatics and high kicks a modern version of *Destiny, Strutter's Ball* and a picture parade in the Ka, Ba, Marvue tradition.

DeAngelo and Porter offer well-patterned routines, some acrobatics and and gracefully executed tricks. Some of their lifts are novel and others seem to look unusually well on a roomy floor of this kind. Danced a waltz, rumba and a fast musical number. Dance floor lighted with fancy turns. Appearance is good. Teams will be Cincinnati Wood and Bray next week.

Florence Hackett, of the line, offers an alert lap specialty with Spanish movements during the supper show, and Mildred Stanley holds a spot with a couple of rhythm tunes. The Marine Four, vocal quartet, are heard in standard songs, delivered in stock fashion.

Chuck Apple shows a few collegiate revues on Fridays during the school season, handling the emcee job. The Nighthawks, rhythm quartet, are the intermission strollers. The Lawrence Walk orchestra is on hand for dancing. RKO vire thruout the week.

Sam Honigberg

McVan's, Buffalo

Decorated with blond wood furniture and plain interior appointments, this spot is very unpretentious. Perhaps the biggest and most versatile floor show of any local club.

There are three shows a night, each lasting 70 to 75 minutes. Service is a splendid buy, with the $1 minimum every night, including week-ends, and five $1 and $1.25 dinners.

Mrs. Lillian McVan founded the club 17 years ago and has been operating continually since. Now married to Richard Bate, Mrs. McVan is known to everyone continues calling her, manages the spot with her husband.

This history uses the most and largest newspaper ad space of these parts, and also boasts the distinction of having been the first night club to use the dailies in a big way, continuously for years. Put together with the friendly and hospitable management largely responsible for the spot's continued drawing power. It has outlived many a novel spot and has seen several other clubs come and go.

Lester Montgomery, who has been with McVan's for about 18 months, produces the shows and does a double turn in the M. The use of props as appropriate backgrounds for the 10-piece band and the orchestra stand make the presentations more spectacular.

Line, consisting of seven good-looking girls, boasts attractive costumes and versatility. Girls are Ruth Ramsey, Thelma Gordon, Dorothy Dawn, Rose-Marie Flynn, Irene Gordon, Dorothy Gravelle and Alice Meehan. Opening has girls decked out in dark dresses and Jimmy Raymond sings pleasantly. Chorus under strobe lights is nicely dressed with artificial daisies effectively strategic spots.

Christine Calson, tall and attractively Nordic looking, is an excellent acrobat and works with a lot of great footwork. Best routine is her standing on two chairs and bending backward, picking a lighted cigaret from the floor with her mouth, then returning upward to a normal position.

Dorothy Morley and Al Anger put over some comedy singing and dancing with the aid of slapstick. Crowd appeared to like this kind of fun and the spirit in the otherwise modern show.

Hal Haig plays a bit of harmonica and also does a fire-eating act. Throwing lighted matches about, he catches them in his mouth. He eats lighted cigarets, lighted cigar, lighted matches and blows off smoke and spitted. Act goes over big.

An Oriental number by the chorus follows in Ruth Ramsey's dance chorus. Garbed in lovely brocade and tingling jewelry, the girl has the audience all wrapped up with her dance routine of a mechanized version of a native dance, which was rather plain but very impressive. She uses her exquisite hands to best advantage, and keeps attention by dancing with quick sudden movements.

The Bowling Kangaroos, with their managers, Mr. and Mrs. Ted Elder, are a pleasant novelty and lover-big. Finale is a number which has the animal toting the pants of his human opponent, in bowling alley.

Dorothy Taylor, emcee, billed as the Modern Mae West, is a trim and attractive "been-around" type. Kids the crowd and supports the show with a good voice. Who eat her stuff up. Her talking-singing number of *Life Doesn't Begin Until You Are Married* is a real gem of gallery ringer, as is everything she puts over. Mrs. McVan is fond of this gal and it is just at the borderline between good and bad taste. Nevertheless, she presents a skit with the line girls presiding as a bevy of nurses, with appropriate exercises and using clever and risque poems and gags.

Finale is a long patriotic-military line. Line girls come out tapping with minimum of movement, Dorothy Taylor, Hal Haig, and play on each other's instruments. Hal plays the bass drum and cymbals.

Frank Terry's Chicago Nightingales, a male quartet, are heard in stock and their accompaniment, but go into their own when swinging out in true Harlem fashion for the dance.

Ninety seats from 600 to 800.

Harold J. Werner

Onyx Club, New York

The gal who got her start at the Onyx some months back is back again, and swing crazie, only there's about six or seven times as much salary involved, plus a name change. Gal is Ella Fitzgerald, who worked here in 1937 as Mel Tormé's partner.

Now she's the star and largely responsible for the Onyx's current drawing from appearances, about the best bet around for a good swing session. Gal, who goes to the mike the house quiets promptly and can't get enough of her swinging, is a real entertainer, with a her small voice. Blue Sullivan does big and effective job of backing the girl's personality forcefully.

Sullivan's trombonistics is a six-piece outfit composed, it appears, of virtuosi. Sullivan, Ed Hall, clarinet, Shaines, trumpet, O'Neil Spencer, drums; Ralph Sutton Butler Bailey, clarinet, and Russell Procope, alto sax, and Jimmy Ryan, on a cooking group, whether swinging out or just chasing the blues, maintains a quiet work, featuring the three breath instruments, Procope, Butler and Bailey is noted for his clarinet, while Procope's excellent sax quality, occasionally hitting clarinet tones, is quite at its really something.

Butler's clarinet is a relief pianist and vocalist, a human gal with a sense of humor and feeling and tender and tender for the ballads. Ale strings, does ballads and swing and the quality tone of all is very well. Both she and the house would like to, however, were the setup changed so she could sit down comfortably and she plays. As it is, the piano is up against the wall, and the piano are in her left and much is lost. She frequently has to lean over the piano to reach her arm and her side. It would pay the club to provide a table or two or tables to let her work on a minute down front.

Minimum is $2, and with this show is amply worth it.

Jerry Franken.

Earl Carroll Theater, Hollywood

This is the first show change that Carroll has had since his new spot opened, presumably, plugging the pretty crowds nightly every night, with the exception of the time-worn claim claiming the venture wouldn't last 60 days. Carroll has definitely proved the film capital will stand a first-class spot.

New show is a smooth presentation that gives the customers more than enough for their money. All of the revolving stages worked and there appeared to be no rough spots. Carroll has given the new production better balance by installing more comedy than there was in the original show. The new crop of 56 line girls have plenty of looks and manage to show enough of their charms to get the boys up on the edge of their seats. All in all, the entire production has the same lavish setting as the original show.

Headlining Willis and Eugene Howard, the show has a fast clip not found in Carroll's first presentation. They comedy is fast and their timing is swiftly. Next were the French teacher act, the impersonation of Jolson and the opera burlesque. They garnered their share of laughs.

Lola Moore presented a tricky dance number, using a costume, which is masculine on one side and feminine on the other, she presents a striking illusion of two people, dancing together. She is a something different and give the Carroll audiences a real treat.

Professor Lambert is back again with his many-sided act, which gets down plenty of laughs. Ygor and Tanya give the customers an idea of top dancing ability. Vocals are taken care of by lovely Susan Miller, while Beryl Wallace offers some high-kicking continues.

The two climaxes to the two-part show are top-flight production presentations. First act finale is the *American Rapsodie*, while the second is the *Fantasia Song of the Serenade*. Both surpass the can-can number in the other show. Beautiful gals, plenty of settings make the Carroll show tops among the night spots in this area.

Music is still handled by Archie Bleyer, the previous one-night stand leader. Customers do their hooking on the stage. Dinner and supper are the rule, while a few seats are sold at $1 for the privilege of seeing the show.

Bill Roberts handles p. a.

Dean Owen.

9 ATLANTIC CITY—

(Continued from page 19)

bands and floor show are ready, too. Among these are the President's Round-the-World Revue, the Merry-Go-Round Revue, Chelsea Terrace, Shelbourne Crystal Lounge, Traymore Stratosphere Room, Ritz-Carlton, Ambassador, 22 Club, Claridge Marlier Lounge and the Penn-Atlantic Rathskeller.

BANDS TOP—

(Continued from page 19)

sonalities, augmented by routine vod and impromptu gags. Ingredients for a hand on stage.

Manager of the Stanley is Charles Eagle, veteran showman, who has been in charge of stage presentations for a couple decades.

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Saratoga Clubs Wait Stand on Gambling Ban

SARATOGA SPRINGS, N. Y., June 17.—The much disputed Saratoga gambling situation, which seems to have reached a night mare in operation during the free-break period, continues to hang in the air. Owners of the big spots are waiting for word from the politicos before they go ahead and book talent, since last year's ban on gambling sent bands and acts back to New York practically before they opened.

It is definite, however, that Delmonico's Piping Rock Club, Meadowbrook and Riley's will open the week-end. Piping Rock is set to open July 31, booked thru Herman Citron, New York agent. Type of talent is not expected, however, depends on whether the gambling ban is lifted. Arcadia, considered the top spot, will probably remain closed if the ban is enforced.

Last year's edict on keeping Saratoga pure for the photo clinkers hit the town, the hard-hit night club owners feel the city fathers may shut their eyes this year to an effort to replenish the town coffers.

The four clubs named above are expected to employ full floor shows with dancing and name bands, if the owners get the go sign on gambling. Piping Rock, Meadowbrook and Riley's, the will operate regardless of the gambling ban, but will tighten up on talent.

AFA Philly Branch Lining Up Agents

PHILADELPHIA, June 17.—There's nothing like being neighbors, according to the secretary of the AFA, Kelly Jones here, who moved his office into the Jones Building, where the majority of local agents are located. Kelly immediately called a meeting of bookers and got them to promise that they would pay only the minimum prices set by the AFA.

In return Kelly promised to obtain AFA bookers. He also asked the night clubs using the talent of these agents of the new salary minimums. In the majority of cases the AFA minimums provide increases for performers. The oral agreements reached also provide for AFA recognition. Kelly will attempt to obtain written agreements from the agents here.

The unofficial bookers attending the meeting included Vincent Fields, Nat Dellmont, Jimmy Collins, Harry Hughes, Ed Zwicker and G. D. Mack.

Tony Phillips, Jimmy Lynn and Eddie Stark also at the meeting, have already been licensed by the AFA.

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Vaude Grosses

Para Clicks With $39,000; Strand Still Going Strong; B'way Biz Easing Up a Bit

NEW YORK.—Broadway seems to be coming out of the fog of bad business it has been in the past three months, but grosses are not yet up to par, and local showmen feel that it will be several weeks before the visitors to the World's Fair get tired of the fair and begin to patronize Broadway houses.

Paramount, for the first time in many years had a winning week with a gross of $39,000 for the opening of Harry James and his band, Jane Froman and The Chesterfields on the stage, and *Intermission in Heaven* on the screen. Under ordinary circumstances the gross would be nothing to become jubilant about, but with the way things have been going, it's darned good.

Second week of *Juarez* at the Strand, in addition to Pancho and a Cuban revue plus Miami and Florida on the stage drew $22,000, which is considered good. Show has another week to run.

Roxy's second week of *Young Mr. Lincoln*, which also runs into a third, with the same bill plus including Lee Powell, The Juvelys and Sylvia Manon and Company, amounted to $38,000. Not too good.

Music Hall still continued to suffer with a $60,000 gross, half the house capacity, with a dud called *The Fun Never Ends*. And the same goes for regular stage spectacle, were Jack Cole, Jan Peters, Jack Marcus Dade and George Bockman.

Love's State reported to the use of a columnist again last week, in the person of Dorothy Dix, who is famous *American*, and his guest stars (subs), who drew slightly more than ties with a gross of $33,500 gross. Others on the stage were Borah Minnevitch's Harmonica Rhythm Boys and Lee Sullivan, Ann and Kent and the Nelsons, plus *Men of Conquest* on the screen.

LOS ANGELES.—Clifford Fischer's *Folies Bergere* at the Paramount jumped $13,800 for the week ended June 7. This would bring the total gross to June 8 up about $76,600, the first three weeks taking of 63 times that last three days grossed another $6,000.

Paramount Theater, for week ending June 14, grossed $18,500 with Ted Fio Rito & Marco Ice revue plus *Invitation to Happiness*. This is the second week in the previous week's $12,400, but still considerably below the house average of $18,000.

Palomar, Seattle, Average

SEATTLE.—Palomar, with stagehand needed by Bernie Hamilton, did an average of five grand for the week ending June 8. Pix, On Trial and *Wolf Call*.

RKO, Boston, Dives Slightly

BOSTON.—RKO Keith, with Rose Marie, Dorothy Lamour, Johnny Downs, *Sunny Midget Follies*, plus pix, *Panama Lady* and *Sunset on the Range*, grossed $7,000 for week ending June 8. Vaude and pix above par on four days, pix other three but *King of Chinatown*, *World and Almost a Gentleman*." House average is $8,500.

Boosier House Nosedives

INDIANAPOLIS.—The Lyric's face is off again following a boomlive at the box office for the week ending June 18. Take was $6,100 compared to the usual $8,500. Show headlined A. Robbins, with support from Nobriega Bolta World's Fair Bachelors Girls, the Four Cavaliers, Ann and Milford, the Zavatta Troupe and Tony Talbot. Pix was *Charlie Chan in Reno*.

Just Fair for Chicago

CHICAGO.—Nothing strong to town this week and the grosses reflect that condition. Palace however, still probably wind up with a better than average figure due to the popular Fred Allen vaude show, a show that played a local date for a member of week's vaude bill and local popular Eddie White. Screen's *Ex-Champ* is no help, but business points to a good $18,500, or only about one grand behind last week's big pulled by Orson Welles' pix.

Chicago has *Only Angels Have Wings*, with Jean Arthur and Cary Grant, a new item, and the Fred Evans line with four acts stage. But business is brightly 3-6, fair and not more than a fair $31,000 is booked for. Second week with *Juarez* and new bill with Guy Robertson and Tommy Riggs fell to $29,000.

State-Lake will scrape up a neat $13,200—best in these warm weather weeks, with Alfred Clay and eight acts topped by radio's Johnny Johnston. Last week it was the Shelton Brothers with another Lewis Miller unit and a weak flicker. Oriental is heading for a fair $11,000 with two pix and four acts headed by Bob Hall. Last week with two revivals and similar type stage show it was $11,200.

Band Bookings Up Again in Chicago B & K Theaters

CHICAGO, June 17.—Band bookings in the B & K theaters are on the upgrade again, five outfits having been booked in the various, with engagements for others pending.

Chicago takes off with Phil Spitalny and his Hour of Charm Girls starting July 14. State-Lake gets Bill Carlsen, Fred Waring's brother, for a fortnight week of June 30 by Louis Armstrong. Band Box, which has been set for the Chicago, but no definite date assigned as yet.

At the B & K office it was explained that bands with local reputations are fairly good bookings, because of the same time serve as a breathing spell between the vaude acts. Arrangements are now under way with MCA to have the Chicago Theater broadcast the Pitch Bandwagon radio program, tying in theater dates at the time of their airing.

AFA in Frisco Makes Nineries Post Wage Bids

SAN FRANCISCO, June 17.—As a gesture in behalf of pay for work, saying members, the American Federation of Actors yesterday sent an agreement with a majority of night clubs for position of a bond for one week's salary.

The move came as a result recent clashes in which the club operators were asked to sign a standard agreement, agreement will also protect free club owners where the talent is paid by non-union owed performers of clubs forced to close.

Henceforth, all AFA contracts will include the agreement to post a bond.

Chicago Lines Want Mixers Only

CHICAGO, June 17.—A demand for line girls to work summer spots prevails but the order calls first for mixers, with non-mixers taking a secondary consideration. Such a market is hurting the performers who have trained the gals to pay attention to their routining only, according to Ruth Lee Kirchman, who dropped her line.

Bookers report that interest in the vacation spots for most girls to be "of general assistance" between shows, sitting in with pianists and at times where casinos operate, the kids are wanted to shill for the house.

"45 Minutes" Unit In Quick Fold-Up

NEW YORK, June 17.—Acts in the unit, *45 Minutes From Broadway*, which recently closed in Cumberland, Md., after playing about 18 days, were paid off some week-old post-dated checks last Tuesday after a meeting between the performers and the producer, Arthur Lyons and Sam Green.

It is reported that Lyons and Green lost about $3,600 on the venture. Unit for this tour had opened in Bradford, Pa., with cast including Lewis and Amos, Three Cards, Bobby Sedlina, Pinky Oliver, Sylvia Rosh, Amy Pooy and a line of 11 girls. Unit previous to this tour had played Lancaster, Pa., Pittsburgh, Uniontown, Carlisle and Faith Bacon in parts later taken by Bobby and Mike Sedlina.

Booker for the unit was Phil Bush, with Jimmy Miller producing.

Balanced Budget?

CHICAGO, June 17.—Lord Lyon, youthful serv set, outdid himself here the other day and ended up setting an ice cream soda which set him back $22.

Seems he was walking home with a friend, and while crossing over the Wabash street bridge his pal mentioned it would be swell an ice cream soda to see Lyon do a handstand on the railing of the bridge. Lyon promised to do his stuff, balancing precariously on his hands atop the railing, but then suddenly lost his nash balance when his wallet dropped from his pocket and into the river below.

P. S. He got the soda.

Chi Spot Biz Spotty; Several Stop for Summer

CHICAGO, June 17.—While debates over the advisability of the hours curfew continued in the chambers of city government, business continued to be spotty in Loop and neighboring night spots. Night club operators encourage an increase in the license fee as the change of longer early morning hours, which has been heartedly approved by veteran operators who sell liquor only and furnish no entertainment.

Grand Terrace, Ed Fox's black and tan bistery, closed for the summer. Early morning business thrived during winter, but poor business forced a two-week closing. Dixie Belle, which has been set to come in this month, was cancelled but may be played in the fall if available.

Del Shore, summer spot, is now operating without bill with Ray Arthur in undercover that where George Hamilton winds up his four-week run a smaller entertainment will be put in the Club. Like others in that neighborhood, Del Shore closes at 2 a.m. from the elaborate Bon Air Country Club.

Spot is set to stay open all summer, now that the Chez Paree will close for a few weeks, but will have a low talent bill with Durrell Hill with Ray Arthur Marcus, Burns and White, Betty Storey and Marie Jones around it.

Bismarck Hotel's Walnut Room stays open and Phil Levant's Band remains. Floor shows are running 30 and will be resumed in September. Staying on with Levant for the duration of the Walnut is Bert Gossett. Stevens Hotel will close the Continental room on 30 but plans are already under way to reopen it in July. Chez Paree was preceded by lack of conventions there this summer.

William Morris Office has taken a stand on the film *Five An Air* and the most of the talent in the *Star Lane* revue, opening Thursday, 30. Lineup now includes Eddie Garr, Gertrude Niesen, Ethel Barrymore, Grace and Nikko and Jackie Green.

Coleslaw's set for the summer show back at the Club Chez Paree on September 15, with Dwight Fiske as emcee. Lineup is set.

Palmer House will definitely carry on all summer, the new show opened in June, 30, the cooling less than previous bills. Jay Beckman is occupying the stand, and the 11 acts include Oxford Boys, Bob Elgin, Jah-Ti-Ope, Four Gordons and Ella Mae and Cecil.

Harry's New York Cabaret, which closed couple of weeks ago, is now in an involuntary bankruptcy petition. Attorney-creditor being stated that the non-enforcement of early closing law was greatly responsible for the failure.

AFA, AFM Push Vaude Schemes In Los Angeles

HOLLYWOOD, June 17.—Trying to meet the status of why there has been practically no neighborhood vaude for the past two years, Jack Kramer, local AFA head, and Kramer and Fischer managers to AFA headquarters for a confab, last week and continued to the twenty American Federation of Musicians and AFA would continue the planning field. Five nabe houses have returned vaude for first time in a few seasons, each hoping to bring the idea to life.

First theater to try was Strand, which announced starting tomorrow and is continuing the shows. On the strength of the Strand's success, two theaters in Anaheim and Glendale, outlying communities, have installed vaude and report a good biz has taken up uptime.

It has been known for some time that local theater owners are sick of kings and double features. As one theater op put it, "the public has been educated away from them and it's up to us to bring them back in line. As long as the ticket buyer is more concerned over winning a set of dishes or winning a 10-spot than he is in entertainment there is something wrong.

In returning fresh to nabe houses, both AFA and AFM hope to get nabe night concessions, but Kramer pointed out, "It is better to have an act working five days a week than one day."

In a majority of cases theater owners say, "We have been waiting for to give fresh another try.

In two cases local theaters are around 90 neighborhood houses in this area that could return to fresh, once the ball started rolling, Kramer pointed to five sets per week.

As the line for the return of fresh, Kramer announced that the first in a series of important moves to force the entertainment back into the hood is being undertaken. Thru the co-operation of AFM, no union musician will be allowed to play for any act which plays the neighborhood. Kramer stated that all acts would be warned.

On top of the tie-up of the Orpheum earlier two weeks ago, due to refusal of an act to show its card, Sherill Cohen, manager of the Musicians Association of AFM, that he was demanding that all acts show paid-up cards before being allowed to go on.

Kramer says he is going to study the things situation and will take the steps to enforce the laws governing the games. He stated he is willing to go but stated he would lay the matter before the city council.

Unit in Loop Second Time Since Spring

CHICAGO, June 17.—Return of Harry Rogers' unit, *Mikado in Swing*, to the Chicago for two weeks in late spring marks one of the most unusual bookings since Rogers' first time in the Chicago Theater a couple of months ago to every regular house has been booked in by the Billy Diamond Offices into the Oriental Theater week of July 14. Diamond stipulates that due to the Oriental's large prices house will attract a different type of trade and is starting a good week.

The Mikado in Kats unit at the State-Lake, produced by Leon Miller, farad poorly, and house is returning to regular vaude fare. Miller has contracted to stage same more in a couple of weeks before reopening the Chicago to show in San Francisco next month.

Coincidentally with the *Mikado in Swing* unit at the Oriental is the return of Jimmy Lyons and Sally Rand to the Great Northern Theater July 4. On the strength of its successful run early this year the WPA boys are hoping that the second engagement will keep the house open all summer.

The sudden death of Chick Webb Friday night, June 16, in Johns Hopkins Hospital, Baltimore, came as a blow to his friends and followers in the amusement business. For further details see Final Curtain.

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

A

Aarons & Gildea (Rainbow Room) NYC, no.
Abbott Sis Rockets, Three (Union Hill Theatre) Union Hill, N. J., 24-28.
Abert Hank (Aquacade) World's Fair, NYC.
Adams, The (Steve Hanna) Newport, R. I., no.
Alexander, Dorothy (Waldorf-Astoria) NYC, no.
Allen, Vivian (Radio City Music Hall) NYC, no.
Allen, Roberta (Stanton) NYC, no.
Allen, Stuart (Paradise) Detroit, no.
Alonso, Princess (Jimmy Kelly's) NYC, no.
Alvarez, Yvonne (Yacht Club) Boston, no.
Ella, no.
Amaran, Albert (Club Bentley) NYC, no.
Andre, Anita (Commodore) NYC, no.
Ardath, Fred (Little Old New York) World's Fair, NYC.
Arden, Dorothy (Riviera) San Francisco, no.
Ayres, The (Shoreham) Washington, D. C., indef.

B

Bangkok, Faith (Trocadero) NYC, no.
Barnstine, Harry (Diamond Horseshoe) NYC, no.
Atto & Arnetta (Jimmy Kelly's) NYC, no.
Arthur, Meike & Bros. (Oriental) Chi, 2.
Arlow, Max (Steel Pier) Atlantic City, no.

Bachelors, Four (Hollenden) Cleveland, 2.
Baldwin & Brown (Riverview Beach Park) Pensacola, N. J., 4.
Ballard & Ray (Band-Box) Chi, 2.
Balsa, Marie (Playhouse) Washington, D. C., 4.
Barbee, Jerry (Jimmy Kelly's) NYC, no.
Barlow & Dorothy (Wonder Bar) Detroit, no.
Barnes, Johnny (Bar 20) Chicago, no.
Barnes, Johnny (Stevens Hotel) Chicago, no.
Barron, Blue & Orch (Pat Pasta's) Chi, 4.
Bates, Lois (Dunkelwald) Cresson, Pa., no.
Beatrice(Beatrice, The (Cotton Club) NYC, no.
Beaumont, Pierre (Beaumont) Newport, R. I., no.
Bedini, Jean (Little Old New York) World's Fair, NYC.
Belmont, Arthur (Jimmy Kelly's) NYC, no.
Bennett, Cora (Aquacade) World's Fair, NYC.
Bennett, Joe (Old Homestead) NYC, no.
Benn, Betty (Lenox) Boston, no.
Berk, Milton (International Casino) NYC, no.
Bernhagen, Frank (Rainbow Room) NYC, no.
Bibo, Doris (Brandon Kretchmer) NYC, no.
Blanche, Jeanne (Paradise) NYC, 4.
Blue, Bill & Gaze, Ann (Jimmy Kelly's) NYC, no.
Bonham, Cherry (Rainbow Room) NYC, no.
Bolton & Dorothy (Wonder Bar) Detroit, no.
Brady, Bill (International Casino) NYC, no.
Brady, Bill (Jimmy Kelly's) NYC, no.
Brown, Hank (Shelton Club) Union City, N. J., no.
Brown, Bruce (Palmetto) Detroit, no.
Brown, Bobby (Ben Franklin) Pittsburgh, no.
Brown, Clyde (Jimmy Kelly's) NYC, no.
Burnell, Peter & Dorothy (Jimmy Kelly's) NYC, no.
Burns & Bernardo (McVan) Buffalo, no.
Burns & Allen (Palace) Chicago, 4.
Burns, Billy & Conway Circus (Village Barn) NYC, no.
Burns Twins & Evelyn Price (George Washington) Baltimore, 4.
Byrne, Kathleen (Trocadero) NYC, no.

Calhoun Sisters (Hollenden) Cleveland, 2.
California Varsity Night (Casino) Chi, no.
Carlos & Carlos (La Conga) NYC, no.
Carlos, Lucy (Aquacade) NYC, no.
Carson, Allan (Green Dragon) Detroit, no.
Carol, Nina (Gibbons Hotel) Chicago, no.
Carr, Billy (Jimmy Kelly's) NYC, no.
Carroll, Nancy (International Casino) NYC, no.
Carrey, Betty (Jimmy Kelly's) NYC, no.
Carter & Schuck (Jimmy Kelly's) NYC, no.
Cashman, Dan (Bismark) NYC, no.
Chandler, Robert (Aquacade) World's Fair, NYC.
Chaterfield (Paramount) NYC, 4.
Chester, Lewis (Lincoln Hotel Lounge Spring) Mo., 4.
Chic Charlotte (Villa Venice) Northbrook, Ill., no.
Chase & Sanborn Models (Stats-Lake) Chi, 2.
Chuck: Marguerite (Hollywood at the Beach) Madison, Wis.
Celestin, Oscar (Ben Marie) NYC, no.
Cole, Nat (Radio City Music Hall) NYC, no.
Colonna, Jerry (Radio City Music Hall) NYC, no.
Conway, Jack (Little Old New York) World's Fair, NYC.
Cook, Frank (Aster) NYC, no.
Cooper, Jack (Aster) NYC, no.
Coral, Tito (La Conga) NYC, no.
Cordero, Lolita (Rainbow Room) NYC, no.
Corlies & Palmer (Sports Mart) NYC, no.
Cortez, Lolita (Jimmy Kelly's) NYC, no.
Cotton, Billy (Band-Box) Chicago, no.
Cox, Wally (Rainbow Room) NYC, no.
Crain, Rosemarie (Band-Box) Chicago, no.
Crawford & Carter (Hollenden) Cleveland, 2.
Curran, Dennis (Shoreham) Washington, D. C., no.

D'Arcy Girls (Manor Grove) Rochester, N. Y.
David, Johnny (Big Bonnet Room, New) NYC.
Davis, Dorothy (Casino) Chi, no.
Dawn, Dolly (Beverly Country Club) Cincinnati, 2.
Day, Dorothy (Stevens Hotel) Chicago, no.
De Angelo & Porter (Bayswater Beach) Chi, 2.
De LaPlace, Peggy (Jimmy Kelly's) NYC, no.
Del Carmen, Marie (Club Cocoba) NYC, no.
De Forest, Marie (Ben Franklin) Pittsburgh, no.
Delsita, Wanda (Bal Tabarin) NYC, no.
Dewitt & Dee (Aquacade) NYC, no.
De Roche & Hawaiians (Marbis) NYC, no.
Devine & Sayre (Aquacade) World's Fair, NYC.
De Quincey & Co-eds (Villa Venice) Northbrook, Ill., no.
Dixie Girls (Little Old New York) Aquacade) World's Fair, NYC.
Diamond Brothers (Barry) London, 2.
DiCarmen Bros. (Riverside) Milwaukee, 4.
Donahue, Walter (Village Barn) NYC, no.
Dorothy, Betty (Cry Baby) NYC, no.
Downey, Morton (Billy Rose's Aquacade) World's Fair, NYC.
Duke Dodge (Diamond Horseshoe) NYC, no.
Dunham, Russell (Jimmy Kelly's) NYC, no.
Dwyson, Dorsey (Stevens) Chi, 2.
Dwyer, Jerry (Lake Shore Country Club) Chicago, no.
Duchal, Lipton (Rainbow Room) NYC, no.
Duffy, Douglas (New Yorker) NYC, 2.
Duffman, Bob (Las Ambassadeurs) Paris, no.
Dugan, Dan (Capitol) Washington, D. C., 4.
Durbin, Dallas (Melody Chalet) Union City, N. J., no.
Dutchess, Evelyn (Bal Bordelais) NYC, no.
Dwyer, Jerry (Wonder Bar) Detroit, no.

Early, Robert (Crystal Palace) World's Fair, NYC.
Eddy, Nelson (Glen Island Casino) Westchester, N. Y., no.
Edwards, Joe (Little Old New York) World's Fair, NYC.
Edith, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
Elliot, Leonard (Cafe Society) NYC, no.
Elmer, Jack (Jimmy Kelly's) NYC, no.
Emerald Sisters (Belmont Country Club) Pittsburgh, 2.
Emery, Carlton, & His Madcaps (Gresham) Chi, 2.
Evans & Novelty Clarinet Quartet NYC, 2.
Evans & Mayer (Merchants) Milwaukee, 2.
Evans, Fred, Orch (Jimmy Kelly's) NYC, no.
Everett & Conway (Lobby Club) Boston, Mass., no.

Fantasia, Jos. & Co. (Club Bayou) Parmer Ray & His Vs. Minneapolis (Sun Spring) Springfield, Mo., 4.
Fays (Jimmy Kelly's) NYC, no.
Fern, Kay (Jimmy Kelly's) NYC, no.
Fern, Vera (Bayswater) Akron, 2.
Fiske, Frances (Aster) NYC, no.
Fiske, Frances (Ben Franklin) Pittsburgh, no.
Fleming, Ann (Jimmy Kelly's) NYC, no.
Fleming, Donald (Pony Club) Omaha, 2.
Forrest, Helen (Palomar) Los Angeles, 2.
Fleurette, Connie (Sunset Mary) NYC, no.
Foster, Con, Orch (Sunny) NYC, 4.
Foster, Ben, Orch (Stevens) Washington, D. C., 4.
Frances, Eddie (Diamond Horseshoe) NYC, no.
Franklin, Cass (Shanty Walk's) NYC, no.
Frazee, Ruth (Jimmy Kelly's) NYC, no.
French, Hoosier (Club Chez) NYC, no.
Fuchs, Lou (Rainbow Room) NYC, no.

Galante & Leonardo (Crescent Grove) Chi, no.
Gale, Sarah (St. Regis) NYC, 2.
Gallagher, Robert Paul (Radio Panels) NYC, no.
Gallagher, Jim & June (Festival Hall-Expo) San Francisco.
Gaston, Charles (Strand) NYC, 4.
Gerr, Eddie (Sun Ski) Wheeling, Ill., no.
Gerber, Eddie (Aster) NYC, no.
Gaylord Sisters (Lenox & Edson) NYC, no.
Gaylord, Charles (Lenox & Edson) NYC, no.
Gaylord, Jay (Chateau Lake) Minneapolis, no.
Geoff, Jack (Band-Box) Chicago, no.
Gibson, Jack (Lake Shore Country Club) Chicago, no.
Gilbert, Shel (Radio Panels) NYC, no.
Gomez, Jose (Rainbow Room) NYC, no.
Gonzalez, Jose (Rainbow Room) NYC, no.
Gleason (Versailles) NYC, no.
Green & Dahlquist (Gibbons Hotel) NYC, no.
Green, Elsie (International Casino) NYC, no.
Gordon, Jack (Little Old New York) World's Fair, NYC.
Gordon, Charlotte (Jimmy Kelly's) NYC, no.
Gaudin, Billy (Pontchartrain) Detroit, no.
Grace & Scotty (Vanderbilt) NYC, no.
Grace & Nelson (Stevens Hotel) Chicago, Ill., no.
Grassel, Bert (Somerset) Chi, no.
Grant, Gloria (Aster) NYC, no.
Grover, Bernie (Cry Baby) NYC, no.
Gray, Jerry (Stevens) Chicago, no.
Grosh, Archie (Sun Ski) Wheeling, Ill., no.
Gray, Gordon (Hotel Lincoln) Chicago, no.
Gray, Barrington (Philadelphia) NYC, no.
Guyana (Reverse) Chi, 2.

Haddon, Harriette (St. Regis) NYC, 2.
Hall, Adelaide (Jimmy Kelly's) NYC, no.
Hamon, Tito & Gaucho (Lenox & Edson) NYC, no.
Hall, Bob (Oriental) Chi, 4.
Hall, Phil (Sherman) Chi; Hall Kansas City, Mo., no.
Hammond & Kennedy (Red Cabin) Indianapolis, no.
Hammond, Earl B., Bates Troupe (Ben Fuller) at 1937.
Harrington, Pat (Club 18) NYC, no.
Harris, Phil (Stevens) Chicago, no.
Harrison, Renee (Palmetto) Detroit, no.
Harlem Sets (Cry Baby) NYC, no.
Harrison Sisters, Three (Beverly Hills) Newport, Ky., no.
Harvey & Rae (Cocoanut Grove) Chi, no.
Hawaiian Serenaders (Cry Baby) NYC, no.
Hildegarde (Barry) NYC, no.
Hill, Ted (Little Old New York) World's Fair, NYC.
Hocker, Harriet (Club Plaza) Chi, no.
Holiday, Billie (Jimmy Kelly's) NYC, no.
Holiday, Billie (Cafe Society) NYC, no.
Holmes, Leslie (Billy Rose's Aquacade) World's Fair, NYC.
Howard, Eddie (Las Ambassadeurs) Paris, no.
Howard, Eddie (Capitol) Washington, D. C., 4.
Hudson, Dallas (Melody Chalet) Union City, N. J., no.
Hutchens, Evelyn (Bal Bordelais) NYC, no.
Hyman, Dick (Hotel Commodore) Chicago, no.

Jade, Robert (Crystal Palace) World's Fair, NYC.
Jackson, Ray (Glen Island Casino) Westchester, N. Y., no.
Jackson, Joe (Little Old New York) World's Fair, NYC.
Jackson, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
Jones, Leonard (Cafe Society) NYC, no.
Jones, Jack (Little Old New York) World's Fair, NYC.
Jones, Spike (El Chico) NYC, no.
Jones, Ricky (New Yorker) NYC, 2.
Jolbert, Frank & Jean (Capitol) Washington, D. C., 4.
Jolson, Harlan (Glen Island Casino) Westchester, N. Y., no.
Jordan, Betty (Club Paree) Chi, no.

Ide, Letitia (Rainbow Room) NYC, no.
Ignatieff, Serge (Brandon Kretchmer) NYC, no.
Ion, Dorothy (Hotel) NYC, no.
Ishia (Lou Bunker's Hideaway) Chi, no.
Iris, Hyperbolas (Grand) NYC, no.
Ivan, Steve (Aster) NYC, no.

Jackson & Blackwell (Stats-Lake) Chi, 2.
James, Harry, & Band (Paramount) NYC, 4.
Jackson, Wyn (Jimmy Kelly's) NYC, no.
Jarrell, Lucille (La Conga) NYC, no.
Jarvis, Al (Ben Marie) NYC, no.
Jason (the Ventriloquist (Club) Bloomer, Wis.
Jay-Bee-Jo (Lenox) Boston, 2; (Wiley) Wilmington, 2; (Gem) Carmel July 1-6.
Jeffries, Ann (Ben Marie) NYC, no.
Jenson, Lois (Aster) NYC, no.
Jerome, Billy (Gresham) Chicago, no.
Johnson Myra (Casino Club) Chi, no.
Johnson, Hazel (Beach's Pavilion) NYC, no.
Johnson, Van (Rainbow Room) NYC, no.
Johnson, Vera (Rainbow Room) NYC, no.
Johnson, Leslie (Diamond Horseshoe) NYC, no.
Johnston, Joey (Blue Angle) NYC, no.
Jones, Cody (Lenox) NYC, no.
Joy, Lane (Radio Panels) NYC, no.

K

Kane, Vera (Everyday Parade) Phila, no.
Kaufmann, Hanns (Brandon Kretchmer) NYC, no.
Kaplan, Jack (Plaza Empire) NYC, no.
Kay Sisters (Diamond Horseshoe) NYC, no.
Kay, Charlotte (Ben Franklin) Pittsburgh, no.
Kaden & Armbrich (Stats-Lake) Chi, 2.
Kirkman, Mimi (Trocadero) NYC, no.
Kelly, Ricky (Billy Rose's Aquacade) World's Fair, NYC.
Kelly, Barbara, Circus Unit (Sands-Point-Park Hotel) Port Washington, N. Y., no.
Kemper, Charley, & Co. (Stats-Lake) Chi, 2.
Kenney, Billy (Steel Pier) Atlantic City, no.
Kenney, Billy (Casino) El Paso, Tex., 2.
Khan-Aldin (Cocoanut Grove) Chi, no.
Kibbets & Dunne (Wivel) NYC, no.
Kirby, Bernice (Rainbow Room) NYC, no.
King, Lee (Cry Baby) NYC, no.
King, Dick (Sherman Hotel) Chicago City, N. J., no.
Kramer, Sam (Little Old New York) World's Fair, NYC.
Kreuger, Stanley (Aquacade) World's Fair, NYC.

L

Lackey, Jimmie (Club Nomad) Atlantic City, no.
Lane, Cal (Palmer House) Chi, no.
Lamont's Cockatoos & Mascot (Rock's Show) World's Fair, NYC.
Lane, Mary (Hunter Keeper) NYC, no.
Lane, Eva, Sisters (Riverside) Milwaukee, 4.
Lane's Lookers (Hollenden) Cleveland, 2.
Lane, Bobby (Spanish Wheel) Seattle, no.
Lane, Vera (Lenox & Edson) NYC, no.
Lawrence, Jack (Lenox & Edson) NYC, no.
Lawrence, Gertrude (Crystal Palace) World's Fair, NYC.
Leach, Ted (Lake & Hay) Chicago, no.
Leviton Jooby (Sunny Crest) Atlanta, 2.
Lee, Pete (Aster) NYC, no.
Lee, Jo Jo (Blue Room) Pittsburgh, no.
Lee, Pete (Cocoanut Grove) Chi, no.
Leg, Harry (Pub-Pacific Bible) Los Angeles, 2.
Le Maire, William (Spanish Wheel) Seattle, no.
Lehr, Raymond (Brandon Kretchmer) NYC, no.
Lehmann, The (Ambassador Hotel) Chi, 2.
Leonard, Hazel (Rainbow Room) NYC, no.
Le Roy, Edward (Beatrice Lake) Boston, Mass., no.
Leslie, Lew (Jimmy Kelly's) NYC, no.
Lewis, Mario Lou (Club Bayou) NYC, no.
Lewis, Dorothy (St. Regis) NYC, 2.
Lewis, Joe E. (Riviera) Fort Lee, N. J., no.
Lewis, Mary (Vaudeville) Brooklyn, no.
Lewis, Ted, & Band (Palmer House) Chi, no.
Lewis, Ted (Palmer House) Chicago, no.
Lido, Nina, & Carlos Trio (St Cloud) NYC, no.
Little Eyes (Love & Bullet) Chi, no.
Lloyd, George (La Rabon Mon) NYC, no.
Logan, Jack (Lake Shore Country Club) Chicago, no.
Lorraine, Sally (Cry Baby) NYC, no.
Low, Ethel (Ben Franklin) Pittsburgh, no.
Lucas, Estrellita (Club Club) Vancouver, Mass., no.

M

McCabe, Sara Ann (Sherry Netherland) NYC, no.
McDonald, Pat (Dog House) Reno, Nev., no.
McFarland, Frank (Barney Gallant's) NYC, no.
McKay, Edward (Cary) NYC, no.
McLean, Jack (Ben Franklin) Pittsburgh, no.
McLean, Ross (Ben Franklin) Pittsburgh, no.
McLean, Ross (New Yorker) NYC, 2.
McLaughlin, Virginia (Jimmy Kelly's) NYC, no.
Mack, Matilda (Brake's) NYC, no.
Madera, Marcelo (Cocoanut Grove) Chi, no.
Madison, Rudy (Cry Blanket) NYC, no.
Magnolia Sisters (Diamond Horseshoe) NYC, no.
Mann, Peggy (Tab) NYC, 2.
Mangan, Jerry (Aster) NYC, no.
Manson, Dr. Arthur (Hi-Hat) Chi, no.
Marie & Dorothy (Jimmy Kelly's) NYC, no.
Marie & Flavia (Strand) NYC, 2.
Marie, Rita (Ben Franklin) Pittsburgh, no.
Marsh Gloria (Jimmy Kelly's) NYC, no.
Marshall, Ruth & Hale (Hotel Bedford Union City, N. J., no.
Martin, Tony (Raleigh) NYC, 2.
Martin, Hugh (Lou & Eddie) NYC, no.
Martin, Freddy (Palmer House) Chi, no.
Mason, Jack (Lenox & Edson) NYC, no.
Mason, Lee (Colonial's) Cal, no.
Masters & Kingsley (Cocoanut Grove) Tampa, no.
Matthew, Nicholas (Chalon Manor) NYC, no.
Maurice & Maxine (Aster) NYC, no.
Maxine & Clayton (Blackstone) Chi, no.
Mayo, Ann (Brandon Kretchmer) Boston, no.
Mayo, Nick, Band (Savoy) World's Fair, NYC.
Mabel, Marmine (Beatrice Kretchmer) NYC, no.
Mathes, Mabel (Brandon Kretchmer) NYC, no.
McCarthy, Charlie (Ben Franklin) Pittsburgh, no.
Miller, Sandra (Gibbons) Chi, no.
Mitchell, Jack (Jimmy Kelly's) NYC, no.
Mirk & Mark (Lenox) NYC, 2.
Mills, Jack (Hollywood at Hollywood, no.
Moore, George W. (Alpha Chalets) Warsaw, Ind., no.
Morgan, Lee (Hollywood Tavern) Elmhurst, L. I., no.
Morris, Lee (Aster) NYC, no.
Murphy, Franz (Big Bonnet Room, New) NYC.
Murphy, Jimmy (Cocoanut Grove) Chicago, 2.
Murray, Elizabeth (Diamond Horseshoe) NYC, no.
Myrtle Twins (Lafayette) Chi, 2.

N, T, O, Revue (Stats) NYC, 2.
Nelson, Bob (Aster) NYC, no.
Nelson, Ozzie (Stevens) Chicago, no. World's Fair, NYC.
Nichols & Sylvia (Dog House) Reno, Nev., no.
Nichols, Red, & Five Pennies (Grand Prospect) Brooklyn, Feb. 20-21, 4.
Nicholas, Harrison (Aster) NYC, no.
Nicholas, Fayard (Aster) NYC, no.
Nilsson, Tajha (Rainbow Room) NYC, no.
Nixon (Hot Cards) Hollywood, no.
Noble, Charles (Sands) Detroit, no.
Nolan, Bob (Aster) NYC, no.
Noack, Nina (La Marquise) NYC, no.
Nonchalants, The (Hotel Lincoln) Chicago, no.

O'Hara, Pattie (Swing Club) NYC, no.
Oland, Ina (Riverside) Milwaukee, 2.
O'Neil, Sally (Jimmy Kelly's) NYC, no.
O'Neil, Mike (Barney Gallant's) NYC, no.
Orchids, Three (Aster) NYC, no.
Orchids, Three (Ben Franklin) Pittsburgh, no.
Orlando, Ora (La Conga) NYC, no.

Paloma, William (La Marquise) NYC, no.
Parker, Charles (Ben Franklin) Pittsburgh, no.
Parker, William (Rainbow Room) NYC, no.
Parker, Mary, & Billy Daniels (St. Regis) NYC, 2.
Parker, Bob (Paradise) NYC, no.
Perez, Rocky (Pasta) NYC, 2.
Perry, Ann (Ben Franklin) Pittsburgh, no.
Perry, Ann (Aster) NYC, no.
Parsons, Ray (International Casino) NYC, no.
Patricia & Jerry (Palmer House) Chicago, no.
Pallicada, Tom (Diamond Horseshoe) NYC, no.
Palisman, Jim (Aquacade) World's Fair, NYC.
Pedro & Lola (Stevens) Cleveland, Ohio, no.
Pedro & Lola (Stuber) Montreal, Que., 1.
Pettibone, Ann (Little Old New York) World's Fair, NYC.
Phillips, Dorothy (Club Nomad) Atlantic City, no.
Phillips, Jimmy (Hi's Cay) NYC, no.
Phillips, Jimmy (Hi's Cay) NYC, no.
Pedestal, Jack (Sports Mart) NYC, no.
Pelletier, Jean (Rainbow Room) NYC, no.
Pollard, Harry (Little Old New York) World's Fair, NYC.
Porter, Esther (Aster) NYC, 2.
Pastels (Lake Club) Hollywood, no.

Q

Quaintwater, Bill (Cry Blanket) NYC, no.

Rae, Lorette (Lucy Miller's Resort) Chatty Lake, Mich.
Ral, Val (Spanish Wheel) NYC, no.
Ray, Joey (Village Barn) NYC, no.
Reed, Jerry (Jimmy Kelly's) NYC, no.
Reiter, Bob (St. Regis) NYC, 2.
Renaud, Gene (Cocoanut Grove) Chicago, no.

(See ROUTES on page 111)

Acts-Units-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; ch—cabaret; cc—country club; h—hotel; mh—music hall; ne—night club; p—amusement park; r—road house; sc—stock; t—vaudeville; t—theatre.

NYC—New York City; Phil—Philadelphia; Chi—Chicago.

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

POLLY JENKINS
and her PLOWBOYS
NOW THEATRE VILLAGE BARN, N. Y.
Pvt. Mgt. KEITH SOLOMONS
Rockefeller Center, N. Y.

Loew's State, New York

(Reviewed Thursday Evening, June 15)

Last show Thursday ran about 35 minutes, of which 25 minutes or so was entertainment and the rest nothing much.

Possibilities of the show were diminished by sloppy routining and protracted presentation. RTO opens in his customary style, gaits timed to the beat of his music introduces some of them. "Look at the dance thing" was one of the things referring to a bandage. After that the gaits all of a piece, with the exception of lating cafe atmosphere. Ruby Zwerling's Sonya band usually in the pit, is also on the stage.

Harry King, a good tap dancer, does two numbers, but with the length of the show both he and Hubbie Barnes, who dances later, should have had their work shortened. Both well liked by the customers.

Stuart and Martin, really dancing, should have been on later in the bill, altho it may be they were brought on early to enable them to clown around with the acts following. Duo's dance standard set out its usual good reception, altho they too overplayed.

Dorothy Jansen, a blond looker, introduced by RTO with the expected ribbing, impressive as a lady with a violin. In addition to her looks, she can warble a little effectively and her two numbers, *Don't Worry About Me and If I Didn't Care*, were pretty. Her singing effectiveness is somewhat mitigated by a hardness in the vocal quality, but tuition should remedy that at least help.

Strictly a dead spot was contributed by two Southern Hitchings, Stuart and Martin, with RTO giving the boy, a pale-faced lad, quite a good introduction. The team worked.

Phil O'Donnell followed and sang several numbers to a mild reception. After, she worked in a slim routine with Stuart and Martin (this was unknown to the program) right smoothly, as well as unfunny. Next spot went to Mae Barnes, in turn followed by Benny Fields. As usual, his singing put the house in his hand and he couldn't get off.

Continental Thrillers, skating trio, were also uncomfortable spot of being antiklimactic, following Fields. Seemed as the their routines were clipped because of the long show, but even so, the business of spinning women from the ceiling and undulating the entire stage meant dragging the show on.

Eileen Wenzel introduced the show or two the numbers.

Bill Hanson, stew or recent managerial screams, was good. Bing Crosby in *East Side of Heaven*, the film.

Terry Frankson.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 16)

One of the best-balanced vaude shows has had in a long time. Stage has an all-star line-up of top-flight acts and the screen a good version of the recent Broadway thriller *Blind Alley*. Fresh portion is introduced by Johnston's Johnnies, a local NBC guitar strummer and singer, who, incidentally, is responsible for entertainer on the stage and behaves himself accordingly.

Johnston is a young, unassuming and pleasant-looking sort of chap who developed a promising voice in his appearance on several radio programs. He has a lot of the requisites of a very acceptable. While his habit of keeping his hands in his coat and trousers pockets is not flattering, in his case it is a not a serious detraction from his style and work. He sang two numbers, *I Begin the Beguine*, *Wishing, Lady It is Wishing Time*, and *Little Big Shoes*.

Storms and Lee, musical comedy tap team, have two dance routines and two numbers to such music as *Trees* and the Orpheus overture in swing time. Some of their steps are laboured, but turns on the whole are well tailored.

Val Ross is a juggling juggler, doing both familiar and out of ordinary stuff. His more novel bits include a session with four luminous clubs on a dark stage and a Russian foot step and juggling act, a kind of task he does well.

Keaton and Armfield open with worn-out gags but get inoffensive when the girl begins her Katharine Hepburn impression and follows with a strong high kick routine to various musical tempos. Turn ends big thanks to a chalked-face lad named Duke. After sleeping for a few laughs, he stops the show with his striking impressions of musical instruments used by such band leaders as Clyde McCoy and Harry Roman.

Frances Wills, contral and acrobatic dancer, is a strong single. She opens with a tempo number that smacks of originality and follows with very impressive and muscle control routine.

Jackson and Blackwell are an entertaining pair of dance artists. They do little dancing, but their short comedy bits produce some strong laughs. For an encore the latter gives his blond partner in a standing position on his hands.

Charles Stenger, the fat and funny boy, follows Johnston's vocal routine. With his straight man, a valuable guy, he still offers the skits of an insurance man giving him the once over and a visit to a make-believe bar. Stuff is clean and good entertainment most of the way.

Pleasy skating session by Clare and the Sabins Sisters is in the wind-up spot. A good looking set and set built to heighten the interest as it progresses. Girls are two blondes who look and skate well. Man shoulders the big tricks.

Business average and of first show opening day. *Sam Honigberg.*

Vaudeville Reviews

Music Hall, New York

(Reviewed Friday Evening, June 16)

Leon Leonidoff, Music Hall producer, has often been guilty of dishing up a special program disguised as a regular show; but this week he managed to disguise the production. Result is a strong fresh layout with a number of outside acts, well paced and tastefully presented. Show is titled *Tops*, for occult, literary and no particularly worthwhile reason; but this does not minimize its excellent entertainment value.

Rockettes, dressed as chimney sweeps, open with a flashy precision number against a set depicting roof tops. Work is hard and fast.

Glee Club follows with salt water chanty against a nautical background of masts. Production here is neat, and the boys deliver two numbers well. Particular bit of this portion of the show, however, is credited to Betty Bruce, who contributes a specialty number, tap, shirting and hip-swaying routine. Her delivery is in the Ginger Rogers manner and she appeared for a brief encore—something rare for performers here.

Jessica Wakin, dance girls, appear in a scene titled *The Big Top*. Act is a good one, the girls working on a full stage thru one ish each end and one on a cross rope. They do very difficult turn per rope, pose and dangle hand from rope and do a succession of stunts on the rope. Also had a man to handle ropes. Music Hall showed good judgment in presenting the turn, which gave the bill a sharp touch of variation.

Last section of stagebow showed an elaborate grey garden scene, with Bela Zaigs hammering away at a cimbalon. Bila and Bubnoe dance team, appeared amidst this layout to do a flashy combination apache and adagio. Man carried a whip and the girl a tambourine. Routine was violent and sensitive by turns, and the man handled the girl beautifully.

Ballet girls wind up the show with *The Blue Danube*.

Pic, Clouds Over Europe (Columbia). House ditch late show.

Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, June 16)

Fred Evans is back on home grounds this week and is contributing three of his familiar routines, performed by a local line of 16 girls. They embellish a small but tasteful stage bill featuring four good acts.

The kids open with a horse race novelty that has plenty of spirit, comes back in masquerade ball costumes for a swirling slow tempo and a gypsy fantasy. Numbers are suitably costumed.

Johnny Nelson, novelty tap dancer, on early with two routines, tapped out with a pair of unusually heavy-soled shoes to achieve amazing effects with his first number and scores a big hand with his tap-and-off Bill Robinson.

Trixie, blond acrobatic juggler, performs with balls and paper plates. Gun should either arrange for someone to bring out her props on side stage instead of having all on the stage before going on. Act breaks up too much by killing time after each trick by empty additional props. She has a radiant personality and offers something entirely different as far as girl performers are concerned. Her closing trick in which she juggles five good-sized balls gets good response.

The Chilkoot Varsity Eight are a lusty vocal group, decorative in Russian costumes and impressive with a harmonious blend of strong voices. The familiar tunes of the he-man variety, accompanied by a lone campus prexy. Octet repeats in the finale, furnishing a choral background for the line.

Sue Ryan, a more sophisticated looking personality since her return from Europe, went over big with her character impressions and punchy before-and-after routine of *Alice Blue Gown* band. She developed into a clever comedienne, working hard with the body and prime donna voice to turn out bright carbons of her victims. Her burlesque of an opera singer is still one of the better highlights in the act.

On stage, Columbia's *Gaily Angels Here Wings*. Business fair second show opening day. *Sam Honigberg.*

Showgirls Protest Being Come-Ons for Drinks in Niteries

HARRISBURG, Pa., June 17.—A group of burlesque entertainers in the Keystone State Dispor control board here recently to protest against being used as "come-ons" in taprooms where they are booked to put on a professional show.

The showgirls, whose identity was not revealed by the board, were evidently a delegation from an entertainers' organization. They protested the practice of liquor licensees forcing talent to induce the purchase of drinks.

It was learned from the girls that in some spots the old gag of serving tea to showgirls while charging the sucker the price of liquor is being used.

The board is preparing citations against several licensees as the result of the girls' visit. Additional spots will be investigated.

SALT LAKE CITY, June 17.—City Commission has refused permission for cabarets to continue dancing until 2 a.m. Present ordinances require cabarets to cease entertainment at 1 a.m.

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In the Swim

NEW YORK, June 17.—Billy Rose's press department must have had a fancy time imagining the anatomical proportions of local critics to whom it sent BVD bathing trunks, along with a letter from Eleanor Holm thanking them for the rewm they heaped on Rose's Aquacade at the World's Fair.

To the big-hipped boys, most of them received trunks four sizes too small, and vice versa. Now they're running around trying to make switches wherever possible.

"Folies Bergere" Ends 4½-Wk. Run At Chinese, L. A.

HOLLYWOOD, June 17.—After a four and a half week's run at the Chinese Theater here, Fox-West Coast Circuit has dropped *Folies Bergere*, claiming the show didn't draw as much as anticipated. First week found grosses climbing to the top brackets, but since Memorial Day the box office has slumped. Original intentions were to hold the show for around eight weeks. *Folies* trains to San Diego for a short run. FWC was hoping flesh shows would be a draw in the Hollywood area. Some claimed that Clifford Fischer's unit had too much class, and was too lavish for the average thatergoer. Others said the *Folies* was little more than a burly show with a coat of gold paint.

Folies will go back into Frisco again, replacing the Shubert show.

The Chinese goes back to a day-date policy, sharing flicker bills with downtown Loew's State.

Name Bands Lose Pittsburgh Spots; Stanley Vaude Out

PITTSBURGH, June 17.—Name bands lose their two biggest bookings the end of this month when the Stanley Theater and the William Penn Hotel suspend flesh entertainment for "an indefinite period."

After this week's variety bill headed by Orson Welles, and next week's show combining Blue Barron's Band and Arthur Treacher, the Stanley will resume straight pictures, due to scarcity of names and a deep slump in revenue during the past month that has cut weekly grosses more than $5,000 under the average.

The William Penn's Chatterbox will close temporarily after a four-day engagement of Bob Crosby's Orchestra beginning June 28. Joe Ratchman is currently in the hotel spot, one of the few changing a cover.

Chief sites for traveling wandereers now will be Kennywood and West View Parks, with Bill Green's, the Willows and the Pines best bets for touring outfits just under big name class.

PAULA STONE has closed her unit and returned to Hollywood. Jack Pollock, her company manager, is back in Chicago.

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Pennsy Labor Dep't Seeks To Force Agents To Protect Acts

PITTSBURGH, June 17.—Agents are finally being forced to assume entertainment living quarters in night clubs and to check on the financial integrity of cafe employes following an complaint registered with State labor department's Bernard Close by dancer LaVerne Sherman precipitated by dancer Sherman after she had traveled more than 150 miles to a Williamsport engagement only to be informed upon receipt her salary, the intended incarnation of clubs and agents skips with the bankroll, which the last month saw the Legislature kill their bill to make them liable as a special type of employment office within the usual hiring agencies.

Under the present system of talent agencies particularly here, the state becomes an unofficial collection bureau, a sanitation commission and protector of morals if Close's interests are fortified.

Miss Bows was booked into Arthur McCoy's Skyline Room at Gardens in Williamsport by Cecil Gilbert. Advised by her agent Larry Kennith, to collect nightly, Miss Sherman reported she was stalled off by McCoure and his supposed manager, William Lehman who kept waiting for a week without drawing her cash, except for an after-reprimand by the boss a party texas bumper, she wrote Pittsburgh for money to return. She then filed her complaint with Close, who, in turn, and reported her situation to the local AFA representative Ralph Dale, who she is not a member of AFA.

Miss Bows, Close reported, said Morrison had collected some receipts and then failed to report while at the Williamsport at the Skyline, that two other entertainers on the bill with her and a girl from the proprietor's family were unpaid, and that Kennith had in his possession a rubber stamped Ohio Guide last winter. She claimed that an AFA juggler was booked in the week following her appearance.

Gale Carter and Zelma, the two other acts, stayed Williamsport after Miss Bows left.

Adding to her stress, she complained, was that her next date was in the Steamboat Cleveland, where she was received 94 a day, one meal daily and cramped quarters with two towels a week. Protests against the Portage living quarters had been entered with Close and agents promised to change acts.

Difficulty in pressing action by Pennsylvania Bureau of Employment, according to Close, is that most entertainers will usually experience difficulty in the necessity for written objections arises they all withdrew because they fear being "blacklisted" by agents.

Kennith informs he has written three letters McCoure, about his 8 1/2 check and about Miss Bows' salary, and that if and settlement is not made, he will file Secretary of the Gormant Entertainment Managers' Association, Kennith is in the unfamiliar position of trying to protect talent against a dilemma brought on by the actions of the talent themselves during the past couple years.

Close explains that if the licensing law were rigidly enforced, most of the talent would be forced to leave the state out of existence. Allow legislation says the talent would be forced to leave the state for other kinds of labor, the majority of talent are young girls.

Close says he will ask bookers of notoriously poor pay spots to help talent collect or else quit booking them, and will be demand that offending clubs clean up their living and working conditions.

New agent Brownsen in Pittsburgh are Harry Shrock, Jack Ryan and Beatrice Brownsen. Out out of 16 important local bookers are licensed. Most formidable competitors are Harry Shrock and Joe Aquoto. There are a dozen or more independent booking agencies, but the fices in their hats in the field of private engagements.

Vaudeville Notes

GENE AUTRY set for a six-week personal appearance tour in England, beginning July 14.

HARRY JAMES' Orchestra, held over for a third week at the Paramount, will open Friday into the Hotel Lexington, Baltimore, June 30. Originally set for the Roosevelt, Baltimore, June 23, the date has been shifted to July 7.

BILLY HAYES, formerly of the Roxy, New York, stage show Friday to order the Radio City Music Hall show, which replaced them for the last week of the three-week run.

BARNEY BALAKER, who opens June 23 into the Roxy, New York, June 23, and Eddy Duchin is set for the Roxy, Philadelphia, July 7, the house sends are Ted Weems and Horace Heidt. MRS. ANDREW BROWN has added a girl, Marcella Sherr, to her act.

RUTH PETTIT has gone into the Rosenwald Hotel, Chicago.

MENASHA SKULNIK, Jewish actor, booked into the Tuxedo Theatre, Detroit, June 30 to 24, and the Tuxedo Theater, Cleveland, July 1 to 7, then into the Gimbling July 15. Skulnik is under management of Scorey and Lee, of Jack Acres Booking Agency.

JACK LEONY and the Statler Twins went into the Stanley Theatre, Pittsburgh, Friday (16). Team is the only American dancing act appearing in Rio Janeiro, Brazil, South America.

ALFRED MAYO, black-face comedian, closes his 23th wedding anniversary at the Fifth Avenue Hotel, New York, June 20.

MARIO MARTINI and Lorraine Lewis, are now newly hands after each of their two engagements in the New York Paradise. The first ballroom team to work the house, is popular dance floor, a small pit-band space only 10 feet deep.

SUGAR'S DOMINO—

(Continued from page 4)

in his activities on as do plenty. For one, he can go to his union and demand that the leader of that union prove that he is a man and not a tool of the rank and file. He can talk as an intelligent human being with his brothers and sisters in the union. He can force the issue if only he is persistent and possesses the slightest amount of courage. He can, by the interest that he takes in his union, force leaders to realize that they have to account to the rank and file; that the rank and file is composed of people in productivity; that the rank and file is vitally concerned with the welfare of the leaders; that because it knows that the health of the leaders means more work and at better wages.

The actor can and he must go even further. We suggest to him, wherever he may be and no matter what union means a card to him, that he join in the chorus demanding that the Executive Council of the American Federation of Labor investigate not only the Four A's but also the Actors' Equity and the Four A's. This would be a drastic step; this might for a time shake the whole actors' union machinery but the actor, like the man with a foot in the grave and another on a banana peel, has nothing to lose.

* * *

We doubt whether any international union organization can be worse off than the Four A's at this moment. The Four A's is the laughing stock of other organizations that have better luck to permit affiliates to fight among themselves and yet to be set up as a body it impossible for unions in their message of peace, harmony and other so-called things that are worthy of Graustark or some other mythical monarchy but not of a union of workers in the finest country in the world.

The national leaders in the actors' division are fighting, plotting and carrying on more vicious and scandalous affairs than Four A's. But it is no wonder that Graustark has received such great superficial wounds. No wonder, indeed, because they direct the fight from the hilltops. Deep down in the valley it is the actors who are the pulpit; the actors who are losing all that they had strived for and dreamed about. It is about time for the actor to get up on his feet and stand up for himself; to turn against the man who seem to have taken on the mantle of the most tyrannical feudal lords. The actor has only to stand up to himself intelligently and peacefully to be free. We implore him to arm.

Burlesque Notes

(Communications to New York Office)

New York

LARRY NATHAN wound up a successful season of 40 weeks as manager of the Rio Cleveland, and drove back to town in a new car with lots of wearing apparel and a much treasured and little worded recommendation from the Roxy owner, Mr. Flanigan.

BRENNAN and Gladys Douglas, backstage chief and wardrobe maker, respectively, for the Republic, returned from RTO's shows at the fair where credit is accorded to Philip Sayer staging and designing mechanical and technical effects and to Gladys for completing the large and elaborate wardrobe needed for the show. VIOLET HOLLAND O'BRIEN, burly show number producer, was postal from Niagara Falls, wants their friends to know they are touring with the Ideal Exposition Shows. . . . CONTINENTAL Burlesque principals Jimmy Harry Evanson, Louise Stewart, June Dayton, Jean Dean and DeChaise and Granbda, who replaced Margie Kelly, Julia Bryan, Jeanette Hess and Gene Faye. . . . LOU APLEPER, operator of the Casino, Toronto, a visitor here last week.

FAYE GINGER JOHNSON introduced a novelty in BBS strip-tease at the Mayfair, Detroit, an umbrella cradled on the lights, using in conjunction the song April Showers. Ginger's partner, Irene Taylor adds another novelty to her specialty at the Continental have by donning a tuxedo from out front, street attire and with an unusual introduction. Ginger straight into the act, this instance was Bert Grant.

Burlesque Notes received a few scenes of a celebration when Bernie Parker, manager of the Gayety, Washington, announced the advent of a son, David, brought by the stork June 6 to Mrs. Parker, formerly Birkie on stage, of the Brooklyn home. . . . GLOBE Atlantic City, Burly's first again opening and the Beverly Carr production, opens for the summer June 24. . . . Burly's Gayety, Boston Billy (Booby) Reed, Paul West, Isabel Brown, Harry Conley, Marjorie Roy, Jean Mack and Irving Kane.

Chicago

MILT SCHUSTER is taking in the Ben Welch show, Hollywood Revue, to the top list of the month. While in Hollywood he signed longstanding Hollywood Marion Morgan, Dusher Lorenzo, Valerie Lee, Jeanette Hess, Gladys Blackwell, formerly of the Michael Bridge Players, Vic Travers, of Columbia Pictures, formerly associate of Nick National. Harris and Bedgwick, now at NGM director, Jack Ryan, Jimmy Lee, Jack and Roberta opened at the Rialto Friday.

Detroit Burlesque Cools

DETROIT, June 17.—Clamage & Rothstein's Avenue Theatre is being air-conditioned for the big summer burlesque season, which has always been the weak spot of local burlesque.

Pitts Burly Season's Best Drawing Cards

PITTSBURGH, June 17.—Burly business at the Casino for the season which closed week ago last was the best in several years, says owner George Jaffe.

Playing 36 weeks, including three weeks of semi-stock when traveling principle Frontier Burly Circuit, the Casino surpassed 1937 and 1938 to bring Jaffe his biggest gross since he operated the old Variety. Longest season in the past decade was 1935-36, when his theatre was open 39 weeks.

Casino talent not averaged about $4,000 weekly this year, including three shows. Admission prices were 25 cents until 12:30, 35 cents until 6 and 40 cents at night. Sunday midnight bills and holidays brought 40 cents a head. Four shows daily were interpreted with an hour's film shorts. About a fifth of the trade was Negro.

Best drawing cards, according to Manager Ed Shafer, were Ann Corio, Hinda Wassau, Carrie Finnell and Amy Fong. Each played two engagements during the year.

Most popular comedians were Bobby Morton, Harry Marshall, Joe Griffin, Bob Ferguson and Billy Reed. Shafer also stated:

In addition to Jaffe and Shafer, the executive staff includes Abe Jaffe, in charge of publicity, Hinchcliff Mackenzie, in charge of ticket sales, and Frank Shenkel, publicity director.

L. A's Only Burly House Doing Okeh

LOS ANGELES, June 17.—New talent line-up at Burbank Burbank has proved big up around 40 per cent, according to Grover Webb, house manager. Cast includes Jerry Lewis, Jerry Lewis, Betty Rowland, Loye Astrid, Cele DeVine, Mary Murray, Jim Cole Schilling and Bob Ferguson, comics and Minor Reed, straight. Producer director Paul Locke has installed new type of presentation for L. A. burly house according to Milt Slein, p. a. House has done boom biz since installation of new line.

Changes in the cast have been retained, headed by Marion Morgan, peeler, Esther Cee and Larry Norcom, straight. Eve Loree, prima donna; Joe Yule and Ben Freeman, comics.

Leona and Flo London, who headlined at stripper, left for Chicago to rejoin teams for summer months. George and Gene Lewis, curts headed for Indiana with Jerri Myers.

Since Burbank, old stand-by burlesque house shuttered early this year, Fuller has been maintaining average biz.

Patrons Must Be Brave

LOS ANGELES, June 17.—Fuller, burly theater, is protecting itself from damage suits by printing on backs of tickets that purchaser agrees not to sue house for disturbance. Patrons of customer last week evoked new edict.

Chi Spots Get Late Curfew; Fees Upped

CHICAGO, June 19.—Night club liquor license fee was raised to $1,000 per year, in book of 8000 cabarets, providing fees, to permit spots to operate until 4 a.m. week days and 3 a.m. Sundays, ended a critical five-week period during which the 1 a.m. curfew was upheld by the local police force. City council voted on this new fee and at the same time upped the tavern figure from $600 to $800 and changed the closing hour from 1 to 2 a.m.

The Illinois Night Club Owners' Association, comprising the 8000 cabarets, some 35 spots, fought for a later hour and have been willing to pay the increases tive stated, to pay a higher license fee for such a privilege.

Buffalo's First Nitery Ice Show

BUFFALO, June 17.—Chez Ami, prominent downtown club, was forced by the BBC Board to close the Ice Show for violating the liquor law by serving after hours.

Jack Good, club's manager, stated the opportunity has been utilized to replenish the club, which was forced to system for presenting ice shows.

Club reopened Saturday night with a new band and show. Billy LaMarr is on the band stand, Eve Valley for Polles is the first ice show brought to a local night club and will include 13 skaters. Hot Shoppers are Jimmy Lynch, Hilda Kelly, Russ Jones, Violet Becker and Ann Beth and a skating star-girl Ima.

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Milt Tolbert Show Hits Road July 21

DOTHAN, Ala., June 17.—Milt Tolbert Show, one of the oldest tent repertoire organizations in the business, will begin its 13th season here July 21. Show for the past three years was managed by the late R. D. Hale, who passed away last October. It was announced early in the spring that the Tolbert show would not hit the road this season due to the fact that the Hale estate was in the throes of settlement.

Tolbert organization this season will be managed by Buddie Hale, son of the late manager, and will play one-nighters thru Alabama, Mississippi, Louisiana, Arkansas, Missouri and Texas. All trucks and equipment have been rebuilt and redecorated for the forthcoming season point. A new top was purchased toward the close of last season.

A presentation-type of show will be offered. Show will carry Chicago well-known tent show performer and formerly an entertainer over Station KSKA.

Roberson Players Invade Wisconsin

CHICAGO, June 17.—Roberson Players, under the management of George Roberson, inaugurated their tent season last week, to remain for five weeks, after which time they will go to Michigan.

Show closed an engagement at Harvard, Ill., June 8. Final offering there was *The Ether of Love*. Roberson Players' outfit is one of the best on the road. That is saying a mouthful, since second to none. A Buick passenger car and a Reo panel truck for the advance crew are new additions.

In the cast are Phoebe Fulton, Mr. and Mrs. Jack Benton, Gordon Jones, Mr. and Johnny Watson and Dot Parker, George B. Hill and Ernie Hall, Jack Hamilton in scenic artist, and Fred Gordon, stage manager. There also is a seven-piece orchestra.

Among visitors at Harvard were Alice Boyer, vocalist, and Walter and Nellie Rechtin.

Heffner-Vinson Hi-Lites

VERSAILLES, Ky., June 17.—All two-day stands this week, thus permitting actors and crew to sleep in the sheep.

Harry Rollins closed with the show in Falmouth, Ky. Nolan and Kenny arriving him to Dayton, O.

Ralph and Edna Herbert motored to Columbus, O., last week to visit Ralph's family. Pete Kelly, who celebrated in 12 years, Joe Unick went along for the ride.

Cowboy Cain had hard luck last week. He hooked his car to a truck at Paris, returning from Cincinnati said boy (name withheld to respect kid sister) he woke up in a ditch and Cowboy has a $212 repair bill.

Plenty of rain all week, but always during the day. In Versailles last Saturday the hit a hard storm and practically blowdown by minutes. The boys just got her on the ground Sunday night.

Hey, Al Pitts, Jim Heffner has a new joining suit. JACK HUTCHISON.

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WANTS
Girls for Line. Bruce Vinson, Trumpet, Sax, Piano and Electric Guitar for Orchestra. Comedian, Character Man, Character Woman, Good Agent-Publicity Man. Can use Musicians on Band Saw, etc. Do not misrepresent. All Trucks Carnival Equipment and have been with me before. Can place Milt Walker for Darts. This is Dothan, Ala., Home Town. Show Opens Dothan July 21st. Rehearsal Dothan July 20th. Write to E. BUDDIE HALE, Box 523, Dothan, Ala.

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BALDA ART SERVICE
Dept. S-7, Cincinnati, O.

Rep Ripples

HI-BROWN' BOBBY BURNS, former minstrel and now a tent rep man, is general agent with the Bessie Nash Players in Michigan, recently visited the Parker-Watts Circus at Cadillac, Mich., where he renewed acquaintance with a pair of old minstrel musicians, Don Mitchell and Ed Lee, who are with the Parker-Watts windjammers. . . . LARRY LIND, formerly with the Ryan Revue, Ryan Stock Company and L. W. Lewis shows, is doing club and radio work in Galesburg, Ill., thinks he recently caught the Morgan-Helney Show at Bushnell, Ill. . . . DONIE THIGPEN, who was formerly with the Helney-Morgan Show advance, is seriously ill with pneumonia in a Peoria, Ill., hospital. Lawrence Deming has replaced him on the Morgan-Helney advance. . . . JOHN WILLIS WATKINS last week visited his old friend, Leon Harvey, at the Grand Hospital, Columbus, O., and reports that the latter is doing fine. Harvey's left foot and his left leg's but was amputated above the knee, and while the Moose Lodge at Mt. Vernon, O., has raised funds to buy him a new leg, not aiding him in defraying expenses. Harvey also wants to thank all his friends for the thoughtfulness and kindness and hopes that he can repay them and promise to answer all missives just as soon as he is able. He will be confined to the hospital for from two to three more weeks. . . . JANE ALLARDT, of the Morgan-Helney Show, celebrated her birthday, with the girls on the show presenting her with a Uke. Where they spent the day "doing the town," chaperoned by Connie Johnson, she did not return to the show. Jane was surprised with many handsome gifts from the show and friends in the company. . . . MUNDER AND JUNK, novelty entertainers, are working with the entertaining routine on the Morgan-Helney Show. . . . Munder and Junk are the girls at bottom spinners and they now give a flashy drum major finish to one of Neale Helney's musical presentations.

SEEP DEAN, formerly for many years of Comedian Jack Dean's Show, and lead Show thru Nebraska and the Dakotas, took off with his Model T Ford Roadster and trailer to play fairs and picnics under the wing of Bessie Young, Chicago impresario. . . . GOO BARRETT, who formerly had out his own "Tom" Show and recently was doing at the fairs and donkey baseball, is going to stick to his stereotyping job this summer at *The Lincoln* (Neb.) *Star*. . . . THOP JORGENSEN WHITE, circus band leader of Vancouver, Ky., visited with the Bryant Showboat folk during the craft's showing there June 11, and reminisced on old times and renewed acquaintance with old troupers days. . . . BRYANT SHOWBOATS after a swing down the Ohio River and *City of the Straw* Cincinnati, opens at the foot of Lawrence st., Cincinnati, June 17 for an indefinite play. This marks the boat's eighth summer at this location. . . . BILLY TERRELL, erstwhile tent show owner, still has his Arizona Cowboys Band playing in Wisconsin. . . . AL CLAUSON will play summer resorts in New Hampshire, where he was in July and August with his hillbilly unit. Clauson will play dances after the show.

TED NORTH PLAYERS list their A marquee and a 50-foot middle piece as a recent storm which struck their tent at Wichita, Kan. Troupe, which has been playing in Wichita for four weeks, moves to another location this week. . . . JANE SHANELAND PLAYERS, who opened recently in Illinois, are now playing Eastern Missouri spots. . . . TRIPP AND TRIPP in Kansas will not troupe this summer but will continue their regular stands in Kansas and Oklahoma. . . . AULGER BROS. are playing three-night stands in their regular Minnesota territory and are booked for an indefinite run in St. Paul, beginning August 1. . . . AL W. MARSHALL is now leasing the grill for the Frank Smith Players in Louisville, Ky., and M. Gordon Allen's are augmenting their cast to play large crowds in the Ohio Valley. . . . JOE HOGAN has joined Dr. Street's Comedy Co. currently showing spots in the Arkansas-Oklahoma area. . . . ALMA MARTENS has replaced Amber Wright with Henry Brown's Comedians showing in Colorado.

Ackley Joins Hopkins Show

HOUSTON, June 17.—Douglas Ackley, singing and dancing emcee, has been booked for the Monroe Hopkins tent show and opened Monday (12) with the troupe Thursday when the company featured eight snake skits before and between the acts. Cast is directed by Dayne Tolbrech, Jessie Gilde, Hal Burton, Marie Tolbrech, Bishop Allen and Eddie Derringer, who directed.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Show Still Going

LAKE CHARLES, La., June 17.—Thirteen dancers and one solo remain in the Hal J. Ross Dancy Show here at the 500-hour mark. Two dancers left last week and double-blindfold tests have been tabbed in. Topsy-Turvy night proved popular with the dancers and spectators last Thursday. Danny and Halo are responsible. Joyce Mahaffey, Jerry Lee and Darcy Brunson is directing. Show is booked into Beaumont, Tex., Fairmount Post No. 3, American Legion, for benefit at its building fund.

EVELYN JOHNSON, of Midland, Mich., wonders if she has seen Jack Berrick's Woods, Peggy Collins, Jackie Murphy, Jerry Barr, Squirrel Tooth and Jerry Dailey, who were in Daddy Pete's Walkathon in Bay City, Mich., four years ago.

JOHNNY MYERS postals that Benny Kirch week before last in Cedar Rapids, Cable in Salem, Ill., which closed recently after a run of 72 hours, and would like to read a line here on Tommy Gray, Billy Steel, Bill Harris and Al Sorenson.

"WHAT SEEMS TO BE wrong with the endurance field," queries Duke Cotter, who is vacationing at the Illinois Resh, Rushville, Ill. "We ought to find a way to bring it back to life," opines Duke. "Everybody talks about what to do just that, but we have to get the ball rolling. Let's talk it over. How about it, kids? If everybody would get in the mood for days in Rushville we'd then do something about it, everything would be jake. Duke would like to read stick to his stereotyping job this summer at *The Lincoln* (Neb.) *Star*.

THOP JORGENSEN WHITE, circus band leader of Vancouver, Ky., visited with the Bryant Showboat folk during the craft's showing there June 11, and reminisced on old times and renewed acquaintance with old troupers days. . . . BRYANT SHOWBOATS after a swing down the Ohio River and *City of the Straw* Cincinnati, opens at the foot of Lawrence st., Cincinnati, June 17 for an indefinite play. This marks the boat's eighth summer at this location. . . . BILLY TERRELL, erstwhile tent show owner, still has his Arizona Cowboys Band playing in Wisconsin. . . . AL CLAUSON will play summer resorts in New Hampshire, where he was in July and August with his hillbilly unit. Clauson will play dances after the show.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

AL WALDRON is turning professional under the name of Livingstone, following some swell publicity he got in the June 12 issue of *Life*. Irving Desfor, a friend, posed Livingstone on the roof of an apartment overlooking the New York World's Fair classily visible in the background, a scenic inset shot showing Livingstone "picking up" the ball's production from the hand posed in *Life* which used them on page 63. Livingstone's pic, the representation prize at the recent SAM convention as the magician who made the greatest impression in the 365 days. . . . BERT ALLERTON, former SAM pres, pulled an amazing act at the Salt Lake City railroad station early last week while on his way to attend the 1939 convention in Battle Creek, Mich. Allerton pulled a rabbit out of his hat and did conjuring other tricks in a 15-minute stopover, the stunt netting him considerable space and a picture in the Salt Lake Tribune newspaper. . . . WADDELL'S MYSTERY SHOW, which recently introduced the house session, is currently laying out in Smyrna, N. J., preparatory to going out under canvas. Several trade turns will be used in the carnival setup. . . . MEMBERS OF THE Youngstown, O., Magic Club presented a series of tricks and illusions at a meeting June 8, which members of the Youngstown Amateur Movie Club and Youngstown Camera Club photographed. It was a special meeting of the movie group to make movie-makers to which still camera fans were invited. Films taken during the program will be screened at a joint meeting in July. . . . ROBERT ALLEN'S MAGIC SHOW closed its fifth year of existence in Arkansas, June 10, at Hot Springs. Korin reports, the season was A-1, with the exception of a hard blow which hit the IBM State Convention at Wilkes-Barre. Pa. Recent visitors on the Korin Show were Jack A. Newell, Mr. and Mrs. J. B. McNair, Roy Dobs, George Rodgers, Bob Sawyer, Jack Hammond (N. Y.) Magic Club and the Potsdam (N. Y.) Amateur Magic Club. Korin plans to add several illusions and a new trailer for the new season coming up.

DON AND THELMA GREENWOOD, after a week at the Roosevelt Theater, Oakland, Calif., hit out from there for Philadelphia June 16. They have been seen locally recently at Oceanside, the Coast for the Bert Levey office, in addition to numerous local night club and civic organization dates. . . . ALEXANDER THE MAGICIAN has been in Kansas City a week extension at Hilltop Casino, Dubuque, Ia., . . . JAXON, twelve arabs, and Ali Bey, Egyptian, closed on Saturday July 4 in theaters thru the Chain o' Lakes region in Illinois. He continued the Rotary Club at the Hotel Sherman, Chicago, Ill., for a week, and a three-day engagement at the Orpheum Theater, Galesburg, Ill., June 12-14. . . . LONDI & CO. are currently playing Nevada to good results, according to word received from Jack Gaughan, of Auburn, Calif., Le Londi recently had her 10-foot model boat built and made magical equipment pilfered from her. . . . BLACKMOON, who is in his second with John R. Van Arnam's Funmakers, a tent show currently in New York State, is working a magic act in the show. Show is in Ogdensburg, N. Y., and in the same territory as Van Arnam's Show is with G. A. Rodgers, local magus. At Potsdam, N. Y., June 3 he got in a dinner magic session with Higginbotham, magician-author of Detroit, who is enjoying a visit with Tommy Hamilton in Massena, N. Y. "One nice thing about this one-night stand," he writes, "is that I never never knew what interesting guy you're working with next." . . . . . PRODDA THE MAGICIAN left the Dennis Rose' Circus at Westerly, R. I., May 27, and is now working independent dates in Massachusetts territory. . . . AL CARONELLI, vice-pres of the Society of Detroit Magicians, has just perfected two new illusions, one being a pedestal production the other a disappearing salt trick. . . . DR. ZEE has returned to the Motor City from a Cook's Tour to the West Coast and points East. . . . . Harry Hagard a magic show on the boat both ways.

A Few Of Our Many

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NON-THEATRICALS

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By The Roadshowman
(Cincinnati)

EVERYONE HAS a yen sometime or other to see himself on the screen. You can turn this curiosity or vanity to the part of the public into extra dollars at your box office by shooting local events in the towns you play and presenting them as local newsreels. The cost of producing such a reel (300 feet or long enough for each issue) is surprisingly low. You can even run from a sound picture camera, as good ones may be rented for around $20 per week. All you need besides the camera is the film you use and a low-priced microphone to plug into your public address system to explain the scenes. You can also use this set-up for other announcements. No films are necessary except perhaps an opening one such as "News Events Big and Around Merrivale," or something on that order. Good outdoor film may be bought for as little as $1.50 per 100 feet including processing or developing. Cost of film can be offset by selling local merchants an advertisement within the reel. For instance, perhaps the local Aid Society had held a Bake Sale (very small town has them) at the Jones Grocery. Take a shot of Mr. Jones in front of his store and announce, "Here we have Mr. Jones whose splendid cooperation with the Ladies' Aid Society has been responsible for a successful bake sale. The Jones store has a special pie item and canned goods this coming Friday and Saturday, etc." Mr. Jones should pay at least $1 for this kind of an announcement. Strategy your towns. There are dozens of advertising tie-ups that can be made, but be careful not to make advertising plug too long. Be careful about it and slip it in gently among the other local shots.

Always try to get several scenes of large crowds in your reel. The more people you photograph the more will come to see what they look like. If possible, arrange to take random shots of the business district on busy shopping days and advertises ahead of time that everyone on the public square at a certain hour will be shown in the movies the following week. The added dollars a local newsreel draws will more than repay you for your time and effort in this direction.

There are numerous events in small towns that are of utmost importance to the townsfolk, and which would make interesting shots. Family reunions and picnics always have large groups of people. Also those describing the scenes on the mike mention as many names as possible in the scene being screened. With a little practice you will soon become skilled at synchronizing your local description with the action of the shot.

Strawberry festivals, lawn parties given in the churches, baseball games, the start of Boy Scout and Girl Scout hikes, dedication ceremonies and scenes at the county fair are all events of paramount interest to small-town people. If a bridge is washed out during a heavy storm get a shot of it. If the mayor's daughter is coming home from school for the summer get a shot of her arrival. Take pictures of the business men's club or Chamber of Commerce activities and their weekly luncheons and of the extra tall corn grown on farmer Perkins' back forty.

Be sure to allow enough time for your film to be developed and get back to town in time for editing. There are idealm, opportunities all over the country that will give you four or five-day service. Put out the one closest to the territory in which you operate. Whether you produce a local newsreel every week or every two weeks is up to you and the activity in your towns. The idea is worth a try at least.

Recent Non-Theatrical Releases

(16MM. unless otherwise designated)

Key: Mo.—Motiotones; My.—Mystery; Mu.—Musical; Ad.—Adventure; Wr.—Western; Ro.—Romance; Co.—Comedy.

(Films listed below are feature pictures. Releases of other than features will be carried in the regular news columns on this page.)

Film Title	Length (Minutes)	Talent	Released By
10 Was Were Condemned (Dr.)	120	Pedro Mazzini Theater Cast	Garrison
Three Lassie Fools (Mu.)	108	Tito Schipa	
(Lt.) and (Che Cuckoo)			
The Wave (Radio) (Dr.)	84	Mexican cast	
A Nous La Liberte (Dr.)	87	Raymond Cordy	
Crime and Punishment (Dr.)	123	French cast	
Riding on Air (Co.)	60	Joe E. Brown	Nu-Art

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45th YEAR

The Billboard

Founded by W. H. DONALDSON

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Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Co.

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Single Copies, 25 Cents. Back Issues, 50 Cents. Per Agate Line Space, $1.50. Half Page, $75. Quarter Page, $37.50. Six Times advertisements appearing less than 13 times. Last publication forms close 10 prevail.

Forms for publication are closed one week before publication is scheduled or issued so as to reach subscribers not later than the publication date.

The Billboard reserves the right to edit all advertising copy.

Vol. 51. JUNE 24, 1939. No. 26.

ROADSHOWMEN: Furnishing entertainment for schools and churches and welcome the new Lecturettes series of educationals, including cultural subjects which have just become available thru the Bell & Howell Filmosound Library.

These reels feature prominent lecturers, explorers, teachers, scientists and adventurers narrating their own photography, thus making these personages available in film form to audiences of the smallest towns.

Releases in the series include Commander Donald B. Macmillan's *Hunting Musk Ox and Extreme Walrus Hunt*; Paul A. Hoefler's *Arctic Bear Cubs Play*; with Cowgo Curtis and *Elephant-Gods of Bali*; Richard Pattee's *Cultural Japan*; *Folkways and Japan The Igloo Dweller*; Russell Wright's *Present-Day Germany* and *Workaday Peru*; and Arthur Gaye's *Thirty Life in the South Seas* and *Life Under the South Seas*. The reels may also be purchased outright.

THE SUCCESS of the first issues, Robert Joe Stout's *Where's Your Birthday?* has been such that Nu-Art Films, Inc., New York, is contemplating releasing other films of a like character in the near future. The first of these is *Riding on Air*, starring Joe E. Brown, which made its bow in the non-theatrical realm June 18.

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Letter List

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

Women

Abbott, Adelaide
Adams, Bobbie
Adams, Mrs. L. E. (Singing)
Adkins, Mrs. F. E.
Adams, Mrs. Claude
Allen, Mrs.
Allen, Mrs. Keith
Anderson, Dorothy
Anderson, Pat
Andrews, Mrs. Bessie
Andrews, Sadie
Andrews, Thelma
Anthony, Mrs. Lyal
Armstrong, Nellie
Arnold, Mrs. Alice
Arnold, Mary
Arnold, Mary
Arnold, Mrs. Jessie
Arnold, Lou
Arnold, Mrs. Ruth
Ashby, Jan
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby
Ashby, Mrs. Jan
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby
Ashby, Mrs. Ruby

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Moss Indicates Soft Pedaling in License Control

NEW YORK, June 17.—Following listening of all testimony at the fair by the city of New York on June 8, bringing them under city jurisdiction, License Commissioner Paul Moss launched a quiet but nonetheless severe inspection tour on Thursday that eventually will control the type of entertainment offered in the amusement area. Until concessions were licensed by the city, Moss was out of the picture completely, concerning himself twice daily in behalf of fair officials. First move on part of Moss was to control nudity and show talkers to some degree, they being chief source of complaints on part of public since the fair opened.

Initial inspection tour on Thursday resulted in orders to change routines of several shows on the midway. Amazon show was instructed to tone down rigid of talkers on front of the show; Cuban Village was ordered to tone down dance; Arctic Girls must cover up girls on belly stand; Nit's Congress of Beauties must modify bally and show; Wind Circus and Crystal Palace must add calico to a solo dance.

Liberality Is Seen

From Moss' first report, it is assumed that he intends to be liberal and will even stretch a point to give an attraction benefit of the doubt. Strictly speaking, he will base control of offerings on city burlesque and night club ownership regulations, which mandate nudity from the waist up when there is little or no show accompanying it.

Entire move to cover up the gals will be quiet but severe and all reference to censorship proceedings will be kept out of the newspapers, it is hoped. In order to expedite the inspection tour on nude offerings whose business might suffer from widespread publicity revolving censorship proceedings.

Moss is filling his demands direct to George Tyler, head of the concession department and virtual head of the entire entertainment area, following the resignation this week of Jay Downer as chairman of the amusement control committee. Smith's department is responsible for carrying out the orders and preserve the right to close any show or pick up the pass of any individual failing to comply with the regulations.

Heads Held Responsible

Moss explained today that to insure against recurrence of publicity such similar to the one staged on May 31 by press agents and management of the Cuban Village, heretofore only agents and managers of shows will be held responsible for acts considered indecent. Girls will not be held. Two contestants in the Cuban "Miss Nudity" contest were arrested on charges of indecent exposure because with Bert Nevins and Samuel Friedman, press agents, and Harry B. Smith, operator, as players of the stunt. Moss promised that penalty hereafter would be severe for offenders.

Dolores Irwin, of the village, and Marge Berk, Arctic Temple of Ice, the two girls arrested at the May 31 incident, were given suspended sentences on June 13 in Jamaica. Twelve other Cuban dancers were reduced to disorderly conduct. Previously Nevins and Friedman had re-

(See MOSS INDICATES on page 115)

Gross Attendance

Previously reported	7,051,263
Saturday, June 10	186,118
Sunday, June 11	192,192
Monday, June 12	169,861
Tuesday, June 13	134,700
Wednesday, June 14	134,614
Thursday, June 15	167,436
Friday, June 16	186,102
Total	8,223,283

Includes fair employees, concession personnel, school children and those who passes entitled at between 40,000 and 48,000 daily.

5,077,000 Paid For First 43 Days

NEW YORK, June 17.—It has been learned by *The Billboard* from a source intimately high in World's Fair officialdom that the expo's paid attendance for the first 43 days from Sunday, April 30, thru Sunday, June 11, was 5,077,000.

Gross attendance for the period was 8,419,271, a difference of 3,362,673, diff being accountable by passes turned in by Wheeler, Inc., and concession personnel and also including cuffs to school children. Daily pass average for the stretch was 94,945.

It was also learned that the take of Gerard Swope's performance at Chicago from all sources, including subconnections, for the first 17 days of operation, May 27 thru June 12, was just short of $90,000 or more than $4,000 average per day. This figure beats the daily gross of anything on the midway with the exception of the Aquacade production and compares favorably with the total take of all refreshment stands combined, from opening until June 12, altho the refreshment it is ahead of all villages combined.

Cuban Village Settles Talent Labor Troubles

NEW YORK, June 17.—After prolonged negotiations that culminated in strike last week, performers' union of legs and American Federation of Actors reached an agreement this week covering working conditions.

Cast had been working a 13-hour day but will now work a nine-and-a-half hour stretch, with an hour and a half off for meals and adequate rest periods between shows. Minimum salaries are $50 for principals and $35 for chorus; $50 for talkers, $45 for grinders and $30 for ballyhoo people.

Harry Dash signed for Cuban Village and Al Wetzford represented the AFA.

Stein Advising With Strub

NEW YORK, June 17.—Music Corp. of America office reports that its W. E. Stein is being officially in an advisory capacity to Charles H. Strub, managing director of the Golden Gate International Exposition, San Francisco, on all matters in connection with amusements and entertainment. First Stein recommendation was return of the *Fritzi Scherpe* for a five-week run.

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On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, June 17.—There were 65 shows, rides, games and general concessions not including restaurants, operating in the amusement area as of Thursday. Of this total, 23 are shows, 23 are rides and 9 games and general concessions. Of the 23 shows, 9 are of the straight type, 9 are girl offerings and 5 are villages. Villages have subconcessions ranging from 30 to 50 apiece.

Food shops in operation number 33, which have a total seating capacity of 11,380. Some of the larger ones and their capacity are Ballantine's, 2,000; Borden's, 600; Rose Hall Inn, 400; Chesterfield Grove, 400; Cubavilla, 900; Pavilion Chicken Inn, 400; Heineken's, 600; Einkorn-Schroder Inn, 1,200; Mayflower Dodd Casino, 450; Midway Inn, 1,000; Red Lion Inn, 400; Swedish Pavilion, 500, and Rheingold Inn, 1,000.

Other with less than 400 seats are Canterbury Inn, Caruso's, Chinatown Inn, Gold Coast, Jack and Jill, Bay's market, Hunting Lodge, Kate's Klondike Bar, Mama Jesser's Delicatessen, Midgets, Rheingold Inn, Sea Food Grotto, Sea Barbecue.

Owings Jessel's Old New York leads with 5 restaurants. Merrie England is next with 4 and Sun Valley third with 3. Of 25 eateries and bars, 11 are in the "moderately priced" shelf, between 40 and 60 cents per plate. In the 11 where prices are "moderate" is listed 3 have a fairly good liquor, the other 8 being at reasonable levels.

Among the places with best draw in the fun scene are Ballantine's, Brass Rail, Caruso's, Chinatown Cafe, Dunning's Chicken Inn, Heineken's, Mayflower and Midway Inn. Food shows, Dunning Inn, chiefly because of their location, are the ones most visited by concessioners and World's Fair personnel in the area, with Chicken Inn a close third, and Mayflower, Midway, Caruso's and Bay's coming of age when it comes to straight food shows.

All bands are awaiting the opening of the Dodge Pavilion, Brighton Beach auditorium and bar, with music and dancing now being carried on in the area by Irving Frank Buck's Jungleland. This spot is confident it will share the best share of the-dollar business, altho entire treatment is pointed toward that.

Average Admission Price

Average admission price for 61 pay attractions, including concessions, is about of 23 cents per person. Average is upped by more of the $1 and 65-cent seats on Aquacade and the 65 cent for Wild West reserves, but is lowered because of free and partially free shows and Children's grand concessions, whose prices range from 5 to 25 cents. The New York Giants' new super edition get-up, with three copies of the Giants' Yearbook, is a popular item, altho, in which admission Field is free, and the Artist' Village, where objects are sold but admission is on the cuff.

Competition among exhibitors, nations in the foreign scene and pay attractions of plays being public property, are variables and in news reels is keener than at any time in the Amusement Industry. Already known, on the midway and, in the Wild Tales area, is publicity being given, by the drama for the Dufour & Rogers string of six pictures, the Ballantine Beer column about the fun stretch. Best so well known is that a column called *Note the Gate* is being ground out twice daily by Byron M. Fuller for the New Brunswick (Can.) Times in the Canada Pavilion. It's carried by about 80 papers in 30 states in the United States and Dominion. Fisher was assigned to the job by the New Brunswick Government Bureau of Information and Tourist Travel, on whose staff is the skillful writer, Fred H. Pratt, author of numerous articles on the circus and amusement parks, and Fred Pratt's picture (N. B.) Exhibition during the last two seasons.

It now develops that while the fate-influenced Cavalcade of Contacts show was in the midst of slashing the budget, B. A. Rolfe's Band of 23 pieces was trimmed from $3,500 per week to $2,600. Another idea is on the tapper this time is number of men, which may dumbfo to a more 12. There is talk that a 60 Camp band a bar you to be added to the Cavalcade roster, now being directed by John Kennedy.

Nat Lerner is installing three more concessions in the Jubilee Jamboree. One goes in Children's World, the others in Lloyd's peach pizza stands, with one location in fun area and the second in exhibit section. Phillips, Philadelphia high diver, has joined Billy Rose's Aquacade. Gertrude Ederle went into the show recently following her removal from the hospital for infection. Melnor Speedway staged a nocturnal party Monday last before J. W. Shillan, Melnor president, sailed back to England. Frank Hirth, the booker, beat Bob Morton, the circus producer, for a show of figure. Morton bet that the King and Queen of England would have less than 100,000 on their visit last Saturday. Hirth won by better than 200,000.

Insurance Rating Board of the fair meets here Thursday, supposedly to take definite steps in the direction of lowering the liability rates on concessions in the amusement area. Attractionists, together with the officials responsible for the amusement area, feel certain that rates will be lowered substantially. Action was prompted by Concessioners' Association's constant appeal to lower operating expenses. Insurance being one of the big obstacles.

Another carnival-type attraction, somewhat similar to Jungle Land, is anticipated for a small plot in lower end of the midway. Plot was formerly occupied by director of exhibits and concessions, making the amusement rounds Saturday night. Jack Shaffer, Old New York master, played host to Governor Lehman and his party Friday night. They partook of all the fun stuff and Lehman was photographed back later for more. Shaffer and Brikes and Brikes are old friends, dating back to 1936, when Shaffer held a prominent position at Cleveland's Great Lakes Exposition. Lehman is a fan of Brikes, observing changing his evening circus program from Wild West to Cole's Cuba Worships attract somewhat like the one at Toronto's Canadian National Exhibition recently. Jack Linder will produce the show at the Brikes, altho continuous to keep Frank W. Darling, CNE broadmaster, on the sidelines. He's been away from the exposition grounds several weeks, but is improving, they say.

Moe Gale is dropping the clever and popular Frank Sebastian as a bally on his Savoy Ballroom front. Will substitute Harlem Harlem much like the show on the inside, plus a Rock-Ola automatic phonograph. Tramp outfit pretty popular, but apparently misrepresented entertainment beyond the turnstiles.

One visiting outdoor showman said on Saturday night (June 10) that he would have done well to bring in the Bond American Showers for color and flash and good layout and let the fun area go without. Probably some concessioner thought that. Yes, it represented Paul Massmann, member of the Amusement Council Committee, who is busy up in National Broadcasting Co., via the Radio City Exhibit, a flash, attraction booker, played guide this week to Sam Lewis, secretary of York (Pa.) Fair and lieutenant-governor of the State.

Former employees of the Ringling-Barnum Circus are being interpolated around the grounds. Bob Reynolds is handling the ticket office for the Parachute Jump. Terry O'Rourke and Dick Richards are in Bob Gaillard's attraction

(See PLUSHING FRONT on page 115)

TROPICAL DRINKS

TROPICAL FRUIT DRINKS

Too money-making juice joints at the World's Fair, Coney Island, on Broadway as well as all more than 100 other parks and carnivals this season are these Kasher and Tropical Fruit Drinks.

Set up one of these stands for QUICK MONEY! Write for Free Catalog and Express at a bargain. 500% on Coconut Champagne! Write for our latest FREE circular today!

Installation in Cuban Village, One of 40 at the N. Y. World's Fair

Due to Popular Demand ..... Tropical Fruit Drinks in Gallon Lots.

PINK CHAMPAGNE, $12.00 a Gal. (Enough 6 Gals. of Juice). Made from Sweet Wine Concentrate. 6 Gals. to a Gallon.

PAPAYA, $12.00 a Gal. (Enough 6 Gals. of Juice). Made from Fresh Fruit. 6 Gals. to a Gallon.

GRAPE CHAMPAGNE, $8.00 a Gal. (Enough 6 Gals. of Juice). Made from Concentrated Grapes. 6 Gals. to a Gallon.

COCONUT COLADA, $12.00 a Gal. (Enough 6 Gals. of Juice). Made from Fresh Coconuts. 6 Gals. to a Gallon.

SAMPLE GALLON OF ABOVE JUICES, $2.50. 6 Drinks. Makes 6 Gals.

NOTE! These juices equal in our Tropicalade tanks show a large profit on your ice, usually serve five ounces of juice to every eight-ounce glass.

NAT LERNER, 202 Lexington Ave., NEW YORK CITY

Lower Gate Admission Would Help the Fair!

Our plea here last week for a reduction in gate admission at the New York World's Fair has met with the kind of reaction on the part of showmen-concessioners and certain editors of the fair press that fills us with paternalistic pride. We feel that we have performed a constructive service in behalf of all those concerned with the success of the World of Tomorrow.

We are grateful to the New York Times for including our plea a matter of record for the public at large. Trade newspapers—commercial, industrial, theatrical or otherwise—are limited by their type definition. To the publication that must really bring the weight of its opinion, backed by its purchasing power, to bear upon the fair's management, the Times is the most important element concerned with the New York World Fair 1939.

The Times published the meat of last week's suggestions and, concluding, said: "Several weeks ago the suggestion was made by the amusement zone man, Mr. Whalen to cut the admission price to 50 cents after 8 p.m., but he took no action. A spokesman for the fair then said last night (Wednesday) he had no comment on The Billboard editorial."

Let's be fair. It is difficult, if not embarrassing, for a man in Mr. Whalen's position to comment on suggestions made by a trade publication of his own business. It is even more difficult, if not more embarrassing, for a man in his position to comment on suggestions made by a publication that is not inimical to the policy of the fair, which is, after all, a private corporation.

Is it a fair, however, to say that our plea is inimical to the policy of the fair? Would it be a radical move? Do both questions we respond with a hasty "No." It is known, but not widely, perhaps, that President Whalen is sympathetic to a reduction but that he will otherwise and because of the policy of the exposition do not support the president in this regard. That freshness cannot be expected to be based on a plan to cut down gate receipts without an example of financial thinking that has been going on since the world began. But it may be pertinent, before this plea for a lower gate admission will be accompanied by lower revenue? We think not.

Let's take the "dark" side of the picture, let us assume for the traditional sake of argument that the fair will not be going to substantially increase new and repeat business to mean anything at the gate one way or the other. But to upset the apple cart, let us assume that there will be a drop in gate dollars and cents drawn by the fair's gate. *We must deal here with people.*

Concessioners and showmen must be considered in this matter, too. That, it seems to us, is the important thing. The World of Tomorrow has a tremendous equity in pay attractions and general concessions. The fair receives big percentages of the revenue of all concessions, from amusement attractions, food stands and the like, and from all subconcessions of whatever nature. The fair has an investment in its concessions. The fair has an investment in its concessions as represented by the turning loose of about $500,000 by the fair's own Amusement Control Committee to finance many of the concessions. It is understood, too, that the fair has gone even beyond the committee in supplying money to showmen-concessioners.

More people is the thing. The amusement zone needs more people who will spend more money, so that showmen-concessioners will be enabled not only to meet their operating expenses but put something by for retirement. It is known that the fair can receive bigger percentages from concession revenues and, in addition, raise itself to be placed in a position where it can collect big rentals and/or loans.

A high official of the fair stated privately that the World's Fair feels a reduction in gate admission will have an adverse reaction in the public prints, especially out of town. This official said the fair is breaking even and that it does not add up in the actual test. Such distortions is often practiced, particularly by those newspapers which have been "taken care of." We feel that this we believe that all the "riding" in the world will not keep the people from taking advantage of a reduced burden on their pocketbooks. What "riding" will do—and is attempting to do—is to keep the fair's gate receipts up, *because people will bring in more people who will spend more money.*

Based on the supposition that the fair will not lower its gate price, an alternative has been put forward. This is to close the buildings in non-midway sections an hour or so earlier. This would be a mistake, we believe, for many reasons, the most obvious and for good reasons.

Many people, particularly in more boungee hours per day than at any other world's fair in history. It follows that this exercise in endurance must tire him almost to the point of exhaustion. Tired people cannot be persuaded for love of money to do more than a little more than necessary to make the exhaust themselves further and to spend more money. Tired people cannot be sold on the glorious and delights of the amusement zone. In short, tired people do not spend money on midways.

It has been pointed out that reducing the gate would be unfair to those who bought admission tickets at cut rates in advance of the fair's opening. Unfair in what way? Is it not a fact that the great majority of cut-rate book holders enter the fair before sundown? The fair can check this and determine for itself if this is true, and can act on the basis of past experience.

This exposition is worth 75 cents up to a limited number of day. Is it worth the same amount after that limit is reached? This question is simple. This question is unanswerable except by the fair's management.

(See LOWER GATE on page 115)

GOLDEN GATE EXPOSITION

SAN FRANCISCO

February 18 to December 2

Strub Orders Plant Clean-Up; Jobs Are Safe

SAN FRANCISCO, June 17.—Taking the general management of the expositions on Monday, Charles H. (Doc) Strub's first order was for a general clean-up of the grounds. He passed the word that tattered cloth and decorations were to be replaced with new ones.

"We're going to start moving fast and get some pretty late this show," was his first official declaration. He made it clear that none of the expo's admirably lovely personnel is to be fired.

Director Strub said he was considering the idea of bringing out Sueno Hagenagan, publicity man, to develop new ideas to attract attention, but that he would not replace any official.

Clyde M. Vandenburg, present promotion chief, now acting as liaison officer between the Strub regime and the public prints. Strub did not elaborate plans for improving entertainment as he his conference earlier in the week with Julius Stein president of Music Corp. of America, was believed to be a prelude to a policy of bringing in name bands and entertainers.

Reduced Rate on Gyway

Appointments of Strub's held up temporarily whatever action the concessionaires intended to take over the matter of an "unofficial" meeting with the board of management. While they have not arranged for the conference with Strub, it is likely that such a meeting will take place soon. The concessionaires' association was the first to offer felicitations to the new general director and, generally speaking, a note of cheerfulness greeted the announcement on the midway.

Weekly meeting of the CA has been changed from Monday to Friday night, at which time the association expected that the garbage disposal question was entirely on the right track and expired. It was said the expo had contracted with a garbage removal company to haul debris from the island at a flat rate of $100 a day. Concessioners declare they have no share in this bill.

Committee appointed to report on the 1 a.m. curfew still said that the amendment would be given final hearing, probably on Monday, and that its passage looked very favorable.

CA concluded a deal that week whereby gyway rate courtesy for adult passports to midway shows will be handed out by publishers of a weekly newspaper for distribution in stores. The package tickets will represent a savings to the gyway patron of 20 per cent to users. All of the expo will be participating. The publishers will benefit thru a signed agreement with the CA for exclusive program advertising to $300 weekly. Sheets will also publish blurbs on midway shows.

Gate Up Slightly

Bagpipe Follies blows out on June 24. Failure of show to draw will cost the expo about $100,000. A $5,000 week was given a $40,000 guarantee to open. Some performances drew only a few hundred. Al Trahan, star of the show, quit this week.

Will Wright is having difficulties with Greenwich Village. Spot, which should be a repeat for last gyway, hasn't drawn files since it reopened.

Walter E. Sibley is experimenting with a front. He has a girl doing a disappearing act in a phonograph cabinet in front of the Headless Horseman exhibit. Bellyhop, new to visitors, is getting a big play out in front.

Attendance figures show that the expo gate is up slightly but this is not noticeable on the grounds.

Paid Attendance

Previously reported	3,567,230
Thursday, June 8	21,437
Friday, June 9	20,192
Saturday, June 10	24,294
Sunday, June 11	49,213
Monday, June 12	21,115
Tuesday, June 13	23,217
Wednesday, June 14	20,858
	3,768,709

Follies Held Under AFA; Two-Week Notice Is Posted

SAN FRANCISCO, June 17.—After the AFA had officially established the *Bagpipe Follies* as an Equity show, the company, according to Jack Mills, representative, will hold jurisdiction as long as it remains on Treasure Island.

Mills declared the exposition threatened to bring an injunction to prevent the AFA from relinquishing its jurisdiction. Ted Hale, Equity representative, said he advised the AFA in New York that he was no longer seeking control and that he considered the AFA the proper organization.

Notices were posted in dressing rooms Monday that the show would close in two weeks. It will be replaced by a return engagement of the *Follies Bergere*.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 17.—One of AFA's best talkers and Treasure Island is the little Japanese-American who does the lecturing in the Pacific House, theme pagoda of the Pacific Exposition. Speaks English and is 100 per cent sure of himself and his Japanese ancestors, he tells. All of the 4 signboards that listened the lecture have been presented to one, but there are a number of gold-gamed signs in the pagoda that should be removed or the right given to other concessioners to do the same thing, which would be fair to all. Pacific Pavilion is now doing the thinking for the time being in front of the pagoda. They are gradually building up their percentage of the gross. Fair has opened with three per cent and now have more than 8 per cent. Concessioners are trying out twins, part of the incubator attractions, has been renovated.

One of the most disheartening tasks any artist ever had has been playing to practically empty seats by the grand band under direction of Edwin Franko Goldmark. Weather is such that one can get so comfortably outside for any length of time, commanding the band, located in the Plaza of the Tower of the Sun, never has been in existence that its quality merits. Understand Goldmark's contract expires on July 1. Vanguard of the hordes of survey spenders are due to arrive on June 20, according to tourist bureaus and Chamber of Commerce. A new book of tickets is being printed for sale and distribution by the expo to sell for $2 with a 40 value. Indications are, according to the fair, shows represented in the book have accepted one-fifth of the face value of their attractions and that the price to be in the book. No percentage will be paid to the fair on these tickets and concessioners still receive payment for all tickets in the book presented and whether they are used for admission or not, as they say. One of the mysteries of the Gyway is how Sally Rand can change talkers so often and fair time America show and still have each new man pitch and speak in an "ice cream" pitch. Gleaning from Gyway: Miss Mae Schwartz in presentation of the new Kodak Cavalcade of Color in Kodak Camera Building, is handling the fresh and putting them in in multitudes. Not

(See GLEANINGS on page 115)

J. C. A. Has Big Opening

Capacity matinee, straw at night in Hinckley, Minn.—Hall's animals with show

HINCKLEY, Minn., June 21.—The J. C. A. Circus opened here June 8 with a capacity matinee and straw at night under auspices of the local boys' band. Business houses were closed at noon. The show moves on eight Diamond T trucks and four trailers. Charles Hall has the menagerie on show, also his elephants, camel, lion, tiger, puma, dogs, ponies, the mercy horses, pigs and goats and Hall's Ride Show.

Acts include the Fords, Kanawa, Ling and Bell, Hagen, Loftis Trio, the Archers, Hall's animals and Hall's aerialists. The Hagg elephants are the original Wright Hagg shows elephants. Herman G. Smith, general agent, and wife were on the opening, but J. C. and Cleora Adams operate. Band presents good being in Montana.

Roster includes J. C. and Gladys Adams, owners; D. G. Hawn, manager; Herman G. Smith, general agent; Charles Adams and Mrs. Smith, promoters; L. N. Hopkins, big-show boss canvasman; Eddie Hess, merchandise; Art Lang and brothers, chefs; Humpty Eldridge, legal adjuster; Gilbert Hall, elephant trainer; Charles Hall, side show; Dr. Ford, equestrian director; Jim Adams, assistant treasurer; Ed Coer, manager of advertising cars.

Ringling Executors Must Post Bond

SARASOTA, Fla., June 17.—Following a study of briefs filed by counsel for the State of Florida and the executors of John Ringling's estate, Judge Harry Chapman on Tuesday ordered the Ringling North and John Ringling North, executors, to post bond in the $500,000 within a week to guarantee proper administration of the estate.

"From a consideration of the evidence and the allegations of the petition and the executors," the judge's order reads; "it appears to the court that there is reasonable ground to apprehend that said executors, holding the assets of John Ringling, desire to continue trading and diverting, or will mismanage or dissipate and assets from their proper administration."

Model Builders' Activities

READING, Pa., June 17.—The regional meeting of the Model Builders held in Philadelphia when Ringling-Barnum circus played there on Monday, June 12. The following members were guests of Terrell M. Jacobs: Robert Fox, Philadelphia; Harold Moore, Gabon Schlosnik, Charles Dunlap, Charles Hatch, Joe McCurdy, James Malfatto and J. W. Barrett. After posing for pictures was greatly delayed the morning of the horse fair, and later in the afternoon, along with a number of friends, visited J. Rex Allen and viewed his miniature circus.

A. B. Lewis, Kansas City, Mo., attended the Police Circus there. Robert Danner, Muncie, Ind., was on hand when Cole Bros. played his home town. George Graf, Peru, Ind., visited Fort Backseten and saw his new miniature circus. Fred Weh, Charles Bennett, Berwyn, Ill., attended the Cole show at Oak Park, Ill. Ed Shepard, Chicago, recently completed a three-span corral for his miniature giraffes. He is planning to construct some giraffe transport wagons.

Verne Pussell, Corpus Christi, Tex., spent two weeks touring the East and visiting the New York World's Fair. Joe Hall, Charles Balejs, of Camden, N. J., and Charles Decker and Charles Lochney, Harrisburg, Pa., Carlton Walsh, Muncie, Ind., and Charles Willard recently joined the association. The association regrets the death of George Barlow's father. He was a great circus fan and was greatly interested in the work of the Circus Model Builders and Hobbyists Association.

Anyone desiring information regarding the association should write Harold T. Warner, secretary-treasurer, 1418 Mulberry street, Reading, Pa.

J. C. A. Has Big Opening

L. CLAUDE MYERS and his band with Barker & Wallis Circus. Standing, at left, Myers; right, Mrs. Myers. Seated, from left, Bill Allen, calliope player; front row, Eric Roland, Jake Mills, Orlie Lebourd, John Fisk, Harry Fletcher; second, Frank Crouse, Robert Beasley, C. L. Kerr; third, Harry Murray, Del Smith, Manfred Houghton, Virgil Wedell; top, Elbert R. Guilford, Jess Morris.

Kelley-Miller Has Three Straw Houses in Week

STRATTON, Neb., June 17.—The Al G. Kelley and Miller Bros.' Circus, which opened near Springfield, Mo., April 10, has had fair business except in Oklahoma, where it was spotty. Three performances were given at Freedom, Okla., May 18, two in the afternoon. Show had three straw houses in one week in Western Kansas — Lenti, Tribune and Sheridan Springs. Fred Bond was a recent visitor.

The Program

Big-show program (all colors in order): No. 1, Pony drills, Obert Miller in Ring 1 and Dorsy Miller in Ring 3. 2, Clowns on track. 3, Ring 1, Pony Pete; Preda LaVelda, Mrs. Moon, Rita Miller. 4, Posing ponies, Dorsy Miller, Ring 1; Obert Miller, Ring 3. 5, Clowns—Spark Plug, comedy horse. 6, Balancing pony act, center ring. 7, Banner announcement. 8, Tilly wire, Don Steele, center ring. 9, Pony Pete, Preda LaVelda, Ring 10, Riding dogs, Rings 1 and 3. 11, Jumping rings, Tom Thomas in center ring. 12, Contortion, Preda LaVelda. 13, Comedy horse, Spark Plug, cut pony, Obert Miller. 14, Swinging ladder act, Rita Clowns. 15, Trained monkeys, center ring. 16, Hand balancing, LaVelda Duo, center ring. 18, Clowns—Spark Plug, Dog act, Dorsy Miller in Ring 1; Obert Miller, Ring 3. 21, Pony road by Dorsy Miller.

The staff and other personnel: Obert Miller, general manager; Al G. Kelley, business manager; Rita Miller, equestrian director; Jessie Miller, advertising banners; Ted LaVelda, ticket seller; Clowns, Tom Thomas, prize candy, novelties, lunch stand; Harold Crowell, pit show and ticket seller; Peggy Crowell, photo gallery; Walter Morris, superintendent ring stock; Mrs. Dale Kelley, calliope player. Calliope is mounted on wagon and used for baily. Drawn by eight-pony hitch.

Side Show: Professor Kardini, card manipulator; magician; Waxine, mentalist; man, Miss Millette, Chinese torture cell; Christina, Anatomical Wonder, kinesthetic, mental act. Dancing girls in Annex. Menagerie also is in side show, including untamable lion.

Newton's One-Ringer Out Since Last August

CANTON, O., June 17.—Honest Bill Circus, organized at Minerva last August, 10, following closing of Newton Bros. Circus at Willoughby, O., a week previous, has been on tour uninterrupted since then. William Newton informed *The Billboard* representative here. Newton said his one-ring circus, framed from what remained of the Newton show personnel and equipment, has been playing thru the South, spent most of the winter in the smaller Louisiana communities, went as far west as Texas during the winter and since spring has been playing in Missouri, extensively in the Ozark country.

Show has been sticking and making money, according to Newton, who came north recently to look after some business interests. He said he was offering a well-balanced straight circus program, with feature act Cupid, educated pony, which he has owned and presented for years. Newton said he has had added another elephant, a bull featured last season with World Bros.' Circus.

Show will come east probably as far as Kentucky, then head south again, he said.

Griffin Appointed Auditor For R-B; Wadsworth Dies

NEW YORK, June 19.—J. R. Griffin has assumed duties of auditor for the Ringling-Barnum show following death, this week of J. Frank Wadsworth, who held that position since 1929. Griffin has been associated with the Ringling interests for the same length of time, coming to the circus office from Barcoots, where he and Wadsworth had handled Ringling-Barnum real estate accounting for several years.

Wadsworth died June 11 in this city following an illness that began April 29, day that the show closed its 1939 engagement at Madison Square Garden. Some people in attendance at the service June 14 included William P. Dunn Jr., secretary-treasurer of the circus corporation; John Reddy, corporation attorney; Fredrik Ringling, and the top-sensations on the show, and Griffin.

Details may be found in the Final Curtain Department of this issue.

Kelley-Miller Has Three Straw Houses in Week

WPA Has Best Business in Its History at Brooklyn

BROOKLYN, June 17.—The WPA Federal Theater Project's circus closed its week-end run here last Saturday night to the best business in its four-year history. Records indicate that more than 18,000 adults and children paid their way into the circus, which has been doing best opening in two years. Wednesday night, Friday night, Saturday matinee, Thursday and Friday nights and Saturday matinee were turnaways, with hundreds on the straw. Saturday night a packed house the best Saturday night in history of the show. Manhattan and Brooklyn newspapers gave show plenty of space. *The Brooklyn Eagle* ran feature on Captain Engerer and Chief Wendell.

Show paraded every night at this spot and it will continue as a feature for remainder of the season reports Wendell J. Goodwin.

William Myers Opens One-Ring Motorized Show

CANTON, O., June 17.—A new one-ring circus, motorized, has been launched by William Myers, of Akron, O. It opened in Brewster, O., near here June 8 to fair business, with Minerva the following day lost on account of heavy rains. Saturday's towns, Carrollton, was not even fair, late store hours retarding patronage.

The show will confine its itinerary to the smaller Ohio industrial towns and farming communities for at least the next three weeks and then likely will go into West Virginia, William Newton, ex, assisted Myers in framing the show. After the Carrollton stand it was reduced to half the original size. Myers was associated with Newton's circus last season until it was reorganized at Minerva. O.

First week out the show carried 16 sections of blues, with seating and accommodations for about 1,000 persons. More than 300 ground-stand chairs carried the first two days were discarded and blues substituted. A kid show has been added, half the top being given over to the performing stock. A Wild West is offered for an after-show. No banner line is used on kid show.

Some sets which remained after the Main circus folded were taken on by Myers. Jack Moore has been retained as equestrian director and with his wife offer double traps and wire. The Romig brothers troupe is featured. Lee Lorenzo's Wild West from the Main show is the concert attraction.

Advance ad present includes a truck and one trailer car, space has its own paper, using the Walter L. Main title pending arrangements with Walter L. Main. Johnson Wall is in charge. Canvas and transportation.

Mouton Will Fight To Restore Funds For the WPA Show

WASHINGTON, June 17.—Melvin D. Hildreth, president of the Circus Fans' Association, yesterday declared that Representative Robert L. Mouton (D. L. A.) will fight on the floor of the House in an attempt to restore the WPA relief bill funds for the WPA circus. Hildreth said he received a plea from Hildreth, who sought Congressional aid when he received a telegram from J. of the work crew on the WPA project. Mouton, Circus Fan, is a member of the U. S. Spending Ways.

Col. F. C. Harrington, administrator of WPA, said that "public reaction" probably would force changes in present provisions of the relief bill. He said that he was very much encouraged now and felt that the most harmful provisions of the bill would be changed. He said he was most alarmed about that mandatory measures to end federal arts and theater projects.

HARRY CHIPMAN, press agent for Burnett Bros' Circus holding lion cub, Sultan, presented in Mayor Bishop, of Kalamazoo, Mich., while Charles Chipman, Sultan's publicity man for Parker & Wallis Circus, looks on.

R-B Show Pulls Three Fine Houses in Cincy; Second In

CINCINNATI, June 17.—The Ringling Bros. and Barnum & Bailey Circus, which was not here in 1938, made the Queen City last Sunday and Monday, using the old circus lot in Cummingville, as in the past. It was preceded by Cole Bros. May 14-15 on the Fourth and Smith streets downtown lot, a spot which have been utilized by this show for several seasons.

The Big One had the top almost filled at both performances the first day. Weather was ideal, the morning and afternoon half house at matinee and nearly capacity at night. Weather showery early in the evening.

The first performance on Sunday did not start until 3:45 due to a delay arrival from Columbus. G. where show experienced a severe rain and wind storm about midnight. Despite a showery day in that city, it was the best stand last week. The usual good business was there in Pittsburgh Monday and Tuesday, Uniontown, Pa., and Johnstown, Pa., Wednesday, W. Va., which followed, were fair. On the whole the show is having a good season. *Side Show*, which has been doing nicely, had its best day (Sunday) since the Big One has been coming to Cincy. Clyde Ingalls' line-up of attractions is its keeping of the big top.

On Sunday the show received the remainder of its advertising material. There are eight units, each having five sheets. They were not in operation here.

Show for Children's Hospital

Monday morning the show took equipment and a number of performers and clowns to the Children's Hospital for a special outdoor show similar to that seen staged in New York, Boston and Philadelphia. Arrangements were made by the Junior Co-Operative Society of the Hospital, Mrs. Frank Waterworth, Pres. Pl. Thomas, Ky., sister of John Ringling and Henry Ringling North, heads of the circus company, was there when had been with Cavalcade of Centaurs at the New York World's Fair, witnessed the show in this city.

The circus was well billed, Roland Butler, general press representative, had plenty in the papers, especially in The Enquirer, and for the first time in years of broadcasts over stations WLW, WSAI and WCKY. In addition there was also the amusement section in Sunday's Enquirer, there also were several shots in the rotogravure. On Monday this daily carried a page and units.

Fine Array of Acts

Since the program was covered in full at its premiere in New York, no detailed review will be given. Suffice to say it lined the show immensely. It has a fine array of acts, run off in quick time smoothly by Fred Bradna; is well lighted and staged, has elaborate costumes and ready pings, a standout spec; an excellent band led by Merle Evans; fine aerial and bouncing of features by Fred Smyth, George W. Smith is general manager.

Among acts that drew fine applause were the Christiani troups of bareback riders, Tunisian Jr. Bedouin troup of acrobats, Ringling Jr. Bedouin troup of tumblers and tigers; the Cornellos, flying return; Great Alfredo, Jr. Wallenda, William Beyer and Dorothy Herbert, in horsemanship; Hubert Castle, on the wire; The Leaping Pilades; Walkmir Trio, forehead perch; the Qualtieros, airplane revolvers; Pallenberg's bears; the Ortalis; Zerbinis and Palacios, teeterboard.

The performance is given in three large rings instead of three rings and four stages as heretofore. This new set-up is clean. It certainly is a break for the people in the rings, since they can now clearly see what is presented in the center ring, something which they could not do under the old arrangement.

One of the features with the show is its horse fair under a large tent, each horse (there are about 200) having its name called out in the ring and it and the animal was foaled. Grooms are in attendance. Outside of being a sideshow, it really being a traveling zoo.

Two of Queens Fall

Rosalyn Cameron and "Lucky" Lafaye, members of the Four Queens, hair-hang and ladder performers, fell at the night performance. The latter was 32 feet up supporting the tent canvas over the middle ring and was hurt. The canvas is sufficient just to the apparatus to which the girls were holding to knock them off. Miss Cameron fell unobscured by the ground, suffering a dislocated elbow and a bruised hip. She was at Christian Samaritan Hospital Saturday her condition improved to the point that she will be there for an indefinite period. Miss Lafaye was able to grasp a ladder rung to break her fall. She was severely burned, escaped being hurt. The other members, Rosalyn and Butch Cameron, were already had discovered.

Mrs. Hubert Castle, Hubert Blown suffered a fractured vertebrae when an auto slipped from a jack and fell on him. He was injured, but not seriously injured. His condition is reported as good.

List of Ushers

Following is the roster of the usher department, not previously published: John M. (Johnny) Carson is superintendent; assistant superintendent, Jesse Reynolds, Joseph Blakelee and Joe Parsons; ushers, Ed Bennett, Ed Bennett, R. Bowers, R. Bridgeman, C. Carlton, G. Carroll, M. D'Addario, J. Dunn, J. Frist, E. Garber, A. Gaunce, J. Grant, N. Havard, J. Hayes, W. Hurtley, J. Jackson, J. Jackson, F. Jeffs, J. Jack, R. Lowndes, B. McAleer, B. McCulure, J. McHenhart, J. Mitchell, J. Mooney, R. Moore, R. Pittman, S. Prescott, H. Ramsey, W. Rogers, J. Saley, G. Anderson, H. Sharp, H. Shaw, J. Smith, W. Smith, J. Stone, F. Steele, R. Stephes, T. Stutenan, L. Tarr, J. Thompson, J. Wagner, J. Wall, J. Johnson, M. Terry, J. Marshall. They handled the crowd in a smooth manner. Sunday afternoon with remarkable speed considering the size of the matinee.

In Terrell M. Jacobs' department are Roy Chronister, assistant; Gabriel Costa, Jack Hutchins, Shelton Hutchins, Harry Hayes, George Scott, butchers; Matt Kennedy, Jack Kennedy, Jack Brannan, Weston Brown, Paul Biddle, Sherman Enstad, Bernie Baker, Albert Moore, Jerry Moore, Jack Brannan, Jr., Charles Lewis, cage men. Delly Jacobs has John Hellott as assistant.

On Lake Front in Milwaukee

MILWAUKEE, June 17.—Ringling-Barnum will be at the lake front June 30 and August 1. The lease signed by the show for the usual harbor cost is for $200 a day ground rental plus a license of $875. A $1,000 bond must be given to insure proper handling of the grounds.

Conway Back in Macon, Ga.

MACON, Ga., June 17.—Paul M. Conway, local attorney, is back home after a 4,000-mile auto trip in the Middle West and East, during which he visited friends on numerous shows. He was with Barnum and Bailey Indian and Victorian and caught the Parker de Watts parade at Pottstown, Pa., and spent an enjoyable evening with his old friend Dinty Moore, press agent, and others on the Sheesley midway at Battle Creek, Mich. After two days at the New York World's Fair he planned a visit with the Downie show in the Keystone State, but unexpected delay in a case being handled here caused him to return home and postpone the visit, also later in the summer.

First Impressions Of the "Big One"

By WILLIAM (BILLY) FIELD
The Uniontown Herald-Centius

Ever since I have been old enough to know what the word circus means and what it represents I have heard of and read about the Greatest Show on Earth," the world-famous Ringling Bros. and Barnum & Bailey Combined Circus.

But until June 7 I had never had the opportunity and privilege of seeing it. And now that I have seen it I can very willingly and truthfully say it was a surprise, and a great one.

For the first time Uniontown (Pa.) was played by the Ringling-Barnum Circus under the present title. Twenty-two years ago—June 1, 1917, was the date—the city was played by the old Barnum & Bailey Circus. During the afternoon performance a blowdown resulted in the death of one person and serious injury to several others. This show never came back to Uniontown.

Now, 22 years later, the new streamlined Ringling Bros. and Barnum & Bailey Circus has brought to Uniontown a show lovers a never-to-be-forgotten performance. Nothing but praise and good will boosting was heard on all sides after the show's departure. Everybody found the clowns, tubers and management civil, courteous and thoughtful to please. Newspapers were liberal with space in the press department, headed by Roland Butler and Gardner Wilson, co-operated and served 100 per cent. Approximately 20,000 persons—the population of Uniontown itself is estimated at 15,000—witnessed afternoon and evening performances.

All were amazed at the many displays of writing beauty and artistry. From the time the opening spec, the much publicized *World Center in the World's Fair*, designed and produced by Charles Lederer, until the closing display, the crowds held their breath, laughed, applauded and marveled. New streamline additional color schemes and lighting tests have brought circus lovers much more beauty than in the history of the big tops.

This writer has witnessed many a circus performance but never have I seen one comparable to the 1939 offering of the "Greatest Show on Earth." It was a fast-moving well-timed presentation of the best available. Among the displays winning most applause from the audiences were Terrell Jacobs and his sensational, death-defying wild animal act; the famous Cristiani troupe of riders, the Great Arturo and his high-wire act and the Flentlettes in their daring airplane revolves.

All in all it was a great show and it certainly lived up to its boast of "the smooth" of Uniteshow. The welcome mat will always be out to Ringling Bros. and Barnum & Bailey.

Trefflich Rep for Ranch

NEW YORK, June 17.—Henry Trefflich, wild animal importer, has been appointed general agent in the United States for Christoph Schulz, of Africa, which is now the largest wild animal ranch on that continent. Schulz firm, established for over 40 years, has shipped many rare animals, particularly giraffes and rhinos, to American and European zoos. Schulz is at present on a business tour of this country.

FEMALE ELEPHANTS FOR SALE
Two very gentle young elephants worked by young lady. Also Lions, Zebras and Pony Acts.
SNAKE KING, Brownsville, Texas.

HORSE & PONY PLUMES
FOR STREET PARADES, ACTS AND ARTISTIC PURPOSES. Write for Catalog.
H. SCHAEMBS
1841A 2nd Avenue, RICHMOND HILL, N. Y.

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OPERA HOSE
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PHOTO POST CARDS
Fast Sellers
Quality Guaranteed
Samples! Representatives of and Photographs Showing, Blue and Popular cards per Dozen. "Blue" Sellers Sample Dozen.
100, $2.00; 250, $4.00; 500, $7.00; 1,000, $10.00.
Send 50c Cash with Order. Bal. C. O. D. (Original returned unused). RATES AND SAMPLES ON REQUEST.
Gold Edge Photos, Special, Now 10 for $2.25, 25 for $5.00. Can't copy as our Photo Minature up to 10x20 Blows.
SPECIALLY DESIGNED CARNIVAL AND GREETING CARDS TO ORDER.
CHICAGO PHOTO POST CARD CO. 1543 Fullerton Ave., Chicago, Ill.

CARNIVALS
SAVE MONEY!
Big Universal Portable Lots of tents and equipment. Ideal for Fairs, Parks, Carnivals, Bingo, Bazaars, Schools, Churches, Lodges, Clubs, Bingo, Bar Ball Games, Bingo, Bar Ball Games, Bingo, Bar Ball Games

Trends of the Circus

IT is understood at the outset that my intent is not to prescribe a cure-all remedy for the circus. Instead of reflecting with yearning on the past, or peering with inquisitive eye into the future, it is my purpose to express a few altogether inexpert views of what is taking place now.

The circus is a baffling thing. Put your finger on definite reasons and effects is hard to do. When times are good and circuses prosper, the reason is simply people like circuses and, equally important, have the money to pay them. But when a disastrous season like 1938 finds its devastations all sorts of conflicting theories are advanced as to what is wrong and what ought to be done. The question, "Can the circus survive?" becomes the subject of endless debate and fantastic pictures are drawn of "the circus of the future."

Like water seeking its own level, the circus of the future will be evolved, or, more properly speaking, it will evolve itself. The circus is in constant process of change. A detailed comparison of the circuses of 1939 and twenty years ago would reveal more startling differences than most of us have realized. Many principles have remained the same, but methods of operation have changed. Acts have come and gone. Some have, for no apparent reason, been changed; convenience and comfort have been added, and relationships with the public have been improved. But changes in the circus come about gradually and cannot be rushed. Some ventures have convinced the circus with one grand sweep, such as combining it with some attraction that has been particularly successful or produced any lasting results. A resentment has even developed against too much tampering with circus tradition and is amusingly expressed by H. I. Phillips, the syndicated humorist, who recently in his Twitchell remarks that "Why, they're taking out the virility, wallop and vigor and substituting a lot of pretty-pretty ses appeal . . . I liked the circus better when it was just plain old fancy and long and action and comedy."

However, this season's innovations by Ringling Bros. and Barnum & Bailey, both management changes, have been watched with great interest and no doubt herald a new era for the circus. Doubtless all the tearful protests of the diehards. The changes made conspicuous by the large proportions of the Ringling foremost circus, may be viewed as the culmination of certain shifting trends that have been taking place over a period of years.

Lessons From Motorized Shows

Without stretching a point too far, it might logically be contended that these trends have been presaged by the motorized circus (we of the motorized field compliment that phrase to the hearer designation, "truck shows"). The motorized circus has brought elements of comfort and mechanical efficiency which are now becoming general. Displaying sing about in the trucks of the motorized circus viewed with lifted eyebrows) has revealed that people like to look at fine horses as well as exotic animals. The motorized show, with its concentration on the center ring, has proved that the audience's sense of enjoyment is often increased and its sense of appreciation enhanced when there is but one thing to watch, as long as what there is to watch is of sufficiently entertaining merit. Laughs in defiance of the original circus country and can not be changed overnight. When a local citizen asks how big your show is, he usually does not wish how big in terms of elephants or horses or camels, but rings. When told it's a three-ring circus he is satisfied. But with out being aware of it, the circuses of America are gradually being eased toward the one-ring idea.

It is interesting to note that all but two of the circuses which took to the road in the United States at the outset of the current season were motorized. This might be a highly significant fact as it might not mean a thing. For the fit from one to power, the change from the motorized circus. But the fact remains that many a community which had always seemed to be deprived of circus entertainment will have it brought to them this season by motorized shows (and this irrespective of that yarn inspired by an ex-circus press agent in a leading newspaper last year to the effect the motorized circus was completely ignored and the declaration made that "thousands of people in Middle Western cities will see the big tops this year" and "almost no little towns will miss the colorful and exciting smells of sawdust, hamburgers and pop corn.")

To be sure, there are fewer motorized circuses this season than last, but it is even granted that the motorized circus has its limitations. And surely it has its fair share of problems. It has shattered its present status as a result of improved highways and dependable motor vehicles. It has definitely improved, that it sometimes an advantage in routing and is able to practice certain economies of operation. On the other hand, motive equipment deteriorates rapidly, and maintenance and replacements constitute a major item. Mounting license fees and increasingly complicated traffic regulations in the various States have added their burdens. In some sections passing the port of entry from one State to another is almost as involved as going into a foreign country.

Cause of Waning of Interest

The public's acceptance of the motorized circus has never been as whole hearted as might be desired. One reason, no doubt, is the general waning of interest in circuses. Some people are hard to admit it, has been manifest in recent years. But a more specific reason is a prejudice which has been created by those motorized circuses which fall below standard. The more reputable shows, unfortunately, have suffered by association. The people of a community which has been roughly handled and disillusioned by an inferior performance find it difficult to distinguish one show from another. When asked what circus visited his town last season, the average local citizen will reply, "It was some goodness!" but he is unable to recall a more specific title. But if he paid good money and feels he was cheated, he will remember that it was in by truck. And he will be pretty skeptical of the next circus that comes in by truck. The sad fact is that shows which are delinquent in their obligations to the public not only hurt themselves but all others in the field.

Without going into detail about such practices as the charging of exorbitant fees on passes both outside and in, or other policies which leave "heat" and reflect discredit upon the circus, the writer does, however, feel it is within his province to discuss the use of exaggerated advertising and the inadvisable harm it has done the motorized circuses in general. Now, modesty is not a besetting trait of the circus, and bombastic announcements couched in grandiloquent phrases are as much a part of circus vocabulary as tinsel and gaudy colors. Such terms as "greatest," "grandest," "mightiest," "unsurpassed," "unsurpassed" and even an occasional "world's best" will be good-naturedly condoned so long as the promises of what is to come do not run afoul with the public's ability to count up to 10. A big railroad show can, with its remarkable equipment figures, but the motorized circus is better off (for the common good) not to go in for too sensational advertising. Where it is recalled that always used to refer to its "three herds of elephants" and in its publicity stories tell about them performing "in four rings at one time" (the mathematical phenomenon that might be but is not in any circus! Actually, this particular show had two elephants, yet it never had the same performer year after year, always heralding "three herds of elephants" that performed "in four rings at one time" from year to the past texas. This show is no longer on the road.

Outmoded Catchlines

There has been a tendency to retain outmoded catchlines and phrases without remembering that times change and a more enlightened public. For a show to advertise itself, year after year, as "twice as large" as any other circus is an convincing evidence that such is not true. Its putting a strain on the public's credulity. It is equally ridiculous for a show to advertise a special price in each stand as "for this day and night only" when transportation between towns is as extensive as it is in this day of automobiles.

It has been a foolish mistake of some motorized shows to try to create the impression that they are railroad shows. A show that used to advertise "75 cars" without any intimation that they were motor cars undoubtedly knew, to cause people to flock to the railroad yards at an early morning hour to wait in rain for the "cars" and then, of course, disappointed. It is not to be wondered that the public's confidence has been shaken.

But there are motorized circuses which strive consistently and conscientiously to give their patrons the best possible show for their money, conduct their affairs in a straightforward, businesslike manner, and leave nothing but satisfaction in their public relations. I say this in all sincerity because I mean it and mean what I say. And would like the editors of *The Billboard* will permit, to inject here just the name of one, that of Mrs. G. W. Webb, of Russell Bros.' Circus for their high ideals, steadfastness of purpose and courage in carrying on in the face of overwhelming obstacles.

Indictments Unfair

In justice to the better, more worthy shows the bitter indictments sometimes hurled against motorized circuses in general are hardly fair, for it should be remembered that bad news is more lasting and disreputable shows. Even in the good old days of fond recollection when 20 or 40 railroad shows were on the road there were black sheep. Regrettably, the motorized circus is still regarded in certain circles as a hated stepchild (little let it be added that this attitude is not shared by all railroad showpeople). After all, the motorized show has a mission to fill and, as previously noted, is doing a goodly share of the work of keeping the circus alive. Furthermore, it provides employment for many who can no longer be placed on railroad shows. As present as last season a press agent of long and successful railroad show experience was placed the remark that he hoped he'd never have to go with a "truck show." This season he is with one and, it is hoped, very happy. He will have a chance now to find out why motorized shows don't go some things he thought they ought to do. The average show's circus manager does not need anyone to tell him that the problem is, when right now is to take care of necessities.

Opposition and Its Complications

While the circus in general has undergone marked refinement in its relations with the public, shows have displayed a tendency to change about in relations with each other—in the matter of opposition, for instance. To cover opposition paper necessitates a "contract that course in every circus billposter's blood. If the practice has been modified of late years, it has been because conditions necessitate rather than any ennobled reform. Labor problems, transportation complications and operating costs, added taxes and regulations are all serious factors, contributing to circumstances that the best of them to guess wrong, especially in bewildering times of depression and uncertainty. Is it not logical to assume a large share of the circus' present woes to recent years of industrial and business instability? Is it not logical to assume that is particularly puzzling right now is a shifting of the public tastes and fashions, for the most distressing aspect of the whole circus situation is the indifference of the public to circuses. Whether the circus is itself to blame for this alienation or whether it is a trend of general amusement forward never, more personal forms of amusement, the solemn bitter fact remains that there is a general indifference that once was synonymous with children's circus. Contrasted with this attitude that ranges from a condescending "Uh-go-because-dad-wants-me-to-sort of interest on the part of the kids to open disdain on the part of the teen ages. The immediate task seems to be to win the youth of the land back to the circus. Lack of confidence in others has always been a deterrent to measurements for higher ethics and the discontinuance of tactics which, to other forms of amusement, must appear ridiculous not to mention expensive. Self-defense makes a circus organization loath to sit back and risk being "taken" by opposition. The source of authority for opposition tactics is usually lost in a maze of gentle hints and "suggestions" by showpeople contending they acted on orders of "The Man" and "The Man" is unknown. Undeniably knowledge of what was going on. Opposition frequently tends to dominate the mind of the billposter, getting our show was the target of paper-covering and "wait" propaganda that went the rounds. Some shows have been blacked three of the four towns invited. The greatest harm done was to the public's confidence.

Probably no other business is subject to so many circumstances beyond control as the circus. Weather has to be taken as it comes. Spreading of word-of-mouth propaganda which inflicts an opposition show with some loathsome epidemic of report that it has been sold out by the sheriff is, by ordinary standards, a dishonest breach of common ethics, yet this has been a standard circus practice thru the years.

JUSTUS EDWARDS is now in his fourth season as general press representative at Russell Bros' Circus. Before that he was in the newspaper business. He has always been fond of circuses and followed them closely before becoming directly associated with one. He has worked in newspapers in Cuyuxata, Ill.; Burlington, Ind. Prescott, Iowa; Ashland, Ill.; Chicago, Ill.; Sioux City, Iowa. He is a nephew of Justus Edward Schlotzhauer and he is a brother of Fred W. Schlotzhauer, Circus Fan, of Cuyuxata.

TIGHTS
OPERA HOSE—LEOTARDS—LEG PADS.
M. A. OSBORNE, 1 Hanover Place, Brooklyn, N. Y.
Established 1896.

Under the Marquee

By CIRCUS SOLLY

HENRY RINGLING NORTH was at Peru, Ind., last week looking over circus property.

RENO McCREE cards that he is with the Honest Bill Shows and adds "have been out all winter."

BRIDGE of the Big One was in Hartford, Conn., recently and left quite a flash of billing for June 20.

JACK POLEY, assistant equestrian director of the Big One, visited his sister and friends in Indianapolis, Ind.

RUSSELL BROS. is booked for North Adams, Mass., June 26 and Northampton the 27th.

DR. N. P. TROUTMAN, of Page, W. Va., and Henry Ryes renewed old friendships when Ringling-Barnum was in Columbus, O.

WALTER B. LEONARD cards that Russell Bros. will be in Glens Falls, N. Y., June 28 and that the town can stand it.

TEXAS O'ROURKE, of Burlington, Vt., cards: "Advance of Downie show arrived June 12. Data set for June 26. Looks seems good to see the first bills all the year."

GEORGE HANNEFORD Family finished indoor circus season with Mammoth Marine Circus and started outdoors at Belmont Park, Montreal, Can., June 11-25.

PAUL JERROME clown and The Bill-board's man with the Big One, left the Cincinnati office when the show played Louisville. Myles Bennett, usher, also was a visitor.

RUSSELL BROS. at Indiana, Pa., was sponsored by the Lions' Club for benefit of its underprivileged children. Date titles Paul J. Woodring, president, says the performance is very pleasing.

WHEN YOU CRITICIZE a man and then fail to prove to him that you mean to help him, you have lost one valuable asset—an enemy.

CHANDA, magician, pens that he left the side show of Downie Bros. at Westerly, R. I., May 27 but that his wife and child still being used in New Bedford and Fall River, Mass.

ROY BARRETT opened at the Buffalo Club, Beach Island, N. J., June 10 and will be there until he plays the American Legion Circus in Detroit. Barrett has added another dog.

CHARLES A. (CHUCK) O'CONNOR is with Beckmann & Gerety Shows and has his grand stand and canopies at the Cavalcade of Centuries at the New York World's Fair. New Jersey has making openings on front of show. Many collimpers are at the Cavalcade, including Eddie Vaughan, Bill Connors, Pat Patterson, Jim Woods, Jim McDonald, Wendell Cameron, Milt Hinkle, Col. Zack Miller, Pat Kissane and Bob Reagan.

BERT COLE, former circus bandsman, saw the Sunset Show at Pottsville, Pa., and visited with Jess Adkins, Jack Terrell and other old-time friends. Cole thinks well of the performance. Despite a hot day, show had good biz.

GEORGE GIAP, of Peru, Ind., and Bill Malone, of Kokomo, Ind., were performance of Ringling-Barnum in Cincinnati June 11. Giap's act was a model circus cage wagon with four-horse team by Terrell M. Jacobs and wife for the latter, which are getting along splendidly. The circus will carry the model, which is fixed in a masterpiece.

SIDNEY MORRIS, who was struck by an auto while crossing the street in Jamaica, L. I., May 8, is now able to sit up in the Van Wyck Hospital there after undergoing six operations. He would like to receive letters from Steve (Red) Finn, Chicago Irish, Windy Pollack, Stanley Wolch, Jim Reynolds, Cardwell and Lee and other acquaintances.

VIRGINIA KLINGE, sister, Viola Sommer, shifter, was injured in a motor accident at Little College at Corvallis, Ore. Some years ago she was on the Patterson-Sullivan Show with another sister, the late Mrs. James Patterson, and the manager Riding. Out of school 12 years, she returned two years ago to attain her B. A. degree.

SAMUEL SPENCER, trader driver with Cole Bros.' Circus in 1936, was seriously injured recently when a WPA truck he was driving on a project ran down an embankment near the Indiana-Illinois line on Route 41 and crashed into St. Anthony's Hospital. Two blacks, he was reported to have sustained head injuries but said possible internal injuries but is said to be coming along fair.

AT REGULAR meeting of Local No. 2 of the Billposters' Alliance of U. S. June 11 the following members were reinstated: Jack Ryan, Jack Williamson, to be held in that city at the Lincoln Hotel week of October 2; William McCarthy, Charles Hall, John Gray, Benj. Angle, Al Ruland, Matty Tully and Johnny Dee. A close of business banquet and entertainment will be held at the Edison Hotel. Jim Hall is chairman of the entertainment committee.

MR. AND MRS. AURELIO ATAYDE and Andre Atayde, owners of the Atayde Brothers' Mammoth Shows, arrived in New York three weeks ago from Lima, Peru, and visited New York and Boston. At present James Ferchiani and Pacheco Bros. are touring around the States. Senora Atayde visited some of the Atayde Offices in Hollywood. While visiting Zacchini's Cannon Act they met the son of Zacchini and niece. Betty Olivera Reifenrath and Mme. Reifenrath, who are with the Reifenrath Family of equestrians. The Red Cole Bros. and Ringling-Barnum circuses, also the New York World's Fair. They are returning to Peru with some acts for their show.

JOHN C. GRAHAM, Butler, Pa., attorney and friend of circus people, went to the front row the 21 truck drivers of Russell Bros.' Circus who were arrested in Butler June 3 for alleged violations of the State Vehicle Act, fined and given a five-day jail sentence, story of which appeared in the June 10 issue of The Billboard, wherein Pauline Wirth, wife of the owner of the show, said: "We regard this as a general shakedown and will never come back to Butler. We do not intend to pay the fine." Graham stated: "Realizing the embarrassing this would create in both the jail and courtroom, with the counsel and county commissioner, I instructed the squire to suspend the jail sentence. They went from the township squire's office to the county courthouse and all cases cost as I anticipated. The sheriff and constable-server sent for the squire and had him change the sentence to one day in jail which automatically released them all and they paid the costs. No claim for a fee was made by Graham.

DR. T. W. NELSON, of Princeton, Minn., drove 180 miles to catch the Bud Anderson Circus at Morris and Wheaton, Minn. At Morris in spite of a light drizzle of rain and hail and a flock of black gumbos, show had tops fair houses. At Wheaton the afternoon house was fair but the evening performance saw the wood for an extra unscheduled performance. Show far from crowd. In the back lot, Nelson states he did not hear any of the performance because of the commotion, enough it was Sunday. Business in the good country, New Ulm, Minn., had plenty of paint and with his five bulls Anderson presents a real flash with a performance to back it, adds Nelson. The daughter of the owner of the Wallace Troupe suffered a painful fall while doing a muscle grind, but she went back into the performance for the other turn. While the Anderson show was visiting Fairmont, Jay Cowles was passing thru en route to the Dakotas and the Art Thomas Bombshell Show passed also on its route to the Dakotas. Plenty visitors from both shows, Nelson states, including Mr. and Mrs. Jack and Parker A. Watts at Mt. Vernon and Marion, O.

With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, 1108 E. Fourth St., Marion, Ind.
Secretary-Treasurer ALLEN SUTTON, 1 Chestnut Place, Cranford, N. J.
(Correspondence with Secretary-Treasurer only)

Convention at Ann Arbor, Mich.

ROCHELLE, Ill., June 17.—President Melvin D. Hildreth of the CFA has announced that the 15th annual convention will be held at Ann Arbor, Mich., July 21-23. The annual convention will spend the day with Parker & Watts Circus, with all members taking part in the parade, to be held at the night show.

Headquarters will be the famous Michigan Union, which overlooks the campus of the University. Added interest to the convention will be that Irving S. Pond, a charter member of the CFA, designed the building.

Robert Nelson Pond, No. 28 of Detroit, has already made inroads into action to make the convention a memorable occasion by offering a substantial cash contribution for the delegates. Already an official convention committee has been formed. Its general chairman is P. W. Magin, president of the host club, Michigan Circus Fraternity. Other committees are: Arrangements Committee, Mrs. Irving S. Pond, T. Alexander; Hotel Committee, John M. Ringling; Entertainment Entertainment Committee, Paul Woodock, Lewis Beebe; Publicity Committee, Mrs. Irving S. Pond, P. Lee Johnston; Banquet Committee, Ivan Greenwood; Women's Entertainment Committee, Mrs. Fred L. Shaw.

George H. Barlow III, of Binghamton, N. Y., has written that Mr. and Mrs. Irwin Bros.' Circus at Cortland, N. Y., and that C. M. Harris Circus, both of which the first three Rochelle acquaintances with Jack Hanna and Jack Terrell, Jr., are a test-moving and snappy show from start to finish. On June 3 I caught Cole Bros. as good as ever. Terrell, of Cortland, N. Y., and witnessed a fine performance. Show is spotted, has a good equipped 20-car show over part on the lot. Show has a spectacular cannon act, plus 13 elephants, several camels and zebras. There are about 60 ring horses out of head stock. Show was June 2 and 3 went to Scranton, Pa., and again saw Cole Bros. Good show.

Capt. Dan B. Fox, of Sidney Barnacle, Inc., has written that he will be rating at Atlantic City, N. J., and visiting Jack Hanna. Fox says he also will visit the New York World's Fair.

WASHINGTON, June 17.—Melvin D. Hildreth, of the city, president of the CFA, voiced appreciation for the invitation from Parker & Watts Circus to play host to the annual convention of the organization.

He was optimistic about the attendance, declaring that the Fans would see one of the finest programs ever arranged. He said that Parker & Watts, who would put automobiles and drivers at the disposal of attending members.

Hildreth, who expressed upon convention arrangements, declared that this would be a "jubilee" convention to celebrate the success of the "Save the Circus" movement.

FRENDIE FREEMAN.

Dressing Room Gossip

DOWNIE BROS.—At Nashua the dressing room crowded with visitors from Jack Benson's Wild Animal Show. Those visiting acquaintances were Bessie Castelle, Mr. and Mrs. Joe Ward, Mr. and Mrs. Jack Hanna and Mrs. Frank Phillips, Johnny Grady, Mr. and Mrs. Al Dessauer, Adolf Dalbeng, Ann Butler, Margaret Thomas, Jack Gilbert, Carl Fisher, Mr. Khan, Mrs. Carter and Mrs. Ruth Ringling, World Centennial and Mr. Martin. Many of the circus performers were busy celebrating several birthday anniversaries have been reported in Dressing Room. Mrs. Ward, Albert White, 34, June 14; Shorties Sylvester, 40, June 15; Jack Hanna, 19, June 20; Mrs. Sylvester, 36, May 27; Mr. and Mrs. Billie Allen are observing their 10th wedding anniversary.

Bert and Cornine Dexon dress on the lot. Bert is a former clown and have been initiated into The Can Alley. Mrs. Dexon is a former aerialist and joined Mayme Buttery wire act at Lowell, Mass. Mildred Lund is showing an injured left arm, resulting from an attempt to stop two runaway dogs. Visiting Prof. Leonard Pearson, ventriloquist, has a set of new wardrobe for his act. Mr. and Mrs. Bert Schaefer and Catherine Schweinhart were married at New Bedford, Mass. Mrs. Schaefer is employed in one of the side shows. Mrs. Schaefer celebrated her birthday June 4. Milt Robbins, accompanied by her husband, visited the lot June 3. Tom Adelich has contributed to the midway, presenting Tom Hadley, 12, in a new and waterproof canvas. Transported on a specially built trailer and is managed by Vincent Hadley, writer and Mrs. Hadley is back in the performance after having been ill in Lowell.

A tableau dinner was prepared by Al. Ruland in the writer's dressing trailer Sunday and so successful was he in the culinary art that he was called on by Albert served spaghetti to Teresa Morales, Jean Allen, Dorothy Freedy, Inez Sutton, Leonard Pearson, Mr. and Mrs. Sutton, Lund, Bessie Hendricks and the writer, and, of course, Albert partook of his own "spaghetti." Luana and Anton Sanchez, Mr. and Mrs. Shaw, Jerome and Ann. Alex Brock is a member of clown alley and Ruland is a former member of clown band. Bill Morgan is the new superintendent of the Sideshow. Jerry Bell, of The Barnum Bailey Show, joined with the show for several days, obtaining a good deal of press story and photos to feature Dorothy Freedy (itsmoi).

CHESTER (BOOB) BARNETT.

RUSSELL BROS.—Most circuses have left Butler, Pa., and Russell Bros. While playing Dunkirk, N. Y., half the people with the show went fishing but they went without any fishes. Boats are over a worm. They caught fish and big one. Visitors June 3 were Mr. and Mrs. Multgan and son left the show in Auburn, N. Y., to attend school. Mrs. Multgan is the show in Geneva, N. Y., as reported in Dressing Room. Mrs. Multgan and son left at Cedersburg, N. Y., his contract having expired. He left at once for New York City.

Recent visitors were: Paul M. Lewis, and several members of the Lewis family, Mr. and Mrs. Snyder, former members of the show, Mrs. Snyder is Ringling's mother visited at Fulton, N. Y., Freddie's home. Mrs. Outhup gave a party, guests others Pauline Wirth, Irene Fredericks, Mr. and Mrs. Bert Steele, Mrs. Atterbury, Mrs. Hutchison, Mr. and Mrs. Lester and Lawrence Cross. The show was visited by Mr. Hutchison, Mr. Ryan of the Veterans of Foreign Wars last week.

BOB ATTERBURY.

COLE BROS.—Week of June 5 was one of visitors. Mr. and Mrs. Lancaster were Bob Morton, Melvin D. Hildreth and others. Jack Hanna, Mr. and Mrs. Howard T. Ray, Al Lancaster, Mr. and Mrs. Lee Kerns and sister, Jo were visitors. Also writer and Mrs. Freeman. At Banbury were Mr. and Mrs. Jimmy Hanna, Mr. and Mrs. George Scott. George, a clown, is not touring this season. Mrs. Hanna and Mrs. Freeman visited with Bill Morgan all day at Boston. Mrs. Roberts, of Cleveland, Ohio, spent day with Horace Laird at Lancaster.

Bobby Baker, Bill Morgan is still the contender. John Smith made the cookhouse for breakfast. Had card from Joe Lewis saying he was visiting. Joe must have been in Kansas somewhere, as I haven't seen him. Hear the college is doing fine. Lot is filled with visitors, college and peanut machine. Two birthday smilies were last week—Doris Cook, June twelfth, and Ann Butler, June 14.

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KYLE OUSTS STARK FOR NO. 1

Takes Lead Spot in Artist Contest's First Half With Carnival Balloting Heavy

Hubert Castle third with slight lead over Apollos—Bailey fifth as Babcock and Aces show great vote-getting strength—Herbert leads menage, Behrs flying

Bee Kyle, high diver, wrested leadership in the Favorite Outdoor Performer Contest from Mabel Stark, wild animal trainer, as the balloting for the first six months was concluded during the past week in which the most striking feature was the heavy voting participated in by carnival personnel. Cecil Babcock, veteran high-the-gap terrifier, and the Four Aces, high turns, demonstrated unrivaled vote-getting strength, shooting up from lowly niches to the sixth and seventh positions, respectively, and pressing the top five for the ultimate title in the first Outdoor Performer Prize" for outdoor artists.

Hubert Castle, tight wire, holds third with a slight margin over the Apollos, high set. Marjorie Bailey, high pole, who is fifth, brings up the rear guard of those who have scored 2,000 or more points. First six are ahead in their respective divisions. Fifteen of the first 25 are ahead in their classes. Nineteen of the first 50 lead their groups.

Only those with 100 or more points are listed in the divisional classes.

The First 50 Leaders

(1,000 to 1,500 Points)

1. *Bee Kyle	3,010
2. *Mabel Stark	2,796
3. Hubert Castle	2,677
4. *Aerial Apollos	2,421
5. *Marjorie Bailey	2,063

(1,000 to 1,999 Points)

6. *Cecil Babcock	1,970
7. Four Aces	1,890
8. *Blondin-Bellum Troupe	1,485
9. *Flying Behrs	1,279
10. Capt. Frank Cushing	1,177
11. *Great Leonardo	1,131
12. Capt. Joseph Phoenix	1,110
13. *Mary Gordon	1,225
14. *Dorothy Herbert	1,219
15. *Carver's Diving Horse	1,178
16. *Clown Joe	1,140
17. Flying Babcock	1,104
18. Flying Concellos	1,100
19. *Hazel Cotter	1,076
20. Seldon Stratosphere Man	1,074
21. Terrell M. Jacobs	1,064
22. Schaller's 4 Queens	1,045

(100 to 999 Points)

23. *Wilno	993
24. Dave Carver	987
25. Arthur Henry	944
26. *Lorenzo Lopez	940
27. Mickey King	916
28. *Walter (Buddy) Dunn	908
29. *Cecil Troupe	870
30. Earl Nelson	857
31. Charles Siegrist Troupe	836
32. Flying Valentines	828
33. *Cristiani Troupe	818
34. Harold Barnes	803
35. Sebek	791
36. *English Blacks	781
37. Wyndham Senior	763
38. Ben Dove	751
39. Otto Goldring	739
40. *Joe Jackson	731
41. Cecil Wallenda	718
42. Cecil Fortune	713
43. Zoettinis	702
44. Ballantine Troupe	683
45. Flying Malvaras	663
46. Gifford Troupe	650
47. *W'M NM Ringmaster	633
48. Rudy Rudynoff	594

Here's how the first 10 line up according to number of FIRST PLACES they have received on ballots:

1. Mabel Stark
2. Marjorie Bailey
3. Bee Kyle
4. Hubert Castle
5. Four Aces
6. Aerial Apollos
7. Flying Behrs
8. Harry Gordon
9. Blondin-Bellums
10. Harold Barnes

It will be noted that, while first place was important, they do not fully account for leadership. The importance of other aims placed on the ballot cannot be minimized. It is interesting to note, too, that two performers in this list do not appear in the first 10 in total scoring. This further establishes that it takes more than first places to amass large balloting scores.

EXCEPTION: CLOWN TROUPE, with 875 votes, leads the Clowns, but Joe Jackson also does an aerial hair act, and it is questionable just where to classify it divisionally.

High Pole—MARJORIE BAILEY, 2,063; Seldon Stratosphere Man, 1,074; Arthur Dwyer, Jim Virginia Senior, 763; Fleur-Lesque, 574.

High Ladder, etc.—APOLLOS, 2,421; Aces, 1,890; Schaller's Queens, 1,045; Monarchs, 594; Jacks, 561.

Menage, High-School, Dressage, Liberty Horses, Ponies, Mules, Donkeys, etc.—DOROTHY HERBERT, 1,219; Rudy Rudynoff, 594; Mary Clark, 484; Louis Roth, 470; Small Herbert, 343.

In the following classifications type performances have been given limits or not enough have received 100 points or more to establish a division:

Cycle—JOE JACKSON, 731; Will Morris and Bobbie Gordon, 663; Wilno, 231.

Elephant Training—WILL HILL, 631; Cheerful Gardner, 484; Harry Thomas, 148.

Cannon Projectile—WILNO, 993; Zaccinis, 716.

Circus Drama, Dog and Pony, etc.—B. A. SCHILLE, 455; Watkins Animals, 155.

EXCEPTIONS: SCHILLE HAS FIFTY TROUPE, with 455, would be second, but as this unit also does other acts its classification is questionable.

Automatic, Dare-Devil, etc.—MARY DORCHY, 1,238; Arthur (Buddy) Dunn, 908; Lucky Teter, 823.

Performing Animals—SISTERS, 243; Earle, 142; Dorothy Lewis, 136.

Globes—GREAT FUSAKEN, 1,331; DeKoh, 342.

Here are the 12 leading group voters, listing their selections:

Bee K. Anderson Circus, Circus Fair of America Circus, Circus Dodson's World's Fair Shows, Eddy Bros.' Circus, Frank Buck's Zoo, R. Hyde Shows, New York World's Fair Wild West, J. C. Page Exposition Shows, Circus, Ringling Bros.-Barnum & Bailey Circus, C. F. Zeiger United Shows.

Wild West, Rodeo, etc. (This is treated as a branch of the Outdoor Performer Contest rather than being broken down into three divisions)—ROBERT LEE BUTLER CLASS, 836; Chief White Cloud, 437; Pete Knight, 436; Atascadero Wild West, 182; Harry Knight (deceased), 112.

Animal Diving—CARVER'S DIVING HORSE; Jack Smith's Diving Ponies, 455.

Ground Acts (general)—ENGLISH BLACKS, 781; Tarrell Jacobs' Menagerie, 384; DeLong Sisters, 139.

Performers are unusually alike in their types of work as nearly as can be determined, so they can only come in their totals 100 points or more.

Oscar Babcock, leap-the-gap on bike, 1,177; Capt. Dan DeSalme, wire walker, 224; Frank DeSalme, head balancing, 224; Jack Wallenda, slide.

Unclassified: Johnny Vars, 247.

Those with 100 points or more but not yet in "first 5" or "first 10" rating in any of the foregoing classifications of divisions are:

Clown Troupe (Jackson), 314; Fishers, Flying Return—Cecil Millers, 139.

Aerial—Reco, 164; Les Kamels, 148; Aerial Orteens, 142; Fleur-Lesque, 140; Iris Mallette, 139; Ethel Jennings, 101.

Equestrian and Animal Training—Nellie Cohen, 176; Captain Sharp, 141; Gordon Orton, 102.

High Ladder—Miles, 216; Hollywood Rockets, 127.

High Pole—Harry Proboson, 103.

Juggling—Elgins, 149.

High Dive—Carol Oliver, 105.

Ladder Balancing—Rink Wright, 100.

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Here's how the first 10 leaders rate according to the type of act used TYPE of engagement:

1. Bee Kyle, High Diver, Carnival.
2. Mabel Stark, Wild Animal Trainer, Carnival.
3. Hubert Castle, Tight Wire Circus.
4. Aerial Apollos, Carnival.
5. Marjorie Bailey, High Pole Carnival.
6. Cecil Babcock, Free Lance Free Act.
7. Four Aces, Carnival.
8. Blondin-Bellums, Probably Carnival.
9. Flying Behrs, General Outdoor.
10. Capt. Frank Cushing, Carnival.

Many of those with carnivals switch to concessions, grifts, fairs, celebrations, etc., during the season.

JAY GOULD'S OUTDOOR CIRCUS

WILL SET sashing on Fairground, Sidney Ohio, 7 Days, Commencing July 3. Wire Sidney Ohio. Can Place Ticket Seller, Ticket Taker, Lot Man, Bally Man, Local Good Mechanical Show Hands, Show Canvas, Tent Man. Also Ballyhoo Man, Jew Harp, Fiddle, Banjo, Saxophone, Trombone, Tuba, Drums

The Corral

By ROWDY WADDY

JIMMY NELSON will stage a stampede at Ferry Point, near Rosalind, Alberta, this summer.

HERMAN LINDER, Alberta cowboy, will go to New York this fall to judge the barking horse contest at Madison Square Garden.

THE ADAMS - MONNETTE RODEO played to good business near Greencastle, Ind., at the eighth and final performance before taking to the road, reports Special Agent Carl Hagaar. Paid admissions totaled 24,200.

JACK DILLON, arena director of the Calgary Stampede, attended the Morley (Alberta) Stampede and tested a new device which permits the bulls on wild steers to slip off shortly after the judge blows his whistle. Test was a success for the bell cease off in good time. Dillon said he would work further on the idea, which he intends to use at this year's stampede.

FOURTEENTH ANNUAL roundup, sponsored by business and professional men, will be held in Livingston, Mont., this summer, with Leo Cremer's stock and trick riders and ropers being used.

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Thus include Jimmie and Pauline Nesbitt, Ken Williams and family, and Bud Brady Jr. Cy Tullos will be announcer. Other officials are L. H. Van Dyck, president; Harry J. Wiggins, vice-president; J. E. Swendeiburst, treasurer; Charles Murphy, arena director; Sol Frank, secretary.

BARBARA KIRKPATRICK, 18, has been named queen of the 1939 Pendleton, Ore., Round-Up. She is the daughter of Fred Kirkpatrick, member of the board and director of non-competitive events the past two years.

GOOD TIME was recorded at the recent three-day Lions (Tex.) Rodeo. Winners: Bulldogging, Norman Peyton, Dub Phillips, Windy Dyke, Earl Thesburn, Bud Spillberry, Tom Taylor, James Kinney, Double Muggers, Frank Mosely and Roy Beswick, Alex Hardin and Paul Freeman, James Kinney and T. J. Brannon, Cowgirl Revue, Mrs. Lynn Hardin, Mrs. Carl Freeman, Mrs. Jasper Martin. Other events were bronk and steer riding. Judges were Tom Taylor, Doc Spence and Buck Smith. Clinton Hardin, of Willow City, Tex., was manager and arena director. Prizes totaled about $1,425.

POWDER RIVER JACK LEE and wife, Kitty, well known to rodeo and Wild West fold as stagers of cowboy songs, rambled into Cincinnati last week from Phoenix, Ariz., to appear at the Advisory Board Dinner at the Banker's Convention at the Cincinnati Country Club. During a visit with him at his hotel the writer learned Jack had been invited to sing from his horse at the Chicago World's Opera. Jack, who rods with Buffalo Bill, and since has traveled many persons in high places, also produced a voluminous scrapbook, replete with pictures of famous personages. During his Queen City visit he also entertained officials of the Fifth-Third Union Trust Co. While in Cincinnati he was the guest of E. W. Edwards, local banker.

SECOND ANNUAL Amador County Rodeo at Jackson, Calif., in connection with the 86th annual Italian Picnic, drew several thousand persons, making the attendance one of the largest in the history of the event. Rodeo officials: officers are Glen T. O'Brien, president; Virginia Chichinola, secretary. Results: Calf Roping, Homer Pettigrew, John Bowman, Charles Bennett, Asbury Bebell. Steer Wrestling, Tom Breeden, Lonnie Allen, Clay Carr, Jack Kircher; Glen Shaw and Paul Zumwalt split fourth. Single Roping, Clay Carr, Asbury Bebell, Clare Kelly, Buckshot Sorrell. Brahma Bull Riding, Paul Carney; Bob Eaton and Dick Griffith split second; Lee Parris, Bronk Riding, Cecil Hanley, Paul Carney; Bill McMaskin and Mack Knight split third. Bareback Bronk Riding, Paul Carney, Ed Fletcher, Lee Parris, Chet McCarther. Wild-Cow Milking, Bob Ledefer, Irby Mundy, Chuck Shepard, Clare Kelly.

SECOND ANNUAL championship rodeo at Springfield, Mo., closed at the Ozarks Empire District Free Fair grounds June 8, after playing to an estimated 35,000 in six performances. Afternoon scheduled to close Sunday afternoon, the contests were run in the evening to pick a Friday night session, which was cancelled by a cloud-burst. Thursday night's opening was slowed by threatening weather, but peak attendance was reached Sunday afternoon with 6,800. Managed and produced by T. B. Robertson, rodeo drew one of the event's largest entries, with 200 hands working for $3,500 in prizes. Posted entry fees were added. Contracted performers included Alex Gray, Chester Byers, Dan Smith and Orval McLaughlin, Don Wilcox and Lorain Jarnigan, ropers; Cecil Cornish with his horse and Brahma bull act; Florence Randolph, Ted Lucas, Vivian Wade, Mary Reeves, Bill Miller, Dicky Corbin, Earl Strauss, Jimmie Nesbitt and John Lindsay, trick and fancy riders. Nesbitt and Lindsay clowned and George Elliott announced. Carl A. Studer was secretary.

Los Angeles

LOS ANGELES, June 19.—Bert Nelson, who was with Great American Circus, is assembling a unit and is practically booked until November. He later plans a trip to the Antipodes.

Arthur Borella is playing night clubs and special events. Grace DeGarro is working in films.

The Zobedas are playing dates here before returning to the East. They were with the Great American Circus.

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OUTLAY BIG IN WIS.

$78,000 Put in State Fair Spot

Gayway at Milwaukee plant modernized—illuminating system is a feature

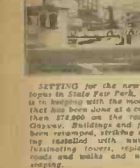
MILWAUKEE, June 17.—More than $78,000 has been spent this year in State Fair Park here by Miller & Rose for modern world's-fair type buildings and fronts on the new Gayway with illuminating towers thru the center of Gayway streets and installation of one and a half miles of fluorescent neon lighting in unusual colors, said General Manager Omer J. Kenyon. Colors are green, gold, yellow, blue, rose, pink, white, deep orange, ultra red and magenta red. There were 243 neon transformers used. The 60-foot steel tower carry hundreds of 1,000-watt flood lamps. The cost of current consumed in lighting the new fronts and towers being about $50 per night. Miles of colored concrete walks the full width of the Gayway have replaced old macadam road, and new panels under vari-colored tops accommodate thousands who wish to listen to music amplified thruout the park.

The big Merry-Go-Round has more than 2,000 feet of new neon lighting and has been redecorated in modern pastel shades and gold. The large dance hall has been given an illuminated paint which at night reflects all colors of the rainbow and can be seen for miles. The circular Octopus and dual Loop-O-Plane have attractive nocturnal decorations and box-office towers 60 feet in height. All spring and scenic system lifts in dodgems were placed five feet under ground, affording removal of all wooden poles from the one-time midway to make way for the Gayway towers for many blocks. Five acres of ground were used for construction of building fronts, rides and gardens and 18 miles of paint were used this spring thruout State Fair Park.

(See OUTLAY BIG on page 60)

S. F. Spot Has Nickel Week

SAN FRANCISCO, June 17.—"Five-Cent Week" was inaugurated at Whitney Bros.' Playland-at-the-Beach on June 12. Sixteen attractions are offered at the nickel rate. Included at the reduced price in some instances are such as 75 per cent, as Big Dipper, Skooter, Octopus, Chutes, Red Bug, Pony Ride, Midget Autos, Sea Planes, Punchboard, Left-to-the-Dark, Hercules, Merry-Go-Round, Dodgem, Tumble Bug, Loop-the-Loop and Goofy Village.



SETTING for the new Dual Octopus in State Fair Park, Milwaukee, is in keeping with the modernization that has been done at a cost of more than $78,000 on the reconstructed Gayway. Buildings and fronts have been revamped, striking neon lighting installed with numerous illuminating towers, replacement of roads and walks and novel landscaping.

Area in Dallas Drawing Better; Biz Is Up 20%

DALLAS, June 17.—Opening on June 1 Fair Park swimming pool and midway have had average daily attendance in excess of 10,000 on week days and 12,000 to 13,000 on week-ends. Attendance is 25 per cent above last season's and concession business is about 20 per cent better than in 1938, said Ray Blumenfeld, veteran operator of rides on the midway. A gala celebration is set for June 18.

Operators of concessions include most of the attractions in the city's largest park. Roller Coaster has been operated and managed by J. W. Gough for the past 10 years. His crew consists of O. J. Maples, brakeman and starter; O. T. Maples, R. Bell, trackman; Jack Cerone, Gough, cashier. Thrill and cars were overhauled during the winter. Prod

(See AREA IN DALLAS on page 60)

Luna To Operate As a Free Gater Under H. Meinch

NEW YORK, June 17.—Luna Park, Coney Is, reopened Saturday after 2 months, has been taken over under a long-term lease by Harry Meinch, of the report. Meinch is of the electrical firm of Meinch Bros., but has given assents a venture apart from the firm. new op side.

Opening of date is carded for June 24 as a free-gate proposition. Spot will contain twenty-odd big bigger attractions including the swimming pool, but others much as Dodgem, Bumpers and Flying Circus are to be shelved in a policy which calls for abolition operation for time being.

Meinch said he was not prepared at

(See LUNA TO OPERATE on page 60)

Larger Worcester Ballroom To Replace One Taken by Fire

NEW YORK, June 17.—Ballroom recently destroyed by fire in White City Park, Worcester, Mass., will be replaced by a larger and more expensive plant, George A. Hamid, owner of the park, said this week. Plan is to operate the new ballroom 12 months of the year and become one of its additional facilities and proximity to center of town.

Danny Duggan, operator of the old ballroom, will probably take over the new enterprise when it opens in August. Bowling alleys will be constructed in the basement and a roof garden with bar will add a cabaret feature.

Former ballroom burned to the ground several weeks ago before the 20 season opened, said Hamid. Park has been doing satisfactory business. Owner said, all rides showing pick-up is expected with arrival of summer weather. Excellent weather has been an aid to his so far.

NEW YORK, June 17.—Bertha Greenberg, an agent for Allen Herschell Co.'s Rocket ride, announced this week that she concentrated a sale to Rockaway Brothers, of Seven Rock, New Haven, Conn. Ride is in operation by July 4 on Beach street.

Pontchartrain To Open June 18 With 6 New Rides

NEW ORLEANS, La., June 17.—Following a two-week delay due to wet weather, Pontchartrain Beach here now scheduled to open on June 18, with six new rides, about 30 new concessions and other entertainment in addition to temporary bathing facilities pending opening of the permanent one in 1940.

Among new rides are the Zephyr, Octopus, Tilt, Laff and Rocket. Rhythm The Bug, Flying Horses and other rides were moved two miles to the west. Manager Harry Batt said three miles of neon lighting is to be installed. Free acts are scheduled later in the season, the Wallendas opening in July.

Bookings Increased at Playland, Rye; Rides, Nickel Days Added

By J WILSON CLIFFE

RYE, N. Y., June 17.—With rain on only two days since opening about five weeks ago, business in Playland Park here has been gratifying, particularly from the standpoint of outing bookings, which have shown results far in excess of the figure at the same time last year. Since two weeks from the opening weather has been warm. Rides added this year include Silver Streak, Roundup, Flying Saucer, Octopus and Loop-o-Plane. New feature, Nickel Days on Fridays, is drawing.

Staff includes Herbert P. O'Malley, director; O. O. Lindberg, auditor; George Baker, superintendent; L. B. Brown and George B. Curtis, assistants to director; Jack Lynch, superintendent of refreshments; Terry Campbell, chief painter; Chief Patrolman Thomas Kenny; Ed Rhuner, chief electrician; Gus Rudlerchief, cashier; T. Woodward, bathhouse manager; Steve Asta, parking manager; Bill West, secretary to director; Edith Edith Bassett, reception manager; Paul G. Morris advertising manager; Sergeant Tweer, in charge of police; Tiffany Lind, child garden; Prince Lagrill, musical manager; Jess Orr, games manager, and Jack Cirbin, radio commentator.

Boardwalk concessions include Marvin Cafeteria, Morgan's Restaurant; Standard Fruit Stands; Sweet, Tree-Tone photos; A. Abbott, frozen custard; Frank Lager, Pennyland; Jerry Piazza, novelties; A. Marrus, Boardwalk Spa; Radiatto & Rosa, Playland Casino; Johnnie Franklyn, baseball and golf. On the mall are Mike Wallace, weight guessing and long casting; True-Tone photos; A. Marrus, candy; A. Abbott, frozen custard; Gus Hamson, Gaiety Theatre; Hollywood Cafe, and Madame Jordan and Yogi (Bruce Jordan, clown cop), and palmistry.

"Picnics Are Fit for a King"

By OMER J. KENYON
General Manager, State Fair Park, Milwaukee

For many years in large cities where I have booked picnics and managed amusement parks I have told prospective picnic committees that if properly booked and explained as well as managed "picnics are fit for a king" and as the recent visit to Hyde Park, where the President and Mrs Roosevelt entertained the King and Queen of England, also emphasized American ways for several days, including one of the outstanding events of the visit to the United States, a Presidential picnic at which they ate hot dogs and drank beer, they really had a regular picnic.

Now talks to picnic committees and others who can be influenced by this statement, 100 per cent right, that picnics are fit for a king. In State Fair Park, Milwaukee, we have provided facilities for any number up to 100,000.

A baking company is sponsoring its first big picnic in State Fair Park with 10,000 invitations out, and some days are to follow with 60,000 for each event. Then a cooler chain is to hold four picnics, each with 100,000 invitations, and other large picnics are to follow, including the Golden Jubilee of the National Letter Carriers national convention, when they will make use of all of the 16 rides in the park and the ballroom, which they have booked for the entire day and night, probably the first time in the history of the big park that every ride has been sold for an entire day and night.

Anniversary of Geauga Reach Days of Orchard

CLEVELAND, June 17.—The 15th anniversary of Geauga Lake (O.) Park next week and 20th anniversary of its ballroom mean much to the business now, when more than 1,000,000 people annually visit Geauga Lake and days before 1930 when Geauga Lake consisted of a body of water, a cider mill and an apple orchard. William J. (Bill) Kuhlman, "daddy" of Geauga, in 1920 built the ballroom. Prizes will be given for waiters, long dresses and the time when Geauga was a dance mecca for Cleveland. Band basis of the big "spread" of that era.

In 1929 Kuhlman decided to begin to come true, for that year saw the old cider mill torn down and the apple orchard converted into a different dance card, a Roller Coaster and other attractions. Year 17 years ago Kuhlman had and with Manager Kuhlman at Geauga. He began

(See ANNIVERSARY OF on page 60)

New Rides in at Blackpool

BLACKPOOL, England, June 18.—Blackpool Pleasure Beach began the season on May 20 with opening of new Casino Restaurant, seating 2,000 on three floors and costing £140,000, the building replacing the 26-year-old Casino. New rides on the beach are Electric Car speedway and Helicopplane. Most attractive of new games is the Climbing Gladiators, with here operating Isleen Pleasure Beach Ice-dome is staging its season's show, Ice Sound.

25% Increase at Fairyland

KANSAS CITY, Mo., June 17.—John B. Tunnine, manager of Fairyland Park here, over last Friday and Saturday nights, has reduced the 15-cent admission charge to 10 cents. Gate is 25 per cent ahead of the corresponding period last year. Change has been associated with the park 14 years, serving last year as ballroom manager under supervision of Omer J. Kenyon. Dance classes have been organized in the ballroom. College Night on Friday has been drawing well with reduced rates.

PULLMAN, Wash.—Pullman Swimming Pool opened on June 12, with Harold Oates as recreational director and Mary Banks instructor and life guard.

Long Island

By ALFRED FRIEDMAN

Amusement impresario **Leonard** (Osmanski) Valardi, who has been one of the island's biggest operators, takes time out to deplore increased taxes and difficult license requirements. He explains that this is one of the greatest factors in discouraging investments in the field, adding that it has made necessary in his case the chopping of his interests by 50 per cent this year.

Jones Beach water carnivals will be run on a larger scale than ever, despite tough competition from Billy Rose's similarly patterned display at the World's Fair. Long Beach's 25-cent bathing toll is in operation again for those using the city's beach, and some publicity source let a story break last week that potential patrons who could prove they could not afford the charge would be granted free admission.

ROCKAWAY BEACH: Moe Brill has opened an archery sport on the Boardwalk, making the third of this type here thus far. Fairyland, Steeplechase and amusement park, still is a successful opening. Cops are issuing summonses to young couples using the Boardwalk for dancing. Cops also letting up in a drive against shore visitors who dress in automobiles because of shortage of pavilion facilities.

Playland Park's Roller Coaster is booming, big being so heavy nights that often the ride is going long after other spots have shut down. Syndicate that planned to sponsor a combination dinner-bathing-amusement ticket at cut rates abandoned the project. On the first day that the new toll bridge to the beach was open more than 30,000 motorists shed thru the lanes in eight hours at a dime apiece.

Cedar Point Opening Okeh

SANDUSKY, O., June 17.—With favorable weather, Cedar Point on Lake Erie here opened on June 10, drawing satisfactory crowds, officials said. New dance pavilion has been erected and equipped with lighting and sound systems. Don Baxter's orchestra played during opening week and Sheep Fields band was scheduled to open on June 18 to be followed a week later by Russ Morgan's band. Mall has been revamped and presents new features and renovated concessions. Hotel Breakers has been improved and reservations are reported heavy. Edward A. Smith, president of O. A. Boeckling Co., operator, said the season looks promising.

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"On both your dates with us you received a very large crowd . . . I strongly feel so that yours was the highest rigging act we have had . . . As you know, we do not make a practice of playing the same acts every year, however, we made an exception in your case and I think it was very pleasing."—J. COLIHAN, Auditorium Manager, Lakeside Park, Dayton, Ohio.

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Flushing marsh was supposed to have packed away for the Bobbie Island. Crowds are as ever, every longer for this season of the year. Many of the fishers at the Glimpses Tomorrow would do better down by the sea. A similar device at Coney has the edge on Wonders Wonderland but without that nerve-wracking overhead, and it is not a free attraction instead of a very doubtful two seasons.

Park Cleanings

OALION, O.—Seccarum Park near here opened recently, using traveling bands on nearby Cincinnati-Toledo Road's high pole artist, was the first free act. Free movies are offered on Wednesday and Friday nights.

COLUMBUS, O.—Shawnee Hills swimming Pool reopened recently under management of Ed Bigg. Pool has been repainted and new equipment and walks have been installed.

CANTON, O.—G. T. Biddle, former manager of Meyers Lake Park here and a concessionaire in recent years, is missing from the midway this year. He is still presenting his review.

AKRON.—Dave Roberts, concessioner, opened for the 24th year at Summit Beach Park here. He operates pop corn harmel korn, candy and cigar stands.

MEDINA, O.—John Bast, former superintendent of Meyers Lake Park, Canton, is back at Chippewa Lake Park near here with concessions. Art Loedam is manager. He is the Bast pop corn and taffy stands at the park.

MEDINA, O.—Chippewa Lake Park near here, had its best day of the season Sunday, when more than 4,000 members of the National Brotherhood of Railway Clerks visited for an outing. Concessionaires reported good business. Special entertainment and attractions were liberally patronized.

AREA IN DALLAS

(Continued from page 38)

McPaile operates shooting gallery next to Ferris Wheel, Ed Ferris, owner of the ship, moved from the midway and will operate in Dallas Park, Fort Worth, for the summer.

Jerry Bennett has Merry-Go-Round, new Ferris Wheel, Kiddieland, Kiddieland drink stand, Pony Ride, Blue Goose and Kiddieland Ride and Dodge Ball. Denny Pugh has novelties, photos, drinks, concessions. Operations of the Pugh concessions are Ed Pugh, Trainer, Jack Pugh, Paul A. Julian, bellcons; W. T. McKwade, pop corn and snow; Tom P. Melody, cold drinks and Pugh Roller Rink, operated by Sheerman Johnston and Samuel Bert, after a successful season in Dallas last year (with record attendance of 700). Chief Maxwell's miniature golf course has been in operation since opening 88 days ahead of the regular season. Lou Rosa Fredericks Tea Room opened its outdoor season on June 1 with *He Ain't Done Right by Me* by Jerry Jennings Dik playing for dance sessions. Planned renovation of a new dine-and-dance spot, Rosa's Rendezvous (ell Thur) whose business men failed to raise $100,000 necessary to complete that work. Rosa's nish talent and manage the club for its first summer season.

ANNIVERSARY OF—

(Continued from page 38)

in the ballroom. Will is now park superintendent. He met his wife, Irene, when she was a fellow employee in the ballroom in 1923. They were married in 1924. Both are married to other people after first meeting each other while engaged at Lake Hopatcong. Irene and Josephine were practically reared on the midway and now Irene works in the resort on busy days. Mrs. Will is cigar stand cashier.

In Long-Service Class

Mrs. Orville Salter, who has worked at Geauga 17 years, and the Wills are the three remaining original employees. Mrs. Salter started as ticket taker in the ballroom and is now cashier. Ed Bedell, room floor manager, has been at the park 12 years. For 13 years Joe Becka has worked at Geauga, manager of the Arcade. In 1921-24 he owned and operated the ten line Park carnival patronized Will, brother of the superintendent, who has been at the park 14 years, is now head maintenance man. He met his wife, Doris, when she was an employee at the resort's Garden Theater in 1933 being married after a three-month courtship.

Others in long-service class are Clayton Allaway, chief of police, who has been at the park 13 years; "Sugar" Bowers, 14 years, is now Loop-o-Plane operator; Charles Bowers, 13 seasons, is relief operator of amusement devices and is in charge of the motor launches. C. F. Stumpfig, who has been a concessioner 11 years, is now in military retirement stands. Three of his employees, F. O. Durbin, Harry Prasher and C. J. Kuhlman, have been with him since the park opened. Frank Tucek, who helped pay for his tuition by driving horses while he was working at Geauga, has been three 12 seasons and is now general manager and head tile guard. For 12 years Prasher's brother, Elmer, has worked in the park, starting when 19 years old. Elmer, a maintenance man, attends Kent State University.

Big Outings Scheduled

Manager Kuhlman remarks that "it is a long way from the opening of the ballroom in 1920 to the playing of name bands such as Jan Sanders and his orchestra, who will come on June 25." Anniversary Week opens September with annual outing of Cleveland Retail Meat Dealers' Association, expected to draw about 30,000, and closes next Sunday with annual outing of Quaker State Oilers, whose folks who formerly lived in Pennsylvania.

LUNA TO OPERATE

(Continued from page 38)

present its give name of enterprise or corporation is not known. It is understood this is in the process of being formulated, as being many years free, is tentative. There will not be a combination ticket on the park, altho there has been considerable talk about this. There is also "nothing official" concerning disposal of Belle Island, talked of recently as a major name attraction. Luna is another name for Belle Island.

Mehrich stated that an agent to represent the receiver during operating period has not yet been named or far as he knew.

OUTLAY BIG—

(Continued from page 38)

All work directed under direction of Park President G. B. Rose and Ben B. Pollock, of Pollock & Rose Co., President Rose has contracted including some large rides at the New York World's Fair and Mr. Pollock, Treasurer, has later decided to rebuild State Park Park. "Playing as far ahead as season the large moderniztic ballroom at the park's Starlight Terrace, which is now in charge of Lola Pantos, Gene Krupa, Ted Weems, Charlie Cartwright, Carvey Lynn, Johnny Tighe, Harry Sosnik, Ralph Flanagan, Ray Salerno, and Steve Swedish and his orchestra, will be ready for dancing next season.

Shortly after first of this year President Rose, who was then at his winter home in Miami, arranged with Omar A. Kenyon to go to Indianapolis as general manager of State Park, starting on March 20 for the purpose of turn during start of Wisconsin State Park, at which Kenyon was formerly manager. He returned to Toronto for the eighth consecutive year as general manager of the Ontario Hamid-Morton Indoor Circus. He has managed a number of amusement parks throughout the United States during the past 23 years, having started as a roustabouter in Central Park, Toronto, and manager in 1907.

More than 50,000 attractive park folders have been sent out over the state as an invitation to Indianapolis from fraternal and religious groups and schools, etc., to hold picnics free and use the park. Attendance last year was a total of 155 across. On the entire grounds under Kenyon 8600,000 has been spent for improvements in the past five years, with a grand total reaching 18,000.

Miller & Rose also operate large Coaster rides and other enterprises in Indianapolis, Nashville and Dallas, and in Edgewater Park, Detroit, where Paul Heinze is general manager. President Rose, who plans an extensive trip to the Pacific Coast, and Mrs. Rose, for the near future to look for new locations, has resumed his annual subscription house in Miami, where he spends part of his time each winter.

Rise Awaited At Jefferson

Settlement of labor troubles expected to hike biz above the 1938 mark

DETROIT, June 17—Business at Jefferson Beach Park here has been about equal to that of 1938 to date, said Manager L. C. Wagner. Opening of the park brought good business, but it has been hurt in recent weeks by strikes in automobile plants and a downward trend in business. Apparent settling of labor trouble in the last few days is expected to restore patronage to a figure somewhat above 1938 average, as indicated by early season comparison.

Under the new Jefferson policy bands are brought in for four-week engagements. First date was Fifty-Fifth of July, with Dick Barrie's Band opening on June 16. Bands are booked thru Music Corporation of America. Four-week contracts, in addition to more favorable charges, enable the management to bring up a following for the band and brings in repeat business, and improves pictures, especially so when bands are not top-name attractions. Place shows offering three to 10 acts are booked thru Peter J. Iodice, of Amusement Booking Service, over week-ends.

Park superintendent is again in the hands of Jack Stevens, with Bud Hoffman handling promotions.

Among important new policies is the change to a lease basis for as many attractions as possible. The management formerly owned most of the attractions.

New Moisiewitz Trap Shooting Range is proving to be a good draw. Another new concession that is popular is the archery range, offering seven arrows for 10 cents. Improvements include enlargement of the beach with an additional 4,000 tons of sand. Park area has been increased some 30 per cent by lease of property for a parking lot and enlargement of the old lot. New candy jam is being erected and bi-sticker has been restored. Addition of midget racers for children is popular and a bike speedway has also been installed. Most sensational addition is the $21,000 ride, Race Ten, which has been outgrossing the roller coaster free to one. Riders pay 15 cents and grand-stand spectators, who contribute the bulk of the gross, pay a like amount. Prizes are awarded spectators picking winning riders. Winning "jockeys" are also given prizes.

Palisades, N. J.

By CLEM WHITE

Still hitting along fine, the 15 takes a little more people than last year's average to make the total hit the high mark it did last year. After a great rush, it was rain into a little rain at last. . . . But at a providential time, the Monday and Tuesday showers meaning little compared to the good it did the ever-suave-appearing flower gardens, which are proving quite an attraction for the patronage during climbing. The ally days of Wheeling cutting lived up to Joe Lacey's predictions, which bode well for his future promotions. . . . George Dieffenbach again returns in charge of the combo tickets and the beatific smile means all is well. . . . The pool reports couldn't be better. Sunday (11th) having had four spots where the 2,000 capacity was 70% full enough, oh, not enough."

New Park Casino betting last year to date, with radio auditions on Thursdays and jitterbug swing dances contesting on Fridays, is keeping to avail the people. . . . A few final touches needed to complete arrangements for the band bands playing free-act stage to offer NBC Coast-to-Coast broadcasts from there at 11 p.m. Mondays, Wednesdays and Fridays, leaving only Saturdays and Sundays to take care of themselves, which they usually do. . . . TONY GANTNER now Zeppelin ride is doing receipts that compare with the chromium lines. . . . BOB BARRON and his Bermuda Indian Village a new addition. . . . Bob offers his original alligator fighting routine in a 27x36 tank on the lot. . . . Reported 900 admissions at 8 p.m. Sunday, his opening day.

THREE AMERICAN FLYERS and LEE SHELLEY and his act are current free-stage features. . . . To be followed by TIMMY JAMES and act, plus Charlie Vess' QUEENS OF THE SKY, with Ginger Vess as added thrill attraction. . . . People come and go in this business, but this playground might well seem strange without these items: PLATO GUIMES, who has been shooting with his gallery for 21 years, HORACE SCHWARTZ, now commanding the Funhouse, who claims he was even earlier on the scene; ADOLPH SCHWARTZ, the mice man (not a pal, mah understand), who figures about the same; ANDY BRUNNER, whose restaurants, the new, still occupy the same sites; the Three Musketeers, HARRY DYER, FLETCH CRAMER and "BEANIE" BOURELL, who have made it a family tradition; the BRENNER family, another tribe which must be near the 15-year mark, with Helen, Bertha, Herbie and his mother (the people exclaim "impossible") current incumbents.

JIMMY CORCORAN comes back his *(See "PALISADES, N. J.," on page 101)*

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George Colding and son, Charles, have four machines and ordering two more; another of Reynolds Park, Indianapolis; Robert Cherry Shows; Herndon Bros.' Shows; Joe Clark, of Milwaukee, has three and is ordering another; Cincinnati Cambria Bros.' Shows have one and ordered another one. Coney Island Park, Cincinnati; has two machines; Harry Batt, Pennsylvania Dutch, New Orleans, has two machines. Lou Wood, of Royal American Shows, has one and ordered another. Many others are considering a second machine.

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High-Speed Acts Progress

By JAMES E. HARDY

SINCE retiring from the amusement profession four years ago after having been engaged in presenting a high-wire attraction for over 40 years, I have often been asked for my candid opinion of present-day high-wire acts as compared with those of yesteryear. There is much to be said on this question, and when I would like to mention the achievements of each high-wire artist, especially after having had so many years of practical experience in that line of business, space will not permit. However, I will endeavor to give a brief outline of my observations on the past and present-day high-wire acts.

As regards the high-wire or rope artists of the past, mention should at least be made of their names, as all performed to their best ability in their particular line of work and satisfied the public in exactly the same manner as present-day high-wire acts do. The majority of high-wire performers of yesteryear have passed on and mention of their names here will serve as a memoriam.

The oldest of these performers was Mons Blondin, who died at Niagara at the ripe old age of 82. He has been recognized as the originator of rope walking. Then there were such high-wire artists as Harry Leslie, Mlle. Spanola, Jean Weltzman, Professor Cromwell, Zo Zo, Madame Lola, Professor Steve Peer, Frank McDonald, Davison Bros., Grenada and Podora, John Dillon, Wayne Bros., Nelson, Bill Hill, Calvert, De Phile and the writer, known in the early days as the successor to Blondin and recognized as "the American Blondin." Blondin the First

Mons. Blondin was the first man to perform over the Niagara Falls chasm back in 1859, and it was the last one to do the same stunt in 1896. It might be said here that while Blondin used a balance pole, Davenport, with instead a musical show, either black or white. No there is a difference between a musical show and a high-wire act. Davenport was the first man to use a complishment of limericks, songs and other things to entertain and personally compiled by the attendant in charge.

JAMES E. HARDY, widely known as "The American Blondin," was born February 28, 1878, at Toronto, where his parents were after losing their business and all their possessions in the great Chicago fire. As a young fellow he became a member of the YMCA, and if it had not been for that move he probably would have never turned out to be an aerial gymnast.

It was at the YMCA that a group of young men began experimenting and practicing with trapeze and other kinds of circus appliances. Hardy rigged up a tight wire and in a very short time he was able to perform all kinds of stunts on it. At the age of about 16 years, when he had become sufficiently adept, he joined a circus troupe of flying trapeze performers, doing most of his hard work as a leaper but getting practically none of the glory. As a member of this troupe he traveled extensively thru the United States and Canada. One day one of the trapeze performers missed the catch and Hardy went over the net. He landed on the ground with his upper teeth driven into his lower, causing a nasty mess. After recovering from his injuries, Hardy framed a high-wire act of his own. Thru constant practice and perseverance he made good and for over a quarter of a century he was recognized in the amusement world as the most daring and artistic high-wire artist.

Hardy's outstanding and original feats on the high-wire made history, especially when he performed on a thin wire cable, a quarter of a mile long, over Niagara Falls, Rochester, N. Y., Toronto, Ont., in July, 1896, he did the same thing over the Niagara Whirlpool Rapids, being the youngest man to ever attempt that hazardous feat. He also thrilled thousands of people daily with his daring and spectacular feats at Quebec, for the entire season of 1903, being under special engagement to the Quebec Light and Power Co.

Hardy died last month in Toronto, several weeks after he wrote the accompanying article.

Art Brown is the affable manager and Billie Brown the energetic assistant manager, both long-time-connected, a new cashier, transferred from MGO Short Road house, is petite and pretty Ruth Payne, busy preparing her wedding trousseau for her marriage in October, when she will become Mrs. Robert Pefalla. Ernie Sass is Little Mac's Cable type of good-looking doorman. Hub is very quiet and modest at Short Road by Police (Billie) Sidgeway, her former assistant, is now Little Mac's Rug rider. Has done so the last six years. Helen Sass is busy as Mac's Charles Armstrong's House of 1,000 Laughs. Goes back 14 years as an Island employee.

On the Boardwalk close by Pulaski's is a new pavilion and stand, operated by other day by Howard Johnson, famous for his chain of purposely built eateries thruout Connecticut and Long Island. The country extended patrons is unusual, with attendants coming right back at you after payment of the bill with "Thank you, hope you liked it very much." One of the new menu items is fried clams in a boat, a pasteboard box, plus a tiny cellar of salt. Is very much delicious and tasty on the roll and they give you two heping large scoops of any of two dozen ice creams for a dime. Ed Lenz, . . . Manny Jacobs, former N. Y. U. star, Jim Mangan, former Fordham star, appointed director of athletics at the Bronx Y. Jacobs is also a member of the American-Jewish Olympic boxing team. . . . Sixteen of the Bert Lytell-Grace-Hall Memorial Fund entries for honors in the invitation AAU single handed sculls on the Harlem June 24.

Frank Gario, photo-shop operator on the Boardwalk, says he is going to install an old-fashioned movie exhibit inside where Dave Rosen has his freak show. Gario also conducts a similar show in Branch's dance hall. However, Jimmie Davenport, who claims he has a lease on the attraction in his pocket, says Gario won't do anything of the kind at the Branch place, as he has a lease on the place coming, and which he expects will be any day now, he. Davenport, will install a musical show, either black or white. No there is a difference between a musical show and a high-wire act. Davenport was the first man to use a balance pole, instead of

WEATHER OUTDOOR—

(Continued from page 3)

epid, expecting to far ahead of last year's."

Otto Wells, general manager of Ocean View Park, Norfolk, Va., said: "The summer season opened auspiciously. May and June results bring the best we have had since 1930. We have had good weather breaks and good crowds all days. Governmental activities in the Norfolk area make the outlook successfully bright for the future."

Some Pick-Up in Coney

"Our gross business so far this season is 18 per cent above that of the corresponding period a year ago," said Howard L. Schott, president and general manager of Coney Island, Inc., Cincinnati. "We do not feel, however, that this particularly good because business last year was rather bad during the early part of the season. We feel that the season so far is really just starting for us because schools are just finishing up here. Whether so far this has not been satisfactory, particularly do we consider it a fact that people have as much money to spend, maybe a little more, as a year ago. This, coupled with better weather in 1939, should make for a more profitable year for our business. We really do not get into the heart of our picnic business until July and what we do then depend upon the breaks we have at that time."

Harry J. Batt, general manager of the new Pontchartrain Beach, New Orleans, said, "We are operating since June 10 after eight months of building activities in the amusement park. I sincerely feel that amusement business for the season of 1939 will be much better than we have had since 1929. Certain parts of the country there was a noticeable upswing. Only the two world's fairs have made the public more amusement-minded. Business has been great influence on pleasure seekers being attracted to amusement parks everywhere."

Brighter in Nebraska

"Business is satisfactory, considering protracted inclement weather," said Central Midwest Addition Wm. Kerchum, Forest Park Highlands, St. Louis. "Advertising is somewhat off, as compared with last year and the outlook is not too full as it has been for the past half-dozen years, due to general economic conditions."

Hoyt H. Hawks, general manager of Capitol Beach, Lincoln, Neb., said: "Business to date is a shade better than last year's, due principally to better weather and increased good will drink grosses. The forecast is favorable for future of recent rains in this territory. July and August business could show a nice increase over last year's unfavorable materialize."

"While our general business has been far below normal to date, the Cliff House and Cliff House Gift Shop have been forging ahead," said Ed. C. Barnes, Brothers, operators of Playland-at-the-Beach, Ocean Beach, Washington, reopened with the Hal Ellis orchestra, to a capacity crowd. Indications and prospects appear none too bright, we are hoping that with summer will come better conditions and we are directing our efforts to that end."

Only Two Sad Circuses

In the above field this season there are only two big rail shows—Ringling Bros. and Barnum & Bailey and Cole Bros. whereas in 1938, in addition to these there were Al G. Barnes, Hagenbeck-Wallace and Robbins Bros. The usual number of motorized organizations are in play.

"Business with Ringling Bros. and Barnum & Bailey, considering general economic conditions, has been satisfactory to the management," said John Ringling North, one of the heads of the organization. "Our idea is to future business are, we think, considerably with those of some other business made not religious, but still important."

Jess Adkins, manager of Cole Bros.' Circus, said: "Business for the past two weeks has been away off and there does not seem to be any money in the field." The Cole show has had some good breaks, one, especially early in the season, Several Indiana stands, Cincinnati, Scranton and Wilkes-Barre Pa., were big. Buffalo, N. Y., was considered off from 1938.

"Business is about the same as last year," said B. W. Webb, manager of Ringling Bros' Circus. "However, prospects appear that we may expect a slow, upward trend."

"Depends on Routing"

Irv M. Wallis, head of Parker & Watts Circus, said business as a whole has been much better than last season, "but it has not been general. We have had turnaway houses in Elyria, Lorain and Bucyrus, Ohio, and Kansas straw houses, at the same time we have had our share of bad dates. I still maintain that the future depends entirely on routing as the country is improved in a long way from being normal." he added.

"Business has been about 25 per cent better than last season," said Paul M. Lewis, owner-manager, Lewis Bros' Circus. "Business in general is good. My opinion is that the circus is still a good investment for the manager and will live and enjoy prosperity for many years to come. There will be ups within the past four years, of course, have had a general effect, copping much of the spending money for amusement and similar form of entertainment. Gambling and shows are the greatest competitors I feel live. It also is my opinion that the operating park owners and amusement rides presenting tented amusements will necessarily be forced to adopt a rigid code of ethics. Where good ethics have lifted also fair trade practices, the circus will again gain the lead of popularity in the hearts of the American people."

While no report was received from William M. Moore, manager of Dorothy Lewis Circus, one of the smaller motorized organizations, business with this show has been satisfactory according to reports, attendance the early part of the season was good and could be considered good, but lately it has picked up.

CSA Units Going Good

"Considering conditions, business has been entirely satisfactory the spring and we do not anticipate any big surprises which we enter for the remainder of the season," said Ralph Clarke, Clarke and Velare Brothers Royal American Shows. "Our attractions have been our only money this season this fair. We encountered an unusual amount of rain in Atlanta and St. Louis and lost half the week to weather in Madison and Sandusky. Our Canadian tour, which we had an even larger percentage of increase's because of inclement weather last season is based on the fact that crowds of our fairs are in agricultural centers and fairs appear in better condition than a year ago. Rain that interfered our business in the spring is creating exceptionally good crop conditions throughout Canada."

Fred Beckmann and Barney Gerety, Beckmann and Gerety Shows, said, "A 30 per cent increase so far over business of last year makes us exceptionally optimistic as to the future. Crops show a definite upswing in business conditions. Our fairs show a good increased amount of money the populace is spending for amusement and recreation. Our observation is that people generally are more optimistic and consequently are more free with their money."

"We have enjoyed excellent business where weather permitted and believe there will be a considerable increase in season if there is no downward trend in business conditions," said L. J. Lohman, general manager, Rubin & Cherry Exposition.

Inside Spending Off

Owner E. Lawrence Phillips, Johnny J. Jones Exposition, said: "Our business has been fair, but not outstanding. Inside it has got down consistently up to expectations. While some inside shows have resulted in satisfactory receipts, others have suffered by inclement weather and the effects of the coal strike which was general in the anthracite regions. Prospects look very good, however, from its Washington and Pittsburgh, and in general from the fairs we have played up to last year's but spending on the inside showed a slight decrease. Inside is where slight discouragement. We have not hesitated in our program of improvements for our customers for our latter dates and fall engagements, and, while this is not cause for complaint, we believe public response to a meritorious effort should have been with the times will justify our efforts and expense."

"Weather and money conditions have been much better for us than last year," said Orville W. Hennies Revising Bros. Shows. "We really anticipate a nice period up to our fairs, providing we have good weather."

Prediction Is Borne Out

Max Gindenman, general manager, World of Mirth Shows, said: "Business so far is better than last season, outstanding by prediction in the spring Bunny of the Bulletin, in spite of playing three locations within commuting distance of the New York Metropolis area. The future has every combinations of being equally bright, particularly as economic conditions appear to be on the upswing in territory that we will play. It is coming normal to assume, on the strength of situations already experienced, that fairs will also show a marked improvement and we make this one of the finest outdoor show seasons in the past several years."

"Opened on April 14 in Little Rock, Ark., and business would have been good there, but weather interfered and made business bad," said Max Goodman, general manager, Goodman Wonder Shows. "Since then we have played Springfield, Mo.; Coffeyville, Manhattan and Leavenworth, Kan. to very bad business. Grand Island would have been all right but Old Man Rain spoiled that. In Lincoln law interference hurt us. Bad weather interfered. With an even break we will catch up. I am very much concerned with the outlook of the fairs."

Harry J. Lubington, general manager of Crafts' 20 Big Shows, said, "Our business is showing good increase over last season's big take. All indications are that the remainder of the season will continue to show increases over last weather, celebrations and fair dates in the offing."

Sporty Biz Is Reported

"Our business is exceedingly sporty. Still, we are confident that we will prove the best of our career," said S. W. (Pete) Conklin, general manager of the Conklin Shows.

C. Guy Dodson, Dodson's World's Fair Shows, said: "Our first six weeks of the season have shown big increase over a like period last year. Our fairs have had better weather. My opinion is that conditions will improve after July 4. Outlook good for anything normal in our business this year."

"Weather and business have been bad in the first few weeks of the season, coming out of Florida," said Ben Dirstine, general manager, James M. Cetlin Shows. "While I do not look for a big season, I believe that if we get weather we will have all fair season. Weather has been best in last year."

Art Lewis, general manager, Art Lewis Shows, said: "Our business so far looks better than last season." Notwithstanding that we have had rain and cold weather, we are optimistic for the remainder of our carnival dates and with a string of good fairs, our gross should be much better than last year's."

"Business conditions are much better than last year's," said Max Gruberg, general manager, Gruberg's Famous Exposition Shows. "For the past three weeks in New York State our business has been fair for the time of the season, when our show opened on April 4 until May 13 was exceptionally good."

Much Rain Encountered

Noble C. Fairly, Fairly & Little Shows, said, "We are doing better than last year at this time and have no complaint to make where we have operated anything. We are optimistic about the future as we have a good route of fairs, starting July 4 in North Dakota where prospects are for good crops."

"Business to date is away off from the 1937-38 seasons due to bad weather," said Dee Lang, Dee Lang's Famous Shows. "The show encountered much rain in the last nine weeks. The future looks good prospects, provided good weather conditions prevail, and I believe, taking a general view, as in 1937 and better than in 1938."

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Curtis L. Bockus, manager Zacchini Bros. Shows, said, "Our good business since opening on May 1 in St. Louis has been fairly good. We have had time in other years up to June 10. This can be accounted for by the cold and wet which we have experienced at every stand. It is my sincere belief that from now on the season will be at least 25 per cent better than last year."

"Our business has been somewhat disappointing so far," said P. H. Goodman, P. H. Goodman Amusement Co. "We attribute the cause to labor difficulties in the coal fields and because it necessary to change our route and disturbed business in general. But it is also my opinion that there is too much outdoor entertainment at present for the amusement-loving public. They simply cannot afford to attend all the pleasure-giving fairs, fairs, celebrations and celebrations are the very foundation of our business. Consequently and the majority of these events do not get under way until July 4. With abundant rainfall throughout most of our territory, I think, I think show business will prosper."

Early Opening to Loser

Joe Galler, general manager, Buckeye Amusement Co., said, "Business in early March because we had five-street shows in Ohio and Pennsylvania and Ohio and Tennessee before May 1. We lost three days or more every week because of rains, and the cold weather. We lost on the opening side of the ledger. Rainfall has been plentiful and good throughout the territory. We have played Ohio, Pennsylvania and Tennessee and business even on good days has been below expectations. Our fair crops depends on fair weather during the next two weeks. If weather during next month will be fatal to all business in this territory. There has been better weather the last five days, so I am still optimistic. We have a route of fall fairs which we have played for several years and I am confident that we will profit in spite of the ever prevailing idea confidence by constant expansion policy. We have increased some on the shows one-third and number of rides one-fifth since having winter quarters."

"Business is good, but not as good as last year," said P. H. Rice Jr., P. H. Rice Shows. "Very hindered by inclement weather during all of April, but when good weather prevails our attractions at Rice Park have been larger than ever before in 15 years in Kentucky. Our business has increased some on the inside, however, is off about one-third on the outside. The decrease in this is partly due to the blue grass crop being late, and we really think that our season business will equal last year's. I am counting on this being one of our best years. We have all of our crews already under contract, also are starting on July 5 several fair crews being contracted lately my conditions are good in their sections. These just one of the optimistic side for the season. I have heard it said that it is the shoulder-shrugging of pessimists about business, whether good or bad.

OHIO ADDING TROPHY

Double Awards For Supremacy

Departmental excellence pushed by managers—no pass rule gains support

COLUMBUS, O., June 17.—At the mid-year conference of Ohio State Fairs Association, largest in the history of the organization, in the Deshler-Wallick Hotel here on June 9, 48 counties were represented and the meeting took on the form of a roundtable discussion on such subjects as liability insurance, passes, first-aid stations, premiums and new rules for award of the Myers Y. Cooper trophy and an added one.

Will M. Kinnan, manager of Ohio State Fair here, elaborated on his previous statement concerning his department's no-pass rule. He said that it was receiving the support of many county fair managers and the aid of department of publicity.

For Year-Round Rink

"Only working press representatives will be allowed passes to the state fair," he said, "at least under the ruling as it now stands." He admitted that certain other exceptions might be made, but the pass law would "be the shadow of its former self." Present plan is to allow concessioners free passes to the grounds, and several of these appeared at the meeting in protest, led by Harry Coffman and P. R. Jones.

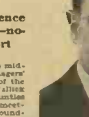
The managers generally agreed that a year-round liability insurance was to be devised, inasmuch as picnics and parties often are held on grounds out of season, and with insurance companies operators are protected to the limit. It was agreed that each fair plant should have first-aid stations in operation, and that an ambulance should be used for this if needed, Mrs. Don Detrick, Bellefontaine, secretary of the organization, said.

To Spur Competition

Managers this year will compile for a new award to be offered in addition to the Myers Y. Cooper trophy for general excellence, which has been awarded annually for the last several years. Announcement that a certificate of merit would be issued to fairs which qualify for any one department was made by State Fair Manager Kinnan.

The certificate will be awarded on the basis of information contained in the annual report of fair secretaries made to the department of agriculture. Paine

(See OHIO ADDING on page 48)



RALPH E. AMMON, Madison, manager of Wisconsin State Fair, Milwaukee, who was named permanent director of the new State Department of Agriculture and Markets on June 5. He was director of the old department and was made acting director the week before by the new board created by the Legislature. He has been State Fair manager since 1928. As last year's president of the International Association of Fairs and Expositions, he stirred up new interest in the functions of that organization.

Fund Surpasses ESE's Annual

$80,000 raised to offset hurricane damage—board to change '39 program

SPRINGFIELD, Mass., June 17.—The 1939 Eastern States Exposition here will be much different than the 1938 edition, today by President Joshua L. Brooks, in announcement of contributions and a campaign to raise $80,000 in signed pledges and cash as an offset to hurricane losses of $175,000 in operating revenue, plus additional losses in plant and equipment in the September 21 storm.

Gratified at the outcome, response to the association's appeal for funds and underwriting of its needs, President Brooks also announced radical changes in the program for the 22d annual. They provide for a four-day horse show with four evening and two afternoon sessions, three and two afternoon performances; special Sunday grand-stand

(See FUND ASSURES on page 48)

Outdoor Act Demand Bigger, Hamid Finds

NEW YORK, June 17.—Flesh shows on the Broadways of New York, Chicago and other metropolitan centers of America, as big resorts and even larger exposition grounds and go as times change but apparently the hinterland want vaude-revue-circus-type novelty entertainment, Jack Hamid, year out, says George A. Hamid, head of the attraction-peddling house in that city. Hamid has been in the business of selling all sorts of acts to fairs and park and carnivals for years. Current season will show, he says, more acts than ever obtaining work in outdoor show business during summer months.

Booking almost exclusively with talent outlets in the eastern sections of the United States and Canada, Hamid attributes the annual demand for flesh entertainment to smart merchandising without overexposure on part of fairs and parks, plus the more important fact that rural and semi-rural people still maintain an inherent love for the living theater, regardless of the form it takes. Fundamentally, most people enjoy thrill attractions surrounded by some music pretty girls and a novelty ballet of one sort or another.

Reasons to his own business and us-

(See OUTDOOR ACT on page 48)

Hirsch Host in Bull Room

SHREVEPORT, La., June 17.—W. R. (Bill) Hirsch, secretary-manager of Louisiana State Fair Association, was host at an informal barbecue held in the swank Bull Room of the Hotel Youree the grand stand at the fair plant here. Schump Cassity, Joe Monovar, Mayor Joe Cappel and other city and state officials were on hand to help Bill dedicate his new room, which he had taken to adorn the spot in miniature and to eat grand grand forms made in shapes of elephants.

Government Loan Obtained To Finance Amherst Arena

AMHERST, N. S., June 17.—New arena being erected at Maritime Exhibition here will be financed with money borrowed from the dominion government under the municipal assistance law, which will result in saving about $6,000 by obtaining interest at two per cent. Final arrangements were made at a conference in Ottawa, Ont., where exponents, Maritime Stockbreeders' Association and Amherst Fair Association, were represented by J. A. Hanway.

Plans for the arena installations and structure is expected to be finished for the 1939 fair.

Sedalia Aiming for High Gates With $80,000 Put Out on Plant

SEDALIA, Mo., June 17.—Pioneering an attendance jump resulting in good-sized outlay for premiums and renovations, Charles W. Greer, secretary-manager of Missouri State Fair here, and his staff are down to real work on Missouri's 39th annual. Premium outlay totaling about $80,000, part of a $65,000 WPA project, have been completed on the 236-acre plant during the last year. Premium increases amount to a 10 per cent hike.

Auto race, under NCA auspices, will be staged by the Racing Corp. of America. Previously held on opening Sunday and closing Saturday, 1938 race will be run on consecutive days, Saturday and Sunday. Children's Day, formerly on opening Saturday, with all children under 12 admitted free, has been moved to Monday. Five afternoons of harness racing are scheduled, with the Western Breeders' Futurity being raced for the first time as a regular feature of the fair program. Horse show, which, under direction of Secretary Greer, has been stepped up in quality and has attracted big name attractions, will be held in the Coliseum from Monday thru Saturday, featuring the Pulitz National Saddle Horse Futurity.

Edgar E. Schooler's *Fascinations of 1939*, booked from Sidney Belmont, will be featured in the grand-stand show. Flash Williams and his Thrill Drivers will furnish a Thrill Day program on the Saturday, Fairly a 5-day fair, shows are set for the midway and Theatle-Duffield Fireworks Co. will furnish nightly displays.

The rule of "Everybody Pays," in operation for the past three years, will again be in effect. Newest addition to administrative staff is James K. Hirsch, president of the Louisiana State Missouri Press Association, who has been named director of publicity under arrangement with the State press group.

No Oakleys

COLUMBUS, O., June 17.—Secretaries of 13 Ohio county fairs have announced adoption of a no-pass rule this year in support of the movement started by State Fair Manager Will M. Kinnan here. They are Auglaize County, Fair, Wapakoneta; Hancock County, Findlay; Van Wert County, Van Wert; Mahoning County, Canfield; Warren County, Lebanon; Clermont County, Owensville; Hamilton County, Carthage; Sandusky County, Fremont; Ashland County, Ashland; Lorain County, Elyria; Seneca County, Tiffin; Logan County, Bellefontaine, and Athens County, Athens. Abuse of previous pass privileges is given as the reason for the elimination move.

Buckley Quits Post With Deroit Board

DETROIT, June 17.—Resignation of Robert P. Buckley as executive secretary of Michigan State Fair here and its acceptance by the State fair executive committee was announced on Tuesday by Fair Manager Dr. L. W. Snow, North-

Mr. Buckley has been manager of Rad Ass (Mich.) Fair, a member of the state fair appointment came from the late Governor Frank D. Fitzgerald and this was confirmed by the State fair board.

Reed May Quit Secretarial Post for Nebraska's State

LINCOLN, Neb., June 17.—Perry Reed, secretary of Nebraska State Fair, will probably leave the job he held since 1933 when he succeeded George Jackson. Indications are, according to the board, that the surveyor will be made at the annual meeting next January.

Secretary Reed has managed the fair thru its toughest years, six fairs having been hampered by crop failures. He was president of the board for two years prior to his election as secretary and has been director on the board since 1918.

Dissension cropped out against the board at its November meeting, but at the last two annual meetings. He summary reported 400 members, the personnel post at the last session, and nearly after the meeting is said to have told the board he was willing to step down. With him, scheduled to step off the board W. B. Rhoades, W. Fleming, still slated to coincide with Reed's departure.

Reed's record is good. Three of six years have been marked by financial losses, the best being in 1938, with $7,800 surplus after an extensive outlay of money on improvements. The fair problem still confronting the fair is $28,000 paid on bonds, including a seven-wedding in the rough going.

Oil Expo Directors Vote To Proceed With '42 Show

HOUSTON, June 17.—With $18,248.24 cleared on the 1939 show here, directors of the Oil World Exposition have voted refunds of 15 per cent of what exhibitors paid for space. Expo had total income of $69,871.88 and expenses of $51,623.24, reported Ray L. Dudley, president. John Suman said Tulsa, Okla., has not expressed itself on Houston's four-year alternation plan for future expositions but he has been authorized General Manager Ed Lenzner to begin the executive work for the 1942 show, leaving site undetermined.

Suman received board's approval to begin the executive committee's plan not to plan a permanent new site but to "limit our expenses to Houston Stock and Livestock Exposition might build quarters."

Oldfield To Direct Race

PHILADELPHIA, June 17.—An innovation in auto racing will be introduced at Langhorne Speedway when Ralph A. Rankinson presents the first 250-mile stock car All-American championship competition ever sanctioned by the contest board, American Automobile Association, Saturday, July 1. Barney Oldfield, America's No. 1 draw at tracks three decades back, has been enlisted to direct the program.

ROBERT P. BUCKLEY, who has resigned as executive secretary of Michigan State Fair, Detroit, after a short term in the post, is secretary of Rad Ass (Mich.) Fair, for which he has been active since 1927. He has made an outstanding job of building up that enclave. He also served as a member of the State Fair board several years ago.

LEADING FAIRS AND PARKS BOOK LEADING ATTRACTIONS

The following Fairs are among the many who will be using Leading Attractions, and who will be playing GEORGE A. HAMID REVUES:

Harrington, Del.
Lewistown, Pa.
Norwich, N. Y.
Gouverneur, N. Y.
Bedford, Pa.
Essex Junction, Vt.
Dunkirk, N. Y.
Doylestown, Pa.
Shelby, N. C.
Winston-Salem, N. C.
Raleigh, N. C.
Arendtsville, Pa.
Hickory, N. C.
Hamburg, N. Y.
Richmond, Va.
Skowhegan, Me.
Lewiston, Me.
Batavia, N. Y.
Rutland, Vt.
Bloomsburg, Pa.
Toronto, Ont.
Caledonia, N. Y.
Barton, Vt.
Three Rivers, Que.
Huntingdon, Pa.
Schaghticoke, N. Y.
Fredericton, N. B.
Woodstock, N. B.
Albion, N. Y.
Whitney Point, N. Y.
Cumberland, Md.
Radford, Va.
Rutherfordton, N. C.
Boonville, N. Y.
Malone, N. Y.
Clearfield, Pa.
Ottawa, Ont.
London, Ont.
Sherbrooke, Que.
Syracuse, N. Y.
Galax, Va.
Fonda, N. Y.
Sandy Creek, N. Y.
Walton, N. Y.
N. Wilkesboro, N. C.
Tarboro, N. C.
Clinton, N. C.
Salisbury, N. C.
Wilson, N. C.
Emporia, Va.
Lewisburg, W. Va.
Ashboro, N. C.
Erie, Pa.
Reading, Pa.
Morrisville, Vt.
Elmira, N. Y.
Trenton, N. J.
Allentown, Pa.

This list does not include scores of important fairs which use only attractions, but no revues. Practically every leading fair in the Eastern United States and Canada features George A. Hamid attractions.

In addition to the New York World's Fair, who have played many of our Feature Attractions, the following Parks have already lined up their Feature Attractions for the entire season:

Steel Pier
Palisades Park
Playland Park
Steeplechase Park
Roseland Park
Clementon Lake Park
Kennywood Park
West View Park
Paragon Park
Enna Jettick Park
Belmont Park
Olympic Park
White City Park
Coney Island Park
Hamid's Pier

And Many Others

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or Write, Wire Billboard, New York City.

Playland Is Being Laid Out For Wellington, N. Z., Expo

LONDON, England, June 10.—Work on the amusement zone, at Wellington (New Zealand) Centennial Exposition is reported progressing well by the concession controller, Double-Grip Tubular Steel Devices Co. On the spot directing operations is Henry Bell, British expo expert, his assistant and constructional engineer being Charles Paige, Los Angeles.

Zone has been named Playland and it is said rides will include 300-foot Cyclone of tubular steel; Shooter car track, 100 by 45 feet; Speedway 100 by 45 feet; Crazy House, 100 by 60 feet; Highland Fling, English ride Jack and Jill double slide; Scooterbaby pool, 100 by 45 feet; Streamlined Whip; Octopus and Loopoplane; shows, Crown Jewels, replica of London's historical tower; Chinese Theater, directed by Arthur Greenhalgh, Australia; Freaks, after style of Ripley's "Believe It or Not" in New York; cabaret, 12,000 square feet, directed by Maurice Raymond from Frascatti, London, and Shark Aquarium. Playland, about 10 acres, will also have a children's zone.

Premiums Tilted in B'ham

BIRMINGHAM, June 17.—An increase from $14,970 to $25,520 for 1939 Alabama State Fair premiums was announced by J. Warren Leach, executive vice-president. Awards will be divided as follows: 4-H Clubs, $4,800; agricultural, $4,200; beef cattle, $2,600; poultry, $3,300; hogs, $2,500; dairy cattle, $1,500; educational, $1,380; women's department, $1,275; flowers, $1,000; home, $800. The bathhouse will be made into an agricultural exhibit hall, with complete rebuilding of hog and cattle barns under way.

Williams Back From Canada

CHICAGO, June 17.—Flash Williams and his Thrill Drivers returned to the United States recently after being well received as a feature of programs in connection with the Royal Visit in Western Canada, reports Francis F. Healy. His troupe played Calgary and Edmonton, Alta., and Regina and Saskatoon, Sask., and reported good co-operation from E. L. Richardson, P. W. Abbott, Don Ridenour and Ed W. Johns, respective secretaries of the exhibition boards in those cities.

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162 North State St., Chicago, Ill.

Can furnish any kind of Acts and Revues for any indoor or outdoor events.

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OBEYSEME COUNTY FAIR.

Want Rides and Concessions. City of 3,000 population, with outside Drawing of 15,000. This county is packed by whole county. Good whole group in sight, with sufficient Attractions.

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Putnam County Fair

CITY PARK, GREENCASTLE, IND.

August 11, 12 and 13, 1939.

Combined Fair at the 4H and County Fair, and Horse Show.

Write JACOB I. BITEL, Chairman of Concessions, Greencastle, Ind.

BETTER ACTS FOR LESS

LARGE AND SMALL REVUES.

HIGH AND SENSATIONAL ACTS.

NOVELTIES AND ACTS OF ALL KINDS.

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Fullerton Bldg., St. Louis, Mo.

WANTED

FREE ACTS OF MERIT

Fair Week, September 18-22, '39.

R. L. WEBSTER, Sec.

Robson Fair Ass., Lethbrom, B. C.

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EMERALD SISTERS

KATHRYN and ELEANOR

Two Youthful and Pretty Girls well known in America's Theatres, Hotels and Night Clubs.
"Crain" Indoor Circus Field.
Centre Ring "Aloma."
Entire Show World Now Our Play Grounds.
Comedienne with a sense of humor universally understood by man, woman and child.

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Featured at FRANK BUCK'S "JUNGLELAND", World's Fair 1939.
Booked by FRANK WIRTH.

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MUSICAL WONDER SEALS

Direction FRANK WIRTH

THE 4 DOBAS

BOOKED BY FRANK WIRTH

LAMONT'S COCKATOOS & MACAWS

The Bird Act Unsurpassed

At New York World's Fair
"JUNGLELAND"
Booked by FRANK WIRTH.

MIACAHUA

The Brazilian Wonder Girl

With the rhythmic perfection of a ballet dancer this vivacious, intrepid Senorita swiftly accomplishes a succession of amazing feats on the slender strand of steel without the aid of umbrella or pole to retain her balance.

Miss MIACAHUA has no feminine peer so far as this country is concerned, and it is doubtful if any artiste in the world can rate equal with her.

THE FLYING CHARLES TROUPE

Recognized World's Greatest Aerial Act

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JUST A LONG NECK CLOWN.
Re-Engaged by Frank Wirth Circus for Winter Season 1939-'40.

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Old Ocean's Only Actors

PRESENTED BY H. E. PICKARD

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For the Midway of the
NOBLES COUNTY FAIR
AUGUST 21-22-23.
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WANT
Carnival and Free Act for first week in October.
Limestone County Agricultural Fair
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FOR HITCHCOCK COUNTY FAIR.
Culbertson, Neb. August 30-31, Sept. 1 and 2.
HITCHCOCK CO. FAIR ASS'N., Culbertson, Neb.

WAN
For Great Concert, W. Va., Fair, Charleston, Aug. 28-Sept. 2. Also Ferris Wheel, Merry-Go-Round and other Concessions. Also LEWIS BROWN, Address GREAT CONCERT, W. Va. FAIR, Worth Hotel Bldg., Charleston, West Virginia.

50th ANNIVERSARY
THE GUS SUN BOOKING AGENCY
FAIR MANAGERS!
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• 10 Weeks of Parks for
• GUS SUN ACTS
• THIS IS A SEASON—
Main OFFICES: Sun's Hippodrome Theatre Bldg., SPRINGFIELD, OHIO.
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SUN BOOKS ALL FAIRS

MISSOURI STATE FAIR
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The Show Window
AUGUST 19-26
CHAS. W. GREEN, Secretary

8 Days GREATER READING FAIR 7 Nights
With Reduced Admissions
BIGGER AND BETTER THAN EVER
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Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands. Desirable locations open for Lunch and Refreshment Stands. Also for Merchandise Wheels and other Legitimate Concessions at reasonable rates.
CHARLES W. SWOYER, Sec., 522 Court Street, Reading, Pa.

Fair Grounds

BIRMINGHAM.—Interior and exterior buildings on Alabama State Fair grounds will be repainted and agricultural and poultry shows will be housed in the new multi-bath house, said J. Warren Leach, executive vice-president. Premiums will total $28,200, compared with $14,970 in 1938.

WEYBURN, Sask.—Southern Saskatchewan will be covered with a publicity campaign to set record attendance at the 1939 Western Agricultural Exhibition, said Secretary F. G. Zabel. Plans have been drawn for a new entrance to ground and building improvements.

MADISON, Wis.—State Senate passed a bill directing the State Department of agriculture and forestry to purchase 50 acres as an addition to State Fair Park, West Allis. Measure has been consigned to the Assembly for action.

EDMONTON, Alta.—Edmonton Exhibition Association, Percy W. Abbott, managing director, has asked the city to build four race horse barns capable of housing 72 horses to replace those destroyed by fire on the fair grounds on May 14.

JASPER, Tenn.—For the 1939 Marion County Fair here new departments have been added and added attractions booked, said Secretary J. P. Hogg. J. P. Sparks Shows will be on the midway.

HORTONVILLE, Wis.—A new band shell and grandstand will be built in construction on Outagamie County Fairgrounds here.

EDGERTON, Alta.—Grand stand on the sports field of Edgerton Exhibition grounds has been moved to the ball diamond and improved.

LEBNVILLE, La.—Plans for purchase of a new fairgrounds site in time for a 1940 fair were told by Secretary Ben Ponton Park Fair Association. Original plan to have a plant ready this fall was abandoned and money was saved for making repairs on the old grounds for which additional exhibit space was voted for this year.

ST. CLAIRSVILLE, O.—Horse racing will be dropped from program of Belmont County fair here this year, said Secretary Carter Thornburg. Increased appropriations have been made for premiums and grand-stand show.

CANTON, O.—A 56-page tabloid section, distributed with regular edition of *The Canton Repository* of June 14, took the place of the annual premium list of Stark County Agricultural Society, reported Ed E. Wilson, fair secretary. It was profusely illustrated and board members wrote special articles under their bylines. It was the first time the board has deviated from routine distribution of premium lists.

Fair Elections

FORREST CITY, Ark.—Wiley T. Jones was elected president of St. Francis County Fair Association. J. B. Fletcher was re-elected secretary.

McCOMB, Miss.—Mayor Xavier A. Kramer was elected president of Pike County Fair Association and McComb named as fair site for 1939. Mayor Kramer succeeded E. B. Wilkins. New exhibit buildings are under construction.

NORTH WILKESBORO, N. C.—At a recent meeting of stockholders of Wilkes Williams was re-elected president of Great Northwestern Fair and W. McNeil was named secretary-treasurer.

Premium Facts

(Data collected from lists received by *The Billboard*)

WINSTON-SALEM, N. C.—Winston-Salem and Forsyth County Fair, annual, September 11-16. 72 pages. Officers: W. W. Reynolds, president; C. C. McNair, secretary. Admissions: Adults, 40 cents at night, 50 cents; children, 10 to 16, 20 cents; children under 16, 25 cents at night, 10 cents; children under 16, 25 cents; persons, 50 cents. Attractions: Grand stand show, George A. Hamid acts, harness racing, auto races, Chile Display Co. concerts. Midway: World of Mirth Shows.

SPRINGFIELD, Mass.—Eastern States Exposition, annual, September 17-23. 48 pages. Officers: Joshua L. Brooks, president; Harry C. Pick, Mrs. James J. Storrow, William H. Lee, W. I. Cummings, K. Kent Hubbard, vice-presidents; George Dwyer, general manager; Robert J. Cheeland, Albert C. White Jr., assistants; Arthur Lyons, general publicity; Milton Danziger, assistant general manager. Attractions: Grand stand show; Beckwith Franko Goldman's Band, September 17. Admissions: Adults, 50 cents; children, horse-pulling contests; stampede and rodeo; fireworks.

FUND ASSURES

(Continued from page 46)

program, in addition to usual Music Day attractions; major evening events in the Coliseum on Monday and Tuesday to replace transfer of horse-show sessions to afternoons, plus other special program changes and departmental additions. Nothing that has made the exposition outstanding in previous years has been eliminated. Instead, by condensing and rearranging day-to-day attractions that have proved themselves, additional time for new features has been gained.

"The campaign to raise an $80,000 emergency hurricane relief fund to insure the future of the exposition has not been easy," President Brooks said. "Without whole-hearted co-operation in the appeal for funds on the part of business, individuals, State government, first-mortgage bondholders and exhibitors, the result would have been impossible.

"On March 17 and again on April 14 I informed the public of the situation confronting the exposition management as a result of last September's hurricane, the loss of $135,000 in operating income, overhaul of physical damage, efforts which had been made to reduce these losses and the expedients explored by officers and trustees, and that, in the last analysis, the only course remaining, if the exposition were to be continued, was an appeal to the public for funds. We needed a minimum of $80,000. As a further means of relief, first-mortgage bondholders were asked to waive interest for 18 months, waivers were sought from industrial and other exhibitors, many premium refunds were forthcoming as well as refunds from horse-show boxholders. In fact, nothing that any resource of sound management could suggest was overlooked in the effort to overcome the staggering hurricane losses."

"Until ultimate success of the emergency fund-raising campaign seemed assured, plans for the 1939 exposition were held in abeyance. These have now been completed and include several changes designed to comply with suggestions from exhibitors, to provide more complete and widely diversified programs and to meet conditions that have developed gradually within the past few years."

OHIO ADDING—

(Continued from page 46)

so honored will be designated the best in Ohio in a particular department as indicated by their entries. In analysis of reports receipts from all public concessions will be taken from operations not directly connected with the fair or money received for building purposes will not be counted as receipts.

Purpose of the award is to stimulate fair managers in development of attractive departments. Another feature is that the award will permit smaller fairs to enter State-wide competition. Many smaller fairs are at a disadvantage in competition with the fairs for the Cooper trophy award for general all-round excellence.

Harry T. Cooper, former president of the association; President Charles J. Gray, Palmyra fair president, and Director John T. Brown, department of agriculture, were among speakers.

OUTDOOR ACTS—

(Continued from page 44)

ing his own words says that "Parks and fairs are buying larger shows, better talent, and better all-round programs than last year. My own bookings show an increase of about 16 to 18 per cent at fairs and much more than that figure in the parks field.

"One reason for facing outdoor booking houses in recent years but apparently improvement has shown has been the lack of suitable numbers of first-class attractions. Transportation, drop in number of circuses on the road, due to troubles of their own, has thrown many standard acts out of work on the open market with the result that bookers have turned to the unemployed talent to other fields. Living entertainments is delayed by fair and park audiences provided it is good entertainment, and sometimes that has been hard to come by. Competition with the constant drop in number of theaters playing vaude-ville has made it possible for each good outdoor, for a livelihood, their only other outlet, the night club, night clubs a field already saturated with talent and, because of the changing of their acts, a very small amount of work in radio and pictures.

DETROIT.—Frank N. Jabey, who was planner for Great Lakes Fair these two years prior to last January, was elected president of the Detroit Theatrical Agent Bureau, one of the bodies of Detroit Chamber of Commerce.

WALDOS, novelty cloud-swing act, closed at Cliffside Park, N. J., New York, week of June 15, with option for run of picture. Booked by Frank Wirth and Ben State of Helen Harvey, who is manager. Cora Davis and May Clark are a booked act. Dave Dodd, of the George Hamid office.

CHESHIRE FAIR
"The Fair of the Monadnock Region"
Keene, N. H. Oct. 2 to 6, 1939
Showing Cooperation
One of New England's Largest
Agricultural Fairs
Concessions Wanted, Contact
GORDON THOMAS H. ANDREWS, 11 Elm St., Concord, N. H. After August 15 General Delivery, Keene, N. H.

CONCESSIONS WANTED
Contact
August 12th-19th, inclusive.
MISSISSIPPI VALLEY FAIR
DAVENPORT, IOWA.

DOUGLAS COUNTY FAIR
ARCADIA, Illinois, August 23-24-25-26
One of the extraordinary fairs in Illinois. Inventory value, over $40,000; paid attendance 3 consecutive years. Write R. A. THORNTON, Secretary, Arcadia, Illinois.

WANT GOOD CARNIVAL
To Play One Week
21-22-23-24-25 OCTOBER FAIR
October 21 to 25 inclusive. Fair is held on Square. Must have 5 Shows, 5 Rides and 20 Concessions. Write A. H. BLANK, Dept. Bloomington, Ill.

How To Sell the Public

Performers Offer Talent Buyers Suggestions on Exploitation, Publicity and Presentation

THE question of how to sell the public on grand-stand or free-attraction talent is one of vital importance to every buyer of fair attractions. The answer, of course, is proper promotion. Without this no amusement offering can be expected to hold up attendance, whether it be an amusement park, a fair, a carnival, a celebration or what have you.

The purpose of this article is not to tell talent buyers their business in filling fresh attractions to the public, but to offer them constructive criticism and suggestions on exploitation, publicity and presentation, which, in the opinion of performers, would possibly produce greater results, and greater results naturally mean larger crowds and more admissions.

It was felt by The Billboard that performers could relate some instances where their attractions were properly sold to the public and, on the other hand, instances where they were not. In other words, the idea is to present a contrast in the methods of selling talent, with the data coming from performers themselves.

It is believed and hoped that the article will prove not only interesting but helpful to talent buyers as well as performers.

Names of individuals, places and specific references have been omitted. However, it is believed that readers do want to know where the experiences took place, whether they were in a park, at a fair, at a sponsored event, on a carnival or some other amusement enterprise.

It is hoped that thru the publication of this article experiences will be better sold to the public in the future to the benefit of the talent buyers.

* * *

Cited as an example of good free act promotion to the public was the experience had by a performer at a Southern amusement park. On each occasion that he worked there a large stationed electric sign advertised his name and act. The publicity man for the park interviewed the performer and wrote up a large amount of type space and pictures in the three local daily newspapers. The local radio stations interviewed him on the air after several performances had been given, and on at least three occasions they broadcast the performance as he made appearances.

In addition, announcements were made by the publicity man to have the performer appear on regular station programs answering questions and discussing his act right in the studio. Without the engagement a large sound truck cruised the city streets in suburbs carrying painted banners advertising that the act was at the park and making loud-speaker announcements inviting all to come to the park and see the performance. The performer was also invited to attend a luncheon of business men and park executives, which, of course, received publicity in the papers.

In contrast to the above this same performer appeared at another park in the Middle West and received very little publicity—one small picture with a short sketch underneath, as he recalls it, in a Sunday edition. There was no radio broadcasting, and there were no signs at the entrance to the park, altho it was located on a much-traveled highway a short distance from the city. Only a few small roadside signs and some window cards that the performer furnished were used.

The Southern park attracted large crowds because of the publicity, of course. Several people talked to the performer after performances and said they drove 30 and 75 miles just to see the act which they heard described on the radio. The Middle-Western park had fair crowds, which could have been larger if the proper publicity had been used.

As for the fairs, the smaller ones, according to this performer, overlook big opportunities to publicize their program. With few exceptions they do not have anyone to handle their end of a fair and consequently receive very little support from the newspapers or radio stations.

"The dailies and weeklies have ceased to look upon a fair as a civic enterprise—something they should foster and help along of their own accord," he says. "They are content to let the fair get along by itself and publish but a few stories and photos as the occasion warrants. No real effort or campaign is made to make the most of the possibilities to attract huge crowds.

"One small fair I worked last year did a very good job. With a limited budget and unable to book a large and lengthy grand-stand program it went ahead with a small revue, two platform acts, my act and the racing, etc. My act was used as the feature attraction and publicized in every way possible thruout the county. Approximately 27 weekly newspapers received regular press releases, mats and photos; the local radio station in the county co-operated with the fair board and aired various interesting talks about the fair before and during the meeting. Here again a sound truck was used and went to all the surrounding towns a week before the opening day. The route was repeated several times, thus giving publicity among the entire population of the county. Results: Attendance that shattered all previous records.

"Of course, program promotion is important and publicity is needed, but before these attractions can be sold a fair's or park's activities can produce any worth-while effects, and in order to avoid disappointing the public, acts and attractions for the program should be selected which possess the necessary angles and qualities for promotion. Anything can be promoted, but what about the public? A carnival, sideshow program of home talent or otherwise may attract people if promoted and publicized in every possible way, but will they come back again the next week, or next year? Publicity should be used to build confidence as well as attendance.

* * *

"There are any number of good promotional stunts that can be worked if the talent buyer, acts and attractions co-operate with the newspapers, amusement, or various organizations in the community. I have several which I have been thinking about for a long time, but just do not have the time to go over all the details with a fair or park man who does not understand what is required of him—things I cannot do because I am not located in the territory long enough to make all the arrangements. Some day soon I hope to put one or more of these ideas to test and, believe me, when I do some fair or park man will enjoy a nice amount of publicity and he will have more people can be attracted if the entertainment program is sold to the crew who in the end pay for the amusement.

"It all comes down to this—good publicity before the act or attraction arrives, which means feature stories in the newspapers, radio, billboard and store-window advertising and sound trucks where possible. Then to present the act properly, a good location with plenty of lighting. Proper introduction over the public-address system, mentioning the outstanding features of the act, also sound effects if the act lend to music. Of course, all show people know this, but many fairs, parks and celebrations still engage a well-known act in the country and then do nothing to tell the public. The public has no way of knowing what they are seeking except thru the advertising and publicity."

A revue manager gives his experience regarding publicity at the county fairs which he has worked with his show.

"If they don't know about you, they can't tell about you," says the manager. "Therefore, we've made it a practice to contact not only the publicity directors of the county fairs but the county newspaper editors as well. We mail them both still and candid camera photos for lobby and store window display purposes—mats, cuts and a press sheet explaining just what the various artists in our revue do—at least four weeks in advance of our opening. Each week thereafter, we send supplementary word press sheets of newsy items about the members of the cast.

"Since the advent of excellent sound amplification, revues and comedy talking acts are definitely a part of the outdoor amusement field.

"Even at the early date we have our photos, mats, cuts and publicity ready for the season—and make no mistake, it's just as easy to sell the grand-stand revue as it is the 'night' acts, provided

Second Annual Outdoor Talent Section

Outstanding Acts, Attractions and Shows Are Synonymous With New Attendance Records!

In this, the Second Annual Outdoor Talent Section, The Billboard again presents the announcements of an array of acts and attractions that are available for Park, Fair and Celebration engagements this season.

On numerous occasions they have proved themselves to be good crowd pullers, and the buyers of attractions as well as booking agencies will do well to investigate their talents and abilities if not already familiar with them.

A well-balanced program of attractions of merit, and especially something exceptional, will never fail to draw the public and keep patrons talking—and word-of-mouth advertising means good attendance over the entire season or a specific period. The added revenue created thru increased attendance many times more than pays for the attractions.

Every place of amusement must be SOLD to the public—and real attractions, properly publicized and presented, will do the work. People will not stream thru the gates in large numbers of their own accord—there must be an incentive of some kind.

Popular, thrilling and sensational entertainment is the means of solving attendance problems. Use it this year as you never did before and watch the gate receipts go higher and the net profits grow larger.

Book your needs now. There are listed in this Outdoor Talent Section attractions at prices than any Park, Fair, Celebration or Special Event can well afford to pay. Don't wait and be too late!

Attractions Mean Greater Attendance

HOW TO SELL THE PUBLIC——

(Continued from page 49)

you have the sound and the whole-hearted cooperation of the county editors."

* * *

In the opinion of another performer, the reason some programs do not go over better than they do is that the artists do not explain their needs to fair managers. He also thinks fair secretaries and committees should visit near-by fairs and celebrations more often to see what is going on that would be of help to them.

"Every one says last year was very good for the fairs," he says. "It was for me—I had a good season on the West Coast. This year is expected to be much better, and it should be. Most fairs are keeping up with program or at least trying to. That means they're using more free acts and, if presented properly, the fair should fail. Platform acts should be given good high platforms with plenty of room to work and lots of light at night.

"Performers, too, can help the fair manager put his free-act program over much better by explaining their needs. One cannot expect all fair secretaries to be showmen, but I do believe if the fair secretaries and committees would visit their neighbor fairs more often and see what goes on, it would help them to better their own fairs.

"Last season I played a small fair where the platform was a foot high and there was a rail fence

---

1 *CONLEY'S ATTRACTIONS—A comedy animal circus of 4 ponies, 4 monkeys and dogs. The humorous antics of this group put thru their paces by Miss Frieda create a rise of laughter and fun.*

2 *GREAT FUSSNER—Amid a striking display of fireworks on his spiral tower. Photo was taken February 27, 1939, Zukrah Temple Shrine Circus, Minneapolis, Minn.*

3 *BEE KYLE—High dive diver. The grace with which her body turns as she plummets thru the air makes her dive outstanding and has won her international fame.*

4 *FOUR SENSATIONAL STARS—From left to right, Lee Hill, Helen Bondy, Mary Vaughan, and Eddie Viera, manager. They have appeared at parks and fairs since 1938. The act uses a double ladder rigging distinctively lighted for night performances.*

5 *OSCAR V. BABCOCK—Photo taken at Billy Rose's Casa Manana, Fort Worth Frontier Fiesta, Texas, where because of cramped space he experienced several falls and narrow escapes.*

6 *FOUR BOMBSHELLS—Owned by Crash Dunigan. Photo shows Upside-Down Jimmy Millette, trapeze head balancer, featured in act. Opened their season at the N. Y. World's Fair April 30.*

7 *HILLY SIBLEY TROUPE—Upholding the high standard of the well-known Sibley-Barnum-Bagnall Acts. This group has rapidly gained in popularity with their unique flying trapeze creations. Rosalie Bagnall is the youngest member but she has accomplished many difficult tricks. They present a new routine of sensational middle somersaults into the hands of the swinging catcher.*

8 *DEATH'S HOLIDAY THRILL SHOW—Photo shows Buddy Dunn doing a one hand on a swinging rope, a featured attraction with the show under the direction of Capt. Frank Cushing.*

FLYING BEHEES

"Greatest Flying Trapeze Act in the World Today"

FEATURING

Miss Rose Behee—The FIRST and only LADY Flyer performing a two and a half somersault to catch by the feet while BLINDFOLDED.

With Cole Bros.' Circus Season 1939.

Formerly Features Flyers with the Flying Cadenas, appearing throughout Europe, including Paris, Berlin and London.

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EDNA ALEE TRIO

World's most sensational novelty shooting act

SOMETHING NEW IN THRILLS

Featuring **The Wheel of Death**

Shooting at a revolving human target and many other amazing feats

A crowd pleaser anywhere. For indoor circuses, theaters, class night clubs, sportsmen's shows, parks, fairs, rodeos and outdoor celebrations.

For immediate Rocky Mountain dates write WHEELER PITTMAN AGENCY, 408 Tabor Building, Denver, Colo.

Exclusive Representatives BARNES & CARRUTHERS, 121 N. Clark St., Chicago, Ill.

FIRST AND ONLY BOUNDING HIGH WIRE ACT IN THE WORLD—55 FEET HIGH

WOLANDI

COLORED SPOT LIGHTS — TOTAL LIGHTING 10,000 WATTS

Riding a Unicycle—Dancing Rumba and Tango—Sensational Bounding Tricks Without a Balancing Pole! No Net!

No Other High Wire Performer Can Say This.

32 WEEKS IN 1936 — *Beautiful*
36 " " 1937 — *Entertaining*
42 " " 1938 — *Sensational*

CIRCUS • VAUDEVILLE • CARNIVAL • STREETS

Permanent Address, Care The Billboard, 1564 Broadway, New York City.

SPECTACULAR — DARING — SENSATIONAL

THE GREAT SIEGFRIED

World's Greatest Ski Jumper — Without Snow

NOW BEING FEATURED AT THE NEW YORK WORLD'S FAIR

OPENING ON FAIRS JULY 22ND. A FEW DATES STILL OPEN.

Booked Thru THEATRICAL MART 162 N. STATE ST., CHICAGO.

Tommy Sacco

YOU'LL BE MUCH MORE SATISFIED AND SO WILL YOUR PATRONS WITH ★

WORLD'S HIGHEST AERIAL ACT!
NO NETS—NO SAFETY DEVICES

SWAYING POLE—
TRAPEZE—
500-FT. SLIDE
FOR LIFE

ACTION PLUS

DEATH DEFYING

SUSPENSE

SLIDE FOR LIFE

EVERY MINUTE.. EVERY SECOND.. is *Thrill!!!*

and NOW!—HIGHER THAN EVER! More thrilling . . . More sensational . . . decidedly more of a crowd puller!

This outstanding attraction holds spectators s-p-e-l-l-b-o-u-n-d and brings them back again and again for repeat performances. Day or night—the daring, fearless acrobatic and balancing feats create widespread comment and publicity.

It's big enough, sensational enough and strong enough to do the complete job for both the small and largest promotions.

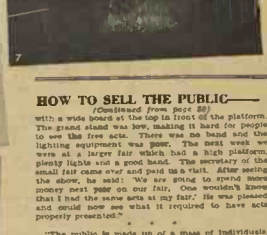
Write for descriptive and pictorial folder.

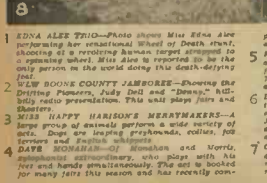
Time still open for Fairs, Parks, Celebrations and Special Promotions.

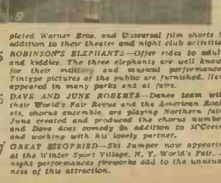
PERMANENT ADDRESS
Care of THE BILLBOARD, CINCINNATI, O.

SEE THE INSIDE FRONT COVER!

Attractions Mean Greater Attendance







1 EDNA ALEX TRIO—Photo shows Miss Edna Alex performing her sensational Wheel of Death stunt, shooting at a revolving human target strapped to a spinning wheel. Miss Alex is reported to be the only person in the world doing this death-defying feat.

2 WLW BOONE COUNTY JAMBOREE—Showing the Drifting Pioneers, Judy Dell and "Pappy," hill-billy radio presentation. This unit plays fairs and theaters.

3 MISS HAPPY HARISON'S MERRYMAKERS—A large group of animals perform a wide variety of acts. Dogs are leaping greyhounds, collies, fox terriers and English whippets.

4 DAVE MONAHAN—Of Monahan and Morris, saxophonist extraordinary, who plays with his feet and hands simultaneously. The act is booked for many fairs this season and has recently completed Warner Bros. and Universal film shorts in addition to their theater and night club activities.

5 ROBINSON'S ELEPHANTS—Offer rides to adults and kiddies. The three elephants are well known for their midway and musical performances. Tintype pictures of the public are furnished. Have appeared in many parks and at fairs.

6 DAVE AND JUNE ROBERTS—Dance team with their World's Fair Revue and the American Rockettes, chorus ensemble, are playing Northern fairs. June created and produced the chorus numbers and Dave does comedy in addition to M'Greevy and working with his lovely partner.

7 GREAT SHEPHERD—The Jumper now appearing at the Winter Sport Village, N. Y. World's Fair. At night performances fireworks add to the unusualness of this attraction.

8 JENNY MARTIN—Photo shows Betty Jane Martin, 5-year-old daughter, and proud of her daddy. Betty has been on the road since she was 6 months old.

9 SELDEN, THE STRATOSPHERE MAN—Waves to the crowd below before ascending the swaying portion of his high pole to present his featured routine, the swaying handstand. The act has steadily grown in popularity among fair and park executives during the past few years.

HOW TO SELL THE PUBLIC—

(Continued from page 50)

with a wide board at the top in front of the platform. The grand stand was low, making it hard for people to see the free acts. There was no band and the lighting equipment was poor. The next week we were at a larger fair which had a high platform, plenty lights and a good band. The secretary of the small fair came over and paid us a visit. After seeing the show, he said: 'We are going to spend more money next year on our fair. One wouldn't know that I had the same acts at my fair.' He was pleased and could now see what it required to have acts properly presented."

* * *

"The public is made up of a mass of individuals, each with his own idea of what constitutes entertainment, therefore, it stands to reason that detailed advertising of the various acts pays," says another performer. "Individual advertising of the different acts participating will draw more people than such general advertising as 'Colonial Show, Giant Show, Great Acts.' Superlative adjectives may intrigue the person who will go to the show anyway, but the acid test is to get the person who would not go unless he read an ad giving the acts in detail and found something of interest for almost everyone.

"Human-interest stories of performers in the press telling how they learned to do this and that feature, if they are nervous when performing, personal habits, etc., arouse a desire in the public to see the acts. Many times acts are asked by the public about something they read in the newspapers.

"I have been interviewed over the radio many times and asked questions pertaining to the dangerous features of my act. This caused the public to talk about the act. I have edited question-and-answer columns pertaining to my line of work and have addressed clubs which are interested in anyone

(See How To Sell the Public on page 58)

FAIRS CELEBRATIONS

CAPT. CUSHING
Presents
DEATH'S—HOLIDAY
THE WORLD'S LARGEST THRILL SHOW

MISS MARJORIE BAILEY, THE SKY LADY. Positively the highest aerial act in the world, barring none. 171 feet high.
ARTHUR DUNN and his SKY THRILLERS.
VERNETA BYRD, 600-FOOT SLIDE-FOR-LIFE.
CAPT. MARS, HUMAN CANNON BALL.
CAPT. FRANK CUSHING'S SENSATIONAL FIRE-TO-FIRE DIVE. 100 FEET HIGH.
GRACE DARLING and PETE CARSETTI in their CRADLE RING ACT.

STELLA WILSON and her THRILL DRIVERS
CAR CRASHING, HEAD-ON COLLISIONS, ROLL-OVERS, JUMPS, ETC.

YOUR COMPLETE GRANDSTAND SHOW
Address: Capt. Frank Cushing, care The Billboard, Cincinnati, Ohio.

The Viera Four
Dare-Devils in Mid-Air
Not Available — Booked Solid
Drawing and Holding the Crowds for Fair At Home Shows.
Thank You, Mr. Geo. W. Traver.
Producer and Innovator of Lighting Effects!
EDDIE VIERA, The Billboard, Cincinnati, Ohio

12 A RIOT OF FUN 12
DODSON'S HOLLYWOOD MONKEY STARS
Stars of Stage and Screen
Presenting an Amazing 30-Minute Comedy Routine Entirely by Themselves—Performing Loose
Now Featured in
FRANK BUCK'S JUNGLELAND, N. Y. WORLD'S FAIR.
Available After November 1.

Stuart Roberts Troupe
Comedy Aerial Horizontal Bar Act
An outstanding attraction for Parks, Fairs and Indoor Engagements.
An act that is amazing, pleasing, sensational and tops in entertainment. Two real comedy acts combined. Always a feature.
For Fairs, Write or Wire
STUART N. ROBERTS
1408 Staunton St., Port Huron, Mich.
ERNIE YOUNG
162 North State Street, Chicago, Ill.

THE FLYING COVETS
Positively
World's Greatest Flying Act in Outdoor Field
Absolutely No Equal
Seasons 1935-'36-'37-'38 Ringling Bros.' Circus
Available
Parks, Fairs, Celebrations
BARNES-CARRUTHERS
CHICAGO, ILL.
Owned-Managed
WAYNE LAREY
501 W. FRONT ST.
BLOOMINGTON, ILL.

Attractions Mean Greater Attendance

1 TED ELDER and his boxing kangaroo, "Wallaroo" A very rare animal, intelligent, it did not take Ted long to train him to box. An outstanding novelty act. Some people have never seen such animals, much less one put on a fight that is exciting, safe for them to watch and extremely interesting. Are appearing at night clubs, parks and fairs First, a preliminary with a baby roo, then the main bout of three rounds, supervised by a comedy referee. The big red kangaroo wins without any shadow of a doubt.

2 WHITESIDE TROUPE—Left to right, Billy Patrick, Thelma Potakowski, Marion Whiteside and Tommie Whiteside, manager. The troupe presents a light-wire act and a high loop-the-loop trapeze routine. The clowning adds a touch of comedy throughout their shows.

3 MARJORIE BAILEY—The Sky Lady, high-pole performer, featured with Capt. Frank Cushing's Death's Holiday Thrill Show. Her acrobatic stunting is a high spot in a varied program which includes a high dive, slide for life, a cannon act, rings and trapeze.

4 JERRY MARTIN—Known professionally as Jaydee the Great, performs atop a high pole dressed in the costume of an ape and does a splendid characterization of that animal.

5 KEN DAVIS—High-pole performer caught while doing splits on the Rings. The routine also includes a revolving handstand, high-perch stunts, trapeze, balancing, etc.—17 bits in all.

6 OSCAR V. BABCOCK—This picture was taken at Oaks Park, Portland, Ore. Contracted for four weeks, the engagement was extended to six. Altho up in years, Mr. Babcock still performs this death-defying stunt, said to be the only one of its kind.

7 JORGEN CHRISTIANSEN—Whose Liberty horse acts have been an outstanding feature of fairs for years, also is noted for his trained dog acts. Pictured here is his group of pedigreed Great Danes, which have appeared at many of the leading fairs.

8 CONLEY ATTRACTIONS—One of the members of Miss Freddie's pets rests after a performance at Coney Island Amusement Park, Cincinnati, O.

9 CLAYTON REHEE—Now appearing with the Cole Bros. Circus is shown performing a triple somersault. Photo taken at the "Wintergarten" in Berlin, Germany.

10 WILNO—Appearing this season with the Endy Bros' Shows is shown here going over one of the two Ferris Wheels used in his act.

DIRECT FROM THE N. Y. WORLD'S FAIR

CRASH DUNIGAN'S
"SKY-HIGH THRILLERS"

THE ALL-MIGHTIEST BLAST OF AERIALISTIC DYNAMITE EVER EXPLODED BEFORE AN AMERICAN PUBLIC!

"FOUR BOMBSHELLS"

World's Highest Multiple Rigging—Positively Guaranteed 150 Ft. in Mid-Air

AN OFFERING THAT SHATTERS PRECEDENT and CREATES a NEW SENSATIONAL STANDARD in HIGH THRILL ACTS

SOME OPEN TIME STILL AVAILABLE:—ATTENTION, INDOOR CIRCUS SHOWMEN

THIS APPARATUS CAN BE HUNG FROM THE GRIDIRONS OF AUDITORIUMS (40 FT. MINIMUM HEIGHT REQUIRED), GIVING YOU 3 DISTINCTIVE AND SEPARATE OUTSTANDING FEATURE ACTS, SPACED AT DIFFERENT LOCATIONS IN BUILDING.

New England Representative
AL MARTIN
95 BROADWAY, BOSTON, MASS.

FOREIGN TIME DESIRED
AUSTRALIA—NEAR EAST—SCANDINAVIA

FRANK WIRTH BOOKING ASSN., INC.
1560 BROADWAY, NEW YORK CITY
OR THRU YOUR OWN, OR ANY BOOKING AGENT IN THE U. S. A.

Permanent Address
CRASH DUNIGAN
194 NORTH ST., NEW BRITAIN, CONN.

DAVE and JUNE ROBERTS

present their

"WORLD'S FAIR REVUE"

with the

AMERICAN ROCKETS
America's Sensational Chorus Ensemble

Beautiful Girls—Gorgeous Costumes

DANCING • SINGING • COMEDY

This season playing Northern Fairs with

DE WALDO'S ATTRACTIONS

PRICED TO FIT YOUR BUDGET

Now booking 1939 fairs—Write for open dates

Permanent Address: Rockaway Beach, Missouri.

The Four Sensational Stars

125 Feet in Mid-Air

Outstanding Aerial Attraction

Unique Illumination

Third Season With Art Lewis Shows. Ask Them About Us.

Thank You, Mr. Art Lewis.

AVAILABLE AFTER JULY 29

Address: EDDIE VIERA, The Billboard, Cincinnati, Ohio.

FAIRS & PARKS

BIG FREE ACT CONSISTING OF 3

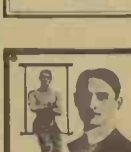
ROBINSON'S ELEPHANTS

ELEPHANT RIDES

Can Organize Small Animal Circus for Park.

Small guarantee on Free Act—Ride and Tintype Pictures on Percentage Basis

JOHN ROBINSON, Inc., 18 East 4th, Cincinnati, O.



CHARLES LA CROIX (In Person)

OUTSTANDING, HIGH-CLASS TRAPEZE ARTIST.

ORIGINAL, ONLY ACT OF THE KIND. Available for Celebrations, Fairs, etc. Also Indoor Circuses. Very attractive equipment for a small act. Special beautiful large colorfully posters free. Posters required for Outdoor Shows. Free thousand pounds baggage carried. Advertised and [illegible] Free Publicity. Also Free Publicity. Also Free Publicity. Also a display card, one that you can truly advertise. Act can be had as a remarkable price. [illegible] Charles La Croix played our Big Labor Day Celebration in Columbus, Georgia, on Sept. 4, 1937. His act received outstanding applause. He advertised very satisfactorily. Signed: Chas. Gibbons, Chairman Central Labor Union of Columbus, Georgia. [illegible] Sports, Bars, and Fairs. [illegible] Engagements only, write for prices and literature. To engage this act, address

CHARLES LA CROIX
5304 S. Anthony Blvd., Ft. Wayne, Ind.

"COMMITTEES, NOTICE"—If you want an act that has attractive paraphernalia, I have it. And my varied repertoire can be started on short and also platform, tops or stage.

Attractions Mean Greater Attendance

1 *BLUE BOONE COUNTY JAMBOREE—Photo shows Helen Diller, Canadian cowgirl, featured songstress whose specialty is converting popular tunes into hot yodeling numbers.*

2 *AMERICAN FLYERS—J. J. Crosthwaite, manager of the Three American Flyers. The other members are Eddie Burns and Floyd Nelson. The American Flyers have played leading parks in the East and last fall appeared with Bob Morton's indoor circus in Toronto. Act consists of double somersaults, full twisters, passing leap and flying returns all with an edge of comedy and with Crosthwaite doing the clown stunts.*

3 *STUART ROBERTS TROUPE—Managed by Stuart N. Roberts presents a comedy aerial horizontal bar act. This troupe has appeared with different circuses and at fairs and parks throughout country.*

4 *SELDEM THE STRATOSPHERE MAN—A. E. Selden is shown here making his thrilling handstand on top of his high pole. While in this position he swings from side to side describing a wide arc across the sky.*

5 *WOLANDI—Bounding high-wire walker, dances rumbas and tangos without a balancing pole. Also rides a unicycle. Recently appeared with the Shrine Circus in Providence, R. I.*

6 *DODSON'S HOLLYWOOD MONKEY STARS—Photo shows Bo-Bo, Educated Mandrill Baboon, one of the featured performers now appearing in Frank Buck's Wild Animal Show at the New York World's Fair. Bo-Bo eats with knife and fork, smokes, dresses himself and has a large retinue of stunts to amuse the spectators.*

7 *O'NEILLS—Jimmie O'Neill, of the Sensational O'Neills, who presents a fast stepping high ladder and table comedy acrobatic act with plenty of sock, climaxing this novel offering with a 16-foot backward dive, hands first, to a table below, immediately going into a fast routine of tumbling to the end of a 20-foot pad.*

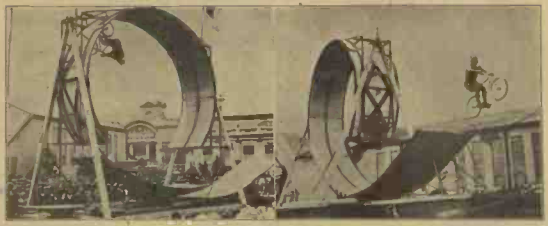
8 *FOUR BOMBSHELLS—Owned by Crash Dunigan. Performers named clockwise—Miss Kay Brown, Bob Ayres, Harry Smith and Jimmy Mizette, the upside-down hand balancer, who is featured.*

9 *MAIMO—Ace wire walker, who recently played a command performance for the King of Denmark. His interpretation of an intoxicated man is a riot of fun and laughter.*

10 *THE FOUR ARLEYS—Willie Sr., Dick Jr. and Irene and Regena, the two Arley girls, in a high-pole, thrilling hand-balancing act by themselves. Family combine three acts in their repertoire. Besides the one aforementioned are two more all four Arleys take part in, head and hand balancing and the other difficult perch stunts. Current and for the next 10 weeks at Steeplechase Park, Coney Island, N. Y.*

OSCAR V. BABCOCK

Death Trap Loop and Flume Act!——2 Big Acts in One!



Time Table of a Breathless Moment!

Total time consumed, start to finish 6 seconds. Actual time consumed in loop 4/5 of a second. Time of trap opening and closing, 2/3 of a second. Margin of safety, 1/5 of a second.

If for any reason, such as increased speed due to weather conditions, etc., the ride should be faster than usual, 1/3 of a second is a very narrow margin indeed.

FLASHY! — SPECTACULAR! — THRILLING!

Performer travels 70 miles per hour down runway, through loop and leaps out into space. Attention focused on one person. This act is the ONLY ONE OF ITS KIND! NO IMITATORS! Brilliantly illuminated for night exhibitions. Length 200 feet, height 65 feet. For full details and information write

OSCAR VARLEY BABCOCK

1790 COLCORD AVENUE, WACO, TEXAS
or Care of The Billboard Cincinnati, Ohio

AVAILABLE IMMEDIATELY for Parks, Fairs and Celebrations

THE ONLY ACT OF ITS KIND

DAVE MONAHAN AND GARNETT MORRIS

Sensational Novelty Xylophonists

BOOKED FOR FAIRS—SUMMER 1939

Also Playing Theatres and Night Clubs and Appearing in Warner Bros.' Motion Picture Shorts.

Direction: DANNY GRAHAM. Fairs: ERNIE YOUNG.

BILLY SIEGRIST TROUPE

Aerial Flying Trapeze Act

(Two Men and a Girl)

Featuring all new routing of tricks with Rosalie Siegrist performing sensational mid-air catches.

A real outdoor thrilling aerial attraction.

Youngest performers with the oldest reputation.

Available 4th July Week and Some Open Time.

Write or wire BILLY SIEGRIST, Billboard, Cincinnati, Ohio.

Jaydee "Apes the Apes"—THE ACE HIGH CONTORTIONIST—Similar Acts "Ape Jaydee"

THRILLS

JAYDEE THE -:- GREAT -:-

AN AMAZING TRAPEZE NOVELTY

NO SAFETY DEVICES
NO SAFETY NETS
JUST TALENT

COMEDY

POSITIVELY THE HIGHEST CONTORTION TRAPEZE ACT ON THE MARKET. AVAILABLE FOR PARKS — FAIRS — CELEBRATIONS. FOR OPEN TIME ADDRESS JERRY D. MARTIN, CARE OF THE BILLBOARD, CINCINNATI, O., OR MR. C. A. KLEIN, P. O. BOX 137, NEW WATERFORD, O.

Attractions Mean Greater Attendance

1 *FAITH HOPE and Elwyn—An unusual novelty, a dancing synthetic horse presented by Faith Hope. The two clever men who act the parts of the horse obey her commands and get many good laughs.*

2 *EDDIE VIERA—Owner and manager of two acts—Sensational Four Stars and the Viera Four. He entered the outdoor show business after having made a name for himself on vaudeville and now has three two outstanding attractions for fair and park dates.*

3 *CHARLES LACROIX—Trapeze and ring performer presents his specialty of hanging by a single finger on each hand along with balancing and other feats requiring unusual strength and muscular control.*

4 *FOUR BOMBSHELLS—In another one of their interesting routines. The rigging and lighting effects at night make a very imposing appearance.*

5 *SIBLING LUMBERJACKS—Left to right, Earlita Ward, Washington State champion; Carl Hilles, Eastern champion, and Walter Swanson, owner-manager, international champion and Pacific Coast champion. This women usually from the lumber camps is unusual to say the least and is composed of true loggers.*

6 *SELDEN THE STRATOSPHERE MAN—Photo shows him swaying from side to side atop his high rigging. Selden has been playing fairs and public meets years with his Stratosphere Act and will appear at several State fairs this season.*

7 *FLYING COVETS—The Flying Covets, formerly with Ringling Bros.-Barnum & Bailey Circus and last season with the Sarlos & Arigna Circus, Havana, are playing fairs this season. Double twisting somersaults carrying legs, double cradleups and other difficult feats are highlights of their performance.*

8 *DEATH'S HOLIDAY THRILL SHOW—Capt. Frank Cushing, owner and manager, in a Fire-to-Fire Dive. Ten gallons of gas are poured in his tank and lighted, making an immense roaring inferno with flames shooting high in the air. He ignites his gasoline soaked clothing and leaps into the blazing tank.*

9 *FLYING BEHKES—Miss Rose Behke doing a two and one half of the Winterparten, Berlin, Germany. This act is one of the featured attractions with the Cole show this season. A very difficult feat to perform. Miss Behke does it very gracefully, which always gets her a big hand.*

HOW TO SELL THE PUBLIC—

(Continued from page 52)

who has made a profession of the thing that is a hobby to themselves.

"In several places, too, I have done one of my stunts in the main streets of towns, drawing tremendous crowds and stimulating interest in the entire program."

* * *

An act with a carnival usually has a hard time of it with promotion and publicity men, another performer says.

"Owners and publicity men fail to recognize the possibilities that rest right on the lot," he says. "No sound care to use if permitted, and very little or no newspaper publicity, special paper or radio broadcasting for the free act, which was primarily engaged to draw people thru the gates. It seems to me that these showmen are overlooking good opportunities to make people want to visit the carnival.

"Years ago before the day of radio I worked a show that did make use of some of advertising mediums mentioned above. People would stand and read every word of the special paper, would try to figure out how the performer did his stunt, and this would make them more eager to witness the performance.

"Too many showmen depend upon the strength of the act alone to pull crowds, using just the mere announcement, 'A Free Act—Thrilling Performance Every Night.' This is far from enough. The act itself can usually furnish any amount of material for advertising and publicity, but is unable in many instances to make the carnival man, park manager, fair secretary or special celebration committee use it.

"My suggesting to talent buyers is that they use all the material made available to them by acts, interview the performers and find out what their experiences are, accidents, if any, and capitalize on what has happened before. If this is done bigger crowds will come to witness the exhibitions and spend more money on the rides, concessions, etc."

WLW BOONE COUNTY JAMBOREE

IT TAKES A
RURAL AIR-SHOW
TO DRAW
RURAL CROWDS

BOOK THE ALL-STAR
WLW BOONE COUNTY JAMBOREE.

WIRE—WRITE—PHONE
WLW ARTISTS' BUREAU
CINCINNATI, OHIO

YOU'VE HEARD THEM ON THE AIR—NOW SEE THEM in PERSON!

CONLEY ATTRACTIONS

— FOR —

Fairs---Indoor Circus---Celebrations

3 Beautiful High School Horses
2 Snow White Arabian Horses ridden by ladies
1 Bay ridden by gentleman
in

A CENTER RING ATTRACTION

for Indoor and Outdoor Events. Gorgeously Costumed; Rhinestoned Trappings and Props; Original Revolving Pedestal Horses. Truly a Beautiful Act.

ALSO 3 TRACK SPECIALTIES

BROWNIE Waltz and Rear Horse.
WHITEY BOY Doing the Jitterbug.
SILVER High Rear. Cake Walk Specialty.

MISS FRIEDA'S PETS

Comedy Circus; four small Ponies, four Monkeys and Dogs. A riot of laughter and hilarious comedy. A 3-Ring Circus in 1 Great Act.

The most beautifully costumed Animal Attractions before the American public. Solid jeweled harness, ring curb, special lights to illuminate our jeweled setting.

PLAYING ENTIRE PARK SEASON AT BEAUTIFUL CONEY ISLAND, CINCINNATI, O.

All rides open after Labor Day. Write for photographs and prices. Give your patrons a show of class and beauty.

CONLEY ATTRACTIONS

Coney Island, Cincinnati, O. or 3807 Paxton Ave., Cincinnati, O.

JORGEN M. CHRISTIANSEN

(Of Horse Fame)

Presents His New Group of

10 — BEAUTIFUL CRIOLLO HORSES — 10

also

TWO MIDGET PONIES

and

ELEVEN GREAT DANES

Directions Barnes-Carruthers Fair Booking Assn., Chicago, Ill.

The One and Only

"THE GREAT FUSSNER"

Presenting his Aerial Spiral Ball and Teeter Board, With a Grand Display of Fireworks Each Night

Sensational — Spectacular — Supreme

Terms and Open Time.

DONALDSON ARMS, G-39, Evansville, Indiana.

MISS HAPPY HARRISON'S MERRYMAKERS

"THE ACME OF ANIMAL TRAINING"

DOGS—PONIES—BABOONS—COMEDY MULES

Permanent Address: Hartford, Mich.

For Open Time, Address:
ERNIE YOUNG, 162 N. STATE STREET, CHICAGO, ILLINOIS.

The SENSATIONAL O'NEILLS

WHIRLWIND HIGH-LADDER AND TABLE COMEDY ACROBATIC SENSATION, FEATURING A BACK DIVE FROM A 16-FOOT LADDER, STRIKING A TABLE BELOW HANDS FIRST.

Permanent Address:
Care The Billboard,
390 Arcade Bldg., St. Louis, Mo.

TED ELDER PRESENTS

Sensational Comedy Novelty Preliminary Bout, featuring a BABY KANGAROO

Referee Officiating in Feature Bout Between Ted Elder and the BOXING KANGAROO

THE MOST UNUSUAL NOVELTY ACT IN SHOW BUSINESS

ATTENTION! TELEVISION COMPANIES

BOXING KANGAROO

A FEW OPEN DATES

PARKS-FAIRS

MANAGEMENT GEORGE A. HAMID, Inc.

Personal Manager LEO GRUND

MAXIMO

The Cuban Wonder on The Slack Wire

THREE AMERICAN FLYERS

I. J. CROUTCHER, Mgr.

A FLYING TRAPEZE RETURN ACT EDGED WITH COMEDY.

DOUBLE SOMERSAULTS

FULL TWISTERS

PASSING LEAP

Every Move a Sensational Thrill

Direction GEO. A. HAMID, Inc. Bond Building, N. Y. City.

I. J. CROUTCHER 5623 Simple Street New Orleans, La.

RETURNING TO THE UNITED STATES AFTER A SUCCESSFUL WORLD TOUR

OUTDOOR REPRESENTATIVE: ERNIE YOUNG 162 N. State St., Chicago, Ill.

HIGH WIRE ACTS

(Continued from page 42)

bump the same with high-wire performers as in other lines of endeavor, some are born with the gift for their different lines of work, while others fake into insignificance. In others words, a fellow has to have "the stuff" or he is out of the picture.

Apparatus Facilities

Another point is the apparatus facilities as used by the present-day high-wire acts. During my long career I have never seen two apparatuses alike erected in the same manner. Each and everyone of the acts has its own ideas and methods in erecting apparatus. Up to 10 or 15 years ago a high-wire act never thought of carrying two high poles for the erection of paraphernalia. Today that has all been changed. Since the introduction of the transport truck high-wire acts now have their own private trucks for transporting equipment, making it possible to carry their own two high poles in sections. This, I must say, is a big help to them in that they become used to performing at the same height, and the use of a shorter span of wire on which to perform between their own two poles is another reason for now seeing a class of high-wire performances different from those in years agone. As an old hand at the high-wire game, I know what I have just related is a fact. It is a lot different from what we oldtimers had to contend with in putting on our acts. In the old days a fellow never knew beforehand when he set out to play an engagement whether the parks-carrying his act were going to furnish him with 30, 40 or 50-foot poles for the erection of his high wire. Some of these poles were crude and crooked, too, and it was very seldom that the performer had the same height pole necessary, plus the same span of wire between the poles to work on. This made a vast difference in one's balancing powers and in carrying out the same routine of tricks at every performance. No doubt this is why the change has come about.

I have seen a lot of the present-day high-wire acts in operation and am of the opinion that they would be unable to accomplish the feats they are now doing on the fit-ups as provided in oldtimes. Nor could they perform them over such long stretches of wire as required at Bingen, Montmorency Falls, Genesee Gorge or from the tops of high buildings over streets as they are now so accustomed to performing between their own two special poles.

The methods used and feats performed now-a-days, as compared to the same type of acts of yesteryear, are naturally nothing but what could be expected in these so-called streamlined and progressive times, and, altho the present-day high-wire artists are performing a different brand of feats, in another decade or two there will come into being entirely new high-wire acts that will put on performances in midair without the aid of even a balancing pole.

Still as Interested as Ever

Since my retirement I have not lost interest in the profession and never miss an opportunity of witnessing an aerial act in operation. When doing so the old aerial spirit and the lore for my profession always take a grip on me, so much so that I am "on pins and needles" while watching every move of the performers, and I feel glad that I can relax when the act is ended.

To show how the aerial "bug" can take hold on one who has been in the business for so long a period, not long ago I attended the Shriners' Indoor Circus at the Madison Square Garden, Toronto, accompanied by my little granddaughter. When the high-wire act was taking place she grabbed my arm and said: "Grandpa, you are not doing your act now. What is the matter with you?" Believe it or not, I was so "worked up" that people all around us seemed as interested in my actions as in the act itself. I could not control my feelings. Witnessing that high-wire troupe in action brought back many pleasant memories.

The act to which I refer was a very clever one put on by a troupe of five, naturally giving one another plenty of assistance in carrying out their routine of varied and amazing stunts.

Acts Better Today

So far as present-day high-wire acts are concerned, like in the past there are some really outstanding performers, and there are others that don't seem to fit into the picture. I believe I can still pick out a natural-born star and am always willing to give credit where credit is due. The present-day high-wire performers, I will admit, have a greater task to perform than we performers of the past, and believe me, it is hard enough. Today it not only requires skill and nerve to entertain the public but a lot more of professional business talent to get spectators interested and to suit their different tastes. The public in general has seen so much in late years that it is inclined to be skeptical and doesn't seem to appreciate the fine points of an act unless the stunts are daring to the nth degree. When such stunts are performed spectators roar out their approval and clamor for more.

In answering the question often asked me as to how I compare the caliber and work of high-wire acts of the past with the present, I must say that my verdict is in favor of the present-day acts. They outshine in many respects the acts of the old school. As the performer of today reaches the top rung of his professional ladder he outclimbed the performer of 15 or 20 years ago, so the performer of the present-day high-wire artists, advancing with the times, made many feats seem daring and hazardous, thus bringing their presentations within the category of a scientific performance. I wish all of them the best of luck and hope they will continue to carry on the complete mastery of their art for many years to come and upholds the prestige of the high-wire profession in the same manner as the high-wire artists of yesteryear.

Grand-Stand Shows

SMITH'S Superba Band has been booked for Tri-County Fair, Erie, Pa., reports Manager Hugh M. Smith.

JIMMIE LYNCH and his Death Dodgers have been booked as opening day attraction at three-day Logansport (Ind.) Exhibition, said Fair Manager O. M. Cook.

PAUL WHITEMAN and his organization will be feature musical attraction at the 1939 Tennessee State Fair, Nashville, playing afternoon and night in the grand stand and at the night Horse Show. Blow-off for the grand-stand show is at 7:45 p.m. and Horse Show starts at 8, Fair Manager Paul C. Travis stating that the free-act program is closed early so give the midway a break. Whiteman contract was closed by Judge Litton Hickman, chairman, and James A. Cayce, of the fair board. It calls for the entire week, except for auto races on Saturday.

AMONG free attractions at Marion County Fair, Jasper, Tenn., will be Robert and Mae Morris, trapeze, Lynn Clyde Pryor's Band will furnish music.

G. A. KLEIN'S circus unit has been booked as a two-night grand-stand attraction for Jefferson County Fair, Smithfield, O.

MORRIS TROUPE tentertbond, who recently closed with Walter L. Main Circus, will play special events and celebrations until Main's booked for it by Williams & Lee start late in July.

KLEIN'S Attractions have been again contracted for the grand stand at Dayton, (Pa.) Fair, circus unit to be offered the first two nights and musical revue the last two.

SI AND FANNIE Otis and trick mule, Abner, at Joseph Joseph's Old New York at the New York World's Fair, report contracting dates in Newton, Gelsonda, Taylorville, Benton, Albion, Pecotonica and Pana, Ill., Springfield, all Illinois; Mansfield, Painesville and Loudonville, O., and Jackson, Adrian and Hastings, Mich., last two being repeats.

STARK County Fair, Canton, O., reports Fair Secretary Ed S. Wilson, has booked the Circle A Ranch Rodeo for afternoon and night performances before the grand stand at the 1939 four-day fair.

CHUCK FRANKLIN, manager of Capt. Jerry Edwards' Cavalcade of Thrills, auto thrill show, reports that Utah State Fair, Salt Lake City, has contracted for 16 shows in eight days.

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Does Rink Competition Pay?

By MR. AND MRS. HAROLD J. WARNER

THE history of roller rinks in Buffalo is a strange one. For over 22 years the term roller rink was synonymous with the name of Edward J. Scott, who initiated the roller craze gala and the tight-jointed grain into the skating sport at the old Coliseum here in 1907. Just 18 years ago Scott's present rink was opened amidst a lot of fanfare, and this same spot thrived until a few months ago without any competition. Then, whoops, all of a sudden, out of nowhere, up pop seven new rinks. For 20 special days at all Buffalo has been hayed by a new vogue, fad, pastime, sport or whatever you wish to call it, and reports from all proprietors indicate good business, and not just the flash-in-the-pan kind.

Pioneer Scott is tickled pink with the sudden influx of competition and exclaims that his business has been better and meeter since his once-exclusive enterprise has finally assumed the proportions of a trade in Buffalo.

By no means has the local quota of rinks been reached yet, for in addition to the rumored three more rinks which are expected to open their doors for the summer months, Scott plans to take a whiff of the fresh air this summer by opening the Airdrome during the closed season of his downtown rink.

Location of the new rinks are principally in former auto showrooms and abandoned garages. Problems of conversion therefore have been simple, with the only required construction being the installation of a hardwood floor. Most layouts of these newcomers are ideal for their purpose and lack only the refinements in decoration, lighting, air-conditioning, sound systems, etc., of Scott's palatial headquarters.

People from all walks of life have entered into this fashionable business, including a taxi company owner, a dancehall proprietor, a salesman and an amusement park owner. Again, not, seem to have a monopoly, for Chestnut Grell, one of the most recent hitters in the rink business, is a budding youth of but 23 years. All the most spots are owned and managed by the proprietors, active in the game, as is the case of Mrs. Charles A. Volkert, who owns and manages the Blue and Gold Rink.

Strong on Publicity

Publicity schemes are varied and effective. Albie each rink is playing a pet medium for advertising, almost all available outlets are being patronized, such as spot announcements on the radio, space in the daily, suburban country and neighborhood newspapers, ads in theater and movie programs as well as those flyers distributed on social occasions in churches and high schools, high-school yearbooks, dance programs, dance cards and school-bag stickers, blotters and matches. Scott again leads the field with a 24-sheet display, with one of the electric outdoor illuminated clocks on buildings in strategic locations in the city. Scott also has experimented with neon lettering advertising the rink and its location, set the owner back about $75. After a mutually agreed length of time the clocks become the property of the hardwood owners or renters who provide the space.

All rinks have clubs of some sort or other to encourage sociability of their members and at the same time govern the regularity of patronage. In every instance the rink, which will be described individually in following paragraphs, has arranged an idea that have provoked a spirit of good fellowship and loyalty to particular rinks.

Most rinks have worked very closely with the schools, devoting certain evenings to them, and also have gone in big for amateur talent competitions, staging in much the same manner. Private parties are of course encouraged by all.

Rink-by-rink studies reveal interesting operations, some of them contrasting and others similar in general character.

At Scott's

At Scott's a newly laid maple hardwood floor, 140 by 70 feet, amply takes care of a 1,200 capacity. About 800 pairs of skates are ready for the asking for those who don't wear their own. Shoe skates are rented for 25c per ownership, a fad which is rapidly coming into its own here, a la ice-skating shoes. For those who have no shoes their skates at the rink a locker system is offered at an annual rental fee of $2.

Generally speaking, there is very little lacking here. A balcony runs around the entire skating floor, giving patrons a birds-eye view of the action from mezzanine. More than $3,000 has been spent in the past year in installing the interior with brilliant new multi-color neon lighting and various appointments and trimmings. Scott's is the only roller rink in downtown Buffalo, but one block from the theater district, so he has the advantage.

A fine public-address system, operated from Scott's private office on the second floor, is used for announcements and also amplifying the victrola records which are used when the Hammond organ is not being played. Presiding at the organ is Art Clossen, of Radio Station WGR.

For hungry mouths there is a large refreshment stand, which is a profitable feature. Scott has added a series of entertainment while not on the skating floor may patronize the photomat machine.

Admission is 40 cents for boys and girls after six, all nights, Saturday and Sunday matinees are 35 cents for adults and 25 cents for kiddies.

The roller skating club boasts 2,000 members, many of whom meet on the club lagoon regularly twice a month, paying an admission of 20 cents per night.

A 12-week contest, featuring graceful skating for couples, was recently concluded with the awarding of two magnificent trophies. During the contest, contestant competition was held every Saturday and Sunday night, with 60 gold bowling cups awarded as preliminary victors.

Special school and industrial parties drew very limited crowds, as for example the McKinley Vocational School affair, which brought 1,100 skaters to the rink.

At Scott's a refined atmosphere prevails, and necessarily so, for the management sets its wares on the basis of encouraging health, grace and exercise.

This rink is open all year round with the exception of the hot summer months. It closes on June 1 and has its formal opening on Labor Day.

Business in 1938 was about 15 per cent off compared with the previous year's figures, which were pretty good, average attendance is about 450. During 1938 about 300 persons were catered to.

Headed by Johnny Nolan, checkroom supervisor, who has been in regular employment here for 15 years. Proprietor-Manager Scott has in his personnel Jules Johnson, instructor; Harold Angus, floor manager; Ethel Smith, instructor; Frank Bach, refreshment stand attendant; Mrs. Julia Kaczor, cashier; Edith Wordsman, music operator; Mavis Holden, instructress.

Scott is a member of the Skating Rink Operators' Association of the U. S.

At Kenmore's

Just outside the city line, in Kenmore, is the Kenmore Roller Rink, owned by the Kenmore Park and managed by Harry Rosbrig. Only recently the location was changed to a new one, which is 53 years. This management has operated in the gym hall of the Kenmore Presbyterian Church. Average capacity of 1,000 average attendance has been 80 persons with a top night of 158. Fridays are best nights for business, with principally boys and girls play games from school Kids. Music is supplied by amplified phonograph records.

Admission is 35 cents for men and 25 cents for women on week nights, 10 cents for everybody at Saturday and Sunday matinees, 35 cents per person for private parties. Members of the skating club buy an emblem for 90 cents. This is the only fee and entitles the man to a 25-cent admission price on Wednesday, with ladies prices remaining the same.

Church parties and security groups are big patrons here, where girls predominate.

A special attraction is a drill team of 16 girls who exhibit skating formations. They are not paid but rewarded with free admission and skates.

Once a month a show is offered, featuring fun-skating.

Personnel includes Albert Davenport, walks instructress; Elmer Dalia, Max Weingarten, instructors. Miss Davenport gives skating instructions by appointment every noon.

At Wagon Wheel

The Wagon Wheel Rink, owned by Harry Allman and managed by James Wallingford, has a capacity of 450. Average attendance has been 300 persons per night, with girls predominating and high schools the biggest source of patronage.

Formerly an auto salesroom, the rink has a new hardwood floor and attractive rustic decorations, giving effect of a barn, with imitation animals, etc. For music there is a Hammond organ, played by Vic D'Amico. Amusement and electric victrola is used with a p.a. system. An air-conditioning system will be installed soon, so says the boss-boy.

Admission is the same for boys and girls, 35 cents week nights and 25 cents Saturday and Sunday matinees. Twice a month admissions are lowered to 20 cents for club members, who pay club dues of 50 cents per year as a fee. This membership entitles a subscriber to attend community parties free for admission to walking and two-step. Robert Cassater is president of the club and appears in group visit rinks in near-by cities.

On Monday, Wednesday and Friday there is one hour of skating, preceding the scheduled opening hour of the rink, devoted to beginners. To encourage kiddies there is a class which is given instruction for one hour following the matinee. Club fee is 25 cents a year and entitles members to state twice a month for only 10 cents.

Special night fills up Sunday. There are graceful skating contests for couples and single men and women in walts and two-step, and prizes are given as rewarded. On Saturday nights there are carnivals, with all sorts of games and a prize bulletin board. Such contests as Kang skating, lemon skating and Kangaroo "steal" are played for prizes.

Blotters, distributed at schools, are most effective advertising. Many states are being sold and shoe skates are increasing their hold.

Personnel includes Mrs. Katherine Weber, checkroom attendant; Marvin Sandell, cashier; Gene Lissombe, skatecoon manager; Donald Ball, Robert Yates, Harold Ryan, Jack Richard Cugler, instructors. Business is very good.

At the Delaware

In a former garage, the Delaware Rink is doing a thriving business with a capacity of 800 and an average attendance of 250 persons. Owner Melvin Van Dyke has a floor space of 124 by 60 feet built of maple wood.

Much convenience as a free parking lot, a checkroom at 5 cents per head, skates available for sale, a fine p.a. system, a Hammond organ played by Nelson Selby, an electric victrola and 400 pairs of skates made this spot well equipped. Cafe and refreshment and refreshment concession serves soft drinks.

Admission is 40 cents for men and 25 cents for women and 25 cents at matinees. Kids get by at 15 cents in the afternoon. Prizes are catered to and get free run of the rink after closing time. A club with over 150 members permits admission 10 cents admission on Tuesday nights and offers them free walking instruction for an hour after closing time.

Circular skating contests are held Saturday nights, and each winning couple is awarded two loving cups. Similar arrangements are followed on Sundays for walking.

City, community and near-by country newspapers are used for advertising, while occasionally a spot announcement is purchased on the radio.

Personnel includes Claude Dasey, floor manager; Mrs. Ethel Dasey, cashier; Nepperman, checkroom clerks; Jack Weidmann, William P. O'Neill and Art Roberts, instructors.

At Casimir Grell's Genesee

Casimir Grell's Genesee Rink, with a capacity of 800, has attracted many top crowds of 600 persons during the opening several weeks age. Private parties have been in good numbers in this former auto showroom.

Admission price is 35 cents evenings and at matinees 20 cents for adults and 15 cents for kiddies. Club members, numbering over 100, pay 50 cents annually for a membership and earn the reduced rate of 25 cents admission on Wednesday night. The emblem is worn on the sleeve of a jacket and is another as an athletic letter. Members are en-

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tified to free skating instruction for one hour after closing on the same night. On Monday afternoons for three hours a beginners' skating class is operated at 15 cents per person.

Attractive colored lights and blue buntings adorn a skating floor 50 by 150 feet, constructed of hard maple wood. Water-cooler drinking fountains, about life size, are exhibited in the windows to catch the fancy of passerby. About 300 pairs of skates are owned and skates are sold outright for $8.50 and $13.50.

There are twelve skating contests, namely, Royal Rovers, Sachem and Regal. Waltzing and figure-skating classes meet Sunday mornings and pay 15 cents admission. There are always special events to keep the skaters well entertained, and included among them are Sadie Hawkins and wheelbarrow races. And Wednesday night greenhat skating contest, lasting eight weeks, with either loving cups going to the winners. During summer months the Cascades will be open from three nights per week, Wednesday, Friday and Sunday, but open every afternoon for children.

At present only music is electric vibrola, but soon a new organ will be installed comprising all the latest gadgets for reproducing individual instrument sounds.

Newspaper advertising, blasters to guests, free and discount passes are used for promotion. Personnel includes Mrs. Anna Reeck, assistant manager; Arm Reeck head instructor and floor manager; Fred Kurz, instructor and doorman; Freddie Gibson and Eddie Schroeder, assistants; Harold Rose Bowl, cashier; Harold Brand, Louis Balinas, Joe Breese, instructors.

At All-High

For a new rink, owned by two people with no previous experience in the business, the All-High Roller Rink certainly is up with the best. Managing partners are Max Bandinian and August Dering, partners, haven't had to pay out very long either in regard dividends. Skate skaters by the thousands are given to lads and lassies and plenty of newspaper advertising has drawn crowds up to 450 persons in the 800-capacity spot. Valuable prizes, such as clocks, toasters, blankets, sweaters, free tickets and other kinds of merchandise are all part of the policy here. There's always something special to do, too, whether it's sucking on free candy sticks, playing rag or Kentucky "steal" or watching the professional pair brought in occasionally. Graceful and waltzing skating contests are scheduled periodically.

About three months ago an All-High Club was launched with a free banquet for members. That club affair membership has grown to 200 as 50 cents per year dues. The club only entitles members to free waltzing instruction for an hour after closing 68 certain nights. Non-club members pay 10 cents for one on club nights from the customary 25 cents for adults an week nights. Special performances bring 40 cents for adults and 15 cents for kids.

Quite a unique feature of this spot is the hockey team which it houses. The unit consists of professional skaters and sidesmen on the wheels. Games held on Sunday nights attract large crowds. Team occasionally plays at other rinks. Special parties are encouraged and often after skating hours the spot is given over to private dances. Where an orchestra made up of rink musicians plays professionally.

Over 250 pairs of skates are in the regular equipment. Storage space is offered for those who own their skates. The quarters, converted from a garage, consists of a floor 80 by 180 feet, all maple wood; yellow and purple decorations with appropriate lighting effects, electric victrola and p.a. system, refreshment stand and lobby, a skate-grinding machine for maintaining competed skates as well as customers' (the latter at 25 cents per pair).

Personnel includes Harvey Sandiman, manager; Gordon Wilson, checkroom attendant; Thomas Blanchard, music operator; Joe Adler, skate man; Russ Tweten, James Karn and Mac Carter, instructors. Joe Enthoff, head skate man, formerly of the famous Flying Aces, occasionally entertains with his original partners, Dick Pierce and Shirley Brown.

At the Others

The Rink previously referred to in connection with its owner, Mrs. Charles A. Volbert, is a large 100 by 200-foot spot which is not by with no publicity and smaller crowds. Its equipment and layout are similar to the Rink previously with the above-mentioned locations, but it is, nevertheless, another of Buffalo's rinks.

Along the Niagara River, another spot, the Riverside Roller Rink, opened its doors a few weeks back. The location has already proved a big priority additional the growing chain of local rinks. Owned and operated by Sam Bellomo, this spot has a top capacity of 150 and uses a Victrola and p.a. system. Business is reported as satisfactory.

Out Lackawanna way, on the lake shore road, the Woodlawn Roller Rink, built and owned by Charles, should find good crowds when its shifters are removed for the summer season. The "J" Roller Rink on La Salle, a suburb of Niagara Falls, N. Y., and Dexter's Roller Rink in the Ellicott Square building good patronage by following much the same scheme as the Buffalo rinks.

Recently the Sun Park Roller Rink changed management. It was formerly operated by Mrs. Reeck, the newcomer to the Company, and is now owner and managed by Alfred Lipira. A triangular-shaped floor measures 85 by 70 feet and accommodates comfortably a sizeable crowd. Victrola records and an amplifying system supply the music. Quite a number of other spots in this territory, the Bourth Park, located on Buffalo's Lake Side, has been closed for except for its frequent managerial changes within recent months.

Combined Effort Does Trick

Not unlike other businesses, the roller-rink enterprises have been flourished chiefly thru the simple medium of cooperative effort. Whereas rinks are naturally limited in its advertising expenditures, it would be impossible and impractical for a single company to educate an entire city and its environs as thoroly as the combined efforts of proprietors and all 11 rinks now vying for business here. Each rink has done its share and deserves credit for completing the sport in its community. On the other hand, each community has contributed to the success of each rink. The result is a city enthusiastically roller-rink conscious, with one rink patronized by another's enterprise and vice versa.

Take a tip from Ed Scott. While his business was down a bit during the last all these years as a loss would, never before has he found a crowd so alluring "bugs" as he has since he has had company in the field. Scott believes that patrons were better skating more seriously, bring more friends than they used to, and even have gone so far as to take business away from night clubs.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ROLLER skating is becoming increasingly popular in Worcester, Mass., reports John E. Cox, manager of the Spy Park Roller Rink, which has undergone alterations. Roster includes Ann Claire Hanson, cashier; Frank Dildo, skate room, and Anthony Dillon, floor manager. Cox has opened rinks in New England States for years.

MAGIC FLYERS, George and Ann, who report completion of a successful tour in Canada, with the Ringling Bros. Combined Sensations of 1939, joined Lewis Ross' Circus and plans a fall tour of exhibitions in rinks.

ALEXANDER EDDY reports he has been doing good business with his portable during the past two weeks in Warren, Va., playing two shows a day, one the day and three at night. Blindfolded and roller-skating act is with the show. Manager Eddy is planning to stage a greased pig race.

SEATTLE Roller Bowl, which opened recently under the management of Martin Berg, accommodates 1,000 skaters and is equipped with a Wurlitzer organ.

CARL F. TRIPPE, owner and manager of the rink in West Lake Park, 10 miles out from Lake Ontario, Mt. Charles Rock road, reports good business since opening on December 15. Rink is a 66 by 110-foot top and has a new maximum p.a. system. Trippe, also manager of the Ideal Novelty Co., St. Louis, is making his first venture into the rink field.

MR. AND MRS. ROGERS, operators of Mom and Pop's Rink in Silver-sport, La., and daughter, Jacqueline, were recent visitors to W. E. Sanders' Roller Rink, Port Smith, Ark., reports Armand J. Lyons. Rogers' daughter, Jacqueline, is to visit a number of rinks, including the Mid-Continent City, Mo., Hyperion Armory, Chicago, Arena Gardens, Detroit, and Minerals (L. L) Rink.

AL GRENBERG, of Garry Rollerdrome, San Francisco, has been visiting Charles Salisbury and Gordon Woolley, of the Broadway and Woolley rinks, San Francisco. Manager Salisbury has organized a waltz club which he terms the Circle Waltz. He has had special pins and pennants made for members, and Jack Wilson is president and president. Woolley's Rink was the scene recently of a family reunion between Mrs. Woolley, who lives for years and Lorena Woolley for women, both of Woolley's Rink. Don Cross was manager, winner, and Helen Jean Cross and Ruth Whitfield second and third places in roller ball hockey. Mrs. Cross, daughter of Manager Woolley, and Mr. Harvey participated in the Eastern contests. Gus Harris is president of Woolley's Rink Club. Managers Grocerytze and Sanders of Temple Rink have elaborate summer plans.

SALT LAKE CITY roller rinks report a problem in which to secure water for skating, coupled with rinks outside city limits. Two rinks in the county are admitting ladies free on certain nights which materially cuts into business of city rinks. The fair trade commission, supposed to standardize such things, is being asked to co-operate. So far fair standard prices have prevailed in Salt Lake City rinks.

GLENN C. HUBBARD, manager Montgomery Ward, Spokane, Wash., reports business so fair in that city. On June 8 seven members of Odyssey Club, under supervision of Manager Hubbard and Harry Kimball instructor, put on a six-act revue in Jay LaVerage's Yakima (Wash.) Rink. Program included a male comedy team, two singles, girl figure skating team, dance team and whirling act. The group appeared twice in the Rollerdrome, Pullman, Wash., and Riverside Park Rink, Spokane, Wash., last month. Among those taking part were Dolly McCombsley, Maryrie Hayes, Lillian Hijiah, Bonnie Hutchinson, Beth Kuckenbacker, Harry Faggette, Elmer Starr, Claude Nelson, Leland Bower and Jim Medcalf.

JOHN SALAGIAN, proprietor of Ambassador Roller Rink at Clawson, a suburb of Detroit, is planning an extensive modernization program after closing of the rink for the season in about two weeks. Cost of new floor to be installed at a cost of about $1,100. A system of unit heaters is to be installed and entire rink redecorated. Work probably will be completed for reopening on September 5.

EASTWOOD Roller Rink, Detroit, may close for the summer, Manager Henry Wagner said. Remodeling is planned with a new maple floor to be installed at a cost of $1,800. Rink has been built in its original building in Eastwood for several months, with the "new" rink building now connected with the outdoor ballroom.

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NSA Drive Off To Good Start

Series of jamboree nights planned—Art Lewis leads in membership race

NEW YORK, June 17.—Membership drive of National Showmen's Association, launched with a bang at the outdoor season, is apparently off to a creditable start, as evidenced by data released this week by Executive Secretary John M. Lader. Campaign, which is being staged as "jamboree nights" on Eastern carnivals and in vaudeville and amusement resorts, when officers of the organization will be present to strengthen interest in NSA and its activities. Members of showmen will be encouraged to join the ranks, and previously elected members will be requested to pay dues for another year.

George A. Hamid, president of the organization, plans to attend as many jamborees as possible with Lader and other heads of the club. Campaign got off to a successful start recently on the Hamid-Morton indoor circus date in Montreal when a dozen new members joined. Among new members are Hal Chrisjohn, O. Canastrelli, Fred Delmar, Albert Weiser, William P. Jewett, Will

(See NSA DRIVE on page 77)

PCSA Ladies' Aux Card Party Scores

LOS ANGELES, June 17.—Card party staged here on June 8 by the Ladies' Auxiliary, Pacific Coast Showmen's Association, in the clubrooms, Orange avenue at Wilshire boulevard, proved a financial and social success, according to Mrs. Edith Bullock. Rooms were profusely decorated with potted plants and auxiliary officers were recipients of corsages gifts of the day.

Members accrued from the event were given to charity, with luncheon and all prizes being donated by members. President Maude LePors wired greetings and with the reading of minutes of last May meeting was devoted to bridge and bingo, with Alfreda Hayes and Edith Foley taking high honors in the latter, Honora Ryan and Mrs. Bullock winning Kirkendall, Downey and Carey.

Among those present were Harry H. Hargrave, Mrs. Millie Dobbert, E. McGee.

(See PCSA LADIES' on page 77)

Western States' Spring Trek Better Than 1938

DALHART, Tex., June 17.—Survey of the first 12 weeks out revealed increased business over the 1938 season for Jack Rubeck's Western States Shows, reports Larry Mullins, of shows staff. Weather has been ideal, with only one week of inclement weather since the opening.

Additional Albuquerque and Santa Fe, N. M., to the spring route were the other reasons for the increased business, Mullins said. Shows recently wound up a week's stand in Clovis, N. M., to satisfactory business.

Max Gruberg Recovering From Mastoid Operation

CINCINNATI, June 17.—From his home in Philadelphia Max Gruberg, head of Gruberg's World's Exposition Shows, informed *The Billboard* over long-distance phone this week that he was recovering from a mastoid operation to which four surgeons figured and was preparing to rejoin the show next week in Utica, N. Y.

He was in a Quaker City hospital four and one-half weeks and was released last Sunday. He lost considerably in weight, but is gradually regaining it.

Wirth Cannoneer In From Europe To Join Sirates

NEW YORK, June 17.—Cannon projectile act, known as Cannonballs, from Frank Wirth importation, arrived on Monday from Southampton, England.

Act is booked for the James E. Strates Shows and is scheduled to open on that midway next week.

RAS Starts Its Fair Loop

Final details being ironed out — Raynell Watercade opens in Cedar Rapids

MOORHEAD, Minn., June 17.—With only four days of spring remaining Royal American Shows last week began a feverish campaign to complete all attractions for its fair dates, which start at Minot, N. D., released by Grand Forks, before the shows move into Canada for their ninth consecutive season on the Class A fair circuit. Lottie Mayer's Dancing Water Ballet performers have arrived. After a round of rehearsals in the new tank equipment constructed for Raynell the Watercade, opened in Cedar Rapids, where the Del Rio troupe of midgets here and Tiddy and Henry Roers on hand from Mill City, Minn., Cedar Rapids, George Haley's Midget Village opened here. Earl Sedlmayr Jr. arrived from Winter Park, Fla., where he has been attending Rollins College, and took over Cangleuna's Bi will feature Evelyn Prechette, Mrs. Laura Sedlmayr arrived from her home in Miami Beach, Fla., and will occupy the Sedlmayr private car for the Canadian engagements.

Showmen having attractions on the shows for the 1939 tour are Walter and Marjorie Kemp, Kemp's Thrill Arena; Mr. and Mrs. R. Richard Best, Human Oddities; Nellie (Bayne) Lorow, Water Gate; Laura Mason, Expose; Mr. and Mrs. Jerry Cooper, Look; Mrs. (Baby Ruth) Pontius, Strange People; Leon Chadwick, Swingtime; Leroy Bardin, Monkey Town; William Kesselring, Hell Hawk; Earl Sedlmayr Jr., Cangleuna's Bi; Burt Silver's Rollo, Shetland Pony and Miniature steam train, and George Haley's Midget Village.

Manifesting of equipment for the Canadian tour begins this week under direction of George Golden.

MSA's Boat Ride Plans Completed

DETROIT, June 17.—All arrangements for the second annual moonlight boat ride to be held on July 27 by Michigan Showmen's Association here have been completed, according to Harry Dodge, secretary, in charge of tickets. Tickets are being mailed to members. He said Chairman Ben Mortisch reports he will arrive from New York here in the next few days to take care of last-minute preparations.

The Gordon steamer will leave the foot of Woodward avenue here on midnight July 27. Committee, in addition to Brown and Chairman Mortisch, includes Jack Wirth, Harry Dodge, Jr. and Harry Mason, wound up a week's stand here last Saturday to excellent results, reports Harry Dodge, publicity agent. In addition to Mortisch, Dietz and Bell staff includes Harry Clark, Jack Wirth and Edward M. Dietz Sr., ride and lot superintendent.

Twa-in-One has been working to good results and audiences have been crowd of snakes here, while Smithbilt Cookhouse added a new semi-trailer. Bert Nabo bought a new top for his agent, Bernie McClure, and Harry Reeves has six

(See ARENA CHALKS on page 68)

Moore's Relatives Sought

DETROIT, June 17.—Members of Michigan Showmen's Association this week were making an extensive search for information which would enable them to contact relatives of Thomas Moore, who died in Detroit on Friday last June 3. Known throughout the country as Toothy Tommy, his funeral was arranged by the club. Secretary George H. Brown asks that anyone knowing the family of Moore's whereabouts, have them contact him immediately.

Crafts To Tour Alaska

REDWOOD CITY, Calif., June 17.—O. N. Crafts, owner of Crafts Enterprises, arrived here on June 15 from Seattle on June 14 for Seattle, from where they will sail on the S. S. Alaska Express for a combined business and pleasure tour of Alaska. They plan to return to the states about July 4.

DAUGHTER of W. S. West, owner of the show bearing his name, Hagerstown, Md., is the belle West's The Billboard opened on the organization. She also operates the corn game. Photo furnished by Carl Cotterlin.

B & G Prepares For Fall

Equipment augmented and attractions added—storms hurt Davenport stand

MILWAUKEE, June 17.—Attie Beckman's Exotic Shows, now quartered with every mechanical detail cared for, work is constantly being done to add to its appearance and in several instances equipment has been augmented to prepare the shows for their fair dates. Several new wagons to accommodate new attractions and a new sleeper have been added.

Harry Lee Miller is building a new stage, featuring an elaborate setting of

(See B & G PREPARES on page 69)

Royal Tour Helps Red River At 2 Canadian Engagements

WINNIPEG, Man., June 17.—Following a five-week tour of British Columbia to capacity crowds, the cold weather Red River Shows played Medicine Hat during the week of the king and queen there, with the organization getting a good share of the estimated 50,000 visitors, reports J. C. Thomas, manager.

After the Medicine Hat stand, shows moved to Brandon where they ended by getting a location directly on the route of the royal tour, with promoters guaranteeing the lot four times between noon and 10 p.m. and thousands remained on the lot long after the royal time. Dates resulted in highly satisfactory attendance and receipts for the organization, Beckman said.

Club Membership Vs. "Rainy Day"

By J. W. (PATTY) CONKLIN

All outdoor shows in the United States and Canada have swung into action and the showmen's mill grinds once again.

From opening time until late into the night the showmen carries out his stuff with one eye cocked to the sky and the other on the cash register, hoping that all is well for good weather and for cash receipts to roll in in ever-ever increasing figures.

At showbreak he works with the strength of 10 in tearing down and dismantling the canvas and rides, packing, shipping and routing, again hoping that all is well and wondering what they morrow shall bring.

Most of his moves and jumps are made at night and no matter how cautious he may be accidents happen, a truck, bus or car might overturn or he wrecked with resulting injuries to the attendants, and frequently the Grim Reaper might stalk into their midst.

Shows financially able take care of and provide for the unfortunate who have been injured, but what of those who are unable to do so? At this point the showmen's organization takes the picture and extend the helping hand.

From time to time articles have appeared in *The Billboard* which have truly described the character of the average showman who has been generous to a fault and who, thru such generosity or misplaced sense of liability to aver, has saved nothing for the "rainy day" which must come sometime, sometimes in his lifetime. However, the member of a showmen's club, in addition to the numerous other benefits he receives by virtue of his membership therein, knows that if accident or other serious misfortune befalls him, his club will come to his aid.

The Showmen's Benevolent League of America does not care to boost its stock by flaunting or advertising the misery or misfortune of those that seek its aid. But, it does, when occasion calls, it employs concrete examples to impress on show people the need of belonging to a recognized show organization. Here is one of the many cases handled by it this year.

A short time ago at 10:30 o'clock at night Al Tuttle in a good-natured manner playing to capacity in the Middle West, was blinded by having his eyes struck with darkness. The rides, the prize and candy stands and the double Merry-Go-Round

(See CLUB MEMBERSHIP on page 69)

JUNE E. DENNERT, daughter of Col. J. J. and Mrs. Dennert, owners of the Broadway Shows of America, who was graduated from Dennert's High School, Covington, Ky., on June 13 at exercises held in the school's auditorium. Dennert's shows have been playing in Ohio.

Weather Hampers E. J. Casey Shows On Canadian Tour

LOWE FARM, Man., June 17.—E. J. Casey, of the shows bearing his name, said here last week that his organization was gross there one of its worst seasons to date, with cold and rain at every stand played. Shows opened in St. Vital on May 10 to rain, which has dogged them for the past month, even during the Royal and queen's visit to Winnipeg, where the organization had a good location on Portage avenue. Shows contained 18 cars to help police the highways during the royal visit.

Organization has been repainted under direction of Speedy Brooks and Frank Wilson, and numerous improvements have been made, including a new entrance arch and light plant. Roster includes Tee-in-One, Prof. Jean Valjean, mahogany; Bell family, knife thrower; Lottie Jacobs, illusionist; Bubbles Green, trained pigeons, and Bob Drysdale, talker. Snake Show, Paddy Mahoney, lecturer, and J. McNeil, Ferris Wheel. Art Casey is in charge of concessions.

Arena Chalks Good Sharpsville Gross

SHARPSVILLE, Pa., June 19.—Arena Shows, opening on the season recently in Fresh Pa., under management of Edward M. Dietz Jr. and Henry Morrison, wound up a week's stand here last Saturday to excellent results, reports Harry Dodge, publicity agent. In addition to Morrison, Dietz and Bell staff includes Harry Clark, Jack Wirth and Edward M. Dietz Sr., ride and lot superintendent.

Tee-in-One has been working to good results and audiences have been crowd of snakes here, while Smithbilt Cookhouse added a new semi-trailer. Bert Nabo bought a new top for his agent, Bernie McClure, and Harry Reeves has six

(See ARENA CHALKS on page 68)

Showmen's League of America
165 W. Madison St.,
Chicago, Ill.

CHICAGO, June 17.—Few visitors appeared at the Palmer House during the week. Pete Kortes and George Johnson, of Beckmann & Gerety Shows, here on business, dropped in for a visit. Jerry Whitz, back from Goodman Wonder Shows, again is seeing daily visitors. Hoppie Paul Herold and B. P. Tweitlick are still in the American Hospital. Chairman Whitey Lehner, of relief committee, making regular visits there. Colonel Owens and Tommy Hankins are still confined in their homes. Bill Carsky left on a business trip to Michigan. Lew Keller and wife, accompanied by secretary and Mrs. Joe Streibich, pointered to Milwaukee to visit the Beckmann & Gerety Shows.

Chairman Arthur R. Davis is busy with campaign literature for the proposed special to Toronto in November. Regulars at the rooms each day are Morris Rosner, M. J. Doyle, George Bye, Irving Mallis, Julius Wagner, John Lempert, H. Meithis and Joe Murphy. George W. Johnson, of the United States Tent Co., visits frequently. President McCaffery left on a business trip for the Amusement Corp. of America, and Nat Mitsch is still undecided as to when he will take to the road. Final notices of dues have been sent to all who are in arrears. Secretary Streibich hopes you will give this mail your attention when received. September 1 is the beginning of 1940 on membership cards.

Sam Bloom, Jack Benjamin and Zebbie Fisher have been visiting the various shows playing this section. A reminder: Please keep in mind the fact that all applications accepted from this date forward a plus membership card will be issued. Lou Leonard advises he is still with the Buffalo Bill Memorial Exposition. Please send in notice of your change of address.

Vagabond Building Coach

NEW MUDDON, Mich., June 17.—Vagabond Church Mfg. Co. has been building a coach of new design called the Model 20, officially dedicated June 11. It feel long over all, with a 20-foot body and is designed for the front and rear rooms, with two wardrobes and mirror doors, which swing forward. A special feature is the new double floor, insulated with air space to keep dampness out and warmth in, which is being built into all Vagabond trailers.

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Ritzville Stand Is Fair For Scott; Roster Listed

RITZVILLE, Wash., June 17.—Ollie Inclement weather prevailed here all week. Scott Greater Shows opened up at the annual Farmers' Picnic here last Saturday to fair results, reports Bill Cochrane. Roster includes Vic Clarke, electrician, mechanic and lot man; Jerry Jones, Side Show; Bill Cochrane, manager and talker; Don Warnick, tickets; Ken Rice, ticket seller; Jack Allen, Wright, James; Orri Show, E. Penny, talker; Admiral Joe Baker, manager; Gus Parker, talker. House of Mystery, Bill Williams, manager; Ken Rice, talker; Jack Allen, Wilkerson, operator.

Concessions: Hoosier, Mark Woods. Hall store, Junior Driveaway, making grind store, P. E. Walker, owner; Jack O'Lord and George Philips, agents. Candy floss and pop corn, R. C. Williamson. Cigaret gallery, Margaret Dudley. Ball game, Bob Moser, Adelaide Joe Baker, manager. Crookhouse, Floyd Murphy, manager. Cowboy Metzer, dancer. Pitch-till-you-win, Walker, owner; Phyllis Walker, agent. H. Penney, operator.

Rides: Ferris Wheel, Jonny Card, foreman; George Dudley, tickets; Swede Holander, assistant foreman. Jeep, Phyllis Wheel, Carl Jackson, foreman. Merry-Go-Round, Elmer Murdock, foreman; Edgar Barnes, tickets.

Showfolk Honor Gooding At Party in Ellwood City, Pa.

ELLWOOD CITY, Pa., June 17.—Rides, games and concessioners on A. W. Gooding Amusement Co. tendered owner A. W. Gooding a mammoth surprise party in celebration of his 51st birthday anniversary on June 1. Present, under whose auspices the shows appeared here, donated their clubrooms, dance floor and p.-a. system.

Festivities got under way with entrance of Mr. and Mrs. Gooding into the rooms, and following a salute to owner Gooding there was dancing with Tom Dowden's Western Jamboree Orchestra furnishing music. Gooding finished opening his last present, refreshments were served.

Those in attendance included Mr. and Mrs. A. W. Gooding, Mr. and Mrs. Floyd Church, Mr. and Mrs. Frank Pugh, Germain Burgess, Mr. and Mrs. T. B. Clawson, Mr. and Mrs. T. B. Berry and daughters, Mr. and Mrs. Ed Gaffney, Mr. and Mrs. Ingman and daughter, Lucille; Mr. and Mrs. W. E. Bell, Mr. and Mrs. Tom Bell, Mr. and Mrs. Gross, Mr. and Mrs. Elmer Wendell, Mr. and Mrs. Albert Wendell, Mr. Lowe and son, David; Jay Ramsdell, Richard Gardner, Charles Pitts, Ralph Davis, Lester Little, Harold Breen, Charles Bohn, Bob Mason, Charles Pike, Thomas McCreek, Louis Berry, Ike Napper, William Welch and Jack Vogel.

Ed Graves Fatally Burned In Trailer Fire in Indiana

LINDEN, Ind., June 17.—Ed Graves, 68-year-old concessioner, died in Culver Hospital, Crawfordsville, Ind., on June 10 as a result of burns sustained on Wednesday in a fire that trapped him in the living quarters of his trailer home shortly after arriving here for the Linden homecoming. Frantic attempts he was pulled from the blazing trailer by Pete Comstock, Linden firemen, little hope was held for his recovery.

Before being rushed to the Crawfordsville hospital Graves was treated by a local physician, who said the victim sustained second and third degree burns. Graves' wife was reported to have been burned about the hands, but her injuries were not serious. It is stated Cause of the fire has not been determined.

Imperial Tents Damaged In Freak Storm in Illinois

JACKSONVILLE, Ill., June 17.—A heavy wind and rainstorm swept into this city on June 10 demolished three tops and did considerable other damage to the Imperial Shows, playing here. Loss was estimated at $1,500. Wind also wrecked the marquee.

Storm, freakish in nature, struck half the shows and tore away all tents on one side of the midway and leaving the other side unscathed. Force of gale was so strong it uprooted and bent some cases pulled heads from bolts holding transports.

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NATIONAL SHOWMEN'S ASSOCIATION
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New York.

NEW YORK, June 17.—Brother Joseph H. Hughes is a daily visitor to the clubrooms and is enthusiastic about the hockey and cemetery drive. Joe says: "Never before has such an array of valuable prizes been offered for a drive. The all-expense vacation awards represent a aggregate value of over $2,000. The books, together with complete data, are being mailed to members. All awards will be announced at the banquet November 10 at the Commodore Hotel.

Lew Dufour, temporary chairman of the banquet committee, and Vice-Chairman Sam Rothstein anticipate an attendance of over 1,000 and advise all to make reservations early. The tickets, priced at $5, are moving rapidly, and Grand Secretary John M. Liebig has already received many checks in the mail. Seating arrangements call for 10 at a table, and several table reservations are being made.

Brother George Bennett, of the refreshers' committee, is instructing over 40 members of the Ladies' Auxiliary in parade drill at weekly meetings in the clubrooms. Treasurer Jack Greenspoon announces the opening of his large malt bar in Brooklyn. Custodian Harry Schwartz has returned from an extended trip to a number of states and reports good business in most spots. Due for the fiscal year are payable July 15. New membership card, which is now in the hands of the printers, will be in World's Fair colors, orange and blue.

It is with deep sorrow that the club reports the death of Brother Joseph Frank Wadsworth, auditor of the Ringling circus, on June 15. Funeral services were held June 16.

Sick and injured: Brother Harry C. Baker, who has been confined to his home for a few days, but expect four weeks, is able to be up and around again. Brother Charles Wagner, of Hamburg, June 23; J. S. Powell, June 24; Harold A. Brooks, June 25; Johnny Kernagheil, June 24; John Lonsdale; June 25; Peter McCauley, June 26; Edward Lewis Clayton, June 28.

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married soon. reports G. W. Keegan. Helen Clarke has replaced her.

IT IS announced by the Duke O Shilling Shows that they'll stay out all winter in Georgia playing the Cotton and Tobacco route. Will you be with it?—Mike McCook.

PETE KORTZ, who has the big side show on Beckmann & Gerety Shows, and George Gordon Johnson, of the same show, motored into Chicago recently from Sandusky, O., and to spend a week end in the Windy City, where Mrs. Kortz joined them.

DAILY broadcasts utilizing show talent over Station KONE, Eugene, Ore., during Hilbrecht's Oregon Shows stand proved successful, reports Wallace Pellaton. Those participating included Everett Mitchell, emcee; Danny Barnett, Buck Weber, Maggie Morrison, Charles Soderberg, Delene Bennis, Billie Hitchey, Bob Perry and Ded Rustrel.

TINY GOULDBERRY cards from Somewhere, Pa., that he is not working the inside of the snake show on the Sam Lawrence Shows for Harry Kennedy as reported in a recent show letter of the organization, but has the girl and snake shows on the Midway Marvel Shows. Tiny says he's never been associated with the Lawrence outfit.

DURING the date in The Dalles, Ore., members of White City Shows paid tribute to Roy Green and Charles Hillman, deceased showmen, by placing floral wreaths on their graves in the IOOP cemetery plot on Decoration Day.

SEASONED troupers are never strangers in the show world. Wherever they go and, pick north or south, they are bound to meet someone who knows them.

"LEFT Greater United Shows in Lewiston, Idaho, on June 8 after being injured while presenting my act in Hugo, Okla., on April 18," writes Capt. George Webb, high net driver, from St. Paul, Minn. "Had three vertebras broken, and my back is in a cast and will not be able to work for remainder of the season. Visited J. J. Jones' Shows in Chandler, Okla., and Byers Bros.' Shows in Creston, Ia., and both make a fine appearance. Bill Collins, my rigging man, is with me."

VISITORS to World's Fair Shows during the Treedom, Pa., showing, reports Harry J. Waid, included Max Gruberg, World's Exposition Shows; Charles Sutton and B. H. Patrick, *The Billboard's* Philadelphia representative.

MEMBERS of Art Lewis Shows who recently visited the New York World's Fair included Mr. and Mrs. Gene O'Donnell, Christine Love, Bernice Kownfeld, Mr. and Mrs. Jack Kouaf, Al Rodgers and Mrs. Victor Lee.

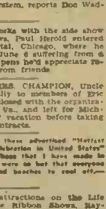
"HEAR ye-e-e! Hear ye-e-e! Hear ye-e-e!" How look at what we have started! Loud-speakers have just been installed in the courtroom of Allegheny Courthouse, Pittsburgh.

MRS. P. PERCY MORENCY, Art Lewis Shows, and her Spotted, J. W. Hoover, Dallas, were among recent visitors to the New York World's Fair. They had as guest Skipper Campbell, son of Drummer Jack Campbell, of the Vanities Shows.

LAST YEAR side-show manager on Hildebrandt Shows (Greater) and previously with White City, Brownsville, North Coast, Sheesley Bros., Ben Dwyer, Burke Shows, Lawrence LaGonde is now on Clark's Greater Shows.

TICKETS are a showman's stock in trade. Forms must be placed where they will bring returns. Too many passes to every Tom, Dick and Harry soon changes them and make them looked upon as valueless.

G. W. POTTER, in business with L. E. Lewis, Lewis Bros. Shows, Ottumwa, Ia., fitted all feature midway attractions on Crowley's United Shows with a



G. O. BUCK (left), general manager of the shows, and Ben Dwyer and David B. Endy, president of the Frisco Shows, as they appeared during the latter's recent visit to the Buck organization's big wagon. Photo furnished by John Wilson.

load-speaking system, reports Don Waddell.

AFTER five weeks with the side show on Conklin Shows, Paul Herold entered American Hospital, Chicago, where he was operated June 8 suffering from a severe cold. He pens he'd appreciate receiving letters from friends.

JACK AND MRS. CHAMPION, Uncle Si and Aunt Sally to members of Eric B. Hyde Shows, closed with the organization in Pittsburg, Pa., and left for Michigan and a brief vacation before taking up their contracts.

JUST which of these advertised "Hottest Fourth of July Celebration in United States" is the hottest? Those that I have made in the last six years were so hot that everyone went to parks and beaches to cool off.—Claude Neon.

ONE of the attractions on the Life Show with Blue Ribbon Shows, Bay-Bayette, has freshened making some new wardrobe for the organization with the assistance of Peggy Burns, ball game operator for Mary Anne Alexander.

HAZ TERRILL, pencils from Wichita, Kan.: "Because of present weather and conditions I will not return to the road until about the end of July. I'm now operated in Old Heidelberg night club here, doing a Guy 'Mac number."

SON of the owner of Walter Savidge Amusement Co., Walter Savidge Jr. recently received his bachelor of science degree in the business administration department, University of Nebraska, Lincoln, on June 8.

THESE all-light outfoot frame are becoming popular with carnivals. Mrs. Jane Delabia, all-star catcher for the Hornets, married women's team on the Johnny J. Jones Exposition, asked, "How can I be fairer when the batter is going to make the hole?"

MRS. LEVENA HAWORTH, of 213 Watt street, Jeffersonville, Ind., asks that anyone knowing the whereabouts of her Irene Prouty Kellen have her contact Mrs. Haworth at the above address. Mrs. Kellen's mother is seriously ill.

ELIM RUSSELL, Black Gold and Leon Long, all well known to carnival folk, report that after finishing at the rodeo in Cheyla, N. M., they will be on location for a film company in Santa Fe, N. M., beginning June 19 for one month.

REVELATION OF SEX, answer attributed to Carl J. Lauther's Oddities with Johnny J. Jones Exposition, features Claude Claudette, Beverly and Billie (Hap) Burke. Show is presented in a separate top and features new drapes and neon illumination.

MRS. MARTHA WARREN, who, with her husband, operates the sneakhouse on Pete Ammon's Shows, underwent a serious operation in John Warner Hospital, Clinton, Ill., reports R. W. Wade. She would like to read letters from friends, he adds.

"JUST returned from a visit to Pusan United Shows' home," pens Ira (Slim) Pate from Cincinnati. "Thomas Purnell, owner-manager, is doing a good job and shows are clicking. We are assembled a capable staff and is fast building up a good reputation."

GAYE & Sawyer Shows certainly believe in keeping their equipment in A-1 shape. They carry one of the largest repair departments on the road, two painters, three mechanics and four canvasmen.—Maggie Machine Mazie.

BILL (SWING) OWENS, ride man, talker and semi-trailer driver with carnivals, is in Bryan, Tex., recovering from illness which confined him to his parents' home there since January. He cards he'd like to read letters from friends.

HAVING closed as press representative with Gooding Greater Shows in Chillicothe, O., Harvey (Doc) Arlington joined Tye Hoover's Motor City Shows as secretary and treasurer. He'll also handle special press work back with the org during celebration dates.

WHILE Art Lewis Shows were playing Hawthorne, N. J., Mr. and Mrs. Zinke Madigan entertained many friends, who drove from Bridgeport, Conn., Mrs. Lew Sage and children, Linnie and Ann, returned to the Lewis contingent in Hawthorne after visiting with friends and relatives in Bridgeport.

MANAGER John H. Marks, Business Manager James M. Raftery, Percy and Nellie Sink and other members of Marks

EVANS' HIGH STRIKER
HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!
PERFECTLY LEGAL EVERYWHERE!
A lively baby money-maker! Indispensable for Parks, Fairs, Pavilions, Carnivals, Homecomings . . . wherever people gather out of doors!
Evans' Striker has more flash—gets the crowds! Strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported. Included are standard with steel channel track, base and striking beam, 10" brass gong, nickel-plated tool stand, throws, brass and mallet.
2 Sizes
28 Foot.
36 Foot.
EVANS' ALUMINUM MILK BOTTLES
Start on the Blackboard Jungle! Demand Bottles. Bottles like falling glass when knocked over, smashing the pins behind. Unbreakable. Natural Unbreakable. Complete Catalog of Games FREE! Line of Amusement Devices.
H. C. EVANS & CO.
1376-1394 W. ADAMS ST., CHICAGO
See Our Ad in Coin Machine Section

Gate Crasher Hyder

ALBEMARLE, N. C., June 17.—An amusing incident occurred last week while the circus Sapeculum Shows were playing here under VFW Post sponsorship. When the Eli Bridge Co.'s (Goodwill) Ambassador, Glenn L. Hyder, tried to enter from the rear end of the midway, an over-zealous watchman stopped him, but because of Hyder's 7-foot 4-inch height, and 300 pounds, the watchman thought things over carefully and then called Orney W. J. Bunte, who straightened matters out to Hyder's satisfaction, plus plenty of hearty laughs all around.

PROVEN MONEY MAKERS
LOOPO-PLANE—OCTOPUS—ROLLO-PLANE
Leading All Sales for 1939
With the Octopus and Rollo-plane Rides, Blue Yarn Whirlpy Fun & Golden Gate International Exposition, San Francisco.
Write for Information.
EVERLY AIRCRAFT CO., SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
European Suppliers: LUSSE BROS. Ltd., Blackpool, Eng.

POPCORN
South American Yellow and Jap Mushroom—In Excellent Popping Condition
Warehouse Stocks: Mt. Joy, Pa.; Binghamton, N. Y.; Utica, N. Y.; Boston, Mass. For Free Samples and Delivery Prices, write to
REIST SEED CO.
LANCASTER, PA.
GROWERS PROCESSORS

IMPROVED Saratoga Kettle Poppers
12-qt. popper
14-Comp. 12 Quart Adaptable
$14.00
CONCESSION SUPPLY COMPANY
5406 W. Gunnison St., Tonsor, Chgo.

Candy Floss Machines
Money-duplicate and double glycose bowls, handle, ribbons, parts. Only the best. Write for prices.

CONCESSION TENTS

Give Measurements or Indicated BUY from Factory SAVE Money

POWERS & CO., Inc.
26th and Reed Sts.
Phila., Pa.

QUALITY POPCORN

All varieties of new crop Pop Corn popping better than in the best several years. Remember shipments are made from Chicago, Illinois, Omaha, Nebraska, Los Angeles, California, Ft. Smith, Arkansas, Ft. Worth, Texas, Memphis, Tenn., Jacksonville, Fla., Norfolk, Va., Richmond, Va., Baltimore, Md., Philadelphia, Pa., Trenton, N. J., Newark, N. J., Boston, Mass., Providence, R. I., Hartford, Conn., Springfield, Mass., Albany, N. Y., Buffalo, N. Y., Rochester, N. Y., Syracuse, N. Y., Utica, N. Y., Binghamton, N. Y., Scranton, Pa., Wilkes-Barre, Pa., Pittsburgh, Pa., Cleveland, Ohio, Detroit, Mich., Toledo, Ohio, Cincinnati, Ohio, Indianapolis, Ind., Milwaukee, Wis., Minneapolis, Minn., St. Paul, Minn., Duluth, Minn., Sioux City, Iowa, Des Moines, Iowa, Omaha, Neb., Lincoln, Neb., Kansas City, Mo., St. Louis, Mo., Springfield, Mo., Wichita, Kan., Oklahoma City, Okla., Tulsa, Okla., Dallas, Tex., Ft. Worth, Tex., Houston, Tex., San Antonio, Tex., Shreveport, La., New Orleans, La., Birmingham, Ala., Atlanta, Ga., Jacksonville, Fla., Miami, Fla., Tampa, Fla., Norfolk, Va., Richmond, Va., Baltimore, Md., Philadelphia, Pa., Trenton, N. J., Newark, N. J., Boston, Mass., Providence, R. I., Hartford, Conn., Springfield, Mass., Albany, N. Y., Buffalo, N. Y., Rochester, N. Y., Syracuse, N. Y., Utica, N. Y., Binghamton, N. Y., Scranton, Pa., Wilkes-Barre, Pa., Pittsburgh, Pa., Cleveland, Ohio, Detroit, Mich., Toledo, Ohio, Cincinnati, Ohio, Indianapolis, Ind., Milwaukee, Wis., Minneapolis, Minn., St. Paul, Minn., Duluth, Minn., Sioux City, Iowa, Des Moines, Iowa, Omaha, Neb., Lincoln, Neb., Kansas City, Mo., St. Louis, Mo., Springfield, Mo., Wichita, Kan., Oklahoma City, Okla., Tulsa, Okla., Dallas, Tex., Ft. Worth, Tex., Houston, Tex., San Antonio, Tex., Shreveport, La., New Orleans, La., Birmingham, Ala., Atlanta, Ga., Jacksonville, Fla., Miami, Fla., Tampa, Fla.

SYRACUSE POP CORN MACHINE & SUPPLY CO., INC.
SYRACUSE, N. Y.

CARNIVAL SPECIALS

$6.75 Mach Bum Gum Machines, Dozen $6.75
$9.75 Blue A Dog Vend Gum, Gross 9.75
$12.50 Mach Bum Vend Gum, Gross 12.50
$6.25 Mach Bum Vend Gum, Gross 6.25
$4.50 Mach Bum Vend Gum, Gross 4.50
$2.00 Mach Bum Vend Gum, Gross 2.00
$2.00 Mach Bum Vend Gum, Gross 2.00
$2.25 Mach Bum Vend Gum, Gross 2.25
$6.75 Mach Bum Vend Gum, Gross 6.75
$3.75 Mach Bum Vend Gum, Gross 3.75
$3.75 Mach Bum Vend Gum, Gross 3.75
$2.25 Mach Bum Vend Gum, Gross 2.25
$2.25 Mach Bum Vend Gum, Gross 2.25
$4.75 Mach Bum Vend Gum, Gross 4.75
$4.75 Mach Bum Vend Gum, Gross 4.75
$4.75 Mach Bum Vend Gum, Gross 4.75

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Carnivorous, Mich.,
Week ended June 17, 1939.

Dear Mister:

Unheralded, unwitnessed and unannounced, the five sections of Ballyhoo Bros.' Goldleaf Special with-dated this town. Arrival at Belle Isle with our steam calliope blasting while loaded on the flatcars, brought to the depot hundreds of amazed natives who didn't realize that we were there to stay and not just passing thru. Even the depot agent was surprised, as he went off duty as soon had reached him. Due to shortage of trackage the five sections were unloaded on the main line and then transferred to several other small towns within a radius of 100 miles.

Only two sidings ran alongside of the main line and our arrival with only one of them loaded with cars of shows and rattle. Ample room alongside of the stock cars remained for the parking of our palatial Pullmans. Before getting up permission to park the show coaches a meeting of local stock railmen was held, to debate whether the noise from our cars would interfere with the peace and quiet of the live stock. Manager Pete Ballyhoo took the Boss on behalf of the show and quickly convinced the breeders that both parties interested would feel very much at home.

With this settled, the big task of renting a lot and booking a committee was under way. With Harry Hoffman, the boss decided to play under the billy-hoo. Only the manager objected. It is strongly that it seemed as the we were due for a layoff. Jeff Jake Blizzard, the show's quick thinker, told the mayor in confidence that we were expecting repairs on the lot that Friday, and the city were in for a world of publicity. Going for it in the right way, he can give free lot, water and license, provided that a real king and queen would make their appearance Friday night.

Monday's opening was made so close to the cattle not having been shipped and sold. (City council objected to our free show and the glamorous of sickness and pitched it closed or changed, saying "It is not an educational exhibition." Again our quick thinker came to the fresh and sows located in the area of sheriff and the mayor, who were home from siding on their respects. So the show opened with an all-collegiate goldfish-gloming exhibition and to big crowd.

On Tuesday, Wednesday and Thursday the show just stayed even. Most of the relative time was occupied in decorating the town for the arrival of the king and queen. Entire city was draped from a cow town to one of regal splendor. Banners, flags of all nations and bunting were seen covered the dusty stores and houses. Friday arrives clear and warm. At 8 p.m. our sound truck drove thru the streets announcing arrival of the king and queen. Thousands thronged the lot and surrounded the speakers' platform, waiting for the royal couple to appear. When the Ballyhoo stepped up stage and presented Grease Burner Bill, the Hamburger King, and Lizzie Schmidt, the Ball Game Queen, the roar started. But not the natives become that their pet admiration were quickly kicked back. Then the mayor revoked our license, causing the show to lose the last two days. We are still waiting to hear from our agent. When he reaches our route in *The Billboard* he should come on.

P. S.: Pete Ballyhoo was rushed to the hospital early Sunday morning suffering with a broken leg and bruises, sustained in checking out of his room on top floor of the hotel. The parachute didn't open.

MAJOR PRIVILEGE

ARENA CHALKS—

(Continued from page 64)

cessions on the organization. Charley Chase and Jakey Miller repeated a good performance on the concession. Martin, of the animal show, is breaking in a new act. Dick Proctor mounted the rider, purchased a new motorcycle recently. Mr. Dave Ringling was here and returned from a fishing trip with a great catch.

Russell Smith's Curl Revue added two performers, and Mr. Curl's confectionery stand was surrounded by boys and girls with candies and sweets. Harry Beck, who has the photo gallery, purchased a new trailer. Julius Rosenburg and the Hamburger stand. Bill Smith reports an enjoyable visit with the arena boys. Mrs. Bolen' dart stand is clicking.

CLUB MEMBERSHIP—

(Continued from page 64)

were balled. Silence hung heavy over everything. Suddenly the notes of a trumpet heard and the rest eternal time of "taps" filled the air. The show people on top heard and stood in silent prayer, lights went on, the whistle blew and the show started with "barking" continued once again.

Sunday afternoon I was interviewed what it was all about, but the showfolk knew that one of their own had departed this life and that the respects to the deceased in true showfolk fashion. It was an occasion that will be death nevertheless. This performer's body was brought to Chicago and buried with honor in Showmen's Rest, the cemetery beneath of the Showmen's League of America.

QUERY: What if there had been no Showmen's League of America and other showmen's club to care for the remains of the performer who died long years on the road had gotten out of the hospital, instead of dying there? Perhaps a grave in a dismal potter's field or worse, the cold marble table in a dissecting room of a medical school.

It behooves those in good circumstances to join an organization, even the poor may never need its help further the charitable work done by it.

Joining Showmen's League of America has consistently taken the stand that every showman high or low should belong to a recognized showmen's club. By joining he helps others and himself as well knowing that "rainy day."

Show owners should encourage membership in a show organization. The cost is so small that payment once made would not be missed. In addition to actual benefits obtained, much pleasure and satisfaction can be had from belonging to an organization whose members all have the same interests. No one can successfully deny these simple truths.

I approached for membership in a showmen's club think twice before saying "No." If you are showman member be sure your current dues are paid. It pays.

New ELECTRIC CORN POPPER

Make up to $5 to $50 daily earnings!

Lowest Priced Electric Popper on the Market

Get in the popcorn business now and CLEAN UP!

Where else can you make more money than in selling Popcorn? Everybody's crazy about it. Popcorn sales are at all time high. Popcorn crowds are always swarming with customers and it's almost all clear profit. Popcorn sells for nickel in dollar quantity. Just 1 cent for 5 generous servings of your own to get rich.

30 DAY FREE OFFER!

If your order reaches us within 30 days—we will ship you the Electric Popper, Kettle, 5 Gallon Oil Can, Scoop, Salt Shaker, 5 Lbs. C. O. P. Popcorn and 5 Lbs. Popcorn Salt, and 100 Bags. Use it 30 days, if not entirely satisfied, return popper, property and back to pay $39.50 balance of cost. Only customers pay the price popper and shipping.

GET STARTED NOW.

SALESMEN Write for PROPOSITION

DOES WORK OF $300 MACHINE! TURNS OUT 100 BAGS AN HOUR

POPS A BATCH IN 3 MINUTES—WET OR DRY.

Its simplicity is one thing you will like about the EXCEL. Its durability is another. Its economy is another. Its speed is another. Its ease of operation is another. Its quality is another. Its ease in the care and maintenance. Makes a batch of popcorn in 3 minutes—and one batch of 4½ pounds of popcorn, popped, makes 100 bags of 5¢ popcorn. Its power is 1 horse. Requires no premium repairs. The sufficiently inclined rear end visible sure popping keeps the popcorn from the sides.

FULLY GUARANTEED.

Among the 31 important improvements incorporated since last year, triggered, automatic, safety, electric lighted and beautifully decorated with gold-striped trimmings and gold stencils. Brilliant Ivory Enamel Finish. Kettle Ivory Enamel. Time has earned, and 1939 needs, not just a popper, but a popper that is a money maker. Only one popper meets the requirements—the EXCEL.

ALSO BARGAINS IN REBUILT MACHINES.

EXCEL MFG. CORP.

Dept. B-59 Mundie, Indiana

14 Fairs GRUBERG'S WORLD'S EXPOSITION SHOWS, INC. Playing 14 Fairs

CAN PLACE FOR LONG SEASON—Bell-a-Plane, Scooter, Rocket or Show Truck.
WANT—Hawaiian Show. We have complete new frame up; not prefer one with own transportation. Also Hawaiian party that knows how to run a Tents Show.
WANT—Organized Plant Show with Band. No Junk. We have complete new frame up.
WANT—Manager for beautiful trained Snake Show. Prefer one with own snakes, or will buy snakes for reliable party.
WANT—Manager organized Circus Side Show. Will book or furnish complete new outfit.
CAN PLACE—Fashions, Class Manager or any up-to-date Grind Show. Also Ball Game Operator.
WANT—Two more Ballyhoo Shows. Also Ball Game Operator with trained Midget Show.
WANT CONCESSIONS—Legitimate Grind Stores are on all concessions. Also Agents.

WILL BOOK PONY RIDE.

Our Fairs and Celebrations

Week of Aug. 7—Tonawanda, N. Y., Firemen's Centennial.
Week of Aug. 14 to 22—Rochester, N. Y., American Legion Exposition.
WEEK OF AUG. 28 TO SEPT. 9—N. Y. STATE FAIR AT SYRACUSE, N. Y.
Week of Sept. 11—Concord, N. C., Fair.
Week of Sept. 18—Tarboro, N. C., Fair.
Week of Sept. 25—Lumberton, N. C., Fair.
Week of Oct. 2—Clinton, N. C., Fair.
Week of Oct. 9—Beaford, N. C., Fair.
Week of Oct. 16—Wilmington, N. C., Fair.
Week of Oct. 23—Durham, N. C., Fair.

Two more Fairs will be announced at a later date.

Wire MAX GRUBERG, Manager, Utica, N. Y., until June 29. Oqdensburg, N. Y., Celebration, sponsored by the city, July 1 to 8.

WANT ---- COLUMBUS, O.
BIG SUMMER FESTIVAL

LOCATION, RIVER FRONT, CENTER OF CITY—JUNE 26-JULY 1. Inc.
Auspices O. A. V. of W. W.

CAN USE FOLLOWING CONCESSIONS: Hoop-La, High Striker, Cigarette Shooting Gallery, Balloon Darts, Cane Rack, Pan Game, Wire Insnaky, Peanut Machine, Novelties, One Car Rack Ball Game, One Hitch Battle Ball Game and other Ball-Throwing Games. Eating and Drinking Privileges, Ice Cream, Popcorn Confiard, Waffles. Splendid opportunity for several GOOD Shows.

COMMUNITY 4th OF JULY CELEBRATION, CITY PARK, Chillicothe, O., to follow July 3-8.

THE F. E. GOODING AMUSEMENT CO.
BOX 286, COLUMBUS, OHIO.

WEATHER HAMPERS—

(Continued from page 64)

Brooks and George Wastie. Aerophane, John Shiln, Kelly Nemeth, Merry-Go-Round, W. Blakesley, C. Rockwell.

Concessions: Binge, Lee Borland and Red Greene, Pitch-Till-Win, Curtis Bazan, Milk Spill, A. Kenny, Jingle board, Joe Cline and Jack Allan, Parrot Pickout, Bill Phillips, Mouse game, Harvey Oratine and Alex Innes, Pushpond, Ted Casey, Darts, Jack Lynch, High striker, Shorty Shawhuck, Poppguns, Bill Whitehurst, Hoop-La, Jack Bailie and Bob Kerslake, Ball toss, George Cirr, Keith Pack, Hitler Ball, Photographer, Dick Mills, Grab, Mr. and Mrs. Lawless, Wire Insnaky, Mrs. Velich, Night watchman, Ernie Willis. Electrician, Percy Lalet.

B & G PREPARES—

(Continued from page 64)

stipulated week. Incidentally, the Day Place show will be housed in a new top, Davenport, Ia., on a river front, location opened to a good business, but several severe storms marred the grove a bit. Mr. Carthy Commission Co., which is handling the new Rock Island to Davenport bridge, has very generously given the show. Ramp of the new bridge will cross the show lot, where a temporary material was stored. So much, in fact, it was considered impossible to get the show on. However, rather than work any hardship on the show or deprive the citizens of their amusement, Mr. McCarthy firm cleared the lever, at a great expense, to Davenport, so that the show could go on.

Dr. E. J. Palmer spent many evenings on the shows during the two-week stand in the Quad Cities. Marie Brokaw and daughters, Jane and Sea, spent several evenings visiting friends.

How To Get More Newspaper Publicity

By C. A. UPCHURCH, Jr.

ONE of the most dangerous and least excusable practices in show presagentry came to the fore with habitual impudence last year. Show publicists set a new low when, in an unusually large number of instances, they left a town and brazen in *The Billboard* and elsewhere about how much newspaper space they got. There were numerous signed letters in which press agents practically gloated. "Boy, did I pull one over on the papers in that town!" and maybe they went on to recite how they talked the editor out of a stereotype and two pictures on page one, art story day, etc.

Well, it's all right to feel good after giving a capable performance in the press. But it's mighty poor taste to boast in print of your accomplishment, thus giving off the many newspaper man who read *The Billboard* to the idea that you think lightly of their co-operation and regard them as little short of suckers. Some objection was raised by kewl-headed press agents at the time these boastful, personal plugs began to appear with regularity, but the custom prevailed until the end of the season. And a lot of press agents will be surprised this season when, dubbing in a new town, they are confronted toward space-grabbers, they hear the felow behind the city desk say, "Well, I gave a lot of co-operation to one of you guys last summer, and he went off and bragged about what a chump he'd pulled out of me. Our space is sort of tight right now."

On Plugging the Boss

With the carnivals and circuses out of winter quarters, now is a good time to think of remedying last year's errors and improving the press's relations with the press. I have decided every fault on both sides of the desk many years. On the editor's side the stuff has looked good, indifferent and bad—mostly bad and never excellent. On the press agent's side it's been mainly a matter of planting the most words possible regardless of how carelessly they have been arranged, and hoping devoutly none of it will get into the next issue.

There are a number of simple steps which a press agent can take to make his task more pleasant and a greater credit to himself and to his show. Practically all of these steps concern the preparation of copy. Others involve his personal behavior in dealing with the press and his policy. A press agent should set a high standard and adhere to it.

On a level with personal glorification is continual plugging of the boss. I've read countless yarns telling what a great showman the boss is and how he stands in the esteem of his employees because he pays off every week like clockwork. Everybody I know taken a job expecting rightfully to be paid regularly without having to chark the boss under his chin or scratch his back. At any rate, it's past understanding how various plugging of the boss enhances a press agent's value to the show. If a story about the boss seems in order, which is rarely the case, consider whether the yarn is newsworthy and whether it will be a credit to the show before you rush it into print and school space that should be telling about the boss's or your free acts or Sunday Day. How many of you now are mimeographing stories about the boss? How many of you think the public is more interested in the boss than in his show? And how many think the newspaper will continue to sweat you in inflating the boss' ego so that he'll think you're hot stuff?

Put your time and talent on the real object of press-agentry, which is publicizing the show in a legitimate, workmanlike way. If your stuff gives a crowde the boss will know you're producing. If you prefer to publicize him, however, just demand the show and put the boss in a pit. This will cut expenses and you can have whatever publicity he or the other attractions draw the customers.

Scrapbook Is a Liability

Scrapbooks don't mean anything any more in newspaper offices. Time was when a press agent in a home-blanket town, with a professional delight in his tie and a big cigar distorting one corner of his mouth, could breeze into a newspaper office with his scrapbook and make one hell of a big impression. It's not that way now. Editors are sick of the man who lugs a scrapbook around. He's likely to consume too much of their time and bore them showing nice pictures and stories clipped from other papers over a period of months. They figure the copy he's paid to hand them should stand on its own feet. It's a reflection on the intelligence of the editor of the Podunk Bugle if he's so keen on the size of his paper to expect him to jump at the chance to fill his paper with copy because a larger paper gave you space. Show him what you got in Buffalo, Boston, Dallas and Milwaukee, and he'll merely want to what all that has got to do with his paper and his policy in dealing with shows. No press agent ever irked me more than this attitude that fairly shouts, "You're just small-town stuff, and look what I got from *The Philadelphia Record*." Rely on your copy selling itself as you go without having to dig into the past to show why your attraction deserves space. If you keep a scrapbook of your clippings since it for the edification of your boss in case he wants to know what you're doing and hasn't the time or inclination to scan the local papers.

The comparatively simple matter of preparing copy proves a stumbling block to many press agents. Most copy of every description that comes into a newspaper office is bad. Consequently, the harried editor humanely looks favorably upon copy that requires a minimum of his effort. Careful attention to style will make your copy look better to any editor in the land and he will bless you for your consideration. When you start to prepare your copy remember the editor must put a guide-line at the top and maybe mark the page on which the story will go. Therefore don't start writing at the top of the paper, but give him two or three inches of space. Don't attempt to write a head for your story. The editor will head it anyway and he sees fit. Keep those first few inches of white space clear of any writing whatever. Use plain paper and save your impressive letterheads for correspondence.

Points in Preparing Copy

Always double-space, or even triple-space, your copy and keep the margins short as possible. After completing the story study it carefully and trim out unnecessary words. Your editor will do it for you and maybe bungle the point you want to make. It's not the number of words that make a good story; it's the way you tell it. Try to tell your story in 300 words and don't exceed 500 unless the editor expressly gives you permission to shoot the works. Few readers will complete a show story over 500 words long unless it is a feature packed with interest. The editor will be grateful and will give you better cooperation if you keep your copy short. Most publishers are running tight papers now because of the rising cost of news print, increased manpower and other labor and other factors that demand economy.

After you have written your story and typed it, read it over. Make sure you so your copy will be clean when you hand it in. Be sure that you've given the most important facts in the first two or three sentences, because a good, newsworthy story is the way for publication of your story. Don't submit it to the editor until you are satisfied that you have done everything in your power to present a story that will not need to be rewritten. When you change typewriters don't get a machine with eccentric or small type faces. Use a machine with large, plain type that the editors and linotype operators will not have to squint their eyes out to learn what you are trying to say. Don't keep your typewriter in repair so that a broken "T" or a missing "e" will not mess up your copy.

Newspapers appreciate good photos and mats, especially if the lines are well-defined. Most cut lines have to be rewritten because press agents make no attempt to follow any standard arrangement of the cut. Do not exceed your lines be pasted to the back of a mat or photograph. Clip the cut or picture together. If it is a two-column mat, write a snappy top-line and mark it for a two-column cut. Then, about two or three inches and write the lines to go underneath the cut, also marking these lines so that the cut will be placed in the art to go under the cut according to the top-line. This facilitates routing the material to the composing room. Place the top-lines and reading matter under the cut are set by different typesetters because of the amount of space between enable the copy cutter to send the lines to the composing room without waiting long to write one or both on separate sheets of paper. The best practice is to study the newspaper style of the paper and shooting for and make your cut-lines correspond to that style. Take a press proof of your cut and let an editor can see what you're asking him to print.

Co-Operation Is Appreciated

Offer to co-operate with the editor should a space-saver story break on the grounds or in any other way you can. Tell him you have arranged some good human-interest pictures if he wants them and invite him to visit you in the press wagon. If a news story happened to break be the first to call him. If your show is on a fairgrounds ask the editor if there is any help you can render outside of your regular duties. I recall one year when Gordon Thomas volunteered to handle the results of five-stock judging at our State fair. His assistance was a big help in a busy time. He never failed to get his stuff in the newspaper on which it worked, and this co-operation was mutual benefit has continued thru the years.

These comments have covered some of the mistakes made by press-agentry. Some others should be borne in mind, such as going into a newspaper office loose and slipping into the personal presenting a clean-shaven face and a tidy front when making your appearance at the city desk; mentioning the fact that you've just left the business office (if you have bought advertising space) when submitting your readers; avoiding any impression that you're trying to overpay the editor for his co-operation and refraining from spending unnecessary time around the newspaper office. Above all, bear in mind that editors generally are very sensible and very sensitive people.

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FULL-DATE CARNIVAL SHOW LETTERS

Direct From the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Johnny J. Jones
(Railroad)

Washington, Pa. Week ended June 10. Auspices, American Legion Post. Weather, bad (after gust. Business, exceptionally good

This marked the show's fourth consecutive year here and under the same auspices. Conditions and business were exceptionally good and, altho rain set in the last two days, business held up wonderfully. Local press co-operated 100 per cent, showing the "Post" at the time to obtain art and copy in The *Washington Daily Reporter* and *The Daily Observer*, it was said. Johnny J. Jones, jr., returned home after graduating from high school at Orlando, Fla. Mrs. Cliff Bancroft returned after spending several days in a hospital at Pittsburgh. Harvey Wilson's new glass house is about completed. Mrs. Bertha (Tipp) McDonald celebrated her birthday anniversary here. Mr. and Mrs. E. R. Hunsicker, jr., proprietor of the Auld Hotel, tendered Mrs. Billy Wasserman a dinner in celebration of her 50th birthday anniversary. All show members were invited guests of the Hunsickers, the party lasting until early morning. Gene Nadreau seized as good will ambassador and spent all evening at a swell time. Another wagon and more lighting effects were added here. System data are being used to carry the new equipment.

STAN DeBELLE.

Goodman Wonder
(Railroad)

Des Moines, June 5-16. Location, fairgrounds. Auspices, Zo Da Zig Shrine. Weather, clear Monday and Tuesday; rain and cold Wednesday; Saturday matinee, light, account of morning rains. Business, fair.

Leaving Nebraska's capital after a week of fair business, this trimmer had a good and better going on the east side of the Missouri. Arriving Saturday afternoon, train was not unloaded until early Monday morning to avoid the usual Sunday automobile congestion at the fairgrounds. Weather man smiled on two days, then killed Thursday night. Twice, later in the week, rain interrupted the program to some extent, but not enough to spoil any night.

Town was well billed with counter attractions. Visitors included J. C. McCaffery, president of the Showmen's League of America; John F. White, secretary of Sioux Falls Pair; George Johnson, Sonny Bertsel and Sid James.

BEVERLY WHITE.

New England
(Motorized)

New Bedford, Mass. May 24-June 3. Auspices, American Legion Post. Location, Parker's Park. Weather, fair. Business, good.

Monday opened to large crowd, but Tuesday built Decoration Day shows could not open for matinee because of services being held by surplus veterans, day night grand crowd. Wednesday and Thursday were poor, with rides and shows getting little action. Attractions held up well for the 10-day stand. Friday and Saturday were good, with rides challing a good matinee.

W. J. Dowd and Phil McLaughlin purchased a new trailer and tractor for rides and Dorothy and Mister Ground Hog purchased for the new Ground Hog Island Mole's Way Ride did well. Date was the Modern Tent Show, Inc., Shows, co-sponsored, with Entertainment Committee Chairman Bernard Ryan and Commander Carl Pellack in charge, co-operated.

ROSS MANNING.

Modern American

Easton, Pa. Week ended June 10. Business, fair. Weather, warm, with occasional showers.

One night here was lost to rain. Jimmy Bidwell completed a new trailer, which will house and transport the light plant. Joe Sorenson purchased truck for his Chairplane. Curtis Edwards is training a new cookhouse Manager Jack Conner is optimistic about the season. Joe Heller, with several concessions, joined charms.

Recent additions include Paul Shoveln, photo gallery, shooting gallery and pitch-till-u-win; Bob Sorenson, girl show and kiddie ride.

C. D. Scott and Buddy Braden visited, coming from Hopkinton, Ky. The and Ralph Goldstein added several features to their corn game.

ROY WHITE.

John H. Marks
(Stepper cars and trucks)

Perkersburg, W. Va. Week ended June 10. Location, South Side Ball Park. Weather, fair. Business, good.

Making its first appearance here, shows opened to light business Monday night, but attendance gradually increased until Saturday, when 8,000 paid admissions were registered. With the Ringling circus as opposition on June 9 midway was crowded. Many of the Ringling troupers, including Terrel Jacobs and Theo Forstall, visited the midway. Paul Ballew, attorney, entered circus owner and manager, whose home is in Parkersburg, was a nightly visitor.

Gene Ingersoll, business manager of *The Morning News and Evening Sentinel*, visited several times and co-operated, as did his papers. Bob Sims, master artist, has finished decorating the showfronts. A new office wagon, built on a six-wheel semi-trailer, is under construction by Master Designer George Orlowski. Work by radio broadcast was held over Station WPAR Wednesday afternoon. S. A. (Bill) Kerr, general agent of the Art Deco Studios, visited. Club Chocolate minstrels is clicking under direction of Everybody's Amusement Service. Grant Swenson's concessions are doing okeh. Cookhouse had a big week here, as did the Octopus under Dick Smith's management. Chet Pates has Cash Miller on the front, and Mrs. Gertrude Miller as cashier.

WALTER D. NEALAND.

James E. Strates
(Railroad)

Exeter, Pa. Week ended June 10. Auspices, Exeter Fire Engine Co. No. 1. Weather, fair. Business, good.

Lot here was larger and accommodations better than for the past few weeks, but extremely dusty. Committee co-operated to keep it as good shape as possible. Monday and Tuesday attendance was fair, but Wednesday saw a large increase, with a slight drop on Thursday. Friday night picked up again, and Saturday's crowd was exceptionally good. Most of the shows did well, but the rides had a hard week. Ralph Wolfe's Motordrome topped the shows, and Wally purchased three young lions in Camden, Del., from Jack Bergman, and consequently made a personal effort to pose that a successful week was had. Cole Bros.' Circus played Scranton Monday night and Wilkes-Barre Tuesday night and many showfolk attended the matinee Tuesday among them being Al Campbell, Bill Barton and Mrs. Louis Powers and son. Mrs. Maurice Sutton also visited. All had a friendly chat with Mr. and Mrs. Joe Hayworth. Pearl Morrison visited Mrs. Sutton's home during her week.

Mrs. Ethel Baillie was in Savannah on business, and her brother, Fred Wade, was in town to operate the new Roll-o-Plane. A. H. Gallschel, with the Miracle of Life Show, entered the weekly meeting of the personnel. Robert Haines, with the Wyoming Valley Dry Cleaning Co., was a guest at the meeting and participated in the entertainment. C. W. Conrad came in for a few days, it being his first visit to the midway since the Charlotte date. Jack Hamilton, side-show manager-operator, began his duties here.

PAT BUCHANAN.

American United

Niagara, Mass. Week ended June 3. Auspices, American Legion Post. Location, Fair Grounds. Weather, windy and cold. Business, fair.

After a 350-mile jump over rough mountainous roads shows opened on schedule here Monday night to fair attendance, despite cold weather. Attendance increased nightly, excepting Saturday night when cold and rain prevailed. Bill Buckingham, Ferris Wheel foreman, reported good business. Big Show, with Midge Holding again in charge, took top money among shows. Outlaw Red Mason, manager of the shooting gallery, chalked his best business so far. Hoosie Jack joined here with his Tan-in-One. Bob (Dominic) Harvey, of the Kiddie Shows, Inc., entertainer now here, replacing William Bloom, who left for the Irish Shows. Visitors included Mrs. Dewey Booker (Wiggs).

Lewiston, Me. Week ended May 27. Auspices, American Legion Post. Locations, Pettis and Idaho streets. Weather, fair. Business, good.

Shows opened Monday noon for their best week of the year. Attendance thruout the week was good, with Friday, Celebration Day, best. Rollopiane, with Dutch West in charge, got top ride money, while Tex Gilman's Athletic Show was best among shows. Concessions did well, with Virgil Snow's bingo clicking for best week so far. Flying LeClaire, free act, continue popular. Polack Bros.' Circus, overhauling and painting, was here on Friday. Charleston, exchanged visits with the shows. Among visitors were Pocoline Hainsford and family, Billy Morsine and Mr. and Mrs. Red Pollard, of Patrick Shows.

Pasco, Wash. Week ended May 13. Location, Courthouse. Auspices, VFW Post. Weather, good. Business, fair.

Opening under auspices of veterans night was a severe wind and dust storm broke, leveling the Ten-in-One. Little damage was done, however. Despite the storm, attendance was good. Good weather and fair business marked the rest of the week. Tex Gilmsen's Athletic Show was best among shows. The Octopus led the rides. Concessions reported fair business. The Flying LeClaire's free act, put on an amazingly bright for the kids Thursday afternoon.

Fishermen on the shows organized a club called the Royal Harpooners, with Carney McPee, president; Herb Haven, vice-president; Frank Callahan, secretary, and Pat Hogan, treasurer. About 30 attended and a Ladies' Auxiliary consisting of Midge Holding, Kay Dugan, Rometta and Jean Franco and Manny Buckingham was formed. The office wagon was set fire Sunday night after pulling on the lot. The fire burning a hole in the floor. Lee Bros. Circus joined the penny arcade and John McCrail was among visitors.

C. W. REAGAN.

Al Baysinger
(Motorized)

Sandwich, Ill. Week ended May 27. Location, Wilson lot. Business, fair. Weather, fair. Week's news.

Location beside a hatchery here gave shows a disagreeable odor all week and business was fair considering the odor. Moses Baysinger's bingo. Visits were exchanged with Bloomington-Gold Medal Shows in Joliet, Ill., and Sycamore Shows in Rochelle, Ill. Mr. and Mrs. Bill Bringer left for Iowa, and Earl Sugamell formed a new grind store with the aid of Mr. Baysinger and William Dale. The latter started work on a new posing show. An error appeared in last week's writeup, instead of G. McCard joining with Photos, it was Charles Traynor, with Mr. and Mrs. McCard working on same. Mrs.

W. C. HUGGINS, of Huggins Shows, who died on June 13, and children of the Owen Alexander Sanitorium Hospital, Victoria, B. C., where Huggins presented a 15-act special show for inmates on May 24 during the shows' stand there. Among performers were the Clarkiones (juggling and feats), rubber man, Jimmy Fox; Ernestine Clark, riding act; Congo Shows, gypsies and pastel; Charlie Lewis' Hollywood Chimps, Clarkiones's Bench riding act, Joe Gleary, manager of the World's Fair Circus, Side Show and Rodeo, introduced all the freaks to the little folks, while Jimmie Hurd was equestrian director. Photo furnished by S. S. Arthur.

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WALLACE BROS. SHOWS

Shortsport, O., this week; Zanesville, 24 to 29; Athens, July 3 to 8.

Bob Wimberley's brother-in-law and sister, Mr. and Mrs. Frank Mohel, visited her here. Mrs. Mohel was Billie White's cookhouse continues popular.

St. Charles, Ill. Week ended June 3. Location, city park. Weather, fair and warm. Business, fair. Auspices, Good Sports Club.

Show moved on to the best lot yet the season here under big shade trees. Boss Crusher Green's Athletic Show took top honors and some of stalls were exchanged with Ace Midway Shows at De Kalb and Polack's Greater Shows in Aurora. Management purchased two new transformers here. Mr. and Mrs. Chick Hirsch joined, taking over the Ten-in-One. Bill Davenport also joined, going to work for management as general store. Mr. and Mrs. Joe Russo also arrived. Joe to box in the Athletic Show and Mrs. Russo to dance in Calisthenics Scandals. The Young Boys quintet, the writer's trio, singing will be named Greenwich Village Models.

The Hoopla was reframed here, after having the top torn off by wind in Bangkok, Ill. Virgil Hutsler's Snake Show is doing well, as is Jimmy Pugh's cigarette concession. Mr. and Mrs. Mike Vejraska are looking at new cars. New Athens Blue Top was in the air for the first time here. All look forward on Tuesday for *The Billboard* as being disappointed if they have to wait until Wednesday. Visitors included Mr. and Mrs. William Tucker, of Ace Midway Shows, and E. Taubee, show talker.

LINDEN L. WEST.

Reynolds & Wells
(Motorized)

Decorah, Ia. Week ended June 10. Location, heart of city. Weather, rainy Thursday and Saturday. Business, good.

The Shows move from Newton was made in good order, and shows were ready to open by Monday noon. Shows opened Thursday despite rain and did well. Saturday exchanged visits with Purnell's United Shows at Cresco, Ia. Rep Gordon, concessioner, visited the midway Saturday. Buck McClanahan, Robbinsdale owner, Mr. Reynolds and Mr. Wells visited Purnell's midway Saturday night. Happy Hooper, penny arcade, has added several new attractions and a new top. Everett Gollpin, hoop-la operator, and Jack Tolman have completed a new concession. Modern Marine diving girls show didn't have much until daylight Sunday to give carnies a chance to dry.

Newton, Ia. Week ended June 3. Auspices, American Legion Post. Weather, good. Business, fair.

Business was good here, altho several thousand mud people layed off at the Maytag plant. Show has no gaff. Plenty of paint is being used every week. Shows are clean and everything is in good shape. Dick Hard and Sal Rio Ride Show is popular. Jack Rodin's Modern Marine joined here with mental act. Del Isle family, knife throwers and whip crackers, presented their act before Kiwanis Club. Alex Bunnie, 22-foot python, owned by Dr. J. C. Wick and wife, clicked as a special show for parents-teachers school exhibition.

Jitterbug Pushbuss and Motordrome joined here. All concessions reported good business. Show is transported with new Mack Jumbo. Mrs. Hutsler's midway battleflield is doing well. Management has ordered a new center for side show.

RAJAH RODAN.

Bazinet
(Motorized)

St. Cloud, Minn. May 20-28. Auspices, American Legion Post. Location, edge of city. Weather, fair. Business, good.

Commander Joseph Sandcamp co-operated here and date proved an enjoyable one with a good standpoint. Business when rain permitted was only fair. Concessions had a big week, with Jimmy Mott and George Lemon producing the largest stalls. Al Cooley was second. George Harris was parking crew captain. New Ori Show was completed here. Dred Bazinet operates it. In show line-up this week there appeared Henry Gerlach's Pigmies and Mickey Elsbury attractions. Jimmy Fingers returned from Crowley's United Shows with his diggers. Al Cooley left with his hoop-la to join the Bremer Shows. Mrs. William Bazinet celebrated her birthday anniversary on May 23 and was the recipient of many gifts. Her son, Dredge, also celebrated his on May 18.

Minneapolis, Minn. May 31. Location, East Hennepin and Central avenue. Auspices, Minneapolis Police Band.

Shows again opened Monday night and chalked their third successful week here. Chief mechanic Frenchy Pepin prepared the rolling stock for the first move out of Minneapolis since June 1. Lot was only six blocks from the shows' quarters for the past 46 years.

Minneapolis, May 8-14. Location, 24th and North Washington avenues. Auspices, Minneapolis Police Band.

Show opened Monday night to good crowds. New office wagon was completed here, and it is built on a semi-trailer, which provides living quarters for Secretary Jack Taylor. Management purchased two new Kingsland and Keller semi-trailers from the Grossman Chevrolet Co., and are now in operation from Sigmund Bros. Tent and Awning Co. New office-owned cookhouse and corn gaze operated by Ralph Glass and Jimmy Harrison, respectively. Jims Shelton and Jimmy Lynch, assisted by Mr. and Mrs. Jack Smith in celebration of her birthday anniversary, which was attended by most of the personnel of the show.

Minneapolis, April 24-May 7. Auspices, Minneapolis Police Band. Location, parade grounds.

Show opened under way here to beautiful weather and big crowds, giving the management the most successful opening in the history. Doc Payne's St. Louis Jivers, Jim Midway Band, were popular.

Evelth, Minn., May 23-June 7. Auspices, Fraternal Order of Eagles. Location, heart of city. Weather, fair. Business, good.

Truck made the 225-mile run in record time and shows opened here on Decoration Day. Business was good until 6:30 p.m., with 4,000 people on the lot, when rain sent all scurrying home. Good weather was enjoyed the remainder of the week, resulting in a neat profit for the Eagles. Cookhouse did its biggest week of the season, as did the hoop-la. Concessions under management of Dick Vincent, did well, and the Athletic Show, under management of Frankie Colburn, with Cowboy Waters and Pat O'Day assisting, also was big. Show writer has been promoted to the position of special agent.

HAY WORTEMAN.

Gruberg's World's Expo

Amsterdam, N. Y. Week ended June 10. Location, Mt. Vernon Boulevard, Happy Park. Weather, good. Business, pale fair, inside pour.

Located in this beautiful park with poor accessibility, gate averaged 1,800 attendance a night. Inside pour, little money was spent. Small business was attributed to the fact that the factories have not been working over one-third of the time for the past six months. Owner Max Gruberg arrived Friday and has the intention of staying, but was forced to return to Philadelphia for further doctor's care. The 15-pound son of Mr. and Mrs. Dave Davis, Coney Island, arrived from Florida Thursday and will remain with his parents during the school vacation. Since he arrived his 5th birthday anniversary, his parents arranged a surprise party for him, to which was attended by some 40 showfolk. Mrs. Bryman, wife of the side show manager, joined.

Jack (Doc) Monroe, of the Hall of Science, returned from an extended visit. Jack Perry has added a girl rider to his Motordrome. Because of the small lot the Ten-in-One and the Cotton Club were combined under one management and William Cable, talkers of the respective shows, made the openings. Cookhouse Clemons and Doc Hisdes, managers of the Hallow Proties and Esquire shows, took advantage of the day off and went into New York and Philadelphia to obtain talent.

C. HOODER BRYANT.

Dee Lang's
(Motorized)

Winona, Minn. Week ended June 10. Auspices, American Legion Post. Lot, Brook Park. Weather, cool. Business, Weather, windstorms and rain.

With a big crowd from miles from downtown, rain and a severe windstorm in the vicinity of the Minnesota State Normal Hospital, including the Minstrel Show, the Follies and the Crime Show, and damaged one of the Minstrel Show tops and tore a great hole in the Snake Show top, the week proved the most unsatisfactory of the season. Altho completing a scheduled visit by the St. Joseph's Orphanage on Saturday had to be canceled because of rain, and Saturday night was lost to the elements. Sunday was cold, but good business was reported by noon. *The Republican-Herald*, daily paper, and Radio Station KWNO had helped several broadcasts by talent from shows, co-operated. Visitors included Billie Lange-

mas. Mr. and Mrs. David McVeety, Mr. and Mrs. C. D. Palmer, Mr. and Mrs. Oscar Erickson, Dick Hancock and Bob Neal. C. P. ARMSTRONG.

West Bros.

(Motorized)

Stone City, Ia., June 5-10. Auspices, VFW Post. Weather, rain Friday and Saturday. Business, good.

Monday night 600 kiddies were first to view the show. After crossing the front entrance at 6:30 they were given free rein over the rides for one-half hour. Special promotion thru Station KSCJ and The Stone City Journal proved effective. Press Monday thru Thursday good crowds prevailed. Friday rain at 9 p.m. scattered a good crowd, and a slow drizzle hampered Saturday matinee, but a good crowd of kiddies patronized rides until a driving rain sent them scurrying. Dee Clark and crew tried to put soggy lot in shape for the night. Despite the rain, a fair crowd turned out but were sent scurrying early.

Frank Owens, general agent, made a hurried trip back to show. Committee headed by Robert Clausen and The Pressburg co-operated. Visitors were Bernie Schreiber, Mr. Rodin, Whitely Elliott and wife, Noble O. Blair and Sam Benjamin. Fairly & Little shows.

DON TRUELOOD.

Art Lewis

Morristown, N. J. Week ended June 10. Auspices, Fire Co. Weather, warm. Business, fair.

After a strenuous week at Hopelawn, N. J., this committee was a disappointed all. On Thursday night the Art Lewis Social and Benevolent Club again staged a jamboree and was host to President George A. Hamid of the Hamid-Morton men's Association and wife, Secretary John Liddy, Nathan Robertson and wife, Joseph Hughes and wife, Dorothy Pachman and several other members of the NBA Ladies' Auxiliary. President Hamid gave an inspiring talk and was followed by Miss Pachman of the auxiliary. Immediately after their talks a drive for membership was started. Miss Lewis obtained 30 members and Mrs. Gene O'Donnell 25 for the auxiliary. Program was one of the best of the season with Benny Kornfeld as emcee. General Manager Lewis, as host, introduced the various NBA officers.

Arthur Campbell visited, and the four new light towers recently purchased are to be delivered soon. Ray Knauff has completed the drawings for the new front for the Harlem on Parade. Mother Lee Bates and her 4 attractions, Jim Hughes' Circus Side show continues as top-show money-getter.

F. PERCY MORENCY.

Knus Expo

(Baggage cars)

Baltimore, Week ended June 10. Auspices, American Christian Workers. Location, Westview and Gwynn streets. Weather, hot. Business, fair.

Good weather prevailed for five nights, but a thunderstorm killed Thursday night. There was only a fair turnout first part of week. Friday and Saturday produced better crowds, but business was just fair. S. K. Wallace, World Fair Ferris Wheel, Mamo Sands added candy floss here. Vic Barron had brought his husband on the drome and will be straight riding. Margaret Burns was on the stick here, and Mrs. James Kane suffered from tonsilitis for a week. Jimmie Kane purchased a Chevrolet truck.

Weekly benefit club was reorganized here, with the following officers: H. M. Kirby, secretary; Mrs. James Burns, treasurer, and William Haynes, Mrs. Dick Traylor and Lester Kern on the benefit committee. Entire show extended sympathy to Philip Bender on the sudden death of his brother, Lee Bender, and Dolly Edwards, of Albany, N. Y., came here for the funeral. Mrs. Annie Michaels formerly with the show, visited. LESTER KERN.

W. C. Knus

(Baggage cars and trucks)

Woodbury, N. J. Week ended June 10. Auspices, Woodbury Fire Department. Weather, fair. Business, fair.

Shows opened Monday night to a large crowd, but business was only fair the rest part of the week. Thursday, Friday and Saturday, however, were good. Firemen co-operated. Hunter Castle's Ten-in-One did fair, as did S. M. Falconer's show. Johnson's girls revue again topped the shows. Frank the Parts Wheel, operated by Buster Bruce, was best a strong rides. D. M. Leslie's Tilt-a-Whirl was second. Harry O'Hara and wife joined with their Midway Cafe. Ray and Babe Harlow left with their fishpond and bottle game. Mrs. Ethel Richards made a week's trip to New Bern, N. C. Andy Keer, office help, visited his father, whom he had not seen for five years, in Chester, Pa. Tony Chuska and wife, Mae, visited Baltimore, who live near here. The writer visited in Philadelphia. Mrs. W. C. Knus, Mrs. Russell Green and Dot Corrigan made a shopping tour in Philadelphia.

Nick Otto, electrician, and wife went to Camden, N. J., to buy equipment for the pop-corn machine. Wild Bill Hart, assisted by Ethel Richards, operated a strike and hot-dog stand here. The writer visited the model shows in Camden, Pa., on Friday, and Walter Cox went to New York over the week-end. Owner W. C. Knus visited the Knus Exposition Shows in Baltimore.

WILLIAM (BILLY) RICHARDSON.

Wallace Bros.

(Baggage cars and trucks)

Trenton, O. Week ended June 10. Auspices, LL. Location, Coal Grove Park. Weather, bad, with showers Thursday and Friday. Business, below expectations, inclined midway.

Run of 87 miles over mountain roads was made without mishap, with early arrival Sunday afternoon. Date marked shower first time in the Buckeye State as Ohio River had been crossed three times this season upon arrival here. Lot was located in the village of Coal Grove, adjoining Ironton and, because of conflict between local powers, it was not entirely to popular opinion opening until Tuesday night and refund gate admission tickets to nearly 3,000 who had gathered for the Monday night opening. Local newspapers made a big publicity against the show and deplored the fact that the Chamberlains had been made the "catspaw" of local politics.

Mr. and Mrs. Joseph J. Ulicsi closed with Mr. Harling and left for Miami where they will play street fairs and picnics with rude concessions. Lorraine Thomas and Buddy Frank arrived from New Orleans and Clarksdale, Miss., respectively, to spend their summer vacations with their parents. John Scott left here and joined his parents at Hamilton in an Ohio park until fair time. Leona Lee is now managing the side show. Visitors were State Tax Inspector Williams, of Chillicothe, Ohio, Mr. and Mrs. J. Owen, Ironton; James Braden, J. J. Page Shows; Mr. and Mrs. A. C. Wilson, Huntington, and Bob Parker, field manager for Bartlett Dupree.

WALTER B. FOX.

Eric B. Hyde

(Baggage cars and trucks)

Pulaski, Pa. Week ended June 10. Auspices, Fire Department and Band. Weather, rain two nights. Business, average.

With more than 3,000 paid admissions on the final night, business here was excellent for all departments. Committee headed by Chief of Police Hamilton and co-operated. Charley Eichorn and son, Charley Jr.'s Twin Ferris Wheels led the rides, with Lon Coddington's Tilt-a-Whirl not far behind. George H. Wilson's Chairoplane was applauded. Engineering Co., visited Saturday and Comer Hyde purchased 1 thru tickets for the season. Comer with his photo gallery and Irene Mary, Martin's clerk, shifted to Gypsy Myers' Revue. The writer was away all week on a scouting trip. Gen-eral Agent Charles Wolf was detained sufficiently to return to his duties. Several acquaintances visited.

Capt. Frank Cushing, with his Death's Holiday, free act, featuring Marjorie Dupree, closed with the Sunday morning Shakespeare. Texas, but arrived here to attend the Pulaski Band Concert. Hyde's Billboard and mail agent, has almost recovered from his recent illness and has resumed his duties with the sound car. Jack Pierce moved the show in good time from Bristol. Ben Morton's Military Cafe continues popular. Tex Christman had a good showing here and advance publicity handled by Chief Pierce and committee, with the Pulaski Band and concerts given in the Bandana Minstrels orchestra, was called to his home in Fayetteville, North Carolina, by the serious illness of his mother. Minnie Patterson, blues singer in the same organization, also was called to her home in Fayetteville, North Carolina, by the serious illness of her father. Mrs. Hyde visited her parents in Ohio. Johnson's girls revue again topped the shows. Frank the Parts Wheel, operated by Buster Bruce, was best a strong rides. D. M. Leslie's Tilt-a-Whirl was second. Harry O'Hara and wife joined with their Midway Cafe. Ray and Babe Harlow left with their fishpond and bottle game. Mrs. Ethel Richards made a week's trip to New Bern, N. C. Andy Keer, office help, visited his father, whom he had not seen for five years, in Chester, Pa. Tony Chuska and wife, Mae, visited Baltimore, who live near here. The writer visited in Philadelphia. Mrs. W. C. Knus, Mrs. Russell Green and Dot Corrigan made a shopping tour in Philadelphia.

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WILLIAM (BILLY) RICHARDSON.

Wallace Bros.

(Baggage cars and trucks)

Ironton, O. Week ended June 10. Auspices, LL. Location, Coal Grove Park. Weather, bad, with showers Thursday and Friday. Business, below expectations, inclined midway.

Run of 87 miles over mountain roads was made without mishap, with early arrival Sunday afternoon. Date marked shower first time in the Buckeye State as Ohio River had been crossed three times this season upon arrival here. Lot was located in the village of Coal Grove, adjoining Ironton and, because of conflict between local powers, it was not entirely to popular opinion opening until Tuesday night and refund gate admission tickets to nearly 3,000 who had gathered for the Monday night opening. Local newspapers made a big publicity against the show and deplored the fact that the Chamberlains had been made the "catspaw" of local politics.

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CONCESSIONS! Cook House, Lead Gallery, Shellgame, Wheels, Hill Jack, Novelties, Bowling Alleys, Ball Game, Ball Game.
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ESTABLISHED 1919 20 CONSECUTIVE YEARS
SEPTEMBER 12-16 FIRST CONCESSION WINS BOOKED
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Wire or write. Don't be a stranger. Don't be a dodger. Don't be a fakir. Don't be a sucker. Don't fail will make money and have a good time. This town is in good shape. Good Fair. Good Attractions. Good Crowds. Good Weather. Good Business. Good Time. Good Everything. Good Luck.
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A CARNIVAL
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I. O. O. F. LODGE
Stanford, N. Y.

called home. Midweek meeting of the Good Fellows' Club was devoted to business, with President Bob Murray presiding. Tom Curley, Ray's Motordrome clinched honors for Sheetrock's Great Pirestone had the Goodlights working in good shape. CARLETON COLLINS.

O. C. Buck

(Supplying cars and trucks)

Bennington, Vt. Week ended June 10. Auspices, VFW Post and Firemen. Location, Main Street. Weather, fair. Business, good.

General Agent James Quinn booked the show into another winner here, and all shows, rides and concessions did good business. Monday night's opening was good and attendance increased nightly, Saturday afternoon and night registered the largest attendance of the season with approx 1,364 admissions. Jim Thompson's Illusion Show clicked, as did Lloyd Coffee's Varieties and Artist and Models Show. Octopus was top ride, followed by Rockoplane and Rider-O. Mrs. O. C. Buck became the owner of a new kiddie ride here. Sonny Stapleton clicked with the concert group. Regular weekly meeting of the social and benefit society was held Thursday night in the Legion Home. Next meeting will be since Show was produced by Eddie Davis and Harry Lewis, assisted by Harry Owsley. Performers were Nick Amadio, Gilbert Shaw, Charles Pratchett, Ralph Fay, Jack Kearns and Sonny Stapleton. Following the show a kangaroo court was held with Col. Arthur Lee Sykes-McGuire acting judge. Some $50 was raised for the Legion Home. Following the show and the Friday afternoon bingo game.

Edith Lange, daughter of Mr. and Mrs. Lewis Lange, concessions, visited from New York, where she has been in training at the Bellevue Hospital. Fire-wagons were not co-operated. Rides were repeated here. JOHN W. WILSON.

Endy Bros.

Poughkeepsie, N. Y. Week ended June 10. Location, Regional Market Showground. Auspices, American Legion Post. Weather, showers Saturday night. Business, good.

This was the shows' first date here in several years, and week built nicely to finish on Saturday with a large gate despite intermittent rain. Altho spasmodic, were going in point of merit and worthwhile, they were co-operative. Frank J. Sherman, Legion Commander, and Joseph N. McCulloch compliled the committee. Scotty's Band with Bert Scotty and John Levchuk set up a skeeball stand.

Dick Nutter's Aloha Girls were best attraction, with Paul Kadulski Tilt-a-Whirl leading the rides. Joan, daughter of Mr. and Mrs. David B. Endy, joined her parents, as did Anna May Clayton, of Philadelphia, Pa., visiting her sister with her mother and father, Mr. and Mrs. Norris Clayton. Joe Kelly, sound man, was here. Cora Schmitz, insurance man, visited. Harry Weiss is assisting Mrs. Endy in the office. Mrs. Endy's Barney Meehan is turning in a good job of billposting. GLENN FIRTON.

Sam Lawrence

Buckhannon, W. Va. Week ended June 10. Location, Downtown. Auspices, General West Virginia Strawberry Festival. Weather, warm. Business, good.

Jumping here from Harrisonburg, Va., the personnel weary, but everything was ready at 7 p.m. Monday. Committee went out of its way to help. Manager Sam Lawrence has rebooked the 1940 festival. Playing to capacity crowds, averaging $6,000, top money was made on all rides, shows and concessions. Snake Show, with Harry Kennedy as barker, drew capacity crowds all week. Pat Show, with Baby John Porter, was popular, as was Sportsmans Bagley in Hot Harlem Revue. Casino clicked under Norman Wolfe. Front is flashed with mutual pictures under special lights. Ideal weather was a big help.

Manager Lawrence is planning a new Expose Show to be managed by Norman Wolfe. Howard Gobaway is doing a good job of billposting. Howard H. Ogee and party, of Clarksburg, visited. JOHN M. CHURCHILL.

W. G. Wade

(Motorized)

Kingsford, Mich. Week ended June 10. Auspices, VFW Post. Business, fair. Weather, fair. Ten-cent gate.

Shows were first to cross into the Upper Peninsula by way of the Straits of Mackinac, and a 450-mile jump put the show in on Tuesday, Tuesday night drew a record attendance, but Wednesday morning rain and high wind brought disaster to Spocks (Cocoanuts) Out Show top, causing it to lose the night. Baby Irene, 3d girl, had an attack of tonsilitis and closed her show for the week. Fred Bangs, late to on the sick list. R. W. Wade visited here, and Mrs. W. G. Wade is spending a few weeks with the show. Charles H. Hodges' Side Show took top honors, and William Pink's Octopus was best among rides. Saturday matinee and night were lost to rain. SPEEDY PHOENIX.

Hilderbrand's

(Motorized)

Eugene, Ore. Week ended June 3. Auspices, VFW Post. Location, Lane County Fairgrounds. Weather, fair, with one day of rain. Business excellent. Pay gate, 15 cents.

Attendance and attendance nightly, this engagement topped all previous stays. Opening night matinee, attendance was 1,500 National Guards, registered on all high. Guards were the guests of the management and offered splendid patronage for rides, shows and concessions. Attendance of their relatives and members twice daily in Mr. and Mrs. Ed Lahery's Band Bell Cafe. Lahery's heavy rain Saturday afternoon and evening, kept down the gate receipts made on Decoration Day. Hollywood Skyrockets, Illusion Troupe, Charles Hilderbrand's Hot Harry Duo, free acts were popular. Show arrived here and set up in rain.

Mr. and Mrs. R. W. Coe entertained friends at a dinner dance. Dinner party Hilderbrand and Mrs. R. Johnson celebrated their birthday anniversary. Mrs. Ed Miller tendered friends a cocktail party at a local night club. Mrs. Tom Williams joined the annex of Manfred Stewart's Ten-in-One as the feature attraction. Mr. and Mrs. Harold Hendrickson joined Ed Lahery's cookhouse staff as griddle man and helper respectively. Claude Barie's French Casino topped the midway. Fred Thurman left on October 1 and Hendrickson will close second, with Jimmy La Rue's Model Tobacco and Bob Perry's Wall of Death third. Mrs. R. W. Coe's business and ticket office were filled with rush the gate of visiting officials and committee auxiliary. Mrs. Clarence Hinshaw's parents arrived from a visit to Portland and resumed her duties as ticket seller on Sevria Wheel. Charles Hilderbrand returned to her home in Eustacia after a visiting with her parents, Mr. and Mrs. Margaret Balcom. Mrs. O. H. Hilderbrand, daughter, Dorothy Jean, returned to their home in Portland. Ore.

Olympia, Wash. Seven days ended July 1. Auspices, VFW Junction, Lahey's Corner. Weather rain. Business, fair. Pay gate, 10 cents.

Despite intermittent rains all week large crowds prevailed here. Special attractions were presented upon the Municipal Bus Co. to extend its lines to Olympia. Commencement and its visiting campaign over Station KVA and local papers was successful. The vertigo was the guest of Mrs. Nadine J. Fromm at her home in Portland, Ore., and later was entertained at an Italian dinner by Mr. and Mrs. Robert Brockman. Among those attending the dinner were Henri Fisher, Verna Seeberg, Richard Brock, Mrs. Ed Lahey, Mrs. Nadine J. Fromm, J. Fromm. Sound system broke down en route, but arrived in time for opening, under supervision of Jack Holdsay. Art Anderson's truck and trailer parked in front of the Olympia church when Shorty Mellon, the driver, was forced off the highway while crossing a bridge.

Bicycles and motorcycles struck the show by storm and Sportsmans Bagley will ride the vehicles from the showground into Olympia. Visitors included Earl Douglas, Douglas Greater Shows; Harry Gordon, general agent of Douglas Shows, and a number of the Douglas personnel. Bill Holt was called to Los Angeles by the illness of his mother. Fred Thumberg's Octopus topped the rides, with Bob Perry's Wall of Death and Claude Barie's French Casino best attractions. Hazel Fisher and Verna Seeberg entertained in honor of Lucille King at an Italian dinner in a local cafe. Mrs. Hazel Fisher, who has been ill in St. Peter's Hospital here, has recovered and will remain for the next four weeks before assuming her position as fortune attractions in the Barie French Casino. The R. A. T. Club tendered the Lucille King and Lucille Bing farewell party at a local nitery which lasted until early morning. Hustler Troupe, Hollywood Skyrockets, Harry Duo and Charles Soderberg, free acts, were popular. Kenneth Harper assumed charge of the Privileges car upon the departure of W. J. Smith. Kenneth Turner is assistant. Mrs. O. H. Hilderbrand and, daughter, Betty Jean, left Saturday with Owner O. H. Hilderbrand before his departure for Idaho. Among concessioners reporting for duty Saturday were Art Anderson, Ralph Balcom, Johnnie Cascadden, Ed Lahey, Edie Hall, Margaret Balcom and Carl Perry. Eddie Chalis's bingo clicked. The P. O. E.'s drum corps and band gave nightly concerts. Mr. and Mrs. Ed Lahey's Dinner Bell Cafe clubbed a banner week. Mr. and Mrs. Everett E. Coe gave a farewell party for Lucille King and Lucille Bing with the official staff as guests. WALTON DE PELLATON.

Crowley's

Conneal Bluffs, Ia. Week ended June 18. Location, Lincoln Park. Auspices, VFW Post. Weather, fine days hot, two days rain. Business, good. Pay gate, 10 cents.

Elephant truck was wrecked en route here, but no injuries to personnel were not hurt. Two other trucks ran into a ditch and James McBride sustained slight injuries. Manager Crowley was out about the head. Both were rushed to St. Croix hospital for emergency treatment. Accidents prevented a Monday night opening. First day opened this season. Tuesday night opening was big. Wednesday afternoon drew good. Wednesday night was big. Thursday night also was big. Friday night okeh, while Saturday matinee and night were no good because of rain. Owner George A. Crowley visited. Ralph Hoffman, ex-banner advertising representative; Edward Bruer, of Dodson's Shows, purchas-

SELL MORE POPCORN
HYCOL *Golden Yellow*

Added to seasoning, so that white popcorn is boiled, cooked in manner and a delicious and appetizing golden yellow. PRIZE-WINNER RATED. Cost half cent per pound. Sample 25c. Ample for 100 lbs. popcorn. FOUR COUNCIL TRIAL BOTTLE will be mailed upon receipt of 25c, cash or stamps to cover handling and postage.

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WANT
Concessions for July 4th Celebration. Write
HAPPY DAY RIDES
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SMALL CARNIVAL WANTED
PROSPEROUS COMMUNITY TO DRAW FROM
THE VILLA
Care SICCET, & FLEMING, Clinton, N. J.

DARE-DEVIL OLIVER
World's Premier High Diver
Now open time left. This is no outsider off. Write for particulars. Pittsburgh, Pa.

ing agent, and Louis Ingleheim, chief of advance billers. A party was staged for Robert J. Nelson, son of James (Dad) Nelson, manager Dragnet.

Directed by George E. Crowley and William Sinder, after closing on Friday night, Crowley showpick, illiage from Omaha, and Ted Lewis' Orchestra staged a benefit show for the Heart of America Showmen's Club charity fund. *Omaha World-Herald* and *Council Bluffs Daily Nonpareil* were friendly, because both papers were midway guests, as were the unsophisticated and naive Council Bluffs Penalty signed as free ball here. Memorial remembrance services were held for the late Dennis Root, of Omaha. Tom Porter, *Omaha World-Herald* feature writer, and George W. Galnes, General Agent E. W. Wells is on a scouting trip. Joe (Dodo) Kantell's Athletic Arena is clicking. Visits were exchanged with Goodman Wonder Shows at Des Moines, and Royal American Shows at Davenport. Visitors included Billy Pittmore, Hazel Porter, H. J. Root, Hon. Robert Patton, Carl Riesenbach, Dick Reeser and wife, Marvin Hunt and family, Jared Sparks and family, Col. Dick Collins, Bubbles Clark, Marty Davis and son and Mac Wile. DOC WADDELL.

Fair at Home

(Happened years and years and years ago).

Pitchfield, Ill., Week ended June 18. Auspices, Pitchfield Eagles. Weather, splendid. Business, good.

After a two-week stay at White Plains shows moved here in one day and were ready to open Thursday night, but a storm broke about 6 p.m. However, shows opened about 8 p.m. to good business. Vieta Pour, free act, continue popular. Orrow Comedy Co. Travel left for Vermont on business. Mack Crawford, headwaiter in Eddie Dwyer dining hall, scored with lunch cold fare. Charles Houston, maintenance chief, built a new girl show front, and Robert Robertson completed his new transformer system.

Molly Decker's concessions are doing okeh; Benny Weiss is clicking with his new lamps. The writer visited the Endy Bros.' shows at Poughkeepsie, N. Y., Friday. E. Hoffy visit two new concessions. Mrs. O. W. Traver was busy in the office here. Harry Weiss is manager of the bingo on the Endy Bros. Shows. The personnel roster is increasing weekly, and mailman and Billboard agent, Gus Wenstad, is kept plenty busy. New gadgets will remain here until June 27. Freddy Holmes added his new stage to the Pitch Wheels.

THOMAS PARKER.

Crystal Expo

(Motorized).

Albemarle, N. C. Week ended June 10. Auspices, VFW Post. Weather, unsettled. Business, good.

Date gave all good results. Thursday night was marred by rain. This was the first engagement sponsored by this committee co-operated H. NELLA.

World of Fun

Groton, Va. Week ended June 3. Location, school grounds. Weather, hot. Business, light.

Move from Stuart, Va., was made without mishap and all rides and shows were ready to open on Sunday afternoon. Lot Superintendent Joe Stebler did a good job of laying out the lot. Manager J. D. Shaw left on a booking trip. People seemed to have plenty of money, but were not in a spending mood. Crowds increased nightly, but rain prevented Saturday night business. Mrs. Mae Christian added several new sets to his Ten-in-One. Joe Elkins and party left here. Among visitors from the Lafayette Shows were Mrs. David Latlip and family, Mrs. Cecil Purvis and party and Walter Cross. A new shipment of snakes arrived. M. and Mrs. Wallace Richards did well with their photo gallery. Whitey Harris took top money with the Pitch Wheel.

Stuart, Va. Week ended May 27. Location, main street. Weather, ideal. Business, good.

Shows broke in a new lot here which proved okeh with plenty of advertising and plenty co-operation from city officials. In fact, the spot proved better than last year. Thursday night shows lost due to an electrical storm. The Ten-in-One Operator, Mae Christian, and Bill's Snake Show second. Chairpiane topped the ride tickets. Snakes and family joined here, as did Joe Kinlaw.

RAY SHARPE.

Blue Ribbon

(Motorized)

Bloomington, Ind. Week ended June 10. Auspices, B.P.O.E. Weather, rain, three days. Business, poor.

Town should have been named bloomington instead of Bloomington. Tuesday, Thursday and Saturday were lost to rain, making the first Saturday lost thus far this season. Committee co-operated. Capt. Harry Hooker of the Show Boat took advantage of the water that flooded the midway and advertised free boat rides to the women. Picnics and evening parties were the order of week. Joe Baker's boys here with his concessions to join another show.

Manager Reich has the new painting and decorating at Harry-Co-Round. Roy Woods received his shipment of lions for the show, and immediately began training them. All the show children helped Ethan Mann celebrate his twelfth birthday anniversary. Among visitors was John Dale. B. E. Johnson is still doing a good billing job.

WILLIAM R. HICKS.

J. F. Sparks

Lancaster, Ky. Week ended June 10. Weather, good. Business, good.

With midway packed, lights went out for two hours Monday night, but almost all concessions continued with the aid of flashlights. Hard rain and strong wind at midnight Saturday failed to hurt business. Frank Bell left with three concessions to play fair dates, as did B. Ben Warren's concession. Weather returned from a booking trip in Alabama and Tennessee. Joe Steen joined with concession, and J. B. Warren, a whole foreman, reported here. Mrs. J. T. Sparks left for Birmingham to spend a few days at her home there, and Maxine Sparks and Betty Carl began engagements, also left for Birmingham. Al Packard in the mail man and Billboard agent.

Hopkinsville, Ky. Week ended June 3. Location, fairgrounds. Weather, cool, rain four days. Business, bad.

Shows opened off from last week because of bad location and rain. Mabel Atkins joined with penny pitch. Dave Lewis left for Louisville, painting the side show and big snake banner here.

Paducah, Ky. Week ended May 28. Auspices, American Legion Post. Weather, rain Saturday night. Business, Friday good.

Shows were ready to open Monday night. Located a few blocks from the downtown business section, shows drew big crowds Monday and the week-end nightly. Plenty of money was in evidence. Special children's matinee Thursday proved satisfactory. Hard rain and strong wind Saturday failed to keep crowds away, and by 9 o'clock midway was packed. Everything on lot got good play, and Whitey topped the ticket. New Plus House is almost finished. Charlie Gordon will manage it, with Mrs. Farmer assisting. Mr. and Mrs. P. H. Ben, Mr. and Mrs. Ben Kovacs and Mrs. as did Alden Sparks. Mr. and Mrs. J. F. Sparks are spending a few weeks here at last week. Mrs. J. F. Sparks left for Cookeville, Tenn., and Cullman, Ala., but will return with her son, Jesse Jr., and daughter, Mary, who have been attending school in Angola, Indiana, and electric string game. Pluto Brown's Cotton Blossom Revue was popular.

Campbellsville, Ky. Week ended May 20. Weather, rain Friday night, remainder late, Saturday, satisfactory.

Shows played here last year and made many friends, who turned out to greet them. All shows, rides and concessions did fair business with Ali Baba's Side Show taking top honors.

JAMES R. TIMMONS.

W. E. West

(Motorized).

York, Neb. Week ended June 3. Attendance good. Business, fair.

Good attendance prevailed here, but time was lost due to Saturday morning rain. Loop-o-Plane did good business. Hugh Herrington joined as mechanic and Eddy Trott to take over the Athletic Show, assisted by Blackie Blackwood and One-Round Murphy. Carl Carlotta's new Ten-in-One topped the shows, supported of the show consists of Pluto, human volcano; Jack Lawrence, human tetrarch; Hugh Herrington, human trial; Harry Mulvaney, magician; Capt. Young, incredible; Madam Zolinda, snakes; Elmo, strong man; Rosalie, lion girl; Miss White, rubber girl, and Carl Carlotta in the annex. Roy Benson, tickets; Mrs. Joe McKenzie, kitchen.

Strawberry Stewart is clicking with his impersonations around the corn stalks. Cecil Smith joined with Middle rides, and Mr. and Mrs. Portnie purchase a new boom trailer, so far the 5-cent gate has proved satisfactory. New feature here is the Squawker Club, which meets every Wednesday afternoon.

CARL CARLOTTA.

Motor City

(Motorized).

Mt. Pleasant, Mich. Week ended June 10. Auspices, Knights of Pythias. Small Mission street showgrounds. Weather, fair, first part of week; Friday and Saturday, rain. Business, good.

Show jumped in here from Midland in good time and everything was ready for opening Monday night. Lot was in excellent shape, and the city fathers Monday night drew a good crowd and show, rides, all concessions did well. Vic Hewitt with bingo layout topped the ride, with the Parts Wheel and Tit-a-Whirl second. New corn game was best among concessions. Altho Friday was only fair because of rain, the kiddies' matinee Saturday was successful. However, Saturday night was rained out.

Manager Hewitt decided to wait until morning to tear down. Several concessions, which were added, Shows' annual celebration dates start in Pontiac, under Elks auspices.

HARVEY (DOC) ARLINGTON.

Rogers Greater

Morganfield, Ky. Week ended June 10. Location, ball field. Weather, warm. Business, satisfactory when weather cleared.

Much rain made this an ordinary stand. Office trailer is well flashed. Opsain Townsend, free act, is popular. Lankford's Band began season's work here, playing uptown concerts and in marquee. Pretty Wheel is operating at capacity. Ride and show fronts are being painted. Black and Tan Revue is headed by Johnnie Johnson's Band. Walter Lankford added another show.

TOM HALE

White City

(Motorized)

The Dalles, Ore. Week ended May 27. Location, circus grounds. Auspices, American Legion Post. Business, fair. Weather, cool. Pop gate, extra.

Strong winds prevailed here for the first three days. The Merritt and Gordon were the top-money rides, with Frank Porrett's Ten-in-One and Pete Kelly's Ten-in-One Oasibo best among shows. Mrs. G. F. Corey and daughter, Betty, made a trip to Yakima, Wash., to visit home and to visit relatives and friends. Harry Lewis, Mathew Brothers, Mac Warretts and Monarchs of the Air, free acts, were popular. Mr. and Mrs. Joe Kelly made a trip to Bonneville Dam to see the salmon run and Joe White, Nowata, Okla., visited the show on two Sunday mornings fishing. Manager G. F. Corey and wife entertained a group of show folk at dinner here. Those present were Mr. and Mrs. Sammy Epple, Mr. and Mrs. Joe King, Mr. and Mrs. Howard Twinigs, Mr. and Mrs. Casey Taylor and Mr. and Mrs. Angelo Barrett. Jimmie Navarro, Ferris Wheel operator, was rushed to a local hospital, suffering an uncovered an appendicitis. Foreman Casey Taylor had the ride help busy painting all week.

Mr. and Mrs. Earnest Buell chalked a

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RIDES, CONCESSIONS, FREE ACTS
CIR. MADELVALE, GRS., HOME-COMING.
Sponsored by American Legion Post 128.
Secretary CHAS. A. HOLLAND, Madelvale, Ark.

W. S. Curl

Greenfield, O. Week ended May 27. Auspices, American Legion Post. Weather, fair. Business, good.

All reported good business here. Ike Chapman's bingo clicked. Pat Martin is doing a good job overseeing tracks and trailers. Mr. and Mrs. Delmaine joined with their concessions. Owner Curl and Jack Hoffman ended the Curlin'Hoffman Shows. Doris McClane, fat girl, is popular. Ten trained monkeys were added to Dee Edwards' monkey circus. Frank Whittington is recovering from a chicken. Charlie Wallace sold his ball game, but will rejoin show at Wilmington. Mrs. Curl is new. Dolly Lee left to do radio work. Cris White is breaking the new concession of monkey circus. Mr. Bill Cumber, Kiddie Auto Ride owner, is here for the second season. *He's The Billboard* agent. P. S. Gooding and E. W. Weaver, of the P. S. Gooding Shows, visited Mr. and Mrs. Curl here.

Rene White and Edith Nelson are recent additions to the girl revue. Norman Johnson, magician, is doing well in the side show. Walter Curtis is on the front. John Stevens and son have their palmistry stand and ball game here. Mrs. Chapman has the tally ball concession, and Edith Hardin the photo gallery.

DOC EDWARDS.

Keystone

Covington, Pa. Week ended June 10. Auspices, Volunteer Fire Co. Weather, fine. Business, good.

Weather was good and crowds large, but little money was spent the first of the week. The last part was fair. Last ever, Eaton Sisters returned after having been in Texas to bury one of the sisters killed in Prostburg, Md., early this season. Tarp and Frank Vogel's diving troupe, free acts, proved popular. Harry DeVore's cookhouse left on Saturday and was replaced by Al Fromm's. Octopus leads the Ferris Wheel. Ralph Partish, cookhouse manager, has a new stand, and Ralph Partish, Jr., manager of Ralph Partish's Animal Models was best among shows, and Artists Model, managed by Reid McDonald and wife, was second.

STELLA LEEDY.

Anderson-Srader

Great Bend, Kan. Week ended June 3. Auspices, American Legion Post. Weather, fair. Business, good.

After the wind and dust of Garden City it was a pleasure to move on to the best lot. Ralph Partish, cookhouse owner and operator, who was confined in the hospital at Garden City, has been removed to his home in Omaha by his mother and Doris McAdams, manager. Indications he is improved. Clyde Holbrook is managing the cookhouse during Ralph's absence. Mr. and Mrs. Jack Bullard were forced to leave because of the former's health. Jack owned and operated the pop-corn concession for the past three years. They went to Mr. and Mrs. Wilson's home. Mrs. Bullard is improving. Jack is rapidly improving. Slim Johnson, of Johnson's Novelty Co., from Art Converse's 10-in-1 hopped the show here. Harry Blair's Ride Range has been clicking. Mrs. Anderson and son, Bobby, joined recently.

PATSY SRADER.

Zaechini Bros.

Ft. Wayne, Ind. Week ended June 10. Weather, mostly cold and rain. Business, fair.

Short more from Le Porte, Ind., put everything on the lot here early Sunday morning and shows enjoyed good business Monday and Tuesday. Wednesday was lost to rain and Thursday was fair but cool with a small crowd. Friday and Saturday were good. One of the towers pulled its guy lines and went to the ground with damage around $300. A number of concessions joined here. Emma Van Colliite closed here, and Bob White will take over the Girl Show. Business resumed Saturday and again the day with Hugo Zaechini. C. H. Branson, of the U. S. Printing and Engraving Co., joined here. Show moves from New England to Kansas City, Mo. Mrs. Rockne writes that her hand is improved and her doctor advises she will join in about two weeks.

Management has decided to put out another unit to open on July 6, which will be known as Zaechini Bros.' Show No. 2. Jack Purcell assumed his duties as director of exploitation on June 12. Visitors at Le Porte, Ind., included H. Dean, of Public Bus and Cotton Mills; Charles Lens, insurance man; Izzy Murray C. Lee, Elmer Cole, A. M. Harsher, Charles Edwards, Harry Ligon and Bert Williams.

BILL EATON.

Dyer's Greater

(Motorized)

Blanchardville, Wis. June 5-10. Auspices, Business Men's Club. Location, city park. Business, fair.

Another town and location, but weather threatened most of the week. Business held up well, the week good results Saturday afternoon and night. Harry Duffin's Athletic Show continued to operate on parity with Dyer's Jack Pot Show second. Recent additions include Mr. and Mrs. Ralph Stephens and son, Dale, and George Dyer, son of Mr. and Mrs. Blake B. Dyer.

Cuba City, Wis. May 26-June 4. Auspices, American Legion Post. Location, athletic field. Weather, cloudy. Business, fair.

Another town opened here after 61 years of no carnivals. Credit goes to George L. Dyer, general agent. Show moves to Galena.

Galena, Ill. May 27-27. Auspices, city. Location, river lot. Business, fair.

City officials co-operated, but almost everyone got the jitters because of the location of the grounds. However, engagement was recorded on the right side of the ledger.

Farmington, Ill. May 15-20. Auspices, American Legion Post. Location, Depot street. Weather, fair. Business, poor.

Auspices co-operated, but business remained poor all week. Business visits were exchanged with different shows in this territory.

WILLIAM BEYD.

Crafts

(Motorized)

Emeryville, Calif. Week ended June 10. Location, San Pablo and Powell streets. Auspices, VFW Post. Weather, cloudy. Business, good.

Manager Roy Ludington did a good job of laying out the lot. Big shows were again Spillman, Cyclone Circus and the Wall of Death, Karl Sillier's Monkey Circus and the Robin Hoodmobile going to Crockett to play the Sugar Festival. Ambassador Ride Show took top-show money, and the Rocket continued most among rides. Hampton, in front of the midway, was first to open and last to close. Jimmy Lynch, of the cookhouse, was taken to a hospital suffering from a streptococcus infection of the throat and also threatened with pneumonia. Last reports indicate he is improving. The writer and wife made a hurried trip home to Santa Cruz on Monday, where he written twenty days-fishing bringing back 14 pounds of dressed rock cod that his caught, and whipped up a fish fry for the fish dinner party at the cookhouse on Tuesday. Mrs. and Mrs. Curtis and Mr. and Mrs. Roy Ludington also attended

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Wagon, 2-Door Cabinet, $185.00; Wagon, 2-Door Cabinet, Bunks, $195.00; Wagon, 2-Door Cabinet, Bunks, Gurney $150.00 and up. Root Attach. Wagon-Trailer Combination and Wagons.
SELLHORN
EAST LANSING, HIGH—SARASOTA, FLA.

the dinner. George Bryant, of the arcade, celebrated his birthday anniversary this week, and Billie Bryant had a birthday party in his honor Thursday night after the show. Those attending included George and Billie Bryant, Mrs. W. P. Robey, Mrs. Hazel Bauer, Annie, side-show dancer, and the writer and wife. Visitors included Billy Rossell, Pearl de Pelican, Chet Chamberlain and wife and Chick Townsend. Showfolk comprising Buck Buchanan and wife, Billie and George Bryant, Tami, Bingo-pore Slim, Jack Gates and the writer and wife visited the Polar Bear Club Sunday. Crafts received a telegram stating he is the grandfather of a son born to his daughter on June 10.

Santa Clara, Calif., June 2-4. Location, show split, part on the street and part in City Park. Auspices, Santa Clara C. E. B. Celebration. Weather, fine. Business, good.

Show moved here from 12 Centre and opened Thursday. Thursday and Friday night were above the average for this date, but Saturday and Sunday, augmented by free Saturday afternoon street parade, drew large crowds and everyone chalked a good stand. Harry Corbin, while presenting his free act, had a bad spill Friday night but returned on Saturday night. Business reported satisfactory business here with his Circus Side Show. The writer, Lawrence Fay, and his wife, Lady Elton, joined here with their illusion show. Fay also will do trouble lecturing. Among visitors were Arthur Melnerny, president of the Shriner Club; Al Marshall, secretary of the Santa Cruz Magic Circle, and Mrs. Marshall, Miller's Monkey Circus and his Parisiana Follies enjoyed good receipts, as did the Rocket ride. PAT RIDENOUR.

L. J. Heth

(Motorized)

Shelbyville, Ky. Week ended June 10. Location, fairgrounds. Auspices, Fire Department. Weather, cool and hot. Business, fair first four days, excellent last two.

This small town turned in a good week's business for the shows. Saturday night was a record, with a capacity throng, about 10:30, ending the week.

Many of the Heth attractions show family are here, including George Kelly, ex-trainmaster, George Holloway, ex-boss carpenter, Charles Hinckley, rider superintendent, and the writer, Joe Pontana and wife have motored over to visit the Ringling circus in Cincinnati. Owner Heth is planning a trip to the New York World's Fair. H. S. SHIVE.

Great Sutton

Burlington, Ia. Week ended June 10. Location, ball park. Weather, cool. Business, fair. Auspices, VFW Post.

Jumping from Mediapolis, Ill., was the shortest of the season and everyone was in early. Shows were up by Sunday noon. Inconvenience of short holiday prevented small amount of attended feed theater, Hollywood Shows, operated by Professor Kore, is clicking.

Cowboys United Shows changed between Cowboys United Shows, playing near by, Frank M. Sutton is manager of both. The writer ordered a new public-address system for her show. BETTY JOHN.

Krekos' West Coast

San Francisco, June 5-11. Auspices, Excelsior Club Fiesta. Location, open block of Mission street, between Ninth and Tenth streets.

Spot opened to a big crowd the first night, and attendance increased nightly. Thursday a two-mile parade was held by the merchants and business men, far better than anticipated. Business Manager T. Jennings returned from the Northwest with a new car. Edith Walpert added two new concessions and Eddie Harris is back with three. Spot Rainbow visited, as did many showfolks from Crafts Shows. Charlie Davis visited nightly. G. S. Wrightsman, of the Mighty Wrightsman Shows, Inc., visited as did Glen Loomis. Ted Levitatt and wife, Mildred, are visiting. Frank Wills, Frank Bowan and Mr. and Mrs. LeFloun visited, as did John Alexander Pollitt. M. E. Arthur is building two new shows. Al Fischer and wife, Bobbie, visited in San Francisco.

Jackson, Calif., June 1-4. Auspices, Amador Fair Association. Location, fair grounds. Weather, cold nights. Business, excellent.

Business here was double that of other years. Weather was a little cold at night. Manager Mike Krekos visited in San Francisco, while Louie Lace, auditor, was visiting his parents. Lace will trip to Europe and handled the shows.

Sacramento, Calif., May 29-30. Auspices, police department. Weather, hot. Business, good.

Good business prevailed here every night, with the concessions topping the shows. Mike Krekos, Mediapolis and Tilla visited here and among rides. Charles Wolpert and wife, Edith, visited.

MIKE KREKOS.

Burdick's All-Texas

(Repeats cars and trucks)

McGregor, Tex. Week ended June 10. Auspices, Firefighters' Association. Weather, fair and warm. Business, reasonable. Free-week gate.

Show moved in a few weeks early for this spot, as the friendship had only started. It was good, however. We played the Canipe, Eve and Mego and the Mullins Family closed and were replaced by Sharp brothers and their agents, Cameron, who proved outstanding in their social activities, as it's the home of Charley and Marie Ilese, the latter being a member of Jackson's Band. New rides added for celebrations and shows included Hen Peck's Circus, a Roll-o-Plane and Caterpillar. Madam Frank's astrologer is with us this month.

Mrs. Jewell Burdick visited her sister in Waco and Jane Wrigley visited here. We did Charles Lenz, insurance man, Workers Circle, Elks and Kiwanis Clubs here with L. Porter, president; Louise Wrigley, secretary, and Lola Crouch, treasurer. Visits were exchanged between this show and the Texas Kidd Shows and Tobe McFarland's Attractions. Red and Ruth Hubbard joined here. Herman Smith, formerly with Hunsicker's Wallace Circus, rejoined as adjuster-announcer. Red Hot Jerry Fox Buzzed in, champion fisherman here, but Dewey Gentry was a close second.

B. C. McDONALD.

Martin's United

(Motorized)

North Bend, Ore. June 5-11. Auspices, fire department. Location, railroad and Sherman streets. Weather, fine.

Show opened to small crowds, which grew into early business and good nights. Mr. Martin's Octopus topped the rides, with the Merry-Go-Round and Chairplane close behind. Mrs. Martin and C. Gibson are visiting on the shows. Harold Martin's brother visited on the opening night. Jerry O'Brien, Arthur Gibson and Harold Martin brought back a good catch of fish, as did Jack Hankins and party. Lloyd Hobb's cookhouse is popular. Mr. and Mrs. R. Dubois's Jr. auto ride did well.

Donna Hole has replaced Ted La Pore as the Billboard agent. Mr. and Mrs. Jerry Martin, of the Martin Novelty Mfg. Irene Goldberg celebrated her birthday anniversary on June 6.

DONNA HOLE.

Federal State

La Grange, Ky. Week ended June 10. Auspices, Kiwanis Club. Weather, cool. Business, good.

With the shortest move of the season shows and rides were up early Monday and replaced the best Memorial Day date on the Circuit, increased attendance and an Saturday night lot was jammed with people. At 9 p. m. a rain and wind storm leveled the girl revues, Athletic Show and some of the jungles and tent tops were twisted. Lights went out and rain came in torrents, ruining the Saturday night business. Bill Ashin's corn game the heaviest loser.

Business here has recently purchased kiddy car ride arrived here. Bill Hasle is operating it. Buck Williams added snow cones to his concessions and Bill Askins added a grab stand. Management purchased a Chevrolet truck. Knox Shows is handling the concessions ahead of shows.

DANNY JONES.

Douglas Greater

Tacoma, Wash. Week ended June 10. Auspices, VFW Post. Weather, clear. Business, good.

First three days here were marked by good weather, with rain on Wednesday night. Thursday night was the warm weather of the season the latter part of the week and good rides enjoyed good business. Auspices Drum and Bugle Corps, paraded downtown daily. Saturday, Kiddies' Day, drew well. Much waiting was required here as the W. R. Huggins and Hilderbrand United shows were within 20 miles of this spot. Among visitors noted were Bill Meyers, assistant manager W. C. Huggins Shows, Frank Hinkle, concession manager for Mrs. Huggins; Mr. and Mrs. George Morgan, special agent, Hilderbrand; Harry Meyers and Mr. and Mrs. Mickie Blue and Mrs. Irvin J. Polack, of Polack Bros' Circus. Carl Jeffries' Circus Side Show joined here. Barnes and Carlton is the newest attraction. Clark Willey, with Wall of Death, is expected soon. Frankie Alfer joined with his hen and hoss, blanket and grocery stands.

Jack Dale joined here with his diggers. Manager Douglas announced the signing of Ed Sullivan, special agent to replace Frank Kirch, who is slowly recovering from a serious operation at the Swedish Hospital, Seattle.

Port Orchard, Wash. Week ended June 3. Weather, cool. Business, poor.

Located halfway between Bremerton and Port Orchard on Sinclair road, engagement left much to be desired. Attendance at the show in over play this location and inclement weather prevailed the greater part of the week. Saturday night caused Manager Douglas to postpone moving until Sunday afternoon, after the parade. Tacoma was made without incident, and all shows and rides were in full operation for opening Monday night.

JACK MILTON.

NSA DRIVE

(Continued from page 64)

Morris, Jacques A. Davidson, Billy Rice, Kinko and Alfred Lorens.

Vice-President Ray Lewis has the record to date for the season, enlisting over 50 members of his organization at a luncheon in Hackensack, N. J., last week. Included are Michael Parino, Henry Minsky, Jerry Bodell, Brooklyn, Bobbie, Art Martin, Jim Robertson, Doc Nelson, Jimmy Shove, Al Sweeney, Jack Bailey, J. W. Howard, George Ruby, Laurence Bergell, Wayne Lewis, Frank Lentz, Jack Ryan, Jack Rooney, Henry Gerbelli, Eddie Madigan, Casper Bynard, Douglas Batty, Jack Bennett, Bob Lee, Al Lee, Al Henderson, D. Dostum, G. Quinn, Harry Kalinski, Ed Lee, Jack Lewis, Jack Bailey, Harry Sopine, Rudolph Dane, E. Heald, Paul Krasch, Jerry Lewis, Jack Lewis, McCormick, Sam Sesting, Dr. Wilson, Ben Knowfield, Ken Fletcher and Russell Tuller.

Vice-President, Max Linderman has pledged 100 members from his organization, and Ralph and Dave Kenty, of the Kenty Shows, are looking forward to new members from their show. Jack Feldberg, with the support of Sidney Lee, of the Lee Bros. Circus, owners and managers of the B & V. Shows, is starting his drive, while Jack and Irving Kiddies' Day, drew well. Much waiting was required here as the W. R. Huggins and Hilderbrand United shows were within 20 miles of this spot. Among visitors noted were Bill Meyers, assistant manager W. C. Huggins Shows, Frank Hinkle, concession manager for Mrs. Huggins; Mr. and Mrs. George Morgan, special agent, Hilderbrand; Harry Meyers and Mr. and Mrs. Mickie Blue and Mrs. Irvin J. Polack, of Polack Bros' Circus. Carl Jeffries' Circus Side Show joined here. Barnes and Carlton is the newest attraction. Clark Willey, with Wall of Death, is expected soon. Frankie Alfer joined with his hen and hoss, blanket and grocery stands.

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JACK MILTON.

THE BARGAIN OF 1939
TRAILERS FOR SHOWS
Reconstructed from equipment made for Col. Tim McCoy Wild West Show.
ALSO SEATS—GRANDSTANDS and Bleachers
SPRINGFIELD WAGON & TRAILER CO.
(Specialists for Shows)
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ASCENSION
Balloons
For carrying passengers, advertising your show, park, etc.
ROUND, PEAR OR DIRIGIBLE TYPE
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Bantly's All-American Shows
CAN PLACE FOR LONG SEASON, INCLUDING PROVEN FAIRS AND CELEBRATIONS:
Concessions, Rides, Shows, Ride Men, Show Talent. Wire, write or phone. Will pay top salaries. Will run and will work for merchandise. Grind shows, with or without guarantee. Bantly Bros. can operate Ferris Wheel, Merry-Go-Round, Chairplane, Dodgem, Jr. Auto Ride, Kiddie Ride, Ride Mechanics, Ride Helpers, Ride Boys, Concession Men, Concession Help, Show Talent, Show Help, Show Men, Show Talent, Show Help, Show Men, Show Talent, Show Help, Show Men

When State or Municipality May Legally Tax Corporations

CONSIDERABLE has been written on the validity of laws that require pitchmen, agents and other sellers to pay license fees. However, little or no legal information is conveniently available on the legality of State and city laws which require corporations located in other States to pay taxes for the privilege of temporarily doing business in the particular State or city.

The importance of reviewing leading higher court cases on various phases of law on this subject is readily apparent when it is realized that the owners of circuses and carnivals and concessionaires and manufacturers of merchandise sold to pitchmen, concessionaires and solicitors are directly affected by such laws.

Interstate Taxation Void

First, it is important to know that neither a State nor a city may lawfully tax interstate business. The sole legal right of States, counties and cities to collect taxes or license fees originates in intrastate business, or such business that is transacted in the corporation within the State in which the taxation law is sought to be invoked. This is so because the Federal courts have consistently held that no State, or subdivision of government within a State has the right to tax or license interstate commerce in any form, whether by way of duties laid directly or indirectly on commerce, or on the receipts derived from commerce or on occupation or business. But the reason that such taxation is a regulation which belongs solely to Congress.

To clearly understand the present and modern law it is well to review the important early to the latest higher court decisions. Perhaps the clearest decision on this subject is the decision rendered by the United States Supreme Court in the case of Robbins vs. Shelby County, 120 U. S. 489. The records show that many years ago a county in Tennessee, acting under authority of a statute of that State, attempted to impose a license tax upon a traveling salesman who solicited within that county orders for merchandise. A salesman who represented a manufacturer in Chicago, Ill., was arrested for failure to pay the license fee. The court held that soliciting of business by a salesman whose employer was located in another State, constituted a part of interstate commerce, and that the statute of Tennessee imposing a tax upon such business was in conflict with the commerce clause of the Constitution of the United States. Therefore, this higher court held the Tennessee law void.

In still another late higher court case, Stockard v. Morgan, 185 U. S. 27, it was shown that a broker had a sample room in Chattanooga, Tenn., and that he solicited and accepted orders locally from pitchmen and others. These goods were shipped into Tennessee by firms located in other States. These firms paid the broker, a commission on all sales he negotiated. It was held by the Supreme Court of the United States that the business operated by the broker was interstate and that neither the State of Tennessee nor cities therein could lawfully compel him to pay taxes on his business. Obviously, however, if this broker had purchased the goods and ordered them shipped to himself and afterward he had made deliveries directly to the pitchmen he would have been required to pay the local taxation. This is so, because, under these circumstances his business would be not purely interstate. In other words, the complete transaction of selling and delivering the goods to pitchmen would have been performed within the State of Tennessee.

Office Not Taxable

Altho a foreign corporation maintains an office in another State, it may actually transact interstate business therein.

For illustration, in the case Meyers v. Miami Co., 172 U. S. 424, it appeared that a corporation located in Indiana rented an office in Miami Fla. The corporation sent a salesman to Miami to open up the office and he employed solicitors. All of the orders were mailed to the corporation office in Indianapolis, from where the goods were shipped by the corporation directly to the purchasers. U. S. Court.

Altho the branch manager and solicitors in Miami attended to taking orders for the corporation, yet the goods were not delivered from the Miami office but were shipped from Indiana. The higher court held the Miami branch office not subject to payment of the Miami license fee ordinance which required "every business, occupation, profession or avocation, association, firm or company, engaged in by any person, firm or corporation, whether in a building, tent or upon the street, shall pay a license tax in the open air, within the city," to pay a license fee of $25. This court said:

"A municipality cannot by ordinance lawfully impose a burden upon interstate commerce . . . The question to be determined whether the ordinance of the city of Miami is invalid as an attempt to impose a burden upon interstate commerce . . . The business actually carried on by petitioner (branch manager) is exclusively interstate commerce. The tax sought to be imposed upon the office of business was one upon the mere occupation of carrying on interstate commerce."

In still another important case a manufacturer shipped goods to a branch office located in another State. When orders for merchandise were received from purchasers located in the State in which the distributor was located, the manufacturer sent these orders to the distributor, who shipped the goods from his stock.

In this case the higher court held that neither the manufacturer nor the distributor was subject to payment of license fees or taxation for transacting business in the State in which the goods were distributed. This court explained that, altho the goods were delivered with a distributor and later shipped to purchasers, the complete transaction was interstate because there the goods were shipped by the manufacturer to the distributor IN WAS CONTEMPLATED that the goods would be distributed to purchasers within the State by the distributor.

On the other hand, in order that readers may realize the distinctions of the law, it is well to explain that a distributor transacts intrastate business and, therefore, is subject to payment of license fees and other forms of taxation when he operates the goods, depositing them in his warehouse and subsequently sells and delivers the goods to purchasers within the State. This is true because the complete transaction of selling and delivering the goods is completed within the State. Moreover, at the time the goods were shipped to the distributor the future transactions were contemplated to be SALE AND DELIVERY of the goods to purchasers by the distributor and it was NOT contemplated that transactions were between the manufacturer and the distributor, tho the latter was a representative of the manufacturer.

Agent Delivers Goods

Recently the higher courts have held that altho an agent of a manufacturer delivers goods and collects money therefor, yet that alone does not result in a city or State being entitled to levy a license fee. Let us show this by illustration, as a pitchman or solicitor, sends the orders to the headquarters of main office of the company for which he works.

In this case, Cason v. Quinby, 30 Ohio, 548, a Pennsylvania corporation solicitor took orders for merchandise by displaying and demonstrating samples. The merchandise was the company in Pennsylvania which shipped the goods to the agent. When he received the merchandise from them he filled purchasers, collected the money therefor, and remitted it to the corporation in Pennsylvania.

Since this agent received salary payment from the corporation for the sales he made the higher court held that this business is interstate commerce and that the State and city laws were void which required either the agent or corporation to pay license fees or taxation.

Note that the agent is paid a commission on sales, instead of a salary, does not change the status, according to the highest court case of Wilk v. City of Bartow, 97 So. 807. The records of this case disclose that an agent sold merchandise manufactured by a corporation located in Connecticut. His method of doing business was to go from one place to another in a different State and display samples of the merchandise to prospective purchasers. The agent did not deliver the goods to the purchasers, but at the end of each week he wrote up orders in order which were mailed to the corporation. Upon receipt of the goods from the corporation the agent delivered the goods to the purchasers, collecting the money due and retaining 50 per cent of the sale price as his compensation.

It is interesting to know that in this case the higher court held that the transactions were interstate commerce, and that neither a State tax nor city ordinance requiring payment of a license fee was valid.

Salesmen Carries Goods

Irrespective of how a pitchman or solicitor receives goods, he CANNOT invoke interstate commerce laws to escape payment of license fees required by State and city laws if he carries the goods with him and delivers the same to purchasers. This is so because the complete transaction consists of acts as follows: (1) Contact with the purchaser, (2) sale of merchandise, and (3) delivery of the goods to the purchaser. If these three acts are performed by the pitchman or solicitor in the State or cities in the city in which he does business, altho he may hold a license received from the State of which he does business or from another municipality in the State, or from a foreign State.

For illustration, in Hillsman v. Sea Isle City et al., S. A. (3d) 477, reported May 6, 1939, the validity of a city ordinance was questioned which provided "Every person . . . carrying on, transacting, or conducting business exclusively along the streets, avenues or alleys in this city by selling or offering for sale of soliciting orders for sale of goods, wares, merchandise, or any article, thing, chattel or commodity, shall pay a license fee of $50."

A person was arrested who solicited sales on the streets of this city and failed to obtain a license as required by the same state. He contended that this ordinance is void because it requires payment of license fees by businessmen who sell goods on streets regardless of whether they have headquarters in adjacent cities, and, also, without regard to the fact that they may have paid a license fee in another town in the same State.

However, the higher court held the ordinance valid, and said:

"Defendant grew from place to place and from house to house carrying for sale and exposing to sale goods, wares and merchandise which he carried or, better, he is an itinerant, solicitant vender of goods who sells and delivers to consumers identical goods WHICH HE CARRIES WITH HIM."

Property Taxation

Considerable confusion has existed from time to time whether or not chattels of circuses, carnivals and the like are subject to property taxation in States from which they are being transported.

It is important to know that in People v. Bacon, 30 N. E. 688, a higher court held that if chattels are being shipped from one State to and remain pending in such State the same are removed from the case for a TEMPORARY PURPOSE, the chattels of circuses, such chattels are actually in transit and are not subject to taxation. However, if the chattels are stored they have a situs in the State which results in their being subject to taxation there as personal property.

In construing and enforcing the interstate commerce clause of the Federal Constitution, it has been established by the United States Supreme Court that property actually in transit from one State to another is exempt from local taxation; but, if such property be stored for an indefinite time during such transit for other than natural causes or lack of facilities for immediate transportation, it may be lawfully subjected to local taxation.

On the other hand, circus, carnival and the like equipment and chattels are not subject to property taxation, unless the same are utilized for exhibition purposes in the State on the day, specified by the State laws, on which chattels shall be assessed. And chattels which pass thru a State on continuous journey usually are not subject to property taxation, altho rolling stock, as freight, passenger and sleeping cars and transporting vehicles may be assessed of the basis of the number of cars or average days within the State during the year.

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A BARGAIN—FIVE TABLE VENDORS ONLY $2.95 each. Three 3-Compartment Vendors, $15.95 each. Super Vendors, $19.95 each. Lansing, Mich.

BALLY'S FREE GAME PLAYERS, $69.50. Kearney's Spitfire Winners, $12.50; Mills Bell Bonus, $10.00; Totes, $10.00. NEW ORLEANS NOVELTY COMPANY, 238 Dryades Street.

BANGTAILS, $89.50; TRACK TIME R. H., $59.50; Bayside, $90.00; Ranger, $10.00; Homepride Mutoscope, $20.00; Mutoscope, $12.50; Post Time, $8.00. Roletta Senior, suitable for Parlor or Concession, $6.00. Sc play, advise best offer. Immediate delivery. SIEGEL DISTRIBUTING, 1102 Broadway, Albany, N. Y.

Show Family Album

PICTURED ABOVE is a barem scene in DeKreko Bros.' Oriental Show, snapped season of 1896 in Lancaster, Pa. From left to right are Jean DeKreko's Equine, violinist Lydia DeKreko, deceased; Lola, deceased; Mary Celestian, either player, and Charles DeKreko. Reclining in front is Cobe DeKreko, now residing in Chicago.

For years the DeKreko Brothers have been noted for their Oriental shows. Their first show, Streets of Cairo, had its inception in 1894, with Andre DeKreko as manager. It was the first big Oriental village in America and remained intact until 1897, when it was destroyed by fire in the Coliseum, Chicago, on Christmas Eve. The following year the DeKrekos had a similar show at the Omaha Exposition and later presented one in Delmar Gardens, St. Louis. Over a period of years they operated carnivals in Mexico, Cuba and the United States. Some of the brothers are still active in the carnival business.

The Billboard invites its readers to submit photos taken from 10 to 20 years ago. It is especially requested that photos be dated and where they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

BARGAINS, LIKE NEW, 30 ZEPHYR COUNTER Caperie Machines, $10.00; 10 Sun Ray Lamps, $5.00; 4 Bally Arcades, $15.00; 5 Dot Scales, $5.00; 6 Bally Bumpers, $5.00; 2 Dot Scales, $5.00. PORTS AMUSEMENT CO., 132 West Patrick St., Frederick, Md.

BARGAINS—SLOTS, LATE MODELS, CHEAP, must sell. Writing Rotatores, Mills Escalators, Vending Machines and Novelty Machines, Jones Walking and Mills Counteracks. WALTER DAVIS, 1082 Oglethorpe, Benton Harbor, Mich.

BARGAINS—TOPS, STOP & GO, CIRCUS, Blue Ribbon, Side Kick, Miami, all free play, $43.50 each. Chubby, Jackpot, Major Contact, Twin Inning, Pot Shot, Multiplay, all $37.50; Multiple Horse Shoes, Mr. Fox, $37.50; Multi Race Races, Free Races, Parlay, $27.50; Celtics, Big Chief, Paramount Jumbo, $27.50; Celtics, Mardi Gras, Rain Maker, $25.00; Hits, $20.00 each; Bits, $25.00; Arrow, $15.00; Power Play, $10.00; Long Beach, $7.50; Chase Derby, Stamp Races, Running Wild, Sunshine, Bally Bell, '37 Sensation, $7.50 each; Bally Bell, $20.00; Rapid Track, $27.50; Wonder Bell, $15.00; Bally Bell Bells, $20.00; Contact Contact Derby, $25.00; Bally Bell Pockets, $30.00 each; Late Model P. ART Targets, $12.50 each; 16 Watling Type Jack Pots, $15.00 each; 25 Early Races Ic, $7.50; Scotty, Line-Up, Double Play, Stampede, Sunshine Baseball, $7.50 each; Bally Fairy, $25.00; Fleetwood, Challenger, $15.00; Bally Bell Bells, $20.00; Bally Bell, $9.50; Bally Do Re Mi, $29.50; Cleo Rakes, $15.00; Superior Cigarette Machines, similar to Cigs Rakes, $70.00; Gottlieb Three-Way Pin Game, $15.00; Bally Bell Bells, $20.00. One-third deposit required, balance C. O. D. All machines offered subject to prior sale and K. o. b. Nashville. H. C. PAYNE COMPANY, 312 Broadway, Nashville, Tenn.

FOR SALE—1 BLACK CABINET PACES RACES, 1 twelve-player Mutoscope, $75.00. Farms, Inc., C. M. COPELAND, 117 Pleasant Street, East Bridgewater, Mass.

FOR SALE—SEE-MO, SILVER FLASH, BALLY Reserves, $8.50; Exhibit's Shoot-a-Line, $25.00. Lawrence Small Scales, $18.00. MUSIC MACHINE CO., Brunswick, Ga.

FOR SALE—44 FOOR DROP PICTURE MAchines, very cheap. Can use Electric Shock Game. ROBERT SCHMIDT, 2 Cedar Street, Union, N. J.

FOR SALE—FORTY USED MILLS VEST POCKET, $30.00 each. BOX 861, Montgomery, Ala.

FREE PLAY MAJORS AND SPOTTEMS, $39.50 each; Free Play Chief, $49.50; Tiny Pee Wee, $40.00; Free Play Rink, $45.00. Plain models lower. Any games, write. Send 25c for quotations. LEHIGH SPECIALTY CO., 20 and Green Sts., Philadelphia, Pa.

GOOD RECONDITIONED VENDING MACHINES wanted for our Bargain List and save money. RARE CO., 3 S. 22d St., Philadelphia, Pa.

GOOD USED ONE-BALLS FOR SALE—$28.00 each: Chicago Coin, Ballyhoo, Freakshow with Clock, Galloping Football, Derby Day, Pot-Pourri, High Speed Kings, $25.00 each; Jungle Races, $35.00; Aksarben, Fairgrounds, Hoosier, $9.00; Double Times, Sports Tower, $82.00; Thistledown, Man-o-War, Winning Ticket, $15.00. COLUMBIA MACHINE CO., 37 Essex Street, Springfield, Mass.

JENNINGS CHIEFS, LIKE NEW, PERFECT CONDITION. 5c Chiefs, $27.50; 10c Chiefs, $32.50. Money back if not as represented. OEO. HOCKIN, 2301 Fairfield Ave., Fort Wayne, Ind. 1-24

JENNINGS 5c LITTLE DUKES, $9.00 EACH; 10c Jumbos, $12.50 each. One Three-Deck McGuire 6-column Cigarette Vendor, $100.00. MORGAN MERCHANDISE, Zion, Ill.

KICK F. P., $28.50; ODD BALL RESERVE, $19.50; Mills Bell Bonus, $10.00; Mills Vest Pocket Hand Bonus, $12.50; Caille, $10.50. M. OVES, 1113 W. Princess St., York, Pa.

LONG RANGE EVANS SHOOTING GALLERY complete, built into truck, with all accessories. Now touring with one of the largest shows. The most complete outfit of its kind. Price reduced. Address Fairmount Amusement Park, Fairmount, Calif. $25.00. BOX C-217, Billboard, Cincinnati.

MILLS BLUE FRONTS, $32.50; COLUMBIA Cigarettes, $37.50; Counter Games List Free; Tract Chests, $12.50; Swim Backboard, $16.00. COLEMAN NOVELTY, Rockford, Ill.

NOTICE OPERATORS—STOP FROM "BONO-gram" prices now out; patented in U. S. and Canada. ALL MAGAZINE & CO., 403 Public Square, Nashville, Tenn.

PENNY SCALES, WATLING FORTUNE TELLers, Jennings and Rock-Ola Short Scales. Quote lowest prices. KELLEY SCALE COMPANY, 39 Essex Street, Springfield, Mass.

PHONOGRAPHS — SPECIALLY REDUCED prices: Wurlitzer, $50.00; Chicago, $75.00; 51 Models, $28.00; Oddball, $23.00. Kick, $12.00. Reserve, $18.00; Bonus, $12.00. Sportsman, $20.00; Skiing, Hays, $14.00; Bambino, Cargo, Rapidan, $12.00. Bell Fruit, Jackpot, Reserve, $10.00. LEON TAKSON CO., 2512 Amsterdam, Cuba, Lackawanna, New York.

PHONOGRAPHS WANTED—RESBURG M 68 (C-20; Wurlitzer 412 and 312; Seeburg 100-Selection; Operator's Piano Roll Catalog. Large enough to run Phonograph. All machines priced low; describe fully. DONALD MECKMAN, Washington, Ia.

POPULATIC AUTOMATIC ELECTRIC POP Corn Vending Machines at a sacrifice price of $75.00 each. Slug proof. 14-11 deposit, balance C. O. D. MANCHESTER SALES CO., 400 Manchester Ave., St. Louis, Mo.

Q. T., 1c, 5c, 10c PLAY, $25.00. GROETCHEN Tool, 1c, 5c, 10c Play, $25.00; Mills 1-2-3, $15.00; Mills Bell Bonus, $10.00; Mills Value, $25.00; 5 Pin Games for $15.00. O'BRIEN, 19 Thomas St., Rochester, N. Y.

RECONDITIONED PHONOGRAPHS ON TERMS in Kansas, Iowa, Nebraska, South Dakota and Colorado. ROBERT SUPPLY, 1104 Dodge, Omaha, Neb.

ROTARY MERCHANDISERS, $65.00; Rays Track, $45.00; Derby Day Consoles, $25.00; Jackpot, with Stand, $15.00; Chicago Coin, $50.00; Free Racers, $15.00. GARAGE REPLEE, 2606 Detroit.

SEVEN MAN'S PLAYS MACHINE, LIKE NEW, with Tape, $35.00; Ship any place. P. VAN AULT, Carlin & Wilson Shows, Box 1-B-741, New Castle, Pa.; (June 26-July 1), Bradford, Pa.

SEIDEN'S WAVE II—CHIEF P. P., $45.00; Tape P. P., $50.00; Jumbo, $65.00; Multi-Reels, $12.50; Bell Fruit, $10.00; Mills Bell, 1-2-3s, $15.00; Airway, $7.00. 1102 Broadway, Albany, N. Y.

SELLING OUT MY ENTIRE ROUTE—4 BALLY Reserves, 4 Bally Reserve Bonuses, $15.00; 5 Golden Wonders, 2 Racing Games, 1 Fore Flushes, 4 Rainbows, 5 Professionals, $8.00. 4 Bally Bells, 5 Pinchers, 3 Playgrounds, 3 Bally Jackpots, 3 Bally Parlays, $18.50. 5 Sport Racers, 4 No-Bows, $45.00. 3 Steam Pals Racers, 4 Five Star Finals, 3 Mills Bell Bonuses, 4 Mills Bell Vest Pocket, Mills Bell Bonus, Mills Value, $25.00. Half deposit, balance C. O. D. Reference, First National Bank. C. O. BULLARD, P. O. Box 874, Fayetteville, N. C.

SIX FACTORY REBUILT ERIE DIGGERS. FIRST million to buy, now, cost $25.00 each. Guaranteed like new mechanisms perfect, $225.00 the one or three for $600.00. Half deposit. C. O. D. ERIE MFG. CO., Box 415, Middletown, Conn.

SKILL DERBY, $39.50; HICHBALL, $22.50; Black Jack, $22.50; Bingo, $22.50; Stephens Bowling Alley 17' $12.50; Tapper, $12.50; Mutoscope Reveltes, $12.50; Mutoscope, Carson, Winner, Top Ten, Preview, Air Racer, Mutoscope Reveltes, $12.50. Half deposit, balance C. O. D. Reference, Merchants National Bank. C. O. BULLARD, P. O. Box 874, Fayetteville, N. C.

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SLOT MACHINE CLEARANCE — 14 MILLS 5 Blue Fronts, 5c, 10c and 25c, $35.00 each; 5 Jackpots, 5c, 10c and 25c, $35.00 each; 5 Vest Pocket Mills 5c, 10c and 25c, $25.00 each; 4 Mills Bell Bonuses, 10c and 25c, $15.00 each; 2 Mills Bell Bonuses, 5c, $12.50 each; 12 Slot Machine Vendors Stands, $4.50 each; 2 Electric Counter Scales, $12.50 each. Half deposit, balance C. O. D. Reference, Merchants National Bank. C. O. BULLARD, P. O. Box 874, Fayetteville, N. C. 1-24

SUPERIOR GOLF BALL MACHINE, EXCELlent condition, $25.00 each; 3 for $65.00; or two for $50.00. KALACON GAMES CO., 1509 Main St., Buffalo, N. Y. 1-24

U-POP-IT POPCORN MACHINES THOROUGHLY Reconditioned and Guaranteed, $44.50. Terms. Information free. KANSAS CITY BALL AMUSEMENT CO., 1509 Main St., Buffalo, N. Y.

WANT TO BUY—1 TO 20 CAPEHARTS OR Wurlitzers. Will buy Mills Vest Pocket 10 Records. CANADA DISTRIBUTING, Vaudreuil Quebec, Canada.

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WILL BUY MILLS BLUE FRONTS — NICKEL, Dime, Quarter. Quote lowest price, condition and serial numbers. Also want Mills Bonus Machines. BOX C-139, Billboard, Cincinnati. July 1

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21 NORTHWESTERN 33 VENDERS, 12 BRACK-ets, $600 for lot or will sell 5 Venders, $25 each. **JOHN HICKMAN,** Jr., Cookeville, Ohio.

50 CRISS CROSS BALL GUM VENDORS, Special Counter Model, $3.00 each. **ROCKWELL** Stacker, $5.50; Ic Hershey Bar Vendor, $2.50; Calumet Peanut Vendors, $3.50; Peanut Vendor, column, $5.50; Yu-Chu Ball Gum Vendors, Diamond, like new, $4.00. **ACCO,** 383 Hamilton Ave., Newark, N. Y.

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THANKY FORMULAS FOR PERFECT PRODUCTS. Accurate analysis assured. Industrial research. Catalog free. **Y. THANKY CO.,** Washington, D. C.

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ALL TYPES REBUILT POPCORN MACHINES. Guaranteed. Heavy aluminum peanut popping kettles, $7.50 each. **CARNEL CORN EQUIPMENT CO.,** 1025 Tom, Des Moines, Ia.

ATTENTION — 10 SEEBURG INVESTMENT Model Phonos, Mahogany cabinets, with music rolls. One-third deposit. **AUTOMATIC MUSIC CO.,** Kalamazoo, Mich.

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CORN CRISPIES FEARLESS, ALL-ELECTRICS giant geared Popping Kettles, Caramelizers, equipment. Call or write. **CRISPIES,** 1025 NORTHSIDE CO., 1925 10th, Des Moines, Ia.

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KARMELKORN OUTFIT, CANDY PULLER, Automatic Popcorn Machine, Popcorn Cooker, Candy Plant, Sticking Machine, Lighting Plant. **ANCHOR,** 1043 Hamilton, Cincinnati.

NEW VELVO FROZEN CUSTARD AND ICE Cream Machines, Complete Outfits, Cones, Toppings only. $169.00. **WHITE FROZEN CUSTARD COMPANY,** Centralia, Ill.

NEW CUSTOM-MADE HEIGHT SCALES — BUILT winner, Platform, Indicator Scale, Awning, complete, ready to operate, $60.00; half cash. **EQUIPMENT MFG. CO.,** Canton, N. C.

NO-WAY FROZEN CUSTARD COMPLETELY built on International Truck. **CARL BEBO,** 518 Massachusetts, Lawrence, Kans.

PORTABLE PORTABLE PUBLIC-ADDRESS SYS-tem, 2 Speakers, Dynamic Microphone, latest tube outfit, complete, $35.00. Free trial. **DON KENNEDY,** Shelbyville, Ind.

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BARGAIN — RUSS 3-CALLIOP ICE-CREAM Machine, attached to 1-Ton Chevrolet Harbering Cabinet, $500.00; Wurlitzer Style 165 Calliope, $125.00; Ranger Gasoline Plant, 12 Ton, Heavy 2, Freeze Freezers Custard Machine, $175.00. **ROBERT,** 1 Manchester, Ill.

GASOLINE MINIATURE TRAIN, $850.00; Ferris Wheel, $125.00; Chairoplane, $125.00; $65.00 High Strikers, $135.00; Strikes Much, $35.00; Ball Game, $35.00. **MANNEKIN,** 1 Mt.

COMPLETE DRAMATIC TENT OUTFIT, 50x110, seats, everything, $2,500. Small complete, $250.00; small Lavitation, $50.00. **H. TURNER,** Gahanna, Ohio.

FOR SALE—MERRY-GO-ROUND, TRUCK AND Trailer, Tangley Platform Trailer, Tangley Trailer Shooting Gallery, Operating Pens. **WILLIAM FARRELL,** Ashland, Ohio.

FOR SALE—SIXTEEN AND TWENTY-FOUR-Wheel Ferris Wheels, Chairoplane, Kiddie Ride, 1939 Chevy Panel. **CALVIN CAUNER,** Pinckney, Mich.

FOR SALE—CHAIRPLANE, JONES MAKE, FOR big back fronts, twelve seat, with new canvas, ready to go, $1,000. Complete, $1175.00. Can be seen in operation here. **JOHN ROSS,** Lancaster, Ohio.

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FUN ON THE FARM, MOUNTED ON MACK Truck, $900.00; Monkey Circus, Tracks and Tents, $300.00; Chairoplane, Jones make, $300.00; Living Wagon on Studebaker Truck, $300.00. **HOWARD,** 1 Fair St., Northampton, Mass.

GIANT OCTOPUS ON TRUCK, MINIATURE City on Trailer; both for $500.00 cash. Now booked for Fall Fairs. **WHITE,** 914 Ninth St., Wichita Falls, Tex.

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KIDDIE AUTO AND AEROPLANE COMBINA-tion, 16 ft. long, can be built for $350.00. **L. B. McNEECE,** Hippodrome Show on Steel Pier.

KNIFE RACKS—WITH HIGH PANEL BACK, Jones Make, Complete, Ready to Operate, with good Tents, Rack with 10 Pegs, 30 Dozen Knives, $1,000. Complete, $1175.00. Rack, $720.00. 12-ft. Rack, with 15 Pegs, 50 Dozen Knives, $1,500. Complete, $1750.00. Rack, $1,000.00. Each outfit packed in trunks. A. W. DOWNS, Marshall, Mich.

LIGHT PLANTS AND GENERATORS—15 K. W., $95.00; 25 K. W., $110.00; 35 K. W., $125.00; all equipped with Switchboard. **WALTER ROSS,** Dover, O.

MIDGET STEAM LOCOMOTIVE, CABIN LATEST Model Top, A-1 shape, $400.00. Tracks, Tents, Concessions. **WILLIAMS,** 1 Mt. Vernon, Minneapolis, Wichita, Kan.

MINIATURE RAILROAD—LIKE NEW, $1,500. Includes Diesel Streamlined Locomotive, 5 Cars seat 40. **E. HAMMER,** 3796 Glantanga Ave. N.E., Cleveland.

NEW MECHANICAL SHOW, PERFECT PER-formance, Complete, $1,000. Also Ferris Wheel, piece C. O. D. shipment. **C. P. AUSTIN,** 1708 N. Kedzie, Chicago.

NEW JACK POT PENNY PITCH, BIG BAR-gain! other games. Windmilling, Magic. Send stamp for list. **KENNELLS,** U. S. Hotel, Fayetteville, Ark.

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WHEELS, BALLYHOO AND SHOW MAKE; Chairoplane, Small Dice Wheel on Stand, Auto Bumper Game, Blower Game, Ball Game. Address P. O. BOX 443, Reading, Pa.

629 TWO WHEEL CLOSED IN TRAILER, suitable for placter, can be used as a dressing room, nearly new, take all price. $60.00. **SHINNER,** 445 E. 87th Place, Chicago.

HELP WANTED

ASTROLOGIST, HOROSCOPE, MIND READERS wanted for concessions male and female. Also closing. Write **LUNDY,** Room 616, 303 Fifth Avenue, New York.

BOOKING AGENT FOR SNAPPY UNIT—MAVE Flashy and Fast. **CIGARETTE AUTRY,** General Delivery, Troy, N. Y.

BOOKING AGENT WANTED FOR FIRST-class Hillbilly Radio Act. 20% commission. **RAY CORE AND THE MODERN HILL-**BILLIES, Louisville, Ky.

EXPERIENCED MAN AND WOMAN FILER Return Act and Lady Iron Jaw. Wanted quick. **FLYING MODES,** 800 Turner, Wabash, Ind.

OUTSTANDING MUSICIANS CAN EARN WAY to Hollywood Symphonic Dance Band. Write **DR. PERRY,** Western Teachers' College, Bowling Green, O.

SIX GIRL DANCERS FOR DEEP SOUTH DUR-ing Blue Convention of American Legion. Helena, Ark., July 17-18-19. **G. S. MAYER,** Chairman, Helena, Ark.

WANT SIX-PIECE MALE ORCHESTRA FOR Revue Unit playing fairs; prefer orchestra from Minnesota. **WILLIAMS AND MILLER,** Holly Avue, St. Paul, Minn.

WANT TWO MEN CAN CONTRACT FIN-ed amateur theatricals in America with Hawaiian Show. Permanent Position. Write **AMERICAN PRODUCTIONS,** Erie, Pa.

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WANTED—ZARRA SHOWS, CAN DRIVES CAR; Person, Mountain or Skillian preferred; good contract. Write **ZARRA SHOWS,** care P. O. Concord Field Trials, Concord, N. H.

WANTED—FEATURE VOCALIST FOR DANCE Band. Must be young, good looking, good voice, good personality. **STEINBAUER,** 1 Markubin, St. Paul, Minn.

WANTED—TRAINED SHETLAND PONY MAN, girl to dance. Will buy Shetland, Bear, Monkey, Chimpanzee. Write **BOB BAKER,** Kelly and Miller Bros. Circus, address route.

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BARGAINS USED MAGIC, VENT., PUNCH Effects, Free Listing, Tortura Acts, etc. Buy, sell, trade. Info. Bc. **MANLY,** 1315 Pierce, Los Angeles.

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MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Fabrics, Ghost Effects, Handwriting, Psychic Charts. Catalogue 10c. **BELLY,** 57 E. Long, Columbus, O.

VANISHING WAND, MARLEQUIN CIGARETTE Silk Color Changing Apparatus, 2 Cut Rope Transposing set for $12.00 payment. Big bargain list. **McKWADE,** 600 Martinique, Toledo, Ohio.

VENTRILOQUIAL FIGURES—IN-PACE KILLY-trated Catalog 10c. **FRANK MARSHALL,** 415 S. Laflin St., Chicago, Ill. Used by all leading ventriloquists.

MISCELLANEOUS

AUTOMOBILE FLAG HOLDER WITH FIVE Silk Flags, Holder with Matter with Flags, 40c. **ADBERT HARVIE,** 238 King St., Toronto, Ont.

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JAMES COGSWILL—CLOWN ON HIGH STILTS, a feature comedy novelty for celebrations, fairs, conventions, etc. Write for terms. Box 1483, Reno, Lincoln, Neb. 6/24

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WESTERN NOVELTY—THE DALTONS. Sensational Rope Act. Time, 1 hour. Ten, 18, years old. Full Wings and Fancy Rope and Rope Spectacular. Have own drums. Have own drum, your bill, indoors or out. Permanent address, Greenville, R. 3. 6/24

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BINGO BUSINESS, CLOWNS—A real Clown, Clown Band, Clown Dancing Act. Reasonable. Address BINGO BUSINESS, 4247 Bulwer Ave., Toledo, O.

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HIGH SWING POLE AND TRAPEZE ACT—Three Thrill Wire, Balancing Trapeze, Iron Jaw Rotator, Novelty Trapeze Act. Have own drums. Have wardrobe. Reasonable. THE CLAYTONS, Box 1, Cincinnati, O.

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MR. MERMAID—Sensational Feature Novelty act. Fast, clean, entertaining. Available for fairs, parks, celebrations. Reasonable. Address 6275 E. Pulaski, Indianapolis, Ind. 6/24

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1939 FAIR DATES

ALABAMA

Alexander City—East Ala. Fair Assn. Oct. 11-14. J. C. Dean.
Birmingham—Jefferson Co. Fair. Oct. 17-21. Jesse Livingston, Troy Ala.
Clanton—Chilton Co. Agri. Fair. Oct. 4-7. A. C. Martin.
Albertville—Marshall Co. Colored Fair Assn. Oct. 12-16. H. T. Brown.
Montgomery—Alabama State Fair & Exhibit Assn. Oct. 7-14. Thomas Hudson, mgr.
Hartman Junction, ept.
Montgomery—Colored Fair. Sept. 25-30. Thos. Hudson, mgr.
Opelika—Lee Co. Fair Assn. Oct. 2-7. G. C. Barton.
Dothan—Houston Co. Fair. Oct. 25-28. Mrs. J. Lamar.
Enterprise—Coffee Co. Fair Assn. Oct. 16-21. Dr. A. R. Lee.
Pelham—Pelham Fair. Oct. 9-14. Joe R. Shelton.
Florence—North Ala. State Fair. Oct. 3-7. Jas. Cunningham.
Huntsville—Madison Co. Fair. Sept. 26-30. Marie Shannon.
Montgomery—Livingston Fair Assn. Sept. 26-29. Chas. F. McKenzie.
Montgomery—Crenshaw Co. Fair. Oct. 24-28.
Troy—Pike Co. Fair. Oct. 2-7. Geo. A. Thomas.
Troy—Lakeville Community Fair. Sept. 11-14. Ed Lee Jr.
Tuscaloosa—Ala. Fair. Oct. 2-7. Thos. F. Littlejohn, Troy, Ala.

ARIZONA

Douglas—Cochise Co. Fair Assn. Sept. 25-30. Frank H. Brewer.
Phoenix—Maricopa Co. Fair. Oct. 9-14. E. A. Stephens.
Tucson—National Arts. Agri. Fair Assn. Probably July 1-4. Grace M. Sparks.

ARKANSAS

Arkadelphia—Clark Co. Fair & Live-Stock Assn. Oct. 2-7. Ed Gibson.
Bodcaw—Bodcaw Fair. Oct. 5. Fair Assn. Oct. 2-6. Mrs. Ethel Gibson.
Hope—Hempstead Co. Fair Assn. Sept. 25-30. Mrs. Ethel Gibson.
Lonoke—Lonoke Co. Fair Assn. Sept. 25-30. Mrs. Ethel Gibson.
Mt. Ida—Montgomery Co. Fair. Oct. 2-7. Lt. Mrs. Willie Shannon.
Ft. Smith—Sebastian Co. Fair Assn. Oct. 9-14. James R. Sparks.
Fort Smith—Ark. Fair & Exhibit Club Live-Stock Show. Oct. 17-21. Scott D. Hamilton.
Conway—Faulkner Co. Fair Assn. Oct. 9-14. Hawkins, V. G. Cogdill.
Harrison—Boone Co. Fair. Oct. 2-7. C. R. Hamilton.
Lepanto—Lepanto Community Fair. Aug. 2-5. J. E. Wilson.
Hatfield—Hatfield Fair Assn. Aug. 14-17. Mrs. Jim Lewis.
Pine—Hempstead Co. Fair Assn. Sept. 25-30. Mrs. Ethel Gibson.
Prescott—Nevada Co. Fair Assn. Oct. 2-7. Columbus Fair Assn. Oct. 2-7. Mrs. Ethel Gibson.
Ft. L. G. McKay, Helena.

CALIFORNIA

Anderson—27th Agri. Dist. Shasta Co. Fair. Sept. 21-24. G. Scott.
Bakersfield—Kern Co. Fair. Oct. 5-8. Horse Show. Aug. Sept. Oct. Fair. Oct. 5-8.
Bellflower—Kern Co. Fair & Produce Days. Oct. 26-29. R. A. Hodges.
Calistoga—Calistoga Fair Assn. July 1-4. Connell Jr.
Chowchilla—Chowchilla Dist. Fair Assn. Oct. 11-14. C. T. Hutson.
Coalinga—Coalinga Fair Assn. Sept. 9-16. J. Ray Cobban.
Colusa—Butte District Fair. Sept. 21-Oct. 1. Colusa Co. Fair. Sept. 21-Oct. 1.
Colusa—Colusa Co. Fair. Sept. 21-Oct. 1. Wyman.
Crescent City—Del Norte Co. Fair Assn. Sept. 29-Oct. 2. A. Crawford.
Del Mar—Del Mar Dept. Oct. July 3-4. W. F. Vanney.
Eureka—Humboldt Dist. Agri Fair Assn. June 29-July 4. Benedict & Smith.
Fresno—Fresno Co. Fair. Aug. 16-21. Dr. Jos. W. D. Hoskins.
Fresno—Fresno District Fair. Sept. 15-24. T. Hoskins.
Gilroy—Gavernonte Co. Fair. Aug. 1-6. Eugene Hoffman.
Grass Valley—Nevada Co. Fair. Sept. 25-Oct. 1. Jimmy Phoenix.
Hanford—Tulare Co. Fair. Aug. 26-27. Shelley A. Morris.
Hollister—2nd Dist. Agri Fair. Oct. 5-6. Roy A. Bennett.
Imperial—Imperial Co. Fair. Nov. Wister Fair. Sept. 1-4. D. V. Stewart.
Lompoc—Lompoc Dist. Agri. Fair. Sept. 2-4. E. H. Hopkins.
Los Angeles—Los Angeles Fair of Shasta Co. Sept. 9-16. F. A. Chenoweth, Redding, Calif.
Madera—Madera Dist. Fair. Oct. 5-8. H. L. Davis.
Marysville—Butte District. Sept. 14-17. James J. Vitch.
Modesto—Stanislaus Co. Fair. Sept. 14-17. V. V. Adams.
Napa—Napa Co. Fair. Aug. 17-20. George Kelly.
Oakland—Cotna Co. Fair. Sept. 13-16. George F. Cantrell.
Paradise—Butte Co. Fair Assn. Oct. 11-13. Mrs. Helen Berry.
Petaluma—Fourth District Fair. July 26-29. Ralph Young.
Riverside—Riverside Co. Fair Assn. Aug. 25-27. Dr. J. Anderson.
Sacramento—Sacramento Co. Fair. Aug. 16-19. Ed Gibson.
Salinas—Monterey Co. Fair. Sept. 12-17. J. M. Lyon.
San Bernardino—San Bernardino Co. Fair. Sept. 15-Oct. 1. C. H. Afflerbaugh.
San Diego—San Diego Co. Fair. Aug. 22-27. Don L. Rose.
Santa Rosa—California State Fair. Sept. 1-10. Robert Mailliard.
San Francisco—Golden Gate Int'l Expo. Feb. 18-Dec. 31. Leslie Scott.
San Francisco—National Dairy Show. Oct. 21-Nov. 4. Dr. Lewis Ellsworth.
San Jose—Santa Clara Valley Fair. Sept. 26-Oct. 1. Russell E. Pettit.
Santa Barbara—Santa Barbara Fair. July 11-16. R. E. Kraemer.
Santa Maria—Santa Barbara Co. Fair. Sept. 26-Oct. 1. Ed Gibson.
Santa Rosa—Sonoma Co. Fair Assn. Aug. 8-13. Leonard Wright.
Stockton—Tuolumne Co. Fair. Sept. 23-24. R. Gibson.
Stockton—San Joaquin Co. Fair Assn. Aug. 14-19. Ed Gibson.
Susanville—Lassen Co. Live-Stock Show & Fair. Aug. Sept. Oct. Fair. Oct. 5-8.
Tulare—Tulare-Kings Co. Fair. Sept. 26-30. Ed Gibson.
Vallejo—Solano Co. Fair. Aug. 1-6. Dr. Jos. Wolfe.
Ventura—Ventura Co. Fair. Aug. 31-Sept. 4. Herman G. Salen.
Visalia—Tulare Co. Fair. Sept. 26-30. Ed Gibson.
Yreka—Siskiyou Co. Fair. Aug. 1-6. Dr. C. E. Maxwell, Orland, Calif.
Yuba City—Sutter Co. Fair. Oct. 11-13. Paul V. Eaudson.
Woodland—Yolo Co. Fair. Aug. 11-12. Lindsay Van Tuggarts.
Ukiah—Mendocino Co. Fair. Sept. 23-24. W. L. Kline.

COLORADO

Alamosa—Washington Co. Fair & Round-Up. Aug. 14-18. R. B. Hughes.
Boulder—Boulder Co. Fair. Sept. Aug. 17-19. C. M. Baxter, Flagler, Colo.
Brighton—Adams Co. Fair. Aug. 21-25. Dr. Henry C. Cage.
Cortez—Montezuma Co. Fair. Aug. 7-9. Roy Crawford.
Crawford—Montrosa Co. Fair & Rodeo. Sept. 11-14. Ed Gibson.
Denver—National Western Stock Show Jan. 14-21. Ed Gibson.
Holyoke—Phillips Co. Fair Assn. Aug. 14-16. Hugo Lindsay.
Hugo—Lincoln Co. Free Fair. Sept. 19-22. Lucas Lindsay.
Lamar—Prowers Co. Fair. Sept. 25-Oct. 1. Lucas Lindsay.
Longmont—Boulder Co. Fair. Aug. 29-Sept. 1. Frank H. Mirick.
Rocky Ford—Arkansas Valley Expo. & Fair Assn. Sept. 4-8. Carl Holden.
Salida—Chaffee Co. Fair & Rodeo. Aug. 22-26. Lucas H. Smith, American Legion.
Sterling—Logan Co. Fair. Sept. 5-8. Wm. Weed, Jr. Mailing.

CONNECTICUT

Danbury—Danbury Fair. Sept. 15-16. Mrs. Edith L. Griffith, Kensington, Conn.
Hartford—Connecticut Valley Fair. Sept. 18. Rita M. Bailey, Waterford, Conn.
Litchfield—Litchfield Co. Fair. Aug. 24-26. Walter G. Brown, Box 63, Danbury, Conn.
Chaplin—Hartford Grange Fair. Sept. 9. Mrs. Ethel Gibson, Kensington, Conn.
Dayton—Dayton Fair. Sept. 30-Oct. 2. Dayton—Dayton Fair. Sept. 30-Oct. 2.
Durham—Middlesex Co. Fair. Sept. 4-6. Mrs. Ethel Gibson, Kensington, Conn.
Hebron—Hebron Grange Fair. Oct. 6-7. John A. Jackson.
Lebanon—Lebanon Fair. Oct. 4. R. R. Grand, Mystic, Conn.
Plainfield—Plainfield Hill Grange Fair. Sept. 8-9. Marjorie G. Hinds.
Plainfield—Plainfield Grange Fair. Sept. 8-9. Florence F. Hinsdale.
Rocky Hill—Rocky Hill Fair Assn. Aug. 26-Sept. 2. Benjamin Shanley, RFD 1, Rocky Hill, Conn.
Stafford—Stafford Fair. Sept. 8. Mrs. Louise M. Blakeslee.
Stonington—Stonington Hock Fair. Sept. 4. Lorenzo J. Sellers, East Hampton, Conn.
Tolland—Tolland Co. Fair. Sept. 5-8. Ed Johnson, R. D. 1, Torrington, Conn.
Wallingford—Wallingford Fair. Sept. 1-Sept. 4. Mrs. Ethel Gibson, Kensington, Conn.
Wilton—Wilton Grange Fair. Sept. 15-16. Martha—Martha Fair. Sept. 15-16. Mrs. Ethel Gibson, Kensington, Conn.
Westchester—Westchester Co. 4-H Club Fair. Aug. 10-12. Marjorie Lord, North Haven, Conn.
Northwestern—Northwestern Grange Fair. Sept. 15-16.
Plainville—Plainville Grange Fair (Indoor). Sept. 15-16. Mrs. Ethel Gibson.
Riverton—Riverton Fair. Oct. 13. R. N. Hutchinson, Box 1, Riverton, Conn.
Rocky Hill—Rocky Hill Grange Fair. Sept. 8-9. Mrs. George Mahoney, Wolcott, Conn.
Tolland—Tolland Co. Fair. Sept. 5-8. Mrs. Ethel Gibson, Kensington, Conn.
Waterbury—Waterbury Fair. Sept. 8. Mrs. Ethel Gibson.
Woodstock—Woodstock Agri Fair. Sept. 12-15. Mrs. Ethel Gibson, Kensington, Conn.
Wolcott—Wolcott Fair. Sept. 8. Mrs. Ethel Gibson.
Harrington—Kent-Sussex Dist. Fair Assn. July 31-Aug. 5. Ed Gibson.

FLORIDA

Lake City—Columbia Co. Fair Assn. Oct. 30-Nov. 4. Louis C. Wadsworth.
Pensacola—Pensacola Interstate Fair Assn. Oct. 24-29. J. E. Pradine.
Winter Haven—Polk Co. Orange Festival. Jan. 22-27 (tentative). W. Jenkins.

GEORGIA

Atlanta—Southeastern Fair. Oct. 1-8. Virgil Moore.
Bainbridge—Decatur Co. Fair. Oct. 10-21. T. C. Gaddy.
Cedartown—Cherokee Co. Fair Assn. Oct. 2-7. C. C. Edge.
Cordele—Crisp Co. Fair Assn. Oct. 30-Nov. 4. A. Brownlow.
Cuthbert—Cuthbert Co. Fair. Oct. 4-7. F. J. Searcy.
Columbus—Chattahoochee Valley Expo. Oct. 9-14. F. L. Jenkins.
Cuthbert—Rockhill Co. Legion Fair. Sept. 26-Oct. 1. Ed Gibson.
Covington—Newton Co. Fair. Sept. 26-30. Hoyt Cohen.
Dublin—Dublin Co. Fair Assn. Sept. 26-Oct. 1. P. D. Lanier.
Dublin—Laurens Colored Fair Assn. Oct. 19-21. Ed Gibson.
Elberton—Elberton Fair Assn. Oct. 2-7. Ed Gibson.
Elberton—Elbert Co. Colored Fair Assn. Oct. 23-28. Ed Gibson.
Fitzgerald—Ben Hill Co. Fair. Week of Oct. 16. Homer Waters.
Hawkinsville—Pulaski Co. Fair. Oct. 23-24. Wm. M. Jenkins.
La Grange—Troup Co. Fair Assn. Oct. 11-14. C. H. Wheeler.
Lyons—Lyons Co. Fair Assn. Oct. Second week. Ed Gibson.
Rome—Georgia State Fair. Oct. 20-Nov. 5. Ed Gibson.
Manchester—Tri-County Fair. Sept. 25-30. Walter Griffin.
Martetta—Cobb Co. Fair Assn. Sept. 27-30. Ed Gibson.
Thomaston—Upson Co. Fair Assn. Oct. 9-14. Ed Gibson.
Sparta—Hancock Co. Fair Assn. Last week Oct. First to Sept. Frank T. Sumner.
Statesboro—Bulloch Co. Fair. Oct. 1-7. C. S. Chapman.
Swainsboro—Emanuel Co. Fair. Week of Oct. 16. R. E. Sandefur.
Tennille—Washington Co. Fair. Sept. 25-30. Dr. W. Lapsley.
Waycross—Ware Co. Fair. Oct. 16-14. A. B. Phillips.
Waycross—Southeast Co. Fair. Sept. 5-15. George U. Calloway.

IDAHO

Blackfoot—Southeastern Idaho State Fair. Sept. 4-9. Ed Gibson.
Boise—Western Idaho Fair. Aug. 25-30. Frank Wimmer.
Caldwell—Canyon Co. Fair & Stampede. Aug. 31-Sept. 2. R. F. Mahoney, Dodge Ala.
Gooding—Gooding Co. Fair. Sept. 5-8. Ed Gibson.
Pocatello—Bannock Co. Fair. Sept. 16-19. Ed Gibson.
Rexburg—Rexburg Fair. Sept. 5-8. Ed Gibson.
Sandpoint—Bonner Co. Fair Assn. Sept. 14-17. Mrs. Ethel Gibson. Mark H. Knight.

ILLINOIS

Albion—Edwards Co. Fair. April Fair Assn. Aug. 9-13. Lyman Bunting, Mgr. Ill.
Aledo—Mercer Co. Fair. Aug. 29-Sept. 3. W. W. Wiebock.
Anna—Anna Fair. Aug. 21-25. J. P. Smith.
Antioch—Antioch County Fair. Aug. 29-Sept. 4. L. Dale Jones, Box 1, Ill.
Arthur—Arthur Mass-Fox-Dealer Co. Fair. Sept. 5-8. Ed Gibson.
Atlanta—Atlanta Fair. Aug. 29-Sept. 1. C. G. Spear.
Bloomington—McLean Co. Community Live-Stock Show. Aug. 1-10. Rose L. Clark.
Bloomington—McLean Co. Fair. Grange Fair. Sept. 25-30. Roy E. Moss.
Bloomington—McLean Co. Fair. Aug. 1-6. Harry W. Hobson.
Brownsville—4-H Club Fair. Aug. 1-6. John R. Kasser.
Brownsville—McLean Co. Fair. Aug. 5-10. Ed Gibson.
Bridgeport—Lawrence Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Brownstown—Fayette Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Carlinville—Macoupin Co. Fair. Oct. 2-6. Ed Gibson.
Carlinville—Macoupin Co. Fair. Aug. 8-11. R. F. Gillespie.
Carrollton—Greene Co. Fair. Aug. 8-13. Wayne L. Sprague.
Centralia—Marion Co. Fair. Aug. 14-18. Max McDowell.
Chicago—Chicago Fair Assn. July 16-31. L. A. Mitchell.
Charleston—Coles Co. Fair Assn. July 29-Aug. 5. Ed Gibson.
Chicago—Chicago Int'l Live-Stock Expo. Dec. 9. Chicago—Chicago Int'l Live-Stock Expo. Dec. 9.
Dixon—Lee Co. Fair Assn. Aug. 26-31. John Weber.
Dixon—Lee Co. Colored Fair. Sept. 1-4. Ed Gibson.
Edwardsville—Madison Co. Fair. Aug. 29-Sept. 1-6. E. E. Sprey.
Elgin—Elgin Fair. Aug. 13-24. W. D. Stuart.
Elizabethtown—Hardin Co. Fair. Sept. 26-30. James O. Cuthell.
Fairbury—Fairbury Fair. Aug. 22-26. C. E. Decker.
Flora—Clay Co. Fair. Aug. 22-26. Ed Gibson.
Farmington—Fulton Co. Fair. Aug. 29-Sept. 4-11. R. E. Sandefur.
Farmington—Fairdale Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Farmer City—Farmer City Fair Assn. Aug. 29-Sept. 1. Ed Gibson.
Pana—Clay Co. Fair. Aug. 29-Sept. 2. J. W. Brake, Flora, Ill.
Golconda—Pope Co. Fair. July 18-23. Phillip Schwartz.
Greenville—Bond Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Greenville—Greenville Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Hillsboro—Hillsboro Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Hillsboro—Montgomery Co. Fair. Sept. 4-8. R. E. Sandefur.
Hoopeston—Hoopeston Fair. Aug. 29-Sept. 1. Ed Gibson.
Jacksonville—Morgan Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Kewanee—Kewanee Fair. Aug. 29-Sept. 1. Ed Gibson.
Lacon—Lacon Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Lawrenceville—Lawrence Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
New Windsor—New Windsor Fair & Mercer Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Olney—Richland Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Oregon—Ogle Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Paris—Edgar Co. Agri. Assn. Aug. 11-15. C. E. Decker.
Pittsfield—Pike Co. Fair. Aug. 17-19. W. E. Jones.
Pontiac—Livingston Co. Fair Assn. Aug. 29-31. Henry S. Weber.
Pittsfield—Pittsfield Co. Agri Fair. Sept. 6-8. Lloyd W. Chadwick.
Springfield—Springfield Co. Fair. Aug. 29-Sept. 1. H. Hamer.
Springfield—Springfield Co. Agri Fair Assn. Aug. 29-Sept. 1. Ed Gibson.
Springfield—Springfield Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Tremont—Tremont Fair. Aug. 29-Sept. 1. Ed Gibson.
Robinson—Crawford Co. Fair. July 29-32. Robinson—Crawford Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Rushville—Rushville Fair. Aug. 29-Sept. 1. Ed Gibson.
St. Joseph—Champaign Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Salem—Marion Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Sandwich—Sandwich Fair Assn. Sept. 6-8. Ed Gibson.
Shawneetown—Shawneetown Fair Assn. Sept. 29-Oct. 1. Ed Gibson.
Sparta—Randolph Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Tuscola—Douglas Co. Fair. Aug. 29-Sept. 1. Ed Gibson.
Vandalia—Fayette Co. Fair. Aug. 29-Sept. 1. Ralph Bailey.
Vandalia—Fayette Co. Fair. Aug. 29-Sept. 1. Ed Gibson

French Lick—Farmers' Fall Festival Aug. 24-26. W. Clarence Mills.
Goshen—Elkhart Co. Fair. Aug. 30-Sept. 3. Walker C. Marvin.
Greenfield—Hancock Co. Aug. 14-18. Dean Goodwin Spencer, Inc.
Greensburg—Putnam Co. Fair Assn. Aug. 29-Sept. 1. Eugene Alvis.
Greenfield—Hancock Co. Agri. Assn. Aug. 17-18. John B. Stephenson.
Hartford City—Farmers & Merchants' Agri. Fall Festival Assn. Sept. 12-23. Susan Daugherty.
Indianapolis—Dobbs Park. Fair. Sept. 7-11. H. D. Dobbs.
Indianapolis—Indiana State Fair. Sept. 1-8. Harry D. Tempelman.
Kendallville—Kendallville Fair. Aug. 14-18. C. E. Brown.
Kentland—Newton Co. Fair Assn. Sept. 13-15. J. M. Lucas.
Ladoga—Ladoga Fair. Aug. 8-12. Cecil Hamilton.
La Porte—La Porte Co. Fair. Aug. 29-31. Jesse A. Terry.
Lawrenceburg—Dearborn Co. Fair. July 24-29. Leonard Haag.
Lagrange—Case Co. Fair Assn. July 23-28. Wm. (Babe) Thomas Jr.
Lynn—Lynn Fall Fair and Stock Show. Sept. 12-16. J. T. Jeffers.
Mentone—Mentone Community Fair. Aug. 22-26. Leroy Harris.
Medaryville — Medaryville Community Fair. Sept. 7-9. Harold Berry.
Montpelier—Montpelier Fall Festival. July 19-22. H. E. Kelley.
Mt. Vernon—Fall Fair. July 30-Aug. 4. Gerald R. Price.
New Bethel—Marion Co. Fair Assn. Aug. 1-6. Harry T. Bartlett, Wayne Hall.
Noblesville—Hamilton Co. Fair & 4-H Club Assn. Aug. 7-12. Ben Hinshaw.
North Vernon—Jennings Co. Fair Assn. July 29-30. R. B. Spencer.
Osgood—Ripley Co. Fair. Aug. 1-4. E. L. Pettibone.
Paoli—Orange Co. Fair. Aug. 1-4. E. L. Pettibone.
Plymouth—Marshall Co. Fair Assn. Aug. 29-Sept. 3. Chas. A. Brooks.
Rensselaer—Jasper Co. Fair Assn. Aug. 29-Sept. 3.
Reynolds—Reynolds Free Fair. Sept. 6-9. Albert Oehler.
Rockport—Spencer Co. Fair Assn. July 26-29. Chas. Gentry.
Rushville—Rushville Fair Assn. Aug. 21-26. George Schwab.
Rushville—South Fair. Aug. 15-18. Charles Cutter.
Shelbyville—Shelby Co. Fair Assn. Aug. 6-12. Harry Jones.
Spencer—American Legion Fair. Sept. 9-8. E. W. Hurley.
Terre Haute—Vigo Co. Agri. Assn. Aug. 18-26. Tom Wallace.
Tipton—Tipton Co. Fair Assn. Aug. 29-Sept. 3. H. B. Spencer.
Trafalgar—Union City Community Fair. Sept. 12-23. Rose Hunt.
Warsaw—Kosciusko Co. Fair Assn. Sept. 18-23. O. B. Kinner.
Washington—Daviess County Fair Assn. Aug. 30-31. Robert C. Graham Jr.
Waterloo—Waterloo Fall Festival. July 25-Sept. 3. Woody Parkhurst.

IOWA

Ashby—Pest-County Fair. Nov. 30-34. Mrs. Ada Ashby.
Ackley—Ackley Fall Fair. Aug. 15-18. Roger W. Letsinger.
Atlantic—Atlantic Fall Festival. Aug. 21-24. Mrs. L. B. Clarke.
Algona—Kossuth Co. Agri. Assn. Aug. 19-26. B. L. Thorell.
Allison—Butler Co. Fair. Sept. 4-7. C. H. Wilt.
Ames—Story Co. Agri. Soc. Sept. 1-6. O. A. Leach.
Anita—Cass Co. 4-H Club. Aug. 15-18. Wm. Lamphere, Commercial Club.
Anthon—Anthon Co. Fair. Sept. 6-9. W. C. Wilson.
Aurora—Aurora Agri. Soc. Aug. 30-31. H. D. Mathias, Lenox.
Avoca—Potawattamie Co. Fair Assn. Aug. 16-17. W. F. Bickel.
Bedford—Taylor Co. Fair Assn. Aug. 8-12. Jesse Sutter.
Blanchard—Davis Co. Fair. Aug. 15-18. J. Ed. Lewis.
Bloomfield—Bloomfield Harvest Show. Aug. 21-23. C. E. Judd.
Burlington—Burlington Tri-State Fair. Aug. 6-12. A. L. Miller.
Cedar Rapids—Linn Co. Fair. Aug. 13-16. C. D. Moore.
Central City—Lane Co. Fair. Aug. 4-6. P. O. Ratliff.
Chariton—Page Co. Agri. Fair. Aug. 16-11. Chas. Ellis.
Clinton—Jasper Co. Agri. Soc. Aug. 11-23.
Maurice A. Campbell, Sec., Mgr.
Columbus Junction—Louisa Co. Fair. Aug. 15-18. Fred Ellis.
Cedar Rapids—Fort-County Fair. Sept. 11-16. A. J. Hickenlooper.
Corning—Adams Co. Agri. Fair Assn. Aug. 31-Sept. 3. Ed. Kinsman.
Corydon—Wayne Co. Fair. Aug. 31-11. R. J. Hunsicker.
Creston—Howard Co. Fair. Aug. 8-11. Ed. Ellis.
Davenport—Davenport Valley Fair & Expo. Aug. 11-19. W. Power.
Decorah—Winneshiek Co. Fair. Aug. 17-20. Wm. Swanson.
Derby—Derby District Fair. Sept. 5-6. O. W. Melvin.
Des Moines—Iowa State Fair & Expo. Aug. 12-Sept. 1. A. R. Corey.
Dubuque—Tri-State Fair. Aug. July 22-28. W. J. Kroll.
Eagle Grove—Eagle Grove Dist. Fair. Aug. 21-23. Wilbur J. Green.
Elkhart—Warren Co. Agri. Fair Assn. Aug. 21. M. L. W. Hall.
Elkora—Hardin Co. Agri. Soc. Aug. 7-11. C. W. Hanse.
Elkader—Elkader Fair. Sept. 1-4. Lee Cotton.
Emmetsburg—Palo Alto Co. Fair. Aug. 16-18. H. E. Reichert.
Fairfield—Jefferson Co. Fair Assn. Sept. 1-4. R. Ross Cox.
Fort Dodge—National Beef Cattle Show. Sept. 1-4. C. E. Ford.
Garner—Hancock Co. Agri. Assn. Aug. 29-30. T. O. Peterson.
Greenfield—Adair Co. Fair. Aug. 15-18. T. Dodge Clifton.
Grundy Center—Grundy Co. Fair Assn. Sept. 5-8. Ed. Ellis.
Gutherie Center—Guthrie Co. Fair. Sept. 12-15. M. T. Branson.
Hampton—Franklin Co. Fair Assn. Aug. 21-24. Glenn D. Trelghen.
Harlan—Shelby Co. Fair. Aug. 29-30. Gerald L. Jones.
Humboldt—Humboldt Co. Fair. Aug. 29-31. Ed. Ellis.
Independence—Buchanan Co. Fair. Aug. 13-16. Van Gribelhorn.
Independence—Buchanan Co. Fair. Aug. 13-16. B. O. Gates.
Iowa City—Johnson Co. Fair. Aug. 13-18. Victor Pulver.
Iowa City—Iowa Agri Assn. Aug. 29-Sept. 1. John Hamilton.
Jefferson—Greene Co. Fair Assn. Sept. 12-22. George A. Gross.
Kalona—Kalona Fall Fair. Sept. 9-8. Vera Swaim Co. Fair. Sept. 9-8.
Knoxville—Marion Co. Fair. Aug. 12-23. Ed. Ellis.
Lorimer—Lorimer Fair. Aug. 21-16. Ed. Ellis.
Malvern—Mills Co. Fair. Aug. 8-11. Ed. Ellis.
Manchester—Delaware Co. Fair. Sept. 5-8. Ed. Ellis.
Marion—Linn Co. Fair. Aug. 31-Sept. 5. Sara B. Kenig.
Marshalltown—Marshall Co. Fair. Sept. 12-15. Clair G. Kinsie.
Mediapolis—Mediapolis Iowa Fair. Aug. 13-18. B. D. (Hank) Molesworth.
Missouri Valley—Missouri Valley Fair. Sept. 12-15. W. S. Bettendorf.
Monticello—Jones Co. Fair. Aug. 22-25. Harry L. Sanford.
Mt. Pleasant—Henry Co. Fair. Aug. 10-13. Ed. Ellis.
Mystic—Woodbury Co. Fair. Sept. 5-8. Clyde Hallma—Sec & Fair Assn. Aug. 21-26. Nor. Ellis.
Nevada—Story Co. Fair. Aug. 21-26. Nor. Ellis.
Newton—Jasper Co. Fair. Aug. 21-26. Nor. Ellis.
Northwood—Cerro Gordo Co. Agri. Soc. Aug. 22-25. Ed. Ellis.
Northwood—Worth Co. Fair Soc. Aug. 22-25. Ed. Ellis.
Oskaloosa—Mahaska Co. Fair. Aug. 21-26. Ed. Ellis.
Ottumwa—Wapello Co. Agri. Soc. Aug. 27-31. Gertrude Shepherd.
Pella—Pella Fair. Aug. 21-26. Nor. Ellis.
C. B. Pohl.
Red Oak—Southern Iowa Fair. Sept. 5-7. Clyde A. Hanna, New Sharon.
Rock Rapids—Lyon Co. Fair. Sept. 8-11. L. Tapes.
Sac City—Sac Co. Fair. Aug. 15-18. Ed. Ellis.
Sioux City—Sioux City Fall Festival. Aug. 7-12. Ed. Ellis.
Sioux City—Sioux City Fall Festival. Aug. 7-12. Ed. Ellis.
Spencer—City Co. Fair. Sept. 11-16. Ed. Ellis.
Sioux City—Sioux City Fall Festival. Aug. 7-12. Ed. Ellis.
Tipton—Cedar Co. Fair. Aug. 8-11

South Paris—Oxford Co April Sec. Sept. 11-12.
Mt. Desert—Hancock Co April Sec. Sept. 12-13.
Southwest Harbor—Hancock Co April Sec. Sept. 13-14.
Trenton—Trenton Park Sec. Oct. 10-12.
Waterville—Kennebec Co April Sec. Sept. 26-28.
Orland—
Cutler—Cutler Park Fair Assn. Sept. 13-15.
S. Portland—
Windsor—Kennebec Co Sec. Sept. 27-28.
Fryeburg—Fryeburg Fair Sec. Sept. 26-28.

MARYLAND

Salisbury—Harford Co Sec. Aug. 29-Sept. 1.
Chesapeake Beach—Calvert Co April Sec. Sept. 12-14.
Hagerstown—Washington Co April Sec. Sept. 18-21.
Berry A. Mason—
Upper Marlboro—Prince Frederick Pub. Oct. 10-12.
Perry E. Mitchell—
Hagerstown—Washington Co. April Sec. Oct. 17-21.
Charles W. Wolf—
La Plata—Charles Co Fair Sec. Sept. 26-28.
W. Edmund Dugan—
Prince Frederick—Calvert Co. Fair. Oct. 12-14.
M. D. Harrell—
Taneytown—Carroll Co. Fair. Sept. 19-22.
George E. Dodrow—
Thurmont—Mt. Hope Fair Sec. Sept. 12-14.
Baltimore—Sept 5-14. Mrs. L. Dugan.
Baltimore—Sept. 5-14. Mrs. L. Dugan.
Oxford—Mid-Shore—Southern Md. April Assn. Oct. 17-18. Wm. H. Dodd.

MASSACHUSETTS

Acton—Acton April Sec. Sept. 14-15. Albert Hosmer.
Amherst—Amherst Community Sec. Sept. 14-15.
Blackstone—Union April Sec. Sept. 14-15.
J. C. S. Ripley.
Bridgewater—Plymouth Co. April Sec. Sept. 5 and 1. Edward Giles.
Brockton—Brockton Fair. Sept. 10-16. Frank H. Kingman.
Charlemont—Hillside April Sec. Sept. 26-27. Glenn A. Sawyer.
Cummington—Hampshire Co April Sec. Sept. 11-12. Whitman S. Bryant.
Dracut—Dracut April Sec. Aug. 28. Kenny S. Clark.
Lunenburg—Lunenburg—Littleville Community Fair Assn. Sept. 11-12. Mrs. Ethel Hemingway.
Marshfield—Marshfield April & Hort. Sec. Aug. 31-36. Horace C. Keene.
Middleboro—Middleboro April Sec. Sept. 1-2. William A. Pease, Director, Mass.
Monson—Monson Community Sec. Aug. 29-34.
Herbert F. Smith.
Northampton—Northampton, Florence & Hampton April Sec. Sept. 5-8. Frank Bartlett.
Northampton—School Co. Young Farmers' Show. Sept. 5. Herbert W. Hill.
Sunderland—Sunderland Status Expo. Sept. 11-12. Chas. Smith.
Topsfield—Sons of Sun. Sept. 9-14. Robert F. Wood.

MICHIGAN

Addison—Addison Community Fair. Oct. 5-6.
Linton Smith.
Adrian—Lenawee Co. Fair. Sept. 18-22. F. A. Gallup.
Allegan—Allegan Co. April Sec. Sept. 19-22.
Ralph Dekleine.
Alpena—Alpena—Montmorency Co. April Assn. Sept. 11-14. Hubert Wilson.
Alma—Alpena Co. April Sec. Sept. 4-6.
A. J. Bradley.
Ann Arbor—Washtenaw Co. Fair Assn. Sept. 5. Fred Wahrmann.
Armada—Armada April Sec. Aug. 26-27.
Harvey G. Orth.
Bad Axe—Bad Axe Fair Assn. Aug. 15-18. R. F. Boughner.
Bangor—Bangor Community Fair. Oct. 5.
Bangor—Bangor Schools.
Battle Creek—Battle Creek Fair. Sept. 11-16.
F. H. Bonbrakes.
Bay City—Tuscola Co. Fair Assn. Aug. 21-25.
Carl F. Mosley.
Beaverton—Gratiot Co. Fair. Sept. 1-6. C. S. Middleton.
Center Line—St. Joseph Co. Fair. Sept. 19-22.
Lester R. Sabourd.
Charlevoix—Sept. 4-9 April Sec. Aug. 29-Sept. 1. Hans E. Kastner.
Chelsea—Chelsea Community Fair. Oct. 5-8.
Tom W. Taylor.
Chesaning—Chesaning Co. 4-H Club Fair. Sept. 12-15. Carmen E. Hoover.
Clarkston—Shiawassee Co April Sec. Aug. 19-Sept. 1. Co. County.
Croswell—Croswell Fair Assn. Aug. 28-Sept. 1.
Wm. Lemmen.
Detroit—Michigan State Fair. Sept. 1-10. Dir.
Detroit—Wayne Co. Fair Assn. Sept. 5-10.
Earl Jordan—Jackson Co. Fair. Sept. 5-8.
Fowlerville—Livingston Co. Fair. Sept. 5-8.
Gladwin—Gladwin Co. April Sec. Sept. 5-8.
Gobel—Gobel Park & Jewell Community Sec. Sept. 5-8. E. C. Pryal.
Hastings—Barry Co. April Sec. Aug. 7-8.
Hesperia—Hesperia Community Fair Sec. Sept. 7-8.
Gordon Hanson.
Howell—Howell Community Fair. Oct. 12-14.
Clarence C. Hulett.
Ionia—Ionia Co. April Sec. Sept. 19-22.
Roy C. Adams.
Jackson—Jackson & Kent Community Fair. Sept. 11-14. Co. Sec.
Jackson—Jackson Co. April Sec. Sept. 20-Sept. 1. Co. Sec.
Lake City—Lake Co. April Sec. Sept. 5-8. C. S. Wyman.
Lapeer—Lapeer Co. April Sec. Aug. 7-11.
Andrew Cornell.
Lansing—Ingham Co. April Sec. Sept. 19-22.
Hugh Brown.
Iron River—Iron Co. April Sec. Aug. 15-18.
Carl Lindquist.
Ludington—Ludington Fair. Aug. 27-30.
W. B. Pickell Secretary.
Lyons—Lyons Fair Sec. Sept. 5-8.
Mackinac Island—Mackinac Co. Sec. Aug. 29-Sept. 1. Co. Sec.
Mackinac Island—Mackinac Island Sec. Sept. 1-4. Frederick Wilson.
Lowell—Lowell Fair. 4-H. April Sec. Aug. 15-20.
R. K. Vickey Grand Rapids.
Mendon—Mendon April Sec. Fair Assn. Oct. 27-28.
M. S. Wyll.
Marne—Ottawa & Kent April Sec. Aug. 28-Sept. 1. Mrs. Harvey A. Wolcott. R. R. 2.
Midland—Midland Co. Fair. Sept. 5-8.
Morenci—Morenci Fair. Sept. 5-8.
Morenci—Morenci Co. April Sec. Aug. 22-27.
Mt. Clemens—Macomb Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Mason—Ingham Co. April Sec. Aug. 29-Sept. 1.
Jay C. Davis.
Milford—Milford Fair. Sept. 5-8.
Mt. Pleasant—Isabella Co. April Sec. Sept. 26-29.
Fred Shepard.
Muskegon—Muskegon Co. April Fair Assn. Aug. 30-Sept. 1. Alvin J. Kelley.
Muskegon—Muskegon Co. Community Fair. Oct. 17.
W. C. H. Cooper.
Nashville—Barry Co. Fair Assn. Oct. 21-Nov. 1.
J. Harold O. Boyer.
Newaygo—Newaygo Co. April Sec. Sept. 19-22.
Newaygo—Newaygo Community Fair.
Newaygo—Garfield Community Fair.
Newaygo—Grant April Assn.
Northville—Northville, Wayne Co. Fair Assn. Sept. 5-8. Co. Sec.
Nunica—Nunica Community Fair. Sept. 1-4.
Norway—Dickinson Co. Fair. Sept. 1-4.
Ontonagon—Ontonagon Co. Fair. Sept. 1-4.
Pure Pure—Pure Pure Grape Growers' April Sec. Sept. 5-8. Co. Sec.
Port—Port April Sec. Sept. 5-8. Co. Sec.
Port—Port April Sec. Co. Orange Fair. Aug. 28-Sept. 1. Co. Sec.
Reed City—Reed City Fair. Osceola, Mecosta, Mason April Sec. Sept. 5-8. Co. Sec.
Rockford—Rockford Co. April Sec. Aug. 19-Sept. 1. Co. Sec.
Southfield—Southfield Co. April Sec. Aug. 19-Sept. 1. Co. Sec.
Port Huron—St. Clair Co. April Sec. Aug. 19-Sept. 1. Co. Sec.
Saginaw—Saginaw Fair Sec. Sept. 10-16. Wm. Sauerbrey.
Saginaw—Saginaw Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Sandusky—Sandusky Community Fair. Sept. 5-8. Co. Sec.
Sandusky—Sandusky Community Fair. Sept. 1-4. G. G. Walker.
Sebewaing—Huron Co. Fair. Sept. 7-8.
Robt. B. Crawford.
Sebewaing—Huron Co. April Sec. Nov. 3-4.
Marvin Hinton.
Shiawassee—Shiawassee Co. April Sec. Aug. 29-Sept. 1.

MINNESOTA

Ada—Norman Co. Fair. June 29-July 1.
Ada—Ada Sec.
Alden—Alden Sec. April Sec. Aug. 31-35.
Albert Lea—Freeborn Co. Fair. Sept. 11-16.
Albert Lea—Freeborn Co. April Sec. Aug. 31-35.
Alexandria—Douglas Co. Fair. Aug. 15-17.
Alexandria—Douglas Co. April Sec. Aug. 15-17. E. J. Bell.
Barnesville—Barnesville Fair. Aug. 14-25.
J. G. Anderson.
Barnesville—Barnesville Co. April Sec. Aug. 11-15.
G. H. Tuttle.
Bemidji—Bemidji Co. April Sec. Aug. 10-13.
H. J. Hanley, Admin. Sec.
Bemidji—Bemidji Fair Sec. Aug. 10-13.
Brainerd—Brainerd Fair. June 27-30.
Chas. J. Ames.
Burnsville—Collins Co. April Sec. Aug. 19-20.
Sept. 2. Ed Bergmeister.
Cambridge—Cambridge Fair. Aug. 25-Sept. 1.
H. L. O. Carlson.
Chatfield—Chatfield Fair. Aug. 29-Sept. 1.
Co. Sec. J. L. Thomson.
Chisago—Chisago Lake Valley April Assn. P417
Clinton—Big Stone Co. April Sec. Aug. 29-30.
Cloquet—Cloquet Fair. Aug. 29-Sept. 1.
Detroit Lakes—Becker Co. Fair Assn. Aug. 29-Sept. 1.
Ely—Ely—Superior Co. April Sec. Aug. 16.
Fairmont—Martin Co. Fair. Aug. 31-32.
Co. Sec.
Fairmont—Martin Co. April Sec. Aug. 16-18.
Fergus Falls—Fergus Falls Fair. Aug. 15.
Fergus Falls—Otter Tail Co. April Sec. Aug. 15.
Grand Rapids—Itasca Co. April Assn. Aug. 29-Sept. 1. Co. Sec.
Hibbing—Hibbing Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Hutchinson—Hutchinson Fair. Aug. 29-30.
Hutchinson—McLeod Co. April Sec. Aug. 29-30.
Hibbing—St. Louis Co. Fair. Aug. 29-Sept. 1.
Hibbing—St. Louis Co. April Sec. Aug. 29-Sept. 1.
Houston—Houston Co. April Sec. Aug. 29-Sept. 1.
Jackson—Jackson Co. April Sec. Aug. 29-Sept. 1.
Kandiyohi—Kandiyohi Co. April Sec. Aug. 29-Sept. 1.
Kandiyohi—Kandiyohi Co. April Sec. Aug. 29-Sept. 1.
Lake Crystal—Lake Crystal Fair. Aug. 29-30.
Lake Crystal—Lake Crystal Co. April Sec. Aug. 29-30.
Leech Lake—Leech Lake Indian Fair. Aug. 29-Sept. 1.
Leech Lake—Leech Lake Indian Sec. Aug. 29-Sept. 1.
Lewiston—Lewiston Fair. Aug. 29-30.
Lewiston—Winona Co. April Sec. Aug. 29-30.
Long Prairie—Todd Co. Fair. Aug. 8-10.
Long Prairie—Todd Co. April Sec. Aug. 29-30.
Lowry—Lowry Co. April Sec. Aug. 29-30.
Madison—Lac qui Parle Co. April Sec. Sept. 7-10. Chas. Meier.
Montevideo—Montevideo Fair. Aug. 29-Sept. 1.
Montevideo—Montevideo Co. April Sec. July 27-28. R. A. Rosenlicht.
Morris—Morris Community Fair & Stock Show. April Assn. Sept. 6-9. Gustavus W. Smith.
Mankato—Lake Co. Fair. Sept. 6-8. Roy W. Mitchell.
Mankato—Lake Co. April Sec. Sept. 6-8.
Minneapolis—Minneapolis Co. Fair. Sept. 5-8.
Minneapolis—Minneapolis Co. April Sec. Aug. 5-8.
Moorhead—Clay Co. Fair. Sept. 5-8. S. F. Wallace.
Moorhead—Clay Co. April Sec. Sept. 5-8.
Nashwauk—Nashwauk Fair. Aug. 15-20. R. C. Hayenhuse.
Nashwauk—Nashwauk Co. April Sec. Aug. 15-20.
Northfield—Northfield Co. April Sec. Sept. 1-4.
Northfield—Northfield Fair. Sept. 1-4.
Ortonville—Ortonville Fair. Aug. 29-30.
Ortonville—Big Stone Co. April Sec. Aug. 29-30.
Pipestone—Pipestone Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Pipestone—Pipestone Fair. Aug. 29-Sept. 1.
Pelican Rapids—Pelican Rapids Fair. Sept. 7-10.
Pelican Rapids—Pelican Rapids Co. April Sec. Sept. 7-10.
Pine City—Pine Co. Fair. Aug. 11-14. W. B. Hall.
Pine City—Pine Co. April Assn. Aug. 29-30.
Pine City—Pine Co. April Assn. Aug. 29-30.
Olivia—Olivia Fair. Aug. 29-30.
Rochester—Olmsted Co. April Sec. Aug. 29-Sept. 1.
Rochester—Olmsted Co. Fair. Aug. 29-Sept. 1.
Rosemount—Rosemount Co. April Sec. Aug. 29-Sept. 1.
Rosemount—Rosemount Fair. Aug. 29-Sept. 1.
Red Lake Falls—Red Lake Co. Fair. Sept. 29-30.
Redwood Falls—Redwood Co. April Sec. Aug. 29-Sept. 1.
Rochester—Olmsted Co. Fair. Aug. 29-Sept. 1.
Roseau—Roseau Co. Fair. July 14-16.
Roseau—Roseau Co. April Sec. July 14-16.
South City—Cloquet Co. Fair. Sept. 1-4.
Sauk Centre—Stearns Co. April Sec. Aug. 29-Sept. 1.
Shakopee—Scott Co. April Sec. Aug. 21-23.
St. Cloud—Stearns Co. Fair. Aug. 29-30.
Stephen—Marshall Co. April Sec. Aug. 29-30.
Tracy—Tracy Co. April Sec. Aug. 29-30.
Thief River Falls—Pennington Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Two Harbors—Lake Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Wabasha—Wabasha Co. Fair. Aug. 14-17.
John H. Bellman.
Wadena—Wadena Co. Co-Operative April Sec. Aug. 17-19. M. J. Schwiner.
Wadena—Wadena Co. Fair. Aug. 16-17.
Whitney Martyn.
Warroad—Warroad Co. April Assn. July 2-3.
O. M. Mattson.
Warroad—Warroad Co. Fair. Aug. 4-6. E. M. Smith.
Warren—Traverse Co. April Sec. Aug. 7-10.
Warren—Traverse Co. Fair. Aug. 7-10.
White Bear Lake—Ramsey Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Willmar—Kandiyohi Co. April Sec. Aug. 29-Sept. 1.
Willmar—Kandiyohi Co. Fair. Aug. 29-Sept. 1.
Winona—Winona Co. April Sec. Aug. 29-Sept. 1. Co. Sec.
Winona—Winona Co. Fair. Aug. 29-Sept. 1.
Zumbrota—Zumbrota Fair. Aug. 29-Sept. 1.
Zumbrota—Goodhue Co. April Sec. Aug. 29-Sept. 1.

MISSISSIPPI

Columbus—Columbus Fair & Live-Stock Assn. Sept. 18-23. J. Hutchinson.
Forest—Scott Co. Colored Fair Assn. Oct. 5-8. Co. Sec.
Jackson—Mississippi State Fair. Oct. 9-16.
Jackson—Hinds Co. Negro State Fair. Oct. 23-27. H. M. Young.
Jackson—Hinds Co. Fair. Oct. 9-11.
Nelson Stephens.
Meridian—Meridian Fair. Sept. 25-30. H. E. Smith.
Meridian—Lauderdale Co. Fair. Sept. 25-Sept. 1. Co. Sec.
Mississippi—Mississippi Fair & Dairy Show. Sept. 9-16. Wilbur Tayloe.
Mississippi—Lafayette Co. Fair. Sept. 19-22. Co. Sec.
New Augusta—Leaf River Fair Assn. Sept. 18-23. Co. Sec.
Newton—Bass Central Miss Dairy Show. Sept. 27-Oct. 1. Co. Sec.
Pascagoula—Jackson Co. Fair Assn. Oct. 26-Nov. 1. Co. Sec.
Philadelphia—Neshoba Co. Fair. Sept. 27-Oct. 1. W. H. Sanford.
Philadelphia—Neshoba Co. Fair. Sept. 5-8. H. M. Chisholm.
Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 2-7. Frank A. Hodgson.
Waynesboro—Wayne Co. Fair Assn. Sept. 12-22. Thomas Cook.
Waynesboro—Wayne Co. Fair. Assn. Sept. 12-22. J. C. Cook Jr.
Yazoo City—Yazoo Co. Fair. Sept. 5-8. Co. Sec.
Yazoo City—Yazoo Negro Fair Assn. Oct. 2-6. Co. Sec.

MISSOURI

Bonne—Bonne Co. Fair. Sept. 4-8.
Lloyd N. Phillips.
Appleton City—Appleton City Fair Assn. Last Week in Aug.
Aurora—Tri-County Fair. Sept. 14-16. Harry Ward.
Ava—Douglas Co. Fair. Sept. 14-16. L. E. Reynolds.
Bolivar—Bolivar Fair. July 3-6. L. J. Lamstedt.
Butler—Bates Co. Fair. Sept. 1-2.
Chillicothe—Mississippi Co. April Sec. Aug. 29-Sept. 1. J. W. Berry.
Chillicothe—Livingston Co. Fair. Sept. 9-12. Harry Ward.
Carthage—Carthage Fair. Sept. 11-16.
Carthage—Jasper Co. April Sec. Sept. 11-16.
Carthage—Carthage Co. Fair. Sept. 11-16.
Centralia—Centralia Fair. Sept. 5-8.
Centralia—Centralia Co. April Sec. Sept. 5-8.
Chillicothe—Chillicothe Co. April Sec. Sept. 5-8.
Chillicothe—Chillicothe Co. Fair. Sept. 5-8.
Clarkton—Clarkton Co. Fair. Sept. 5-8.
Clarkton—Dunklin Co. April Sec. Sept. 5-8.
Clinton—Clinton Co. Fair. Sept. 5-8.
Clinton—Clinton Co. April Sec. Sept. 5-8.
Cole Camp—Cole Co. April Sec. Sept. 5-8.
Cole Camp—Cole Co. Fair. Sept. 5-8.
Cole Camp—Cole Co. Fair. Sept. 5-8.
Cole Camp—Cole Co. April Sec

Franklin—Franklin Co. Fair, Last Days of Aug. Walter Bryant.
Fulton—Miami Co. Fair Assn. Aug. 22-24. E. H. Miller.
Gallipolis—Gallipolis Co. Agri. Soc. Sept. 12-15. Wesley Cox.
Gordon—Gordon Co. Fair & Rodeo. Aug. 30-Sept. 4. Hal Sherman.
Grand—Perkins Co. Fair Assn. Aug. 24-31. Chas. Gaston.
Greenville—Darke Co. Fair. 4-10 Sept. 7-8. Walter Sensenbrenner.
Hillsboro—Adams Co. Fair Assn. Aug. 29-Sept. 1. E. Mesecher.
Hamersville—Hamersville Co. Agri. Soc. Sept. 4. Edgar Rose.
Hastings—Adams Co. Fair Assn. Aug. 24-26. Henry B. Pruch.
Hemlock—Perry Co. Fair Co. Agri. Soc. Aug. 24-26. Frank Dean.
Hicksville—Defiance Co. Agri. Soc. Aug. 21-26. Hugh Ross.
Hillsboro—Hillsboro Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Hoag—Hoag Co. Fair Assn. Aug. 29-Sept. 1. Vert S. Carroll.
Lodi—Lodi Co. Agri. Soc. Aug. 28-Sept. 1. J. D. Wordsdale.
Lowell—Dexter Co. Fair Assn. Sept. 7-9. Paul Tomsick.
Lucasville—Scioto Co. Fair Assn. Aug. 14-Sept. 1. Mead Kirkham.
Lisbon—Columbiana Dist. Fair & Expo. Sept. 5-8. Perry Smith.
Lincoln—Lawrence Co. Agri. Soc. Sept. 5-8. D. F. Pierce, R. D.
McCook—Red Willow Co. Fair. Aug. 9-11 (Monday). Elmer Ehrlich.
Mitchell—Scotts Bluff Co. Agri. Soc. Sept. 13-16. Ed Hoffman.
Neligh—Antelope Co. Fair. Sept. 7-10. David Dowling.
Nebraska—Nebraska City Co. Fair Assn. Sept. 1. Madison Sage.
Norfolk—Northeast Nebr. Agri. Fair Assn. Sept. 13-16. Ted Lamprey.
Oakland—Burt Co. Fair Assn. Aug. 29-30. C. H. Walton Lyons, Nebr.
Ogallala—Keith Co. Fair Assn. Aug. 17-20. P. J. Sokol.
Omaha—Ak-Sar-Ben Live Stock & Horse Show. Oct. 28-31. J. J. Dempsey.
Pierce—Pierce Co. Fair Assn. Sept. 12-15. Edw. Zahn.
Orleans—Harlan Co. Fair Assn. Aug. 29-31. M. Emma Wheeler.
Osceola—Polk Co. Fair Assn. Aug. 22-25. Jay Hamilton.
Palmer City—Pawnee Co. Fair Assn. Oct. 3-6. D. W. Stephens.
Plainview—Pierce Co. Agri. Soc. Aug. 29-30. Ed Hoffman.
Ord—Ord Agri. Soc. Sept. 5-6. Leo Dodge.
Ralston—Greeley Co. Fair Assn. Aug. 21-24. Leland S. Wolf.
Sargent—Sargent Co. Fair Assn. Aug. 24-26. L. E. McCarthy.
Stanton—Stanton Co. Fair Assn. Aug. 24-26. Bruce E. Pace.
Stapleton—Logan Co. Fair Assn. Aug. 23-26. Glenn E. Vandervort.
Stuart—Stuart Fair Assn. Aug. 23-26. Ralph E. Lugger.
Syracuse—Otoe Co. Agri. Assn. Aug. 22-25. J. P. Burton.
Tecumseh—Johnson Co. Fair. Aug. 22-25. Ed Hoffman.
Valentine—Cherry Co. Fair. Sept. 5-8. Orland Wilson.
Wahoo—Saunders Co. Agri. Soc. Aug. 22-25. R. C. Anderson.
Walnut—Pottawattamie Co. Fair. Sept. 6-8. Alfred D. Ross.
Wakefield—Dixon Co. Fair. Sept. 11-13. Rudy Hoerlinger.
Wayne—Wayne Co. Agri. Soc. Aug. 29-Sept. 1. Walter Lewis.
Weeping Water—Cass Co. Fair. Aug. 27-31. Ed M. Hancock.

NEVADA

Elko—Elko Co. Fair Assn. Aug. 12-15. Hayden Henderson Jr.
Winnemucca—Humboldt Co. Fair Assn. Sept. 7-9. Milfred R. Jones.

NEW HAMPSHIRE

Center Sandwich—Sandwich Town & Grange Fair Assn. Aug. 29-Sept. 1. Ralph W. Sandwich.
Deerfield—Deerfield Fair Assn. Oct. 5-8. S. Henry, RFD, Deerfield N. H.
Lancaster—Lancaster Fair Assn. Sept. 5. Carroll Brighton.
North Berwick—Berwick Fair Assn. Aug. 31. Wm. W. Kingsbury, Exec. Sec.
Plymouth—Plymouth Fair Assn. Aug. 29-Sept. 1. Mabel P. Giles.
Portsmouth—Rockingham Co. Agri. Fair. Aug. 12-Sept. 1. Maxwell Shapiro.
Rochester—Strafford Co. Fair. July 29-Aug. 5. Ralph B. McDonald.
Madison—Madison Fair. June 17-24. Joseph J. Mellon.
Pitman—Gloucester Co. Grange Fair. Aug. 18-25. Harry B. Bateman.
Trenton—New Jersey State Fair. Sept. 21-29. Harry E. Lad, Secy.
Troy Hills—Morris Co. Fair Assn. Aug. 23-26. E. R. Bonnell.
Alamogordo—Otero Co. Fair. Sept. 22-23. N. T. Spencer.
Albuquerque—New Mexico State Fair. Sept. 9-16. Joseph E. Hayes.
Clovis—Clovis Bi-State Fair Assn. Sept. 27-Oct. 1. Chas. Gaston.
Farmington—San Juan Co. Fair Assn. Sept. 21-24. Chas. Gaston.
Portales—Roosevelt Co. Fair Assn. Sept. 11-16. Chas. Gaston.
Roswell—Roswell N. M. State Fair. Oct. 7-14. Chas. Gaston.
Tucumcari—Quay Co. Fair Assn. First week in Oct. Ray S. Smith.
Vaughn—Guadalupe Co. Fair Assn. Oct. 5-8. Marvin R. Jones.

NEW YORK

Alden—Alden Fair. Aug. 15-18. Henry G. Sprague.
Altamont—Altamont Co. Fair Assn. July 29-30. Chas. Gaston.
Altamont—Altamont Community Co. Fair. Aug. 29-Sept. 1. Chas. Gaston.
Amsterdam—Amsterdam Co. Fair. Aug. 29-31. L. L. Gardinier.
Auburn—Cayuga Valley Broadway Assn. Sept. 4-9. Crain & Wadsworth, Georgetown, N. Y.
Bainbridge—Bainbridge Co. Fair. Aug. 22-25. James Sargent.
Batavia—Genesee Co. Agri. Soc. Aug. 14-19. Geo. W. Gingell.
Bath—Steuben Co. Fair. Sept. 12-16. J. Victor Cole.
Beaverton—Beaverton Fair Assn. Aug. 1-3. R. Vaughn.
Brentwood—Brentwood Co. Fair. Sept. 1-7. J. C. Cornell.
Caledonia—Caledonia Fair. Aug. 1-5. Conway C. Collins.
Cambridge—Cambridge Valley Agri. Soc. Aug. 8-12. J. Ward Ferguson, Box 1.
Canandaigua—Ontario Co. Agri. Soc. Sept. 12-15. Geo. Aldrich Jr. Geneva.
Canton—St. Lawrence Co. Fair. Sept. 5-8. Wm. A. Darrow.
Castile—Castile Community Assn. Sept. 1-3. Wm. H. Gardiner.
Cattaraugus—Cattaraugus Co. Agri. Soc. Aug. 29-30. Harry B. Tanner.
Cazenovia—Cazenovia Co. Fair Assn. Sept. 4-6. C. C. Case.
Chenango—Chenango Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Fonda—Montgomery Co. Agri. Soc. Sept. 6-7. Harold Hagadorn, Box 1.
Gouverneur—Gouverneur Fair Assn. Aug. 15-18. Hiram Ford.
Hinsdale—Hinsdale Co. Fair. Aug. 21-26. Chas. E. Ford.
Hemlock—Hemlock Lake Union Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Ithaca—Tompkins Co. Agri. Soc. Aug. 15-18. Chas. Gaston.
Kingston—Ulster Co. Fair. Sept. 5-8. W. Lindsay.
Little Valley—Cattaraugus Co. Fair. Sept. 5-8. Harry B. Tanner.
Lockport—Niagara Co. Fair. Aug. 7-12. R. B. Pease.
Lowville—Lewis Co. Agri. Soc. Aug. 22-25. Chas. Gaston.
Lyons—Wayne Co. Agri. Soc. Aug. 11-16.
Malone—Franklin Co. Fair Soc. Aug. 11-16. Chas. Gaston.
Marcellus—Marcellus Fair. Aug. 14-18. Alan C. Madden.
Middleburgh—Schoharie Co. Fair. Sept. 12-14. Chas. Gaston.
Middletown—Middletown Union Agri. Soc. Aug. 21-Sept. 1. Jean Corbett.
Mineola—Nassau Co. Fair. Aug. 9-12. Edward J. Mulcahy.
Mt. Morris—Livingston Co. Fair. Sept. 11-Sept. 14. Chas. Gaston.
Nassau—Nassau Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Newark—Wayne Co. Fair. Aug. 14-18. F. B. Lathrop.
Newfane—Newfane Co. Fair. Aug. 29-Sept. 1. W. J. Hilsel, W. Wyoth, N. Y.
Oneida—Oneida Co. Fair. Aug. 29-Sept. 1. Chas. Gaston.
Pine Plains—Union Agri. Soc. Sept. 27-30. W. Ray Converse.
Pulaski—Pulaski Co. Fair Soc. Aug. 22-25. A. A. Allen.
Rensselaer—Rensselaer Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Rensselaer—Rensselaer Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Rensselaer—New York State Fair. Aug. 26-Sept. 4. Chas. Gaston.
Tarrytown—Tarrytown Agri. Soc. Sept. 6-7. Tony Wagner.
Tully—Tully Fair Assn. Aug. 11-14.
Walton—Delaware Valley Agri. Soc. Aug. 21-Sept. 1. Chas. Gaston.
Warsaw—Warsaw Fair. Aug. 22-26. Harry W. Wagenhauser.
Westfield—Westfield Agri. Soc. Aug. 11-16. George F. Jarvis.
Whitehall—Whitehall Union Ag. Soc. Aug. 22-26. Karl J. Maloney.
Wilton—Wilton Community Co. Agri. Assn. Aug. 27-28. Mike Hitchcock, Colonie, N. Y.
Wolcott—Wolcott Fair. Aug. 22-25. R. G. Goodsell, Cross Roads, N. Y.
Yorkville—Yorkville Community Fair. Aug. 12-16. Mrs. Jack McAlister, Box 1.
Zoar—Zoar Fair Assn. Sept. 1-3. Chas. Gaston.

NORTH CAROLINA

Asheville—Asheville District Fair. Aug. 29-Sept. 1. Chas. Gaston.
Albemarle—Stanly Co. Fair Assn. Oct. 3-7. R. L. Barbee.
Apex—Apex Community Fair. Sept. 25-30. Chas. Gaston.
Lexington—Lexington Co. Fair Assn. Oct. 3-7. Chas. Gaston.
Lumberton—Robeson Co. Fair Assn. Oct. 3-7. Chas. Gaston.
Mocksville—Davie Co. Fair. Sept. 25-30. E. W. Pearson.
Raleigh—State Fair. Oct. 9-14. Wm. L. Hassell.
Rutherfordton—Community Fair Assn. Sept. 18. Dan W. Mangum.
Carthage—Moore Co. Fair. Oct. 9-14. Fred N. Wolfe?
Charlotte—Charlotte Fair. Oct. 5-7. Jas. Arp Loftman.
Charlotte—Charlotte Indian Fair Assn. Oct. 5-7. Chas. Gaston.
Chadbourn—Hampton Co. Fair. Oct. 5-8. Norman Ward.
Clinton—Sampson Co. Fair. Oct. 5-8. Norman Ward.
Durham—Durham Co. Fair. Wed. of Oct. 3. Chas. Gaston.
Durham—American Legion Tobacco Festival & Fair. Week of Sept. 1. Mel J. Thompson.
Elkin—Elkin Co. Fair. Sept. 7-9. Carl W. Hall.
Elkin—Piedmont Agri. Fair. Sept. 25-30. Chas. Gaston.
Gastonia—Gaston Co. Fair. Oct. 10-21. P. A. Whitesides.
Goldsboro—Wayne Co. Agri. Soc. Week of Oct. 10. Chas. Gaston.
Greensboro—Greensboro Fair. Oct. 10-21. Norman V. Chandler.
Greenville—Pitt Co. Fair. Oct. 1-14. A. J. Gray.
Henderson—Golden Belt Fair. Oct. 16-26. C. M. Hight.
Hendersonville—Co. Colored Fair. Oct. 25-28. Robert Hawkins.
Kinston—Lenoir Co. Fair. Oct. 2-7. John W. Sanderson.
Lexington—High Point Fair. Oct. 2-7. Chas. Gaston.
Kinston—Lenoir Co. Fair. Amer. Legion. Oct. 2-7. Chas. Gaston.
Laurinburg—Sand Hill Fair of Scotland Co. Oct. 10-14. Herbert R. L. Lamb Hill N. C.
Lillington—J. A. M. Harris Lumberville.
Lobelia—Caldwell Co. Fair. Sept. 26-30. E. L. Lenoir.
Lumberton—Robeson Co. Fair. Week of Sept. 18. Dave Lennon.
Mocksville—Davidson Tri-Co. Fair. Oct. 23-28. T. B. Walker.
Mooresville—Mooresville Co. Fair Assn. Oct. 9-7. A. E. Fleming.
Mt. Airy—Surry Fair Association. Oct. 9-12. R. Hodgepile.
Newton—Catawba Co. Fair & Home Show. Sept. 12-16. Chas. Gaston.
Nashville—Nashville Bi-County Fair. Sept. 19-23. Chas. Gaston.
Monroe—The Circle Co. Fair. Oct. 12-21. J. B. Stewart.
Monroe—Union Co. Fair. Sept. 22-26. M. W. Wolfe.
Mount Airy—Mount Airy American Legion Fair. Oct. 9-12. W. L. Hampton.
Mount Holly—River Bend Fair. Oct. 2-7. Chas. Gaston.
Pamlico—Pamlico Co. Fair. Nov. 1-4. Fred Wright, Box 1.
Pinehurst—Pinehurst Fair. Oct. 16. J. J. Dodson, Shelby, N. C.
Reidsville—Rockingham Co. Fair. Oct. 2-7. Aaron Wrenhaven.
Rutherfordton—Rutherfordton Fair. Oct. 24-28. Norman V. Chandler, Greensboro, N. C.
Salisbury—Rowan Co. Fair. Oct. 16-21. C. C. Cornell.
Shelby—Cleveland Co. Fair. Oct. 2-7. Chas. Gaston.
Shelby—Cleveland Co. Negro Fair. Oct. 5-7. Chas. Gaston.
Sylva—Sylva—Rutherford Co. Fair. Sept. 19-22. Chas. Gaston.
Spring Hope—Nash Co. Fair. Sept. 19-22. Chas. Gaston.
Spring Hope—The River Fair Assn. Sept. 19-22. Chas. Gaston.
Tarboro—Edgecombe Co. Fair. Week of Sept. 25. Chas. Gaston.
Tarboro—Edgecombe Fair Fair. Sept. 19-22. Norman V. Chandler, Greensboro N. C.
Tarboro—Edgecombe Co. Fair. Sept. 19-22. R. D. Johnson.
Tarboro—Edgecombe Co. Fair Assn. Oct. 5-14. Frazier T. McDevit.
Tarboro—Edgecombe Co. Fair. Sept. 26-30. Norman V. Chandler, Greensboro, N. C.
Tarboro—Edgecombe Co. Fair. Oct. 10-21. Wm. Chandler.
Wilson—Wilson Co. Fair. Oct. 16-21. W. E. Wilson.
Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 9-14. Chas. Gaston.
Winston-Salem—Winston-Salem Fair. Oct. 9-14. Chas. Gaston.

NORTH DAKOTA

Berthold—Berthold Fair. Sept. 1-3. W. C. Jordan.
Bowman—Bowman Co. Fair. July 12-14. E. C. Gaddis.
Carrington—Foster Co. Fair Assn. June 12-21. Fred Wolf.
Fargo—Red River Valley Fair (N. D. State Fair). Sept. 2-9. Chas. Gaston.
Fargo—Cass Co. Fair. Sept. 11-13. Chas. Gaston.
Grafton—Grafton Fair. Sept. 11-13. Chas. Gaston.
Hettinger—Hettinger Co. Fair. Sept. 12-15. Chas. Gaston.
Jamestown—Stutsman Co. Fair Assn. July 12-14. Chas. Gaston.
Langdon—Cavalier Co. Fair Assn. July 11-13. Chas. Gaston.
Minot—North Dakota State Fair. June 12-24. Chas. Gaston.

OHIO

Ashland—Ashland Co. Agri. Assn. Sept. 13-Sept. 8. Jay Gilbert.
Ashtabula—Ashtabula Co. Fair. Aug. 29-Sept. 1. Chas. Gaston.
Athens—Athens Co. Fair. Aug. 24-26. Chas. Gaston.
Attica—Attica Fair. Sept. 27-30. Carl B. Carpenter.
Barlow—Barlow Fair Assn. Aug. 26-28. Chas. Gaston.
Bellefontaine—Logan Co. Agri. Soc. Sept. 12-15. Chas. Gaston.
Bellevue—Bellevue Ind. Agri. Soc. Sept. 18-21. Chas. Gaston.
Bellevue—Bellevue Co. Agri. Soc. Sept. 18-21. Wm. H. Kroeck.
Bellevue—Bellevue Community Fair. Aug. 28. Chas. Gaston.
Chesterhill—Morgan Co. Fair. Aug. 29-Sept. 1. Chas. Gaston.
Morris Knobs, North Bloomfield, O. Chas. Gaston.
Chillicothe—Ross Co. Fair. Aug. 1-4. Chas. A. Kirby.
Circleville—Pickaway Co. Agri. Assn. Sept. 12-15. C. M. Barger.
Clarksfield—Clarksfield Fair. Sept. 1-3. Chas. Gaston.
Cleveland—Cleveland Co. Agri. Soc. Aug. 31-Sept. 4. E. S. Bryan, 1441 Colonial House, Youngstown.
Cortland—Cortland Co. Agri. Soc. Sept. 6-8. Wm. Cornell.
Cortland—Cortland Co. Agri. Soc. Sept. 27-30. T. W. Hiner, DeLoy, O.
Cortland—Cortland Co. Fair. Sept. 27-30. Hamilton Co. Fair. Sept. 12-16. R. Van Atta, 410 Cincinnati, Cincinnati.
Celina—Mercer Co. Agri. Soc. Aug. 12-15. Chas. Gaston.
Circleville—Pickaway Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Columbus—Ohio State Fair. Aug. 26-Sept. 2. Wm. H. Blanken.
Columbus Grove—Putnam-Allen Ind. Fair. Dec. 12-16. Chas. Gaston.
Conneaut—Conneaut Co. Fair. Oct. 2-6. Chas. Gaston.
Cory Creek, Dayton, O. Chas. Gaston.
Cross—Hilliard Ind. Agri. Soc. Sept. 2-4. Chas. Gaston.
Cuyahoga Falls—Cuyahoga Co. Fair. Sept. 7. H. C. Hinkes.
Dalton—Dalton Fair. Sept. 12-16. Chas. Gaston.
Dayton—Dayton Fair. Sept. 12-16. Bruce Bulgrey.
Delaware—Delaware Co. Fair. Aug. 12-26. Art O. Wolfhard.
Deshler—Deshler Co. Agri. Soc. Sept. 12-15. G. G. Kistler.
Dresden—Dresden Fair. Aug. 2-11. A. H. Mitchell, Chandler, Ind.
Dublin—Dublin Fair. Aug. 2-10. Robert J. Agnew.
Findlay—Hancock Co. Agri. Soc. Sept. 4-9. Chas. Gaston.
Fredericktown—Fredericktown Community Agri. Fair. Sept. 4-9. Chas. Gaston.
Fremont—Sandusky Co. Agri. Soc. Sept. 5-8. Chas. Gaston.
Georgetown—Brown Co. Agri. Soc. Oct. 4-6. Chas. Gaston.
Greenville—Darke Co. Agri. Soc. Aug. 30-Sept. 1. Chas. Gaston.
Hamden—Hamden Fair. Sept. 16-18. Chas. Gaston.
Hicksville—Defiance Co. Agri. Soc. Aug. 21-26. Chas. Gaston.
Hillsboro—Hillsboro Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Hillsboro—Hillsboro Fair. Aug. 29-Sept. 1. Chas. Gaston.
Hillsboro—Hillsboro Co. Agri. Soc. Aug. 29-Sept. 1. Chas. Gaston.
Jackson—Jackson Co. Fair. Aug. 29-Sept. 1. Chas. Gaston.
Jackson—Jackson

Hanover—Hallbrunn Co. Apr. Sept. Aug. 13-19. Leslie W. Wilson.
Hartford—Hartford Co. Fair Assn. Sept. 11-16. Jos. Lewis.
Lake—Jackson Co. Free Fair Assn. Sept. 11-16. Jos. Lewis.
Lancaster—Dodge Co. Free Fair Assn. Sept. 12-18. E. T. Cook.
Lancaster—Lancaster Indian Expo. Aug. 28-Sept. 3. Harry M. Hallmann.
Lodi—Wisconsin Dells Co. Free Fair Assn. Sept. — R. I. Bishop.
Lomira—Lomira Co. Fair Pub. & Expo. Sept. 12-16. J. R. Lane.
Lowell—Dodge Co. Fair Pub. Assn. Sept. 12-16. Albert Berry.
Marshfield—Wood Co. Fair Pub. Sept. 5-10. H. D. Gates.
Medford—Taylor Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Mellen—Ashland Co. Free Fair Assn. Sept. 12-16. Fred Brayner.
Merrill—Harpet Co. Free Fair. Sept. 11-16. Jos. Lewis.
Osceola—Osceola Fair Assn. Aug. 28-31. Troy Wheeler.
Oshkosh—Winnebago Co. Free Fair Assn. Sept. 13-16. Gordon Prehn.
Pardeeville—Pardeeville Fair Assn. Sept. 6-16. L. H. Sheridan.
Platteville—Grant Co. Free Fair. Sept. 12-16. L. H. Sheridan.
Reedsburg—Sauk Co. Free Fair Assn. Sept. 13-16. L. J. Cunningham.
Richland Center—Richland Co. Free Fair. 10-23. Worth W. Reffner.
Ripon—Fond du Lac Co. Free Fair Assn. Sept. 6. H. Kopp.
Rhinelander—Oneida Co. Free Fair Assn. Sept. 12-16. Gordon Prehn.
Rice Lake—Barron Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Sparta—Monroe Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Stevens Point—Portage Co. Fair & Rodeo. Sept. 5-10. Earl Gilchrist.
Tomah—Monroe Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Viroqua—Vernon Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Waupaca—Waupaca Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Wausau—Marathon Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.
Wisconsin Rapids—Wood Co. Free Fair Assn. Sept. 12-16. Jos. Lewis.

WYOMING

Cheyenne—Frontier Days. Aug. 21-26. Troy Wheeler.
Douglas—Douglas Fair Assn. Aug. 28-31. Troy Wheeler.
Lander—Fremont Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Lusk—Niobrara Co. Fair Assn. Sept. 17-19. Albert Berry.
Newcastle—Weston Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Pinedale—Sublette Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Rock Springs—Sweetwater Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Sundance—Crook Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Thermopolis—Hot Springs Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Torrington—Goshen Co. Fair Assn. Sept. 5-7. Jos. Lewis.
Wheatland—Platte Co. Fair Assn. Sept. 5-7. Jos. Lewis.

CANADA

Calgary—Calgary Exhibition. Aug. 28-Sept. 4. Jos. Lewis.
Edmonton—Edmonton Exhibition. Aug. 28-Sept. 4. Jos. Lewis.
Lethbridge—Lethbridge Exhibition. Sept. 11-16. Jos. Lewis.
Medicine Hat—Medicine Hat Exhibition. Sept. 5-9. Jos. Lewis.
Regina—Regina Exhibition. Aug. 28-Sept. 4. Jos. Lewis.
Saskatoon—Saskatoon Exhibition. Sept. 11-16. Jos. Lewis.
Toronto—Canadian National Exhibition. Aug. 26-Sept. 9. Jos. Lewis.
Vancouver—Pacific Coast Exhibition. Sept. 11-16. Jos. Lewis.
Victoria—Victoria Exhibition. Sept. 11-16. Jos. Lewis.
Winnipeg—Winnipeg Exhibition. Aug. 28-Sept. 4. Jos. Lewis.

LISTS

Cambridge Springs—Cambridge Springs Comm. Fair. Sept. 5-9. Geo. W. Hill.
Center Hall—Penna. Co. Fair & Grange Ass. Sept. 11-16. Geo. Dunlap.
Chambersburg—Franklin Co. Fair. Sept. 11-16. Geo. Dunlap.
Clearfield—Clearfield Co. Agri. & Indust. Expo. Sept. 14-22. Wm. Brier Jr.
Conshohocken—Conshohocken Community Fair. Sept. 14-16. A. N. Stauffer.
Conneaut Lake—Conneaut Lake Community Fair. Sept. 14-16. Mrs. Kenneth Moyer.
Coudersport—Potter Co. Fair. Sept. 5-8. Samuel D. Ross.
Cresson—Cresson Co. Commodore!—Cudgeot Fair. Sept. 11-16. J. Hoskins, Cresson.
Dalton—Dalton Agri. Assn. Aug. 23-26. J. Hoskins, Cresson.
Derry—Derry Township Fair. Sept. 21-23. Geo. Dunlap.
Doylestown—Doylestown Fair. Sept. 13-16. A. N. Stauffer.
Elsinboro—Elsinboro Co. Fair Assn. Sept. 4-6. Geo. Dunlap.
Elizabeth—Elizabeth Fair. Sept. 18-23. B. B. Dorbin.
Fairmount—Fairmount Fair Assn. Oct. 11-14. Fred B. Jacobs.
Fairville—Fairville Fair. Aug. 14-18. Clarence R. Cornelius.
Fort Cowan—Fort Cowan Improvement Assn. Aug. 9-12. L. M. Brown, Bridgeton, Pa.
Fowlersville—Fowlersville Community Fair. Sept. 20-23. Byron K. Masters.
Franklin—Franklin Fair. Aug. 28-Sept. 1. Geo. Dunlap.
Ford City—Armstrong Co. Fair. Sept. 11-16. Geo. Dunlap.
Fortuville—Penna. Co. Agri. Soc. Sept. 5-8. H. Hoffman.
Girardville—Lackawanna Co. Fair. Sept. 1-6. Geo. Dunlap.
Grove—Grove Fair Assn. Sept. 20-22. Guy Crouse.
Greensburg—Harrison Community Fair. Aug. 28-Sept. 1. Geo. Dunlap.
Hanover—Hanover Fair Assn. Sept. 11-16. A. P. Kaiel.
Hatfield—Hatfield Agri. Assn. Aug. 30-Sept. 2. J. A. Williams.
Hellertown—Hellertown Community Co. Fair. Sept. 6-9. Geo. Dunlap.
Hollidaysburg—Blair Co. Agri. Soc. Sept. 18-22. Hughes Miller—Lessing Co. Fair Assn. Sept. 14-16. Geo. Dunlap.
Hostmansville—Hostmansville Fair. Aug. 31-Sept. 2. Geo. Dunlap.
Jackson—Jackson Fair Assn. Sept. 1-3. H. M. Lindenmuth.
Jersey Shore—Jersey Shore Fair. Sept. 11-16. Geo. Dunlap.
Kittanning—Armstrong Co. Fair. Sept. 11-16. Geo. Dunlap.
Lancaster—Lancaster Co. Fair. Sept. 11-16. Geo. Dunlap.
Lebanon—Lebanon Co. Fair. Sept. 11-16. Geo. Dunlap.
Lewisburg—Union Co. Fair. Sept. 11-16. Geo. Dunlap.
Lewisville—Lewisville Community Fair. Sept. 20-23. Byron K. Masters

Crosbyton—County Co. Fair Assn. Sept. 21-24.
Dallas—State Fair of Texas Oct. 7-22. Roy Hennig.
Denton—Denton Co. Fair Assn. Sept. 5-8. L. Fowler.
Eastland—Eastland Co. Fair Assn. Sept. 28-Oct. 2. H. T. Tanner.
Elmo—Elmo Fair Assn. Sept. 26-30. Orville Lehman.
Franklin—Robertson Co. Fair Assn. Sept. 27-Oct. 1. Ed Martin.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 15-20. O. H. Bergmann.
Gainesville—Cooke Co. Fair Assn. Aug. 21-26. Claude Joyce.
Gatesville—Lee Co. Fair Assn. Sept. 26-30. M. F. Kirk.
Gonzales—Gonzales Co. Fair & Pecan Expo. Oct. 24-28. J. Frank Wilson.
Greenville—Hunt County District Fair. Sept. 19-24. Gordon Cooper.
Groveton—Trinity Co. Fair. Aug. 14-Sept. 2. C. A. Deck.
Harlingen—Valley Midwinter Fair. Nov. 15-Dec. 3. Hilmar Stone.
Haskell—Central West Texas Fair Assn. Oct. 18-21. F. Stewart.
Henderson—Rusk Co. Fair. Oct. 2-7. J. W. Harris.
Houston—Houston Livestock Show & Live-stock Exp. March 12-21. W. C. Cox.
Huntsville—Walker Co. Fair Assn. Nov. 7-11. John Baldwin.
Iowa Park—Iowa Co. Fair Assn. Sept. 27-Oct. 1. Mrs. R. E. Van Horn.
Jasper—Jasper Co. Fair Assn. Oct. 17-21. R. W. Dorris.
Lagrange—Fayette Co. Fair Assn. Sept. 8-13. O. A. Koenig.
Lamesa—Dawson Co. Fair Assn. Oct. 13-16. J. C. Jones.
Lockhart—Caldwell Co. Fair Assn. Sept. 19-22. H. E. Schlueter.
Liberty—Liberty Co. Fair Assn. Oct. 18-21. Max Kettler.
Lincoln—Cass Co. Fair. Sept. 26-30. W. D. Berry.
Lubbock—Panhandle South Plains Fair. Sept. 23-30. J. B. Duff.
Lufkin—Texas Forest Festival. Oct. 9-14. M. C. Abernathy.
McKinney—Collin Co. Fair Assn. Sept. 26-29. Ed Hightower.
Marshall—Central East Texas Fair. Sept. 26-30. Jack Dougherty.
Memphis—Hemphill Fair Assn. Sept. 20-23. John S. Davis.
Mount Pleasant—Titus Co. Fair. Sept. 19-23. C. E. Lee.
Nacogdoches—Nacogdoches Co. Fair & Live-stock Show. Sept. 14-23. Joe L. Meek.
Navasota—Grimes Co. Fair. Oct. 10-21. Frank Gibbs.
Oak—Oakwell Co. Fair Assn. June 23-24. Sheriff Peters.
Palestine—Anderson Co. Fair (Texas Fair Palace). Oct. 9-14. Mrs. Hallie Fair.
Paris—Lamar District Fair. Sept. 6-9. H. L. Bakke.
Quitman—Quitman Fair Assn. Sept. 12-16. Robert Lytle.
Richardson — Richardson Community Fair. Sept. 21-24. R. E. Lee.
Rockdale—Milam Co. Fair Assn. Sept. 19-23. Aug. Oel. 6-8. J. Bredow.
Rockwall—Rockwall Co. Fair. Sept. 19-22. Sept. 21-24. J. W. Robertson.
San Augustine—San Augustine Co. Fair Assn. Oct. 31-Nov. 4. J. A. Mitchell.
Sherman—Red River Valley Fair. Oct. 6-21. Frank Thompson.
Sinton—Sinton Fair. Oct. 4-7. J. P. Weatherby.
Spearman—Hutch Co. Fair Assn. Midwest Spectacular. Sept. 8-11. George D. Barnes.
Tyler—East Texas Fair Assn. Sept. 16-23. V. Thatcher—Wharton Co. Fair Assn. Sept. 17-21. W. C. Copenhaver.
Yorktown—Yorktown Fair Assn. Oct. 19-21. Paul A. Schmidt.

UTAH

Brigham—Peach Day Celebration & Rodeo. F. Fridbach.
Ware—Bryce Valley Fair & Live-Stock Show. Oct. 11-12. Sam Ellis.
Logan—Cache Co. Fair. Sept. 5-8.
Salt Lake City—Utah Co. Fair Assn. Aug. 26-30. E. Wheeler.
Heber City—Wasatch Co. Fair. Aug. 7-12. Job Richards.
Logan—Cache Co. Fair. Sept. 11-13. H. J. Maughan.
Manti—Sanpete Co. Fair. Aug. 30-Sept. 2. F. M. Smith.
Milford—Beaver Co. Fair. Sept. 7-9. J. C. Hoop.
Moroni—Sanpete Co. Fair. Aug. 30-Sept. 2. Robert Chapin.
Murray—Salt Lake Co. Fair. Aug. 23-Sept. 2. E. T. Dale, Sec.
Nephi—Juab Co. Fair. Sept. 6-8. A. E. Jones.
Provo—Utah Co. Fair. Sept. 26-Oct. 1. Geo. Cowley.
Richfield—Sevier Co. Fair. Aug. 24-26. Ray E. Carr.
Salt Lake City—Utah State Fair. Sept. 16-23. T. E. Nelson.
Tremonton—Box Elder Co. Fair. Aug. 31-Sept. 2. Don Portsmouth.

VERMONT

Barton—Orleans Co. Fair. Aug. 15-18. Fred G. Brown.
Bennington—Champlain Valley Expo. Aug. 30-Sept. 1. H. E. Terry.
Brattleboro—Hartland Fair. Aug. 23-25. H. P. Nason.
Brandon—Brandon Fair. Aug. 24-26. A. E. Stickney.
Morrisville—Lamoille Valley Fair. Aug. 9-11. Ernest Gates.
Rutland—Rutland Vermont State Fair. Sept. 4-9. Carl W. Cheney.
Springfield—Springfield Fair. Sept. 20-23. Edw. K. Pinel.

VIRGINIA

Abingdon—Southwest Va. Fair & Horse Show. Aug. 29-30.
Amherst—Amherst Co. Fair Assn. Oct. 2-6. L. B. Shepherd.
Bedford—Bedford Co. Fair Assn. Sept. 26-29. Gordon Overstreet.
Berryville—Clarke Co. Horse & Colt Show Association. Aug. 8. Nathan Kline.
Blackstone—Courtland-Regata Fair Assn. Sept. 19-23. Sam Ellis.
Chase City—Mecklenburg Co. Fair Assn. Oct. 10-14. L. Dabney.
Chesterfield Co. H.—Chesterfield Co. Fair Assn. Oct. 12-14. W. C. Strauss, Chester.
Clintwood—Dickenson Co. Fair. Sept. 7-9. J. A. Carter.
Covington—Alleghany Co. Fair. Sept. 12-15. Chas. H. McCain.
Danville—Danville Co. Fair Assn. Oct. 10-13. R. Walters.
Dublin—Pulaski Co. Fair. Sept. 12-16. E. W. Bane.
Emporia—Emporia Fair. Oct. 24-26. R. M. Garner.
Fredericksburg—Fair Assn. Sept. 19-23. Chas. J. Carpenter.
Front Royal—Warren Co. Fair. Aug. 15-18. Ashby Lee.
Keller—Eastern Shore Agri. Fair Assn. Aug. 29-Sept. 1. Chas. Mears.
Lexington—Rockbridge Co. Fair Assn. Sept. 5-8. Lewis Moore, Box 1, Lexington.
Luray—Page Co. Fair. Aug. 29-30. Amos Cave.
Lynchburg—Central Va. Fair. Sept. 4-9. Sept. 5. H. H. Schlosser.
Manassas—Manassas Horse Show & Fair Association. Sept. 4. Jack Wolfe.
Marion—Smyth Co. Fair. Sept. 7-9. R. Bowman.
Martinsville—Henry Co. Fair Assn. Oct. 16-19. Ed Hundley.
Newport—Giles Co. Fair Assn. Sept. 6-16. W. Hale.
Norfolk—Tidewater Agri. Fair. Oct. 30-Nov. 4. Chas. Ferguson.
Orange—Orange Pleasure's Fair. July 4-6. Wm. Pleasure.
Pulaski—Pulaski Co. Fair. Sept. 12-16. Wilford Eakes.
Rappahannock—Rappahannock Radford Fair. Aug. 31-36. C. P. Carr.
Rockingham—Virginia State Fair. Sept. 20-30. Chas. A. Seaman.
Rocky Mount—Franklin Co. Fair. Sept. 6-9. Carleton Penn.
Roanoke—Roanoke Colored Agri. Assn. First week in Sept. Herbert Williams, 1 S. Jefferson St.
Roanoke—Roanoke Co. Fair Assn. Sept. 12-14. R. P. Fralin.
Salem—Roanoke Co. Fair. Oct. Fair Assn. Oct. 13-21. W. W. Wilkins.
Stanardsville—Greene Co. Fair. Sept. 6-9. G. B. Ralston.
Suffolk—Tidewater Fair Assn. Oct. 17-26. W. H. Crocker.
Tazewell—Tazewell Co. Fair Assn. Sept. 13-16. Chas. Bowling.
Warsaw—Northern Neck Fair Assn. Sept. 20-23. Ed Ashton.
Woodstock—Shenandoah Co. Fair Assn. Sept. 12-16. Ashby Lee.

WASHINGTON

Chehalis—Centralia Co. Fair. Sept. 7-10. Aug. 14-17. Thos. E. Wood.
Colfax—Whitman Co. Fair. Sept. 21-23. A. P. Marne.
Dayton—Columbia Co. Orange Fair. Sept. 7-10. Chas. Ferguson.
Ferndale—Pond Oreille Co. Fair. Sept. 1-4. E. Bonnie.
Goldendale—Klickitat Co. Fair. Sept. 5-8. Ed Stonebarger.
Hoquiam—Grays Harbor Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Kennewick—Benton Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Longview—Cowlitz Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Lynden—Northern Week Fair Assn. Sept. 18-21. Sept. 19-22. Chas. Spetzman.
Montesano—Grays Harbor Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Pomeroy—Garfield Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Port Angeles—Clallam Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Prosser—Benton Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Sedro Woolley—Skagit Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Sequim—Clallam Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Shelton—Mason Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Stevenson—Skamania Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Tacoma—Pierce Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Tenino—Thurston Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Toppenish—Yakima Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Vancouver—Clark Co. Fair. Sept. 7-10. Sept. 8-11. Chas. Spetzman.
Wenatchee—Chelan Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.
Yakima—Yakima Co. Fair. Sept. 12-15. Sept. 13-16. Ed Lowry.

WEST VIRGINIA

Charleston—Kanawha Co. & Four-H Fair. Sept. 2-15. H. J. Johnson.
Elkins—Randolph Co. Fair. Sept. 5-8. R. A. Jones.
Fairmont—Co. Farm Bureau Fair. Aug. 30-Sept. 2. George C. Downs.
Grantsville—Calhoun Co. Fair. Sept. 6-8. Ralph Cunningham.
Harrisville—Western Greenbrier Dist. Fair. Week of Aug. 13. Carl Pauly.
Hayesville—Ritchie Co. Fair. Aug. 15-20. J. Bayne.
Hedgesville—Gilmer Co. Fair. Aug. 23-26. Delbert Stewart.
Hedgesville—Berkeley Community Fair. Aug. 29-Sept. 2. Chas. Gardner, Martinsburg.
Lewisburg—Greenbrier Valley Fair. Aug. 30-Sept. 2. Ed Lee.
Mannington—Mannington Dist. Fair. Aug. 29-Sept. 2. Ed Lee.
Martinsburg—Pendleton Co. Fair. Aug. 31-Sept. 2. Ed Lee.
Moundsville—Marshall Co. Fair. Sept. 4-8. Ed Lee.
Pennsboro—Ritchie Co. Fair. Sept. 5-8. Ed Lee.
Petersburg—Grant Co. Fair. Sept. 19-22. Sept. 20-23. Ralph Cunningham.
Philippi—Barbour Co. Fair. Aug. 22-26. Ed Lee.
Pinnacle—Mercer Co. Fair. Sept. 5-8. Ed Lee.
Pratt—Kanawha Co. Fair. Sept. 5-8. Ed Lee.
Ravenswood—Jackson Co. Fair. Sept. 21-23. J. Sayre Sullivan, Box 1, Ravenswood.
Ripley—Jackson Co. Fair. Sept. 19-22. Sept. 20-23. Ralph Cunningham.
Romney—Hampshire Co. Fair. Sept. 5-8. Ed Lee.
Salem—Harrison Co. Fair. Sept. 5-8. Ed Lee.
Shinnston—Inter-Community Fair. Aug. 29-Sept. 2. Ed Lee.
Summersville—Nicholas Co. Fair. Aug. 30-Sept. 2. R. M. Hyder.
Sutton—Braxton Co. Fair. Sept. 12-16. Ralph Cunningham.
Weston—Lewis Co. Fair. Sept. 5-8. Ed Lee.
Wheeling—Ohio Co. Fair. Sept. 19-22. C. H. Hartley.
Williamson—Mingo Co. Fair. Sept. 5-8. Sept. 24-27. C. S. Myers.

WISCONSIN

Antigo—Langlade Co. Agri. Fair. Aug. 16-19. John C. Schmidt.
Ashland—Ashland Co. 4-H Fair. Sept. 1-2. J. P. Hagman.
Athens—Athens Agri. Assn. Aug. 30-31. A. W. Kuenzel.
Augusta—Eau Claire Co. 4-H Fair. Aug. 7-9. Sam Ellis.
Baraboo—Sauk Co. Fair. Aug. 29-Sept. 1. Wm. V. Hansen.
Beaver Dam—Dodge Co. Fair. Sept. 19-22. Geo. J. F. Mahlke.
Black River Falls—Jackson Co. Agri. Fair. Aug. 8-12. Dennis J. Curran.
Bloomington—Blakes Prairie Agri. Assn. Sept. 7-8. Chas. Lee.
Cedarburg—Cedarburg Co. Fair. Aug. 15-18. Sept. 16-19. Ed Lowry.
Chetek—Barron Co. Fair. Aug. 8-12. Sept. 1-2. T. Henry Weeks.
Chippewa Falls—Northern Wis. Dist. Fair. Aug. 1-6. A. J. Pulsen.
Crandon—Forest Co. Agri. Soc. Aug. 18-Sept. 1. Ray M. Ritter, RFD, Argonne.
Darlington—Lafayette Co. Agri. Soc. Aug. 8-9. P. McCormick.
Dodgeville—Iowa Co. Fair. Aug. 13-17. Wm. Dodge.
Durand—Pepin Co. 4-H Fair. Sept. 1-2. Oscar Ostrem.
Eagle River—Vilas Co. Agri. Soc. Aug. 19-20. Chas. A. Ingersoll.
Elkhorn—Walworth Co. Fair. Sept. 1-4. T. Wright.
Elkworth—Pierce Co. Fair. Aug. 29-Sept. 1. Ed Lowry.
Elroy—Elroy Fair. Aug. 8-10. Leo F. Keegan.
Fond du Lac—Fond du Lac Co. Fair. Sept. 2-4. Walter T. O'Connor.
Fort Atkinson—Jefferson Co. Lake Co. Fair. Aug. 16-19. Ed Ashton.
Freedom—Adams Co. Agri. Soc. Sept. 1-3. Sam Ellis.
Galesville—Trempealeau Co. Fair. Aug. 29-Sept. 1. Ed Lowry.
Gays Mills—Crawford Co. Fair. Sept. 9-10. Geo. Lee-Jr. Sc. Fair. Sept. 9-10. J. Chick.
Gillett—City-Shawano Inter-Co. Assn. Aug. 16-18. M. E. Prahl.
Gresham—Shawano Co. Fair. Sept. 5-8. Ray G. Lindow.
Hartford—Hartford Co. Agri. Fair. Sept. 1-4. J. C. Wolter.
Hayward—Sawyer Co. Fair. Aug. 29-Sept. 1. Sept. 2. Harvestest. Wednesday.
Jamestown—Grant Co. 4-H Fair. Aug. 15-17. S. Gilmore.
Jefferson—Jefferson Co. Fair. Aug. 16-19. Ed Ashton.
La Crosse—La Crosse Interstate Fair. Aug. 6-Aug. 13. Sept. 1-4.
Lafayette—Rock Co. Fair. Aug. 29-30. F. Wright.
Lancaster—Grant Co. Agri. Soc. Aug. 12-15.
Lodi—Lodi Fair. Aug. 29-Sept. 1. Ed Ashton.
Lodi—Lodi Lake Co. Fair. Aug. 16-18. Ed Ashton.
Mauston—Juneau Co. Fair. Sept. 5-8. Pulton Gehan.
Medford—Taylor Co. Agri. Soc. Aug. 10-13. H. M. Jones.
Middleton—Middleton Co. Fair. Aug. 29-30. Geo. Lee-Jr. Sc. Fair. Sept. 9-10. J. Chick.
Monroe—Green Co. Fair. Sept. 1-4. Ed Ashton.
Merrill—Lincoln Co. Free 4-H Fair. Aug. 31-Sept. 1. Ed Ashton.
Milwaukee—Wisconsin State Fair. Aug. 19-27.
Mineral Point—Iowa Co. Fair. Aug. 8-12. Sept. 1-3. C. L. Wilke.
Mondovi—Buffalo Co. Fair. Aug. 29-Sept. 1. A. R. Perkins.
Monroe—Green Co. Agri. Soc. Aug. 9-13. R. H. Clifford.
Nelson—Buffalo Co. Fair. Aug. 29-Sept. 1. Harold Hackbarth.
New Lisbon—Juneau Co. Fair & Expo. Aug. 30-Sept. 1. Pulton Gehan.
Oconomowoc—Oconomowoc Fair. Sept. 3-5. Karl Meier.
Platteville—Big Badger Fair. Aug. 24-27. W. Fiske.
Plymouth—Sheboygan Co. Fair. Sept. 1-4. W. H. Rhodes.
Portage—Columbia Co. Fair. Aug. 3-6. W. Hanson.
Rhinelander—Oneida Co. Fair. Aug. 17-20. Ed Ashton.
Rice Lake—Barron Co. Agri. Soc. Aug. 29-Sept. 1. Sept. 2. Harvestest. Wednesday.
Richland Center—Richland Co. Agri. Soc. Sept. 12-15. H. J. Gschwender.
Sheboygan—Sheboygan Co. Fair. Aug. 29-Sept. 2-4. Lester Pickrow.
St. Croix Falls—St. Croix Co. Fair. Sept. 14-16. F. H. Kibbey.
Stevens Point—Portage Co. Fair. Aug. 17-20. F. W. Huth.
Stoughton—Dane Co. Fair. Sept. 5-8. Louis Gaarder.
Sturgeon Bay—Door Co. Fair. Aug. 8-12. Sept. 1-3. Ed Ashton.
Sparta—Sparta Fair. Aug. 15-17. John Kiefer.
Spooner—Washburn Co. 4-H Fair. Aug. 26-28. Fred E. Ellis, Box 1, Spooner.
Sturgeon Bay—Door Co. Fair. Aug. 29-Sept. 1. Ed Ashton.
Superior—Tri-State Fair. Aug. 16-20. M. E. Prahl.
Tomahawk—Tomahawk Co. Fair. Aug. 29-Sept. 1. Ed Ashton.
Tomah—Monroe Co. Fair. Sept. 5-8. Sept. 6-9. Walter E. Cornwall.
Union Grove—Union Grove Fair. Sept. 29-Sept. 2. A. Fuller, Rochester, Wis.
Viroqua—Vernon Co. Fair. Sept. 12-23. Fred E. Rogers.
Wausau—Marathon Valley Fair & Expo. Aug. 17-27. Bert E. Walters.
Waukesha—Lake Country Co. Fair. Aug. 29-Sept. 1. Ed Ashton.
Waupaca—Waupaca Co. Fair. Aug. 21-24. E. A. Jorgenson.
Webster—Central Burnett Co. Fair. Aug. 24-26. Ed Ashton.
West Bend—Washington Co. 4-H Fair. Aug. 29-Sept. 1. Ed Ashton.
Westfield—Marquette Co. Agri. Soc. Aug. 29-Sept. 1. Ed Ashton.
Weyauwega—Waupaca Co. Fair. Aug. 24-27. K. P. Van Gordon.
Wilmot—West Kenosha Co. Fair. Aug. 29-Sept. 1. Ed Ashton.

WYOMING

Douglas—Wyoming State Fair. Sept. 2-10. Leon Chrisman.
Gillette—Campbell Co. Fair. Aug. 29-Sept. 1. R. G. Kohrs.
Newcastle—Weston Co. Fair. Aug. 24-26. Frank Hoffman.
Pine Bluffs—Laramie Co. Fair. Aug. 29-31-Sept. 1. Frank Hoffman.
Powell—Big Horn Basin Fair. Aug. 23-26. R. Kaiser.
Rawlins—Carbon Co. Fair. Aug. 31-Sept. 2. Frank Hoffman.
Riverton—Fremont Co. Fair. Aug. 22-25. Frank Hoffman.
Torrington—Goshen Co. Fair. Aug. 6-8. R. P. Perry.

Canada

ALBERTA

Alix—Alix Agri. Soc. Aug. 16. Robt. Wilkie, Sec.
Barons—Barons Agri. Soc. July 29-30. A. Nordal.
Calgary—Calgary Stampede & Stampede. July 10-16. E. L. Richardson.
Camrose—Camrose Fair. Aug. 7-8. C. O. Peterson.
Carbon—Chedsey Agri. Soc. July 21. C. J. Ebert.
Chedsey—Chedsey Agri. Soc. Aug. 6. F. Chedsey.
Edmonton—Edmonton Exhn. Aug. July 17-22. F. W. Ashton.
Fort Vermilion—Ft. Vermilion Agri. Soc. Aug. 2-3. W. Fraser.
Green Court—Green Court Agri. Soc. Aug. 2. Geo. Hamilton.
Lethbridge—Lethbridge Agri. Soc. July 27-Aug. 2. Geo. Hamilton.
Lethbridge—Lethbridge Exhn. Sept. 8-9. J. Ashton.
Lougheed—Lougheed Agri. Soc. Aug. 16. B. D. Kerr.
Mannville—Mannville Agri. Soc. July 21-22. H. Ker.
Medicine—Priddis & Millarville Agri. Soc. Aug. 12-13. Geo. Hamilton.
Millet—Millet Agri. Soc. Aug. 2-3. W. Hale.
Nanton—Nanton Agri. Soc. Aug. 2-3. W. Hale.
Nobleford—Nobleford Agri. Soc. July 31-Aug. 1. Geo. Hamilton.
Oyen—Oyen Agri. Soc. July 27-28. Geo. Hamilton.
Warner—Warner Agri. Soc. Aug. 2-3. W. Hale.
Wetaskiwin—Wetaskiwin Agri. Soc. Aug. 16-17. Geo. Hamilton.
Wetaskiwin—Wetaskiwin Exhn. Aug. 21-24. Geo. Hamilton.
Westlock—Westlock Agri. Soc. Aug. 4. B. O. Kerr.
Wetaskiwin—Wetaskiwin Agri. Soc. Aug. 16-17. Geo. Hamilton.
Abbotsford—Central Fraser Valley Fair. Sept. 13-15. Sept. 14-16. Ed Ashton.
Agassiz—Agassiz Agri. Soc. Sept. 12. B. C. Hicks.
Armstrong—Interior Provincial Exhn. Sept. 11-14. Ed Ashton.
Chilliwack—Chilliwack Agri. Soc. Sept. 20-23. Ed Ashton.
Cobble—Cobble Agri. Soc. Sept. 16. Mrs. Ed. Ashton.
Cowichan—Cowichan Agri. Soc. Sept. 20-23. Ed Ashton.
Delta—Delta Agri. Soc. Sept. 8. Ed Ashton.
Duncan—Duncan Agri. Soc. Sept. 14-16. J. M. Boyd, Hillers.
Enderby—Enderby Agri. Soc. Aug. 12-14. H. F. Alberty, Endebeck, B. C.
Grandview—Grandview Agri. Soc. Sept. 12-13. Mrs. M. E. Duff.
Hedley—Hedley Agri. Fraser Agri. Assn. Sept. 12. Mrs. J. Myers.
Kamloops—Kamloops Agri. Soc. Sept. 6. Ed Ashton.
Pulford Harbor—Pulford Harbor Agri. Soc. Sept. 14-15. Ed Ashton.
Surey—Surey Agri. Soc. Sept. 13-16. F. Wright.
Surrey—Surey Agri. Soc. Aug. 25. Mrs. Ed. Ashton.
Kamloops—Kamloops Exhn. Aug. Sept. 5-8. Ed Ashton.
Kimberley—Kimberley Agri. Soc. Aug. Sept. 5-6. Ed Ashton.
Lake Cowichan—Lake Cowichan Agri. Soc. Sept. 20-21. Ben C. McDonald.
Lillooet—Lillooet Agri. Soc. Sept. 8. Ed Ashton.
Lumby—Lumby Agri. Soc. Sept. 5-6. Ed Ashton.
Mission—Mission Agri. Soc. Sept. 16. B. D. Whitson.
Nelson—Nelson Agri. Soc. Sept. 7. B. Ashton.
Nelson—Kootenay District Fair. Sept. 20-22. Ed Ashton.
Penticton—Penticton Agri. Soc. Aug. 22. Ed Ashton.
Pender Island—Pender Island Agri. Soc. Aug. 16. Ed Ashton.
Port Moody—Port Moody Agri. Soc. Sept. 8. Ed Ashton.
Prince Rupert—Prince Rupert Agri. Soc. Sept. 2-4. Ed Ashton.
Richmond—Richmond Agri. Soc. Sept. 20. Wm. Gardiner, Steveston, B. C.
Salmon Arm—Salmon Arm Agri. Soc. Sept. 26-27. S. G. Shadwell.
Summerland—Summerland Agri. Soc. Aug. 31. S. G. Preston.
Vernon—Vernon Agri. Soc. Sept. Aug. Sept. 13-15. Max E. Dyer, Secretary.
Vernon—Vernon Agri. Soc. Sept. 13-15. Max E. Dyer, Secretary.
Victoria—Victoria Agri. Soc. Sept. 5-8. W. Cowie, R. R. 1, Box Westchester.
Victoria—Victoria Agri. Soc. Sept. 5-8. Sept. 4. Sydney C. McLellan.
Victoria—Victoria Agri. Soc. Sept. 5-16. W. H. Mussen.
Westbank—Lake Westbank Lake Agri. Soc. Oct. 18-22. V. W. Barlow.
Westbank—Westbank Lake Agri. Soc. Sept. 2. Ed Ashton.

MANITOBA

Arborg—Arborg Agri. Soc. July 6. Mrs. E. L. Johnson.
Brandon—Provincial Exhn. of Man. July 5-8. Ed Ashton.
Carberry—Carberry Agri. Soc. July 12-14. E. L. Dempsey.
Carman—Dufferin Agri. Soc. June 29-July 1. J. A. Nixon.
Dauphin—Dauphin Agri. Soc. July 13-15. Dr. G. Mitchell.
Deloraine—Deloraine Agri. Soc. June 21-22. Ed Ashton.
Dugald—Springfield Agri. Soc. July 12. Miss Ethel Ashton.
Emerson—Emerson Agri. Soc. June 19-20. Mrs. R. M. Bowbell.

Erlanger—Erlanger Apt. Sept. 12-13.
R. B. Pitts.
Fairmont—Fairmont Canada Exhn. Aug. 21-26. H. E. McKillop.
Green Bay—Green Bay Sound Apt. Sept. 20-Oct. 1. Otto Johnson.
Kalay River—Island Apt. Aug. 24-26. J. A. Gaudreau.
Kitchener—Kitchener Co. Apt. Sept. 11-20. O. M. Sproule.
Ridgetown—Howard Apt. Oct. 3-5. J. L. Pratt.
Sarnia—West Lambton Co. Fair. Sept. 13-20.
Sault Ste. Marie—Central Algoma Apt. Sept. 18-20.
Simcoe—Norfolk Co. Apt. Oct. 2-6. W. Brown.
Toronto—Ontario Canada Exhn. Aug. 21-26. H. E. McKillop.
Toronto—Toronto Apt. Sept. 11-20. Harry Lucas.
Wiarton—Bruce Co. Apt. Sept. 12-14. Stanley Wright.
Windsor—Windsor Sales. Sept. 16-23. H. M. Clark.

QUEBEC

Acton—Acton Apt. Sept. 19-20. P. L. Wright.
Alma—North Middlesex Apt. Sept. 20. Frank Clement.
Arthabaska—North Lanark Apt. Sept. 6-8. W. M. Ferguson.
Aylmer—Aylmer & S. Elgin Apt. Sept. 20-21. E. M. Wright.
Bic—Bic Apt. Sept. 16-21. A. Bouchard.
Bic—Rimouski Apt. Sept. 20-Sept. 1. Jos. Bouchard.
Bic—St. Fabien Apt. Sept. 6-8. Jos. Bouchard.
Chicoutimi—Chicoutimi Apt. Sept. 19-23. H. E. Simard.
Chicoutimi—Chicoutimi & Wadeuch Apt. Sept. 1-3 and 4. H. E. Simard.
Dalhousie—Eastern Prov. Apt. Sept. 26-27. Thos. B. Smith.
Drummondville—Drummondville Apt. Sept. 18. H. Lefebvre.
Hull—Hull Apt. Sept. Oct. 5-6. W. P. Sherry.
Port William & Port Arthur—Canadian Lakehead Exhn. Aug. 21-26. H. E. McKillop.
Joliette—Joliette & District Apt. Sept. 19-22. Donald Peel.
Lachute—Lachute Apt. Sept. Oct. 11-14. J. Dumas.
Lennoxville—Lennoxville Dist. Apt. Sept. 19-22. Emma Aldrich.
Levis—Levis Central Exhn. Sept. 12-16. J. Lepage.
Longueuil—Longueuil Apt. Sept. 11-16. W. D. Lemieux.
Marbleton—Marbleton Fair. Oct. 5-7. R. S. Crook.
Metabetchouan & Tory Apt. Sept. 15-16. Rodd. O. Hoeckel.
Montmagny—Lotbiniere Apt. Sept. 6-8. Ph. Leroux.
Oshawa—South Ontario Apt. Sept. 12-13. R. B. Pitts.
Ottawa—Ottawa Canada Exhn. Aug. 21-26. H. E. McKillop.
Owen Sound—Owen Sound Apt. Sept. 20-Oct. 1. Otto Johnson.
Paisley River—Island Apt. Aug. 24-26. J. A. Gaudreau.
Port Colborne—Co. Apt. Sept. 11-20. O. M. Sproule.
Ridgetown—Howard Apt. Oct. 3-5. J. L. Pratt.
Sarnia—West Lambton Co. Fair. Sept. 13-20.
Sault Ste. Marie—Central Algoma Apt. Sept. 18-20.
Simcoe—Norfolk Co. Apt. Oct. 2-6. W. Brown.
Stayner—Stayner Apt. Sept. 12-14. Geo. Hayman.
St. Jerome—Co. 1-12. Arthur Anderson, Chairman.
Stratford—Stratford Apt. Sept. 14-20. Jas. Bell.
Strathroy—Strathroy Apt. Sept. 26-28. John F. Ellis.
Tillsonburg—Tillsonburg & Cavendish Apt. Sept. 26-28. Geo. Ingram.
Toronto—Toronto Apt. Sept. 11-20. Harry Lucas.
Trenton—Trenton Apt. Sept. Oct. 2-4. R. B. Pitts.

PRINCE EDWARD ISLAND

Charlottetown—Prince Edward Island Exhn. Sept. 11-16. H. E. McKillop.
Summerside—Summerside Apt. Aug. 14-16. H. E. Cross, Secretary.
Alvan—Alvan Community Fair. Aug. 14-16. H. E. Cross, Secretary.
Bedeque—Bedeque Fair. Sept. 12. Jas. Bell.
Bethel—Bethel Co. Fair. Sept. 7-9. Walter R. Jones.
Cape Cove—Cape Apt. Sept. 5. Sidney Cole.
Chepstow—Chepstow Apt. Sept. 13-21. Jas. Bell.
Chiverton—Chiverton Apt. Sept. 18-20. Jas. Bell.
Cornwall—Cornwall Apt. Sept. 11-20. Cornwall Exhibition Co.
Dundas—Dundas Apt. Sept. 21-23. Wm. Turnbull.
Dundas—Dundas Apt. Sept. 21-23. Wm. Turnbull.
Granby—Granby Fair. Sept. 7-9. Walter R. Jones.
Hunter River—Hunter River Apt. No. 2. Sept. 5. A. A. Cameron.
Kensington—Kensington Apt. Sept. Oct. 11. Sept. 7-9. Walter R. Jones.
Lot Twelve—Lot Twelve Apt. Sept. 22-23. Jas. Bell.
Lot Twelve—Lot Twelve Apt. Sept. 22-23. Jas. Bell.
Lot Twelve—Lot Twelve Apt. Sept. 22-23. Jas. Bell.
Montague—Montague Apt. Sept. 19-20. Jas. Bell.
Mount Stewart—Mount Stewart Apt. Sept. 19-20. Jas. Bell.
Mount Stewart—Mount Stewart Apt. Sept. 19-20. Jas. Bell.
Newton—Newton Apt. Sept. 19-20. Jas. Bell.
Orwell—Orwell Apt. Sept. 19-20. Jas. Bell.
Pownal—Pownal Apt. Sept. 19-20. Jas. Bell.
Rollo Bay—Rollo Bay Apt. Sept. 19-20. Jas. Bell.
Rollo Bay—Rollo Bay Apt. Sept. 19-20. Jas. Bell.
Tignish—Tignish

CONVENTIONS

ALABAMA

Birmingham—Order of Odd Fellows, Aug. 6-8. H. C. Pulliam, Box 1000, Birmingham.
Phillips—American Legion, July 10-11. C. Cheddell.

ARIZONA

Tucson—American Legion, Aug. 30-Sept. 1.

ARKANSAS

Helena—American Legion, July 17-18. J. B. Lambert.

CALIFORNIA

Monterey—State Firemen's Assn., Sept. 26-28. H. S. Grover, Box 1000, Monterey.
Oakland—21st Ry. Engineers, AEF, Aug. 19-Sept. 3. Lowe, 1000 Broadway, San Francisco.
Oakland—American Legion, Aug. 14-16. J. W. Pike, 1 Old Mission Road, Oakland.
San Francisco—Disabled Amer. of World War Veterans, June 30-Sept. 1. Landis, 1616 S. Figueroa St., Los Angeles.
San Francisco—Institute of Radio Engineers, Aug. 30-Sept. 1. Hull, 330 W. 42d St., New York.
San Francisco—Pacific Coast Assn. of Municipal Judges, July 10-14. H. J. Ryan, 1000 Mills Bldg.
San Francisco—Second Div. Assn., AEF, July 26-28. Major Frederick Israel, 130 Bound Brook, Washington, D. C.
San Francisco—Knights of Columbus, Supreme Council, Aug. 14-17. Edward McGrath, 629 Mills Bldg.
San Francisco—Veterans of Army of Philippines, Aug. 11-14. J. B. Wood, Box 413, Stockton, Calif.
San Francisco—Order of Red Men, Aug. 11-14. Albert Hinkson, 300 Golden Gate Ave.
San Francisco—Amer. Legion, Aug. 28-Sept. 29-30. Chief Chas. S. Brennan, City Hall.
Santa Monica—State Elks' Assn., Sept. 14-16. Thos. Bulmer, Santa Monica.
Santa Rosa—Shade Moose Assn., July 19-22. Jos. Fiori, 310 Ross Bldg., Santa Rosa, Calif.
Stockton—Cal. Legion Potlach Empire Service League of Amer., July 17. W. H. Hill, 900 N. California St.

COLORADO

Durango—American Legion, Aug. 27-28. Wm. H. Kirby.
Denver—Knights of Pythias, Aug. 22-23. W. C. Gammon, 511 Ballinger.
Mahoe Springs—Order of Red Men, Aug. 8. C. O. Bowen.
Montrose—State Stockjudgers' Assn., June 28-29. R. Thomas, Montrose, Colo.
Salida—State Elks, Sept. 27-28. Jos. Pado.
Trinidad—Order of Odd Fellows, Sept. 5-8. Wilbur Cook.

CONNECTICUT

Bridgeport—American Legion, July 27-28 (tentative).
Hartford—Veterans Div. Veterans Assn., June 23-30. Bob Beach, Box 1176.
South Bend—Order of Red Men, June 23-24. H. F. Dahl, Box 1000, Waterbury, Conn.
Waterbury—Order of Red Men, Aug. 7-8. W. E. Morris, 215 N. Elm St.

DELAWARE

Rehoboth Beach—State Firemen's Assn., Sept. 13-14. W. W. Pettijohn, Box 444, Dover, Del.
Rehoboth Beach—American Legion, Sept. 5-6. Samuel Ellis.

FLORIDA

Atlantic—Junior Order, Aug. 5-9. W. E. Brown, Box 1270.
Atlanta—American Legion, June 21-22.
Miami—Order of Elks, June 21. C. Gilbert, Atlanta.

IDAHO

Boise—Dramatic Order Knights of Khorassan, Aug. 6-9. A. L. Ward, 1000 Ada St., Indianapolis.
Lewiston—State Firemen's Assn., July 17-18. Jos. Vestrell, 1000 Main St., Lewiston.

ILLINOIS

Bloomington—Order of Purple Heart, July 8-9. W. Dugala, Box 100.
Chicago—American Legion, Aug. 13-16. J. F. Albert, 210 Capitol Bldg., Springfield.
Chicago—Order of Elks, Sept. 3-6. C. H. Pike, Box 1271, Boston, Mass.

INDIANA

Chicago—22d Div. War Veterans' Assn., Last week in June. Wm. Hoffman, 1000 Wabash St., Room 1000.
Indianapolis—Order of Eagles, Aug. 17-21. J. G. Perry, Grand Aerie, Indianapolis.
Indianapolis—American Legion, Sept. 25-28. Frank E. Samuels, 1000 Indianapolis Bldg., Indianapolis.
Peru—Knights of Pythias, Sept. 20-22. J. L. Kent, 1000 Bradley Ave.
Peru—American Legion, Aug. 20-23.
C. Mundt, Box 910, Bloomington, Ind.
Quincy—Ex-Prisoners of War, June 29-30. C. N. Neal, 1010 E. Monroe St.
Springfield—American Legion, Sept. 5-7. F. M. Clark, 720 S. Fifth St.
Washington—State Firemen's Assn., Sept. 12-13. P. A. Brannon, 1010 Washington St.

IOWA

Bloomfield—American Legion, Aug. 20-22. O. T. Hutchings.
Indianapolis—Junior Order, Aug. 24-26. E. Brown, Box 1270.
Keokuk—Shade Poultry Assn., Sept. 17-19. Quincy—Ex-Prisoners of War, June 29-30. C. N. Neal, 1010 E. Monroe St.
Springfield—American Legion, Sept. 5-7. F. M. Clark, 720 S. Fifth St.
Washington—State Firemen's Assn., Sept. 12-13. P. A. Brannon, 1010 Washington St.

KANSAS

Bloomington—American Legion, Aug. 20-22. O. T. Hutchings.
Indianapolis—Junior Order, Aug. 24-26. E. Brown, Box 1270.
Keokuk—Shade Poultry Assn., Sept. 17-19.
Lawrence—Shade Poultry Assn., Sept. 20-22. Jos. Vestrell, 1000 Main St., Lewiston.
Newton—Order of Red Men, Aug. 25-26. C. O. Bowen.
Topeka—American Legion, Aug. 20-23. C. Mundt, Box 910, Bloomington, Ind.
Quincy—Ex-Prisoners of War, June 29-30. C. N. Neal, 1010 E. Monroe St.
Springfield—American Legion, Sept. 5-7. F. M. Clark, 720 S. Fifth St.
Washington—State Firemen's Assn., Sept. 12-13. P. A. Brannon, 1010 Washington St.

KENTUCKY

Lexington—Order of Red Men, Aug. 8-9. H. Hendrickson, 1010 Bowen St.
Louisville—American Legion, July 24-26. T. H. Shelton, Covington, Ky.
Louisville—American Legion, July 24-26. T. H. Shelton, Covington, Ky.
Louisville—American Legion, July 24-26. T. H. Shelton, Covington, Ky.

LOUISIANA

Lafayette—State Firemen's Assn., Sept. 4. Edward Wright, Box 400, Houma, La.

MAINE

Bangor—American Legion, June 24-July 1.
Lewiston—Order of Red Men, Sept. 26-28. G. Beal, Portland, Me.

MARYLAND

Baltimore—Elks Home, Imperial Council, June 27-29. Jos. Vestrell, 1000 Main St.
Baltimore—American Legion, Aug. 22-26.
Cumberland—Order of Red Men, Aug. 8-9. Martin, 10 Nail Bldg., Hagerstown, Md.
Ocean City—American Legion, Aug. 12-13.

MASSACHUSETTS

Boston—Dis. Amer. Veterans of World War, July 28-Aug. 5. O. Cherby, 1040 Malone Bldg., Los Angeles, Calif.
Boston—Veterans of Foreign Wars of U. S., Aug. 27-Sept. 1. R. Boyd, Box 1000, Boston.
Springfield—Veterans of Foreign Wars, 12 M. Mass. Jurisdiction, Sept. 26-30. R. Boyd.
Springfield—Shaker Band, June 20-27. L. Foley, 20 E. Newcastle St., Pittsfield, Mass.
Taunton—American Legion, Aug. 19-20.

MICHIGAN

Bay City—Shade Moose Assn., July 20-26. J. Hoffman, 1000 Michigan Ave., Saginaw, Mich.
Bay City—State Gladiolus Soc., Aug. 16-20. Jos. Vestrell, 1000 Main St., Lewiston.
Charlevoix—State Kiwanis Club, Aug. 21-23. Jos. Vestrell, 1000 Main St., Lewiston.
Ann Arbor—Grand Fraternal Congress of Amer., Aug. 14-18. F. Purrell, 21 E. Washington St.
Kalamazoo—American Legion, Aug. 22-23. O. Clinch, 601 Bank Building, Detroit.
West—Knights of Pythias, Sept. 5-6. G. A. Ward, Box 1000.
Grand Rapids—American Legion, Aug. 22-23. Jos. Vestrell, 1000 Main St., Lewiston.
Hancock—Upper Peninsula Spanish War Veterans' Assn., July 2-4. Neil Nunan, Houghton.
South Haven—Shade Fraternal Assn., June 20-23. Jos. Vestrell, 1000 Main St.
Traverse City—Veterans Foreign Wars of U. S., Aug. 7-8. F. Cleveland, Box 1000, Traverse City.

MINNESOTA

Minneapolis—American Legion, Aug. 6-8. D. A. Sullivan, 1000 Minneapolis.
Minneapolis—Forty & Eight Soc. of Amer. Legion, Sept. 5-8. Jos. Vestrell, 1000 Main St., Lewiston.
Red Wing Falls—Intl. War Veterans Alliance, Aug. 6-7. W. H. Allen, Grand Forks, N. D.
Virginia—Veterans of Foreign Wars, Sept. 5-8. A. Dittrich, 1040 Cedar Lake Blvd., Minneapolis.

MISSISSIPPI

Gulfport—American Legion, June 21-23. D. Pearson, Virginia, Minn.

MISSOURI

Springfield—American Legion, July 12-26. J. P. Albert, 210 Capitol Bldg., Springfield.
Springfield—Order of Red Men, Aug. 15-16. Lyman—Order of Red Men, Aug. 15-16. Stell, Cost.

MONTANA

Butte—Knights of Pythias, Sept. 11-12. D. S. Hopkins, Pythian Castle, Butte.
Great Falls—American Legion, Aug. 20-21. Jos. J. D. Conroy, 1212 Broadway, Helena.
Helena—Order of Elks, Aug. 16-18. L. T. Hinsberg, Box 1270, Helena.
Lewistown—American Legion, June 17-18.

NEBRASKA

Lincoln—Order of Elks, Aug. 31-Sept. 4. Lincoln.
Lincoln—State Firemen's Assn., July 12-13. Paterson, State Capitol, Lincoln.
Omaha—Grand Lodge Order of Elks, July 2-6. M. Rothenberg, 1000 N. 24th Ave., Omaha.

NEVADA

Carson City—American Legion, Aug. 12-13. J. J. Kelly, Carson City.
Carson City—Knights of Pythias, Sept. 21-22. W. H. Hill, Box 1000.

NEW HAMPSHIRE

Claremont—Knights of Pythias, Sept. 19. F. M. Potter, Box 128, N. Hartford, N. H.
Dover—Order of Red Men, Aug. 22-23. F. M. Potter, Box 128, N. Hartford, N. H.
Lebanon—American Legion, June 23-25. Harry Hall.

NEW JERSEY

Atlantic City—Spanish War Veterans, July 22. H. H. Perry, Newport, N. H.

NEW MEXICO

Asbury Park—G. A. R. Encampment, June 20-23. H. H. Perry.
Atlantic City—Moose (Grotto), June 20-23. Jos. Vestrell, 1000 Main St., Lewiston, Me.
Atlantic City—Order of Eagles, June 23-31. F. J. Leyger, 1271 Arlington Ave., Jersey City.
Atlantic City—Nat. Assn. of Broadcasters, July 10-14. F. M. Sponsor, 1626 K St., N. W., Washington, D. C.
Atlantic City—State Firemen's Assn., Sept. 19-20. Jos. Vestrell, Chamber of Commerce Bldg., Atlantic City.
Atlantic City—Knights of Pythias, Sept. 20-22. W. H. Hill, Box 1000.
Atlantic City—Dis. Spanish War Veterans, Aug. 27-Sept. 1. H. H. Perry.
Atlantic City—Veterans of Foreign Wars, 750 Union Ave., Irvington, N. J.
Cape May—American Legion, Sept. 7-8. H. F. Howes, Mount Holly, Bucy Park Trustee.
Long Branch—Order of Elks, June 21-23. Jos. Vestrell, 1000 Main St., Lewiston, Me.
Ocean City—Veterans of Foreign Wars, June 20-July 2. R. Boyd, Box 123, Trenton.

NEW MEXICO

Lordsburg—American Legion, Aug. 10-12. C. P. Sanders.

NEW YORK

Albany—American Legion, Sept. 1-2. Maurice Hennessy, Grand Rd. of Revenue, New York City.
Buffalo—Junior Order, Sept. 15-16. F. H. Phys, 1 Mission Ave., New York City.
Buffalo—Knights of Pythias, Sept. 19-21. G. Price, Grand Lodge, Buffalo, N. Y.
Catskill—Hudson Valley Veterans' Firemen's Association, Aug. 27-28. Chief C. H. Pulsifer, Hoosick, N. Y.
Cooperstown—American Legion, Aug. 12-14. F. A. Davis, Drawer 69, Fort Edward, N. Y.
Fredonia—Order of Red Men, Aug. 15-16. Sept. 26-28. W. T. Hall, 60 Hoosic St., Troy.
Hancock—Central N. Y. Firemen's Assn. July 19-20. Jos. Vestrell, 1000 Main St., Lewiston, Me.
New York—Grandmasters of World Intl. Conv. Bureau Assn., Aug. 1-3.
New York—Nat. Assn. of Musical Merchants, Aug. 4-6. Jos. Vestrell, 1000 Main St.
New York—Intl. Conjurors' Assn., July 16-18. E. Dale Lake, 1000 Lake St., Chicago, Ill.
New York—Dancing Masters of Amer., July 24-Aug. 2. Jos. Vestrell, Administration Building, Hartford, Conn.
New York—Order of Odd Fellows, Aug. 21-25. Jos. Vestrell, 1000 Main St., Lewiston.
New York—Institute of Radio Engineers, Sept. 25-29. H. Hull, 330 W. 42d St., New York.
New York—American Dahlia Soc., Sept. 30-Oct. 2. Jos. Vestrell, 1000 Main St., Lewiston, Conn.
Troy—Northern Co. Firemen's Assn., June 12-14. Bob Mosenthal.
Watkins—Dispatch Fire Co. Jubilee, June 20-24.
Watkins—State Centre Assn., Sept. 11-14. W. H. Smith, 1000 Fire Dept. Building.
Berkley Springs—Knights of Pythias, Aug. 2-4. Jos. Vestrell, 1000 Main St., Lewiston, N. Y.
Cleveland—Order of Red Men, Aug. 7-8.
Cleveland—Veterans of Foreign Wars, June 27-July 2. J. Fitzpatrick, Box 8, Capitol, Ohio.
Cleveland—Order of Red Men, Aug. 7-8.
Cleveland—Veterans of Foreign Wars, June 27-July 2. J. Fitzpatrick, Box 8, Capitol, Ohio.
Dayton—Dis. Amer. Veterans of World War, July 3-12. J. J. Fitzpatrick, Box 8, Capitol, Ohio.
Dayton—Order of Red Men, Aug. 7-8.
Dayton—Veterans of Foreign Wars, June 27-July 2. J. Fitzpatrick, Box 8, Capitol, Ohio.
Fremont—Order of Red Men, Aug. 7-8.
Fremont—Veterans of Foreign Wars, June 27-July 2. J. Fitzpatrick, Box 8, Capitol, Ohio.
Lima—Order of Red Men, Aug. 7-8.
Lima—Veterans of Foreign Wars, June 27-July 2. J. Fitzpatrick, Box 8, Capitol, Ohio.
Lima—American Legion, Aug. 20-22. E. W. Brown, Box 1270.
Lima—Order of Elks, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Knights of Pythias, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of Odd Fellows, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of Red Men, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of Eagles, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of Moose, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of Elks, Aug. 21-24. E. W. Brown, Box 1270.
Lima—Order of

Valparaiso — Veterans of Foreign Wars, June 25-30. J. R. Hensley, 1612 Franklin St.

Ricmond—American Legion, Sept. 5-6. S. Maurice, Central Bldg., Charleston, W. Va.

Washington—Elks Reunion, July 14-20. D. H. Jenkins, 223 Jefferson St., Fairmont.

Fairmont—Kiwanis Club, July 18-20. J. C. Fox, Mercantile Bldg., Fairmont.

Parkersburg—Elks Reunion, Aug. 3-5. J. D. Hayes, Elks Club, Parkersburg.

Charleston—Knights Templar Parade, Aug. 5. Dennis Morgan, Charleston.

WISCONSIN

Fond du Lac—Knights of Pythias, Aug. 12-15. V. E. Meier, 183 W. Wisconsin Ave., Milwaukee.

Green Bay—State Motor Boat Race, Aug. 12-20. H. J. Rose, Jr., Chamber of Commerce, Northwestern Bank Bldg., Green Bay.

Ladysmith—Elks Reunion, Aug. 18-20. Hayward Bailey, 1 E. Elm St., Ladysmith.

J. Pettig, 710 N. 7th Street, Milwaukee.

Milwaukee—Order of Eagles, Aug. 8. W. J. Pulitzer, Superior, Wis.

Chetek—American Legion, Aug. 11-15. C. H. Sherrock, 223 S. Michigan, Milwaukee.

Milwaukee—Knights of Pythias, Aug. 12-15. V. E. Meier, 183 W. Wisconsin Ave.

West Bend—State Firemen's Convention, Aug. 2-5. A. C. Schmidt, 633 Water St., Milwaukee.

Cooper—A. F. of L. Meeting, Aug. 20-22. M. Lowenstein, Masonic Temple.

Chippewa—Veterans of Foreign Wars, June 23-24. P. M. Powers, care Post Office.

Madison—Order of Elks Reunion, July 13-15. B. W. Chaney, 128 S. Ash st., Cudahy, Wis.

Monroe—Knights of Pythias, July 18-20. L. V. Burns.

Milwaukee—Knights Templar, July 10-11. L. E. Bailey.

Sheboygan—Order of Eagles, June 30-31. W. Bauer.

Thermopolis—American Legion, Aug. 10-12. Thomas Hoffman, Thermopolis.

CANADA

Amherst, N. S.—Knights of Pythias, Aug. 23-24. S. A. Smith, 31 Queen St.

Brantford, Ont.—Order of the British Empire Service League, Aug. 7-9. L. E. Moulton, Toronto.

Hamilton, Ont.—Order of Odd Fellows, June 28-29. H. Brooks, 238 College st., Toronto.

Hamilton, Ont.—Knights of Pythias, Aug. 6-7. N. G. Pope, 214 Confederation Life Bldg., Toronto.

Stratford, Ont.—Knights Templar, Aug. 7-8. W. Williamson, Toronto.

Summerside, P. E. I.—Order of Odd Fellows, Aug. 7-10. H. H. Stewart, 1 Queen St., Moncton, N. B.

Welland, Ont.—Knights of Pythias, July 26. A. Cockey, Toronto.

Windsor, Ont.—Knights of Pythias, June 26. S. Frank.

Coming Events

These dates are for a five-week period.

ARKANSAS

Fayetteville—VFW Celebration, July 2-4. Earle Hall, Secretary.

Alma—Peach Festival, June 24-26.

Hot Springs—Boy Scouts, July 15-22. John W. Reed.

Crown Valley—4th Celebration & Homecoming, July 4. P. Jay.

Los Angeles—Civil and Art Show, July 24-30. A. F. Bauer, 1151 Fairfax Ave.

Santa Palloudes—Riverside Club Horse Show, July 29-30.

Sacramento—Golden Empire Centennial, May 1-Nov. 30. Jack Dunn.

Santa Ana—Orange Co. Corps of Aleeds (VFW) Anniversary, July 16.

San Francisco—Crab Fishermen's Horse Show at Golden Gate Int'l. Expo, July 15-30.

Santa Ana—Orange Co. Fair Show, June 24-26. Bill Hall.

Santa Barbara—Romana Nicolino, July 16.

Santa Barbara—Horse Show, July 11-16.

Salinas—Rodeo Horse Show, June 24-25.

Rodeo—Rodeo and Horse Show, July 8.

Cheyenne—Frontier—Celebration, July 23-Sept. 4. McKeen.

Rawlins—Taylor Mardi Gras, July 1. Damian P. Deer.

IDAHO

Coeur d'Alene—Scottish Midsummer Festival, June 30-July 4. Mrs. Ethel Lee, Box 1, Hayden.

Hagerman—Pioneer Day, July 24.

ILLINOIS

Free Island—United Spanish War Vets' Celebration, June 24-25.

Sycamore—Sycamore Day, July 4. Melvin Gunderson.

Chicago—Chicago Int'l. Exposition, July 3-6. T. R. Rosebrough.

Geneva—Celebration, July 7-8. H. G. Smith.

Centralia—Brightside Homecoming, July 8. Norman C. Baker.

Gilman—Fair & Fellow Thrill Show, July 10. Harry C. Gibbs.

Chicago—Lincoln Park Festival, July 7-16. Frank Bohen, 21 N. Wabash Ave., Chicago, Ill.

Cicero—Celebration, July 21-28. Chas. Sheetz.

East Dundee—Firemen's Festival, July 26-28. Mar C. Freeman.

East Moline—Celebration, July 1-4. Dutch Swift.

Geneva—Community Days, July 21-22. W. A. Hoffman.

Gibson—Celebration, July 4. Ed Hoffman.

Hillsboro—Fair & Fellow Thrill Show, July 10. Harry C. Gibbs.

Hillsboro—Mardi Gras Festival, July 7-16. Frank Bohen, 21 N. Wabash Ave., Chicago, Ill.

Cicero—Celebration, July 21-28. Chas. Sheetz.

Kent Dundee—Firemen's Festival, July 26-28. Mar C. Freeman.

East Moline—Celebration, July 1-4. Dutch Swift.

Geneva—Community Days, July 21-22. W. A. Hoffman.

Gibson—Celebration, July 4. Ed Hoffman.

Hillsboro—Fair & Fellow Thrill Show, July 10. Harry C. Gibbs.

Hillsboro—Mardi Gras Festival, July 7-16. Frank Bohen, 21 N. Wabash Ave., Chicago, Ill.

Kewanee—Celebration, July 4. Ed Hoffman.

Lacon—Celebration, July 4. Ed Hoffman.

Lincoln—Celebration, July 4. Ed Hoffman.

Lincoln—Celebration, July 4. Ed Hoffman.

Lincoln

Mich. Legion Show Contracts 60 Acts

DETROIT, June 17.—Officials of the 15-day American Legion Post Circus here have booked an additional 23 acts, making 60 in all. There will be a three-ring tournament and spec, with 12 girls, trained by Portia Thompson, in each ring. Orvin Davenport will be equestrian director. Joe Cluver will furnish riders and horses for a Wild West concert. A side show will be a feature.

Among acts booked are Donahue and LaSalle comedy acrobatics, Ruth Lind, Zavitta Troupe and Floyd, unsupported ladders; Ray Goody, slide for life, the Antelaks, swing ladders, trapeze and perch; Bernard and Ray Goody, aerial wire; Velos Troupe, aerial bars and trapeze; Edgar Troupe, head balancing; Miss Delisher and Eileen Lary, cloud-swing; Wen Hai Troupe, tumbling; Zavitta Troupe, bareback riding; Merrill Brothers and Slater and Naida and Perea, perch acts; Rudy Rudyproff, Liberty horses; Flying Marolds and an elephant troupe.

THE ERNIE YOUNG AGENCY

162 N. State St., Chicago, Ill.

Can furnish any kind of Acts and Revues for any indoor or outdoor events.

MT. OLIVE, ILLINOIS, HOMECOMING

July 4th, 5th, 6th

Sponsored by the Ill. Grine Commercial Club.

Attractive Locale and 20,000 Drawing Area.

Shooter Parade, Commercial Flats, Parade, T. P. M. Wert Brown and Commercial Club Committee handle.

JOHN A. FEGOR, Chairman.

RIDES, SHOWS, CONCESSIONS

WANTED 4TH JULY, U. S. F. W.

Commercial Hall, E. WILLIAMS, Bloomington, Ill.

CONCESSIONS WANTED

AMERICAN LEGION ANNUAL FOURTH OF JULY CELEBRATION IN ERVIN PARK

WILL PAY Percentage and Percent

Address G. R. TWIFORD, Tuscola, Ill.

CICERO FALL FESTIVAL

AUGUST 10, 11, 12, 13, 14, 15.

Clean Concessions wanted. We need more pool and ball games.

ERNEST GARSON, Secy., Cicero, Indiana.

CONCESSIONS WANTED

For July 2, 3 and 4 Celebration

City Park, Monroe, Mich.

Video and Corn Game Wheel, Wheel Lamplighter Concessions only. Address H. J. LEO, Secy. Ill.

WANT

FOR BLUE GILL FESTIVAL

Neutral Bluff, Ohio, July 28, 29, 30. On the Streets. Shows of all kinds. Can place all kinds of Legitimate Concessions. Write or wire Address E. HILLER, Grand Theater, Martins Ferry, Ohio.

ANNUAL BIG BOONVILLE CELEBRATION AND HOME-COMING

Boonville, Ind., July 3, 4 and 5. 30,000 to 50,000 attendance. Pure Independent Concessions, Shows and Rides wanted. Free Gate. Address Henry Minnich, place you for sale. Address ED HOFFER.

Annual July 4th and Home-Coming Celebration

Linton, Ind. Sponsored by Greater Linton Club. Pure Concessions of all kinds. Also Attractions Free Act. Rides and Shows contracted. Attendance 20,000 to 25,000. Write Chas. Hendricks, place you for sale. Address L. E. SOTH.

WANT

For Annual Celebration, July 2, 3 and 4. Concessions, Rides and Shows. Will lease stock Concession Tents. Address E. W. SERVING, Chairman, City Park.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Shrine Show Pulls 60,000

PROVIDENCE, June 17.—With but three days of the week's run completed, Shrine Circus at Narragansett Race Track here had already played to nearly 60,000. Sponsored by Palestine Temple Shriners here and Pawtucket (R. I.) Boys' Club, the show is conceded to be the biggest of its kind ever in this city.

Track in front of grandstand has been set up with two stages, two rings and center arena, while in back is paraphernalia of aerial turns. All are brilliantly floodlighted and aerial equipment is outlined with strings of colored incandescents. Floodlight atop the grandstand illuminates turns. Grand stand is divided into 25 and 50-cent reserved seats. Underneath are concessions, while in the upper part are commercial exhibits, Singer's Sells Show and Blythe Sterling's Hopi Indians. As end of the grandstand is several rides.

As in previous years, a popularity contest in advance sale was conducted, resulting in sale of 500,000 tickets. Profits go to Shrine hospitalization work. With Boys' Club also in for a share. Opening night, June 12, about 25,000 attended and next day's patron gave excellent coverage, due largely to publicity work of Dick Reynolds and Bill Sullivan.

(See SHRINE SHOW on page 116)

Iowa Event Has B.-C. Show

DES MOINES, June 17.—Barnes-Carruthers Circus was booked for the Colonels here on June 13 for the 19th year as feature of the annual meeting of carrier salesmen of *The Des Moines Register and Tribune*, reports Billy Williams. Among acts were the Flying Harolds, Rudy Rudyproff's Liberty Horses, Seven Machadonis; Ray Goody, tights wire; Mae Lee and Jimmie Lee, Wells Troupe, Two Delfagelas, Four Jesters, and the Biggs trapeze.

Attractions at Ohio Event

MALVERN, O., June 17.—Scheduled for June 24-10, annual three-day Volunteer Firemen's Carnival. Free acts rained out the first two nights and ex-Round and Kiddie Auto Ride. Concessions, free attractions and band concerts being featured. Among the midway are Roy Gooding's Ell Wheel, Merry-Go-Round and Kiddie Auto Ride. Concessions are Larry Larrimore, with nine stores; Barney Fleeger, grab stand; Smyser's photo gallery, and Thomas' juice stand.

Shorts

GREAT PETERS and Eric the Great, aerialist, were scheduled to appear free acts at the annual 13-day Cottage City (N. J.) Volunteer Firemen's Carnival on June 12-24, reports Charles A. Sims.

(See SHORTS on page 116)

Want for Annual Home Coming Jubelesta

August 8 to 8, Winona, Ill.

Professional Rides, Concessions. Free Acts on street.

FRANK A. ZULL, Secretary.

SOLDIERS and SAILORS REUNION

Mammoth Spring, Ark.

August 8, 9, 10, 11.

Wanted Large Concession Tents and 25th Annual Old Time Dance.

E. E. STERLING, Secretary.

East Canton, O., Street Fair

JULY 8 to 15, inc.

Sponsored by O. O. A. M. Tent, Knights of Maccabees.

Will lease Stock Concessions, Pitch Grocery Stock Concessions. All inquiries to Business Manager, East Canton, O.

JACK M. HUNTER, president of the Young Men's Business Club, has been named director-general of Third Annual Morgan County Tobacco Festival, Berkeley Springs, W. Va. A big following has been worked up for the event honoring the locality's leading crop. Henry's rides, pageant, parades and beauty show are to be among features in the 1939 program.

Success Story of Pitt's Duquesne

PITTSBURGH, June 17.—A bunch of John Harris and his associates six years ago has been converted into an amusement center grossing not far from $300,000 a year. Known in early 1900's as an icehouse where Pitt's pro hockey team trained for Duquesne Gardens, Duquesne today is an arena where almost all kinds of entertainment are presented and winter sports is just one item, one of the less profitable items at that.

In the last issue *Billboard* reports the Duquesne's rates have clicked more than half a million times. A middle-class operation, Jim Fabre's Rodeo, Shipstead Bros.' Ice Follies, pro tennis matches, a polo championship, prize fights, exhibition ice and roller skating, political rallies, a winter sports carnival and conventions have used the Garden. A 24-day roller derby sponsored by the Bellas-Wayne partnership and featuring Pitt and New York teams is current draw despite hot weather.

Summary of top events:

Ice Follies—Top grosser with $24,000 in six days. Rodeo—Good for $20,000. Circus—Percentage deal between Harris Co. and Gene Tyrrell, took $18,000 in six days. Vines-Budge tennis—Showed a profit. Pro-Pro tennis match—In the red. Vera Hurlse and Hazel Franklin, ice skaters, drew halves of college and pro hockey—Money makers.

For first time in several years Harris-

HURRY DIAMOND JUBILEE AND OLD HOME WEEK HURRY CALL

SHARONVILLE, Ohio, JUNE 26 TO JULY 1.

The Largest Attraction Ever Staged in the Great Miami Valley.

Thursday, Friday and Saturday, June 29, Population Day—Pure Parade, Sensational Indian Pow-Wow, Fraternal Order of Eagles Parade, Fraternal Order of Eagles Band Concert, Grand Vocal Concert, Fraternal Order of Eagles Dance, Fraternal Order of Eagles Dance, Fraternal Order of Eagles Dance

Wholesale House

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York City

JULY 4TH BIZ LOOMS BIG

Concessioners, Streetmen Out To Beat Memorial Day Receipts

Visit of British Royalty and Americanism campaigns to boost patriotic items

NEW YORK, June 17.—Concessioners and pitchmen are said to be well advanced in their preparations for July 4, figured on by peak sales over the Memorial Day period, merchandise in months rapidly from supply houses in this city in order to be ready for display on the big day.

Among items expected to go well over the Fourth is the American flag sold on lapel pins. There is a patriotic fervor spreading today which is tending to increase sales of American flags of any product which has a tendency to point out the "true American."

Pitchmen are preparing to work therefore with the usual line of patriotic items. Those in the vicinity of New York will offer an increased quantities the usual novelties, in addition to many new numbers. However, world's fair souvenirs are expected to lead the field.

In fact, E. A. Jr. an elaborate celebration is in the making. Borne in the vicinity, in some instances, have offered to lend co-operation. It is expected that Fair Haven, Sea Bright, Rumson and Monmouth will join in making this an outstanding event. Similar events are expected to be staged in Long Branch, Asbury Park, Keyport and Matawan.

Who many dates are not yet announced, every town, regardless of size, is expected to present some sort of celebration. The South, especially Louisiana and Mississippi, will move celebrate complete programs of a similar nature.

Large crowds are expected to gather at resort points on the Fourth. Coney Island, Cincinnati, Lake Pontchartrain, New Orleans, Coney Island, New York and dozens of other spots anticipate record gates on the Fourth. Weather is good. Clear and warm week-ends have increased sales at many amusement centers of late.

In the stress noted for camping sites, insect repellents, sunburn lotions and sun glasses have set a new mark in the opening month of the summer. The same trend is expected to continue upward. Letters from the Fair Grounds in Fair Parkhill, Berkshire and Catskill regions report a good start in the business outlook for the remainder of the summer.

Merchandise Laws Pass in Wisconsin

MADISON, Wis., June 17.—Two acts affecting merchandise sales in Wisconsin have been enacted into law. The one which takes effect on June 17 and is expected to have a bearing upon premiums is a measure prohibiting the sale of merchandise.

The act prohibits "any advertising offer to sell, or sale of any merchandise, either by retailers or jobbers." The act also says: "The statute defines most to the retailer and wholesaler and declares illegal such issues selling "with the intent, or effect, of inducing purchases of other merchandise and of unfairly diverting trade from a competitor or otherwise injuring a competitor. Implicit and express fair competition is the "public interest." to be unfair competition and commerce to public will.

Violators are subject to fines of not less than $10 or more than $100 upon first conviction, and upon each subsequent conviction, not less than $50 or more than $500.

The second statute, which becomes effective July 1, prohibits manufacturers selling to employees merchandise which they do not manufacture or do not sell to all except meals, candy bars, cigarettes, tobacco and "such specialized appliances or paraphernalia as may be sold to and used enterprise for the employee's safety or health and excepting fuel when such fuel is paid for by deductions from employees' pay checks."

Proponents of the new act contend that millions of dollars annually are diverted from retail channels by large organizations who purchase merchandise at a cost far cheaper than it costs the retailer to buy it not less than $100 or more than $1,000 for the first offense, not less than $1,000 for each subsequent one.

199,900 Play Bingo in Cincy During May, Report Reveals

CINCINNATI, June 17.—A total of 199,900 people attended 130 bingo parlors here during the month of May, it was revealed by Police Chief Eugene T. Weatherly in his monthly report to City Manager C. O. Sherrill.

The statement issued by Chief Weatherly is as follows: Within the month of April, which included Holy Week, showed about a one-fourth drop in bingo playing in Cincinnati, reports from organizations sponsoring the sport show that the month of May was bigger than any month since we started to receive the reports which began in December.

"More persons attended these meetings, more money was taken in admission and more prizes were given than in any previous month. More meetings were held than in any other month with the exception of February and March.

Weather Breaks For Ops, Farmers

NEW YORK, June 17.—Rain which fell in the area the past week was welcomed by farmers, concessioners and pitchmen. Also it hampered operations of concessioners and pitchmen for several hours, but above all it means sales in the future. Farmers were nearly desperate as crops were being seriously damaged by the three-month drought.

In the South, especially in Mississippi and Louisiana, farmers welcomed a shower up in pain. Planters in many sections were forced to replant their crops of cotton following steady rain and cool nights which prevented germination of seeds.

Novelty and souvenir dealers of New Jersey and Long Island welcomed the brief but helpful showers. Before the rain farmers in the area of Princeton, N. J., were preparing to replant in gardens in an effort to aid crops. Vegetable farmers in the Woodbury, L. I., section reported the rain worth thousands of dollars.

The condition of crops in the vicinity of Buda, Illin., was reported "as good as could be expected" by W. L. Wentworth Jr., Buda business man. He is also a planter and deals in supplies and implements. Crops were somewhat "retarded by rains," Wentworth said. "But with the coming of fair weather replanting will no longer be necessary. We are lucky that the break came in time to give planters a chance for 1939."

Milwaukee Bingo Operators Use Handbill Advertising

MILWAUKEE, June 17.—Competition has become so keen among organizations sponsoring bingo games on Milwaukee's South Side that they have resorted to handbill advertising. Used the previous week in 20 in week are sponsored by churches and award merchandise.

Some concessions have netted from $6,000 to $8,000 a year on bingo and the game is played at some South Side church every night of the week. Tuesday and Friday nights are heavy nights for the game. Matinees are growing in popularity.

Altho the game is getting the biggest play on the city's South Side, it is also getting into the North Side and continues to hold patronage at a fairly even level despite warm weather, when there were more games but fewer players.

"If April is considered on a three-week basis and the figures are adjusted accordingly, it appears that, since regulation of bingo under the present system was started, attendance, receipts and number of prize awarded have steadily increased. The number of pattes held increased to a new high in May, then declined, which may indicate a tendency toward fewer but larger parties.

"The figures for May are as follows: "Number of bingo parlors held 130; reported number of persons attending, 199,900; total receipts reported (gross), $1,223,223.

Chief Weatherly said his report did not include party in which $1,401 persons were present. The party, the chief said, was stopped by the operator because of failure of the public-address system. The $1,223.23 received for admissions was refunded, the official reported.

Vacation and Travel Dollars Plentiful

CHICAGO, June 17.—From practically every standpoint the 1939 crop of vacation and travel dollars figure to be more plentiful than last year. With the rare situation of two world's fairs attracting the attention of vacationists, a more active resort season than ever is in the offing, although planning to take the time to travel and play than ever.

And to play and travel requires proper equipment, more, in fact, than a good sprinkling of the ever-ready.

Alert bingo and board operators have said and are prepared to do something about it. In fact, when the present season winds up, it is quite likely that bingo and the game of checkers will go credit for having made the 1939 vacation period for millions of Americans more enjoyable and economical than would otherwise have been possible. Many vacationists will be willing to spend a small amount on the chance of winning an article which they otherwise could not afford to buy. Take a portable radio, for instance. Who could turn down the opportunity of acquiring a set at a cost of perhaps a few dimes? Or a colorful, useful auto robe or a bit of fishing tackle? Few do and few turn their backs on the chance to get these other numbers conducive to greater enjoyment.

Bingo and pitchboard men have spent months assembling an array of summer vacation items that will produce a season-long flow of cash. Aside from the bingo boards there are prizes featuring such numbers as zipper bags, suitcases, toilet sets, comb and mirror sets, electric fans, cameras of movie, box and flash types, binoculars, portable radios, cocktail shakers and drinking sets, luncheon services, lamps, stuffed animals bathing suits and numerous others.

As a result, the stands are teeming with fresh, new and attractive merchandise arranged to attract those who are vacation bent.

Skillful display of items also is producing excellent results, notably at amusement parks. Right now, bingo campaigns are the grouping of fishing tackle in one place, bag, rod and complete fitting a travel case, and the combining of luncheon and beverage serving units.

A Column for OPERATORS OF DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

DEAL

By BEN SMITH

L. Lurie & Son, Inc., New York, are in new location in New York. They occupy 20,000 square feet of space. Store fronts on Fifth Avenue and 14th Street, is the address. Is beautifully furnished. Firm has been doing business with operators for many years and carries a complete line of nationally advertised products, including silverware, dresser sets, chromium ware, clocks and electrical appliances. Mr. Lurie says he is holding open house and invites friends to visit.

With the World's Fair in full swing, New York is a center for amusement operators. Whenever you turn there is someone snapping pictures. Big Bill Burns claims that many of the addicts are using his Slightie-Goose Tom-Mallet. He says his deal is sticking unusually well, and that signs point to its carrying on thru the summer.

And talking of summer, we have often heard the remark that hot months are not as hot for the amusement operators. People leave town on vacations and business slows down to a crawl. It is said by the following events to reverse, enterprising operators can make these months pay dividends. We know boys who go to the mountains each summer and stage a pitch, bingo or other deals. They find people in a spending mood and deals featuring merchandise which help make vacations more enjoyable, such as cameras, athletic equipment, sport wear, portable radios and picnic ware are sold rapidly. Operators who have stayed in town and found the going rather tough might do well to get out to the seashore or country this season.

It's been some time since stuffed toys and dolls received a real play on a deal. As merchandise is now in vogue, we hope the time is ripe for another run on them.

HAPPY LANDING.

TRY SPORS See Why THEIR Tested Sellers BRING Quicker Sales

PAR WRIST WATCH
No. V585—Fine quality metal watch. Tonneau shaped, with Nickel finish, Leather strap, adjustable, Unbreakable Unbreakable metal bezel. Has nickel-plated movement. Dial and second hand in green paint. Each, $1.25 doz.

Any quantity, $1.25 doz.

ZINC POT CLEANER
No. 11E1—Made of canoe Resistible metal. Glass and steel gold is and attractive. Weighs about 10 grams.
Dozen, 85c. Gross, $8.40.
No. E581—Same as above, 25 gram size.
Dozen, 90c. Gross, $9.00.

AMERICAN Fast Timetables $6.48
No. 0024—Gold filled case, Stem wind, Fancy guilloche enamel dial, Jewelled movement, Fancy colors, Leather band. Each, $6.48.
Dozen, 50c. Gross, $6.48.

LATEST! 3-PIECE HANDBAG SET
No. 101—A practical set for every girl either as purse or dress. Set consists of 1 Swell pocket comb, 1 Dance size mirror and 1 portrait or assorted size needles with thimble. Packed in fancy Cardboard Boxes with Glass cover for 50c Each.
Sample, 6c. Dozen, 65c. Gross, $7.20.

BOTTLE STYLE SEWING KIT
No. 8129—Handy, can be carried in pocket, purse or handbag. Contents of Kit: 1 colored metal case, 1 square bottle shape, Metal fitted with Leather Cover, 1 Swell ivory pins and needles, Length over all 2½ in. A Kit for every Sewing Bee.
Sample, 5; Dozen, 45c; Gross, $4.95

BELGIAN MADE HIGH QUALITY FLY RIBBON
No. 2-36-G—Comes in a box with cover and tape attached. Also supplied with a thumb tack for tacking up ribbon when desired. Just drop the ribbon down and pull out the required length. Enough for 12 rolls in a box. Weight per box 6 oz.
Prepaid Each, 15c. Dozen, 75c.
Sample 6c. Dozen, 75c. Gross, 7.50.

GARDENIA FACE POWDER AND PERFUME DEAL.
No. 992—A wonderful combination deal. Gardenia Face Powder and Perfume. Face powder is of the finest quality, soft and velvety, and has a delicious Gardenia odor. Perfume is of the finest quality and has light, Floral or Violet odor. It is a combination now also harmonizes with any dress. Attractively packed in a Gardenia Box. Very pleasant and lasting Gardenia Perfume. Prepaid or assortment.
Dozen, 65c. Gross Sets, 7c.
Sample, 15c. Gross, 1.50.

WIND-PROOF MATCHES
No. 9838—A whirlwind flame at the tipsen of a match. Wind-proof matches are a boon to those who like flame front wind, automatic flame control, long lasting for full supply. Can be used in light, rain, operation of lighter. Wind-proof matches are a boon to those who are fond of the outdoor life, such as those who are hunting, fishing, automobiling or where a sheltered, windproof lighter is needed.
Dozen, $1.15. Gross, $12.96.

JUNIOR RAZOR
No. M5049—A watch-shaped razor. Has a chamois skin strapped Knurled band, with hard chrome finish. Nickelized Razor with chromium bath cleaner attachment. Blade is of the Gillette Safety type. Sold in Dozen, 75c. Gross, 7.20.

LADY ALICE 6-PIECE DEAL
No. 9906½—Operators report sales up to 1 dozen per day on this deal in a two-hour sale. At this deal has flash and is a big seller. Operators report popularity to make big money in introductory sales. Set consists of 1 Lady Alice Perfume, 1 Lady Alice Face Powder, one box Lady Alice face powder, one bottle Lady Alice perfume, 1 per Lady Alice cold cream, two boxes Lady Alice face powder. Packed in Swell decorations. Sold in Dozen, 10½, popular colors. You will find this deal a ready seller to operators promotion sales in stores or selling from door to door. Prepaid Each, 65c per 1.00. A good seller at 98c.
Sample deal, 65c. Dozen, 52c each deal. Gross, 50c each deal.

GETS LOCATIONS FOR YOU EASY

COSTS YOU $3.50 Less $3.35 Each

DOUBLE CLIP AND DOUBLE COMBS WITH PREMIUMS ON A CARD
No. 8E4560—A most popularity display card. Contains 1 Dozen Double Clip and 1 Dozen Double Comb in black and assorted colors together with 12 different premiums. When a customer purchases a Dozen Clip he receives a "Free Premium." Such unexpected generosity is astounding. Take a card and show it to an operator and watch the orders come in. Operators—The sales appeal will be unexpected and several cards should be purchased. Group in $1.20 Each, 10c. Dozen.
Sample, 15c. Dozen, $1.20.
Wholesale Price, per card, 85c. to 90c. Each, $4.00.

COIN PURSE DISPENSER
No. M1041-R5 — The coin purse dispenser is a money saver and your finger tips cannot tell—has curved feel. Modern security method is leather for your protection. Change purse dispenser—Leather Lining—Leather Lining—Leather Lining. 19 dozen, 12 pockets, 6 visible, and 12-321 pin compartments. Leather, Stitches sharp very solidly. Elastic band, Metal Corners, Metal Clip Lock, Metal Clip Lock, Metal Clip Lock

Merchandise at the World's Fairs

NEW YORK ◆ SAN FRANCISCO

IF THERE'S anyone living in this land of ours so unfortunate is to be afflicted with "Tryion and Peripheria phobia," he'll have to hide out in some cave in the Rockies or the Ozarks if he wishes to avoid contact with the official emblem of fair in some form or other. By the time the clambake out on the Flushing flats comes to a close, millions of dollars worth of souvenirs and novelties, all bearing the official insignia, will have been bought by fairgoers who will have sent a good share to friends and toted the rest home as personal keepsakes. Even the most remote bunga wps are bound to meet up with souvenirs of the fair. In fact, the vast amount of "World's Fair Inspired Merchandise" turned out by licensed manufacturers is regarded as one of the fair's most potent advertising forces.

According to fair official, some 663 firms have been licensed "to use and incorporate in merchandise the name, insignia, and patented, copyrighted or other material owned or controlled by the New York World's Fair, 1939, Inc." These firms are turning out in excess of 500 different products. It's practically impossible to think of a single item of a novelty or souvenir nature that hasn't been licensed. They range from such staple commodities as soap, pennants, etc., to wallpaper, weather indicators, shoe buttons, sterling silver spoons and hundreds of others.

Altho more than 8,000,000 fairgoers have clicked thru the turnstiles since April 30, concessioners featuring World's Fair merchandise both at the fair and in the city state that it's much too early to judge what items will prove to be the hits. The obvious reason is that most of the visitors to date have been from New York and environs where people have seen World's Fair merchandise displayed in stores for a year or more. All agree that as soon as schools close and the vacation season really gets under way, business will perk up and preference for items will be made known.

On the Grounds

The biggest purveyor of World's Fair souvenirs and novelties on the grounds is Expositions Souvenir Corp. which has its exclusive on sale of souvenirs and novelties on streets of the fair as well as in all fair-controlled buildings. To date that firm has 60 stands in operation. All are attractively set up with a good flash of merchandise and are manned by well-groomed, uniformed attendants. Its to date hasn't been up to expectations, for the org has anticipated sales of an average about 8 per stand, whereas the average has been slightly more than half that. Business will pick up, says figure, once the out-of-towners begin to pile in and more stands are opened up to give them better coverage.

"Adequate coverage" is expected to be the key to more sales and profits since fairgoers ss date have shown that they will not go out of their way to buy what they want, however, novelties, the Expositions Souvenir Corp. has fixed prices at reasonable figures on all its merchandise. Its to be handling, for a result fairgoers can obtain an item they wish at any concession operated by the firm for the same price.

The sale of souvenirs and novelties in Frank Darling's Children's World is controlled by George Hamid, well-known showman. Souvenir stands are also operated in New York, Merrie England, Old New York and other villages by concessioners who have made private deals for the space.

Most Popular Items

View folders and postcards are leading the parade of items that are clicking best with fairgoers to date, just like they did at the Chi Expo. Canes however, which ranked second in sales at Chi, have not moved as rapidly as expected. Canes are forming the bulk of the awards at Pop Dunlap's "guesses." (See NEW YORK opposite page)

OPERATORS in all lines are cashing in on good business at the Golden Gate International Exposition. It is true that the expo is not a concessioners' success, but those who have set up stands in exhibit buildings and the fair's crossroads are as a whole content with their investment. According to Ed Davis, of Dickens & Davis, wholesale concessionaires at the fair, ope hopes to gross $350,000, with sales to date running to schedule. Despite squawks from the pessimistic element of the trade about attendances, double during the school vacation period, and the arrival of summer tourists.

Ops Use Strategy

Smart operators, particularly those out of doors, are bucking their wares much the same as ballyhooers in front of grind shows on the midway.

They do not such merchandise being sold in the exhibit buildings because of the restrictions placed on the construction of booths. Reason there are comparatively few booths in the buildings is that the exposition management demands that architectural requirements be met. Every booth has to be approved by the board of management before construction is allowed to begin. Most of the indoor trade is being carried on in aisles in the buildings.

If there is a new line which has developed a good sale, the boys are laying back of it at least not telling about it. They apparently want to clean up before word gets around that they've got a good thing. Costume jewelry is one of the lines moving good. Metal, wood and leather objects engraved with a hot-iron pen and colored white stones are keeping the ops busy. Best sellers among the novelties are the wearing apparel of an oriental type. Top price for most novelties is $1. Pennant selling is weak, and there is practically no call for plaster novelties.

Canes Load

Biggest play is being grabbed by the walking stick. Useful object as any "walking-stick" like a world's fair, the girl is the bright spot on the profit horizon and is the biggest selling item ss date. Exclusive to date. Canes sell for $5 cents each, and are constructed in varied degrees of weight. They are also used as prizes and giveaways at games of chance.

There is little pitch at the expo. Only two spots are open for kitchen gadgets and neither is doing well. There is practically little call for this class of merchandise.

By far the best of the top objects and a best seller among the kids are miniature models of the Pan-American clipper ships. Their appeal can readily be understood. Aircraft of the type depicted in the models arrive and depart regularly from the Pan-American air base on the island.

Other children's novelties that are popular are leather cutouts of the Lone Ranger, popular radio serial, and pirate dolls, which have been adopted as the theme by the expo. Souvenir spoons, silver coins and pennants are not getting much play from the visitors. Cultural pearls are popular, however.

Views Go Good

Pathe's camera views of the fair are good sellers. Novelty playing cards with expo views on the back are also a good number. Souvenir guide books sold by Pathe are on stands in the terminals and on ferry boats going to the island. Price is 25 cents, and several thousand are sold each day.

Ops of amusement concessions offering prizes are having varied success, altho they're not overlooking the ever-present demand for merchandise with a practical value as well as steering clear of the fluffy doo-dads as much as possible.

Quality Demanded

There appears to be a definite demand for quality merchandise, such as binoculars, auto robes, thermos bottles, smoking stands, toasters and electrical appliances. It is also evident that a strong liking for old stand-bys among the novelty items remains. Typical examples of the trend are found in unusual stuffed animal creations, novelty hats and new designs in novelty glassware and ash trays. Novelty plaster coils are not in demand by game winners.

Discussing the summer trade, ops say they plan to order more of a variety of merchandise suitable for gifts which visitors can send home to relatives and friends. They are reported to be concentrating on this market and expect to realize sizable profits from it.

SEASON'S FASTEST NOVELTY SELLER!
RAFFOT Sterilized
RABBIT FEET
BULK—CARDED
BEST QUALITY—LARGE SIZES
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To Quantity Users
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A Sensational Item for FREE WILLIE and SALESBOARD OPERATORS.
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1 STARTS YOU IN BUSINESS
SELLING TIES—OVER 100% PROFIT
Sets Lined Ties, Sample 75 Ea. ... $1.20 Doz.
Custom Made Ties, Sample 75 ... $1.20 Doz.
Sets Lined Ties, Sample 50 Ea. ... $1.00 Doz.
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Complete line of Ties, Shirts, Underwear.
Sell The Best Known, Good Quality, Well Made Ties.
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PHILIP'S NECKWEAR Dept. G-10, New York

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LOVEY'S PRICES IN THE COUNTRY
SUNGLASS CASES, Per 100 ... .40
SUNGLASS CASES, Per 1,000 ... 3.50
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Cash In On Millions Pat Item Tails with two-string cords to be an instant sensation. Wonderful novelty. Wholesale Price Only $5.00 per Gross. Sample Dozen, 60c.
5c PER 100 45c PER 1000 1 THOUSAND MINIMUM ORDER
Or Buy Gross $5.00
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Write for FREE Catalog of 1939 and HOUSEHOLD ITEMS
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ACCLAIMED EVERYWHERE!

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THE WORLD'S SMALLEST PORTABLE!

THOUSANDS AND THOUSANDS Already Sold!

MIGHTY MONARCH OF THE AIR!

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NO LARGER THAN A CAMERA
Weighs Just Over 3 Lbs.

A brand-new premium taking the country by storm. A genuine, powerful Majestic superheterodyne portable that can be carried by hand or over the shoulder. Write at once for complete details on this spectacular item.

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$9.95 COMPLETE with Shoulder Strap—Ready To Operate

CONFIDENTIAL DISTRIBUTORS PRICE

Only 3⅝" Deep 5½" Wide 6¾" High

EVANS NOVELTY COMPANY
946 DIVERSEY PARKWAY • CHICAGO, ILLINOIS

NEW YORK—

(Continued from opposite page)

your weight" scales, but here, too, lack of out-of-town patronage is being felt. Live turtles bearing colorful World's Fair decals on their back are doing okah, but a preliminary survey indicates sales will have to show a decided pick-up if turtles are to finish third in fairgoers' preference as they did at Chi.

Art trays are leading in the novelty and souvenir field. Some idea of the variety of trays being offered for sale can be gathered from the fact that seven Wood manufacturers have been licensed to make them. Compacts, rings, pins, brooches, etc., are doing best in the jewelry field. Something new in the way of photo jewelry that is clicking is a pen off the Trylon and Perisphere in which the "ball" opens to disclose a small pic inside. Pennants and compasses, sailor and baseball hats done in official orange and blue colors and similar items are in for a good play, sales to date indicate.

Concessions where merchandise awards are being given out are few and far between since the fair execs are allowing no wheels, rollowons, etc. Beet bet is being enjoyed by the Chime-Ball and Skee-Roll alleys, where gaily dressed vent dolls are thrown out for high scores.

In Town

While experienced observers state that the bulk of World's Fair merchandise will be sold on the grounds of the fair, still sales of concessioners are bound to be affected by the stores in New York City which are featuring souvenirs and novelties. Some 50 or more spots in Radio City and Times Square alone are displaying hundreds of World's Fair items to catch the fancy of sightseers. Five and ten's and department stores, too, have set off aisles and counters for exclusive sale of these numbers. Some of the department stores are going strong for better-class merchandise.

Sale of World's Fair merchandise is not being confined to New York and the fairgrounds, however. Wholesalers report they've been filling good-sized orders from points as far north as Maine, as far west as Buffalo and Pittsburgh and from Atlanta and similar points in the South. Stands featuring souvenirs are to be seen on all the main arteries leading to the fair and railroad and bus terminals are crowded with spots where such numbers can be purchased.

Pitch Slowish

Restrictions of World's Fair execs have curtailed activities of pitchmen and roadside workers who planned to work outside the grounds in the immediate vicinity of the fair. Some of the boys featuring usual rip off of whips, canes, balloons, flying birds, etc., hit the highways leading to the fair on the week-ends and reported good biz over Decoration Day week-end.

Inside the grounds the Goldstein brothers are working their humanoms to good sales, while a few other pitches, but various items have been sought. Outside book workers, both inside and outside the grounds, have been well pleased with results. This is one spot where a guide book it a decided aid to the fairgoer.

Conclusion

In general, no one can say that novelty and souve biz has been up to par. Lack of out-of-town patronage is seen as the main reason. With the coming of vacationers biz is expected to boom. With their coming also certain items are sure to emerge from the thousands being displayed for which the public will manifest a particular like. At this writing, postcards lead with most any novelty average play.

Special Lot Sale

10½ L. Jewelled Lever Movement, Ladies' Gigoma Watch, complete with Bracelet and Box. Non-tarnishing, Guaranteed. EXCEPTIONAL BARGAIN. Also Other Fine Watch Bargains.

$2.00 ea.

GRAND WATCH CO., 17 John St., NEW YORK CITY

BIG SLASH IN PRICES

Lot No. 1 — 3 Cents
Lot No. 2 — 6½ Cents
Lot No. 3 — 12½ Cents
Lot No. 4 — 14 Cents

WESTERN COWBOY

14 Cents Each, 12 to a Carton
No Less Sold

These prices in effect for a limited time.
Send for New Price List Today.

TURIDDI PLASTIC PRODUCTS
2420 N. Third St., Milwaukee, Wis.

SPECIAL— CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
10TH & BROADWAY, KANSAS CITY, MO.

BIGGEST VALUE IN OFFICIAL FAIR SOUVENIR

- Selected Rabbit Feet (With World's Fair Cap)
- Brass Etched Coin
- Finest Quality Bead Chain

COMPLETE SET $40.00

Per Thousand
Beautifully Illustrated Cards in World's Fair Official Colors.
$2.00 Per Thousand Extra.

INSIST ON BEST MADE BY BREWER

LOWEST PRICES FOR QUANTITY USERS
for Quality Rabbit Feet and Bead Chains.
SAMPLES 10c EACH.

J. E. BREWER, 20 WEST 20th STREET NEW YORK CITY

HEADQUARTERS FOR CORN GAME MERCHANDISE....

HUNDREDS OF NEW AND NOVEL ITEMS FOR 5c & 10c CORN GAMES ... AT LOW PRICES!

Limerick Corn Game Operators in all parts of the country are holding their 1939 merchandise orders from our catalogue and find. They're finding just the items they want for and "the prices that suit the pocket."

This year, as always, we are featuring the newest in "Genuine" Rabbit Feet, Bracelets, Rings, Pendants, Novelty Jewelry, Novelty Goods, Electrical Appliances, Luggage, Counterboards, Jar Opens and Dolls, Chinaware, and Numerous Merchandise of all kinds ... AT PRICES THAT ARE GENUINELY REVISED!

SEND FOR YOUR FREE COPY OF OUR NEW 1939 GENERAL CATALOG — FIRST WITH THE NEWEST AND BEST!

No. F64 $4.00 Doz. (No tax said)

No. 1370 $1.25 Ea. $13.20 Doz. (Complete with ...)

No. S163 $2.50 Doz. (No tax said)

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

2 GRAND ITEMS
On top of the BIGGEST MONEY MAKING DEALS
Ever offered
The Fast Selling the SIGHT-O-SCOPE
The only patented Dye-Refer Camera at a remarkable low price.
The Sensational PORTABLE RADIO
which is a bonanza for performance and earnings appeal.

SALESBOARD OPERATORS
Here is an attractive Bracelet at a popular price. Gold-plated with gold trim, cotton and a Novel Lumiform Watch. Already this item has proved a big seller in New York. An ideal premium.
Write for sample and our special quantity quotation.

Complete with Samples
"BIG" BILL BURNS 16 West 17th St. NEW YORK CITY

HERE'S FLASH!!
No. 34—HAPPY BULL
The most amazing novelty item in original novelty and appeal. Blinks natural-looking tongue in mouth. Height 6½ inches. Packed 12 to carton.
EACH 18c
Now Low Prices on Pennies, Slums, Corn Game Items, Etc.
OUR 1939 CATALOGUE NOW READY. WRITE TODAY FOR YOUR FREE COPY. PLEASE STATE YOUR LINE.
WESTERN NOVELTY CO.
1739 Lawrence St., DENVER, COLORADO

TODAY'S HEADLINER!
LEVIN'S NEW CATALOG
NOW READY
ARE YOU INTERESTED IN BARGAINS?
If so, send for a copy of LEVIN BROS. NEW 1939 CATALOG. It is loaded to the Gills and Bins "Jam" the market where the Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of all Kinds.
LEVIN BROS. Terre Haute, Ind.

BINGO OPERATORS—CONCESSIONAIRES—PITCHMEN
NOVELTY MEN—PARK MEN
NEW CATALOG JUST OUT
COMPLETE STOCKS ON HAND IN OUR 3 CONVENIENT LARGE NEW STORES
B. & N. SALES
HOUSTON, TEX. 707 Preston | DALLAS, TEX. 2030 Commerce | KANSAS CITY, MO 310 West 9th
HYMIE SCHREIBER Representative

ATTENTION
PREMIUM OPERATORS
BULOVA, ELGIN, WALTHAM, HAMILTON
Complete Line of Ladies' and Gents' Wrist Watches. Also Automatic Pocket Watches. Send for our NEW CATALOG FREE.
STYLE — QUALITY — PRICE
CENTRAL
WATCH MATERIALS & SUPPLY CO., INC.
104 S. 9th St., PHILADELPHIA, PA.

BEACON BLANKETS
MACNEY — FULL SIZE
$1.35 EA.
Packed 30 to Carton
25% Deposit, Balance C. O. D.
TEXTILES AT FACTORY PRICES
BUY DIRECT AND SAVE MONEY
Write for Catalog
U. S. TEXTILE CO.
421 Broadway, New York, N. Y.

TIES
We Have a Full Line of Latest Numerous Patterns Ranging in Price from $2.00 up to $6.00. Write for Price List. Give your Sample Requirements.
HERCULES NECKWEAR MFG. CO.
772 Vernon St. Brooklyn, N. Y.

New Buddha Papers

A sure Buddha process has been perfected, S. Bowers reports. A new set of plates have been made, allowing the use of clear, bold type which is easy to read. Paper has been perfected for use with the new plates. Instead of the ghost edges, a stapling machine is employed which prevents pads from falling apart after constant handling by customers. Since the word "memorandum" is printed in red at the top of the fortune papers and in blue on the non-fortune papers, Bower believes this will induce fortune tellers to work in this manner. A method of printing that not only gives a more uniform product but also guarantees no blanks is also offered, the firm reports.

Liquor Novelties

Bills Novelty and Premium Mfg. Co. announces introduction of realistic imitation beer, whisky and cocktail novelties. The firm says that one can fool all of the people all of the time with these 13 different items. The transparent amber-looking substance is "frozen" to the glass and will not crack a mass if the glass breaks. This time, the company claims, will command the interest of every person because there is not a time at which there is not a desire to pull a good trick. Concessioners and pitchmen will find these items outstanding because of the flashy display which may be set up with them, the firm states. Novelty men are invited to write for literature.

Poly-Ball

Polyproducts Corp. of America recently introduced a new skill toy, Poly-Ball, which the firm claims is one of the outstanding skill toys on the market. The item should be a natural for streetmen, the company states, as it has appeal for children and adults and a flashy demonstration may be given with it. The toy, consisting of a handle with wire cord and a ball with rubber cord holding it to the handle, has for the ultimate purpose the hoisting of the ball thru the wire loop, then catching it in a groove at the top of the handle.

Ship Model Clock

Joseph Hagn Co.'s new electric ship model clock, combining elegance of American sailing history with practical time telling, is said to be commanding attention of premium users. Ship

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

MEN! THIS IS IT!

A Brand New Genuine

"SENTINEL"

FULL-SIZE
PORTABLE

RADIO

Here's a genuine Full-Size Portable Sentinel Radio. Beautiful in every respect. Not a "midget" but a full-size Sentinel, equipped with the wonderful reception. No electrical outlet needed. No aerial. A red-hot premium this Model 150 BL. Sample complete, $11.25.

$10.80 COMPLETE Lots of 12 Three

Another nationally advertised Sentinel radio set. Beautiful cabinet. Wonderful for local reception. Another big business getter. Model 170 BL. Price Complete, $9.25.

$8.59 COMPLETE Lots of 12

TERMS: Deposit with order. Full remittance seven C. O. D. Fees.

GOLD SEAL ROYALTY COMPANY, 208 W. Madison St., CHICAGO, ILL.

LONG LIFE—Automobile Battery of reliable make. Guaranteed 18 months. Sample battery sent prepaid.

SAMPLE $2.65 less battery
Regular $3.75 Value. Quantity prices: 1 to 5 batteries, $2.50 each. 25% deposit on all orders.

AUTOCRAT RADIO CO.
Dept. 3, Hartford, Conn.

SPECIAL VALUES
ELGIN or WALTHAM
O. Stewart Jewel, Engraved Gold Filled Engine Turned Case, Guaranteed 25 Years, Adjustable Bezel, with interesting Dial, Size 16, 6L, in sets of 12 Dozen.
Same—18 Jewel, in lots **$3.75**
of 6. Each.
$10.00 Extra for Stemwind. Gift Wrapping Free. Deposit required on all orders. Write for Free Catalog. 25% Dep., Bal. C. O. D.

KANE WATCH CO. 1155 Broad St., Newark, N. J.

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

---

clipper-type, lasting salt, mints, halyard and pull, wire of chromium, and solid wood base supplied either in walnut or ebonized finish, the firm reports. Steering wheel forms the frame for the dial and has contrasting chromium-plated handle. The tires state that the chrome-plated rim, standrions and bowsprit add materially in making the number an ideal item for use on the mantel or radio or in library or den and come with guaranteed Beacon self-starting movement, for use on 110 volt, a. c. 60 cycles and six feet of approved underwriter's cord and plug. Item is 16¾ inches high, 18¾ inches long, weighs seven pounds and is packed in individual boxes.

Pop-Up Cig Case

Pop-Up Cigaret Case which holds 10 cigs is sure to go over big wherever novelties or souvenirs are found, Joseph Hagn Co. reports. Case is made of lightweight plastic material of exceptional strength. It is 4⅝ by 3¼ inches in size, and comes in green, red, yellow and powder blue. When the top slides back, up pops the cigarettes. Ease of operation helps. Use demonstrator materially And is certain to sell the number in large quantities, the firm claims.

Toot-Master

Hailed as something new, the Toot-Master is bound for a sensational place in the sales realm, Master Products Co. reports. The practical and simple attachment for automobile horns changes the entire character of the warning signal from the well-known blast to something more commanding and pleasing

FAST SUMMER SELLERS

GUN CLASSES, 15c and 25c Gallery. Each packed display box. Gross	$4.75
FLY RIBBON, National Guaranteed. Gross	6.20
DOUBLE-EDGE RAZOR BLADES. Gross packed in display box	2.25
AUTOSTROP RAZOR BLADES. Packed in Cello. Gross	4.00
ACE HIGH SINGLE EDGE BLADES. Packed in Cello. Gross	4.10
FLY SWATTERS, Long Handle. Gross	25c
WIRE FLY SWATTERS, Long Handle. Gross	25c
RUBBER FLY SWATTERS, Long Handle. Gross	25c

25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.
676 BROADWAY, NEW YORK, N. Y.

Extra Value!

$2.25 EACH

5 for $10.50 5 for $10.50

No. 00 9061—Ladies' Bracelet Watch. Engraving Top Lid. Genuine Leather Band. Jewel Guaranteed. Regular $3.75 Value. Special Introductory Price, $2.25 Each. Deposit required on all orders. Write for Wholesale Price List.

ROGERS TEASPOONS
Made by ONEIDA, Ltd.

1 Doz., 60c—10 Doz., $5.80

No. 8000—SILVER PATTERN. In Genuine Rogers Oneida, Ltd., Genuine Nickel Silver Teaspoons. Silver Plated Spoons. Write for Wholesale Price List. Deposit required on all orders. STATE PATTERN DESIRED.
Sample Dozen 60c
10 Doz. to Gross 50% off.
DEALERS, Write for Catalog.

ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B" Chicago

BINGO COMPLETE LINE 1500 Items
Wheels Games Novelty Merchandise Counter Tickets Bell Tickets

H. L. Mfg. Co. SCHULMAN New York, N. Y.

OUR BIG NEW CATALOG B-132

The Real Buying Guide of the Show World

IS READY FOR MAILING

SEND FOR YOUR COPY NOW!

When Writing State Business You Are In As We Do Not Sell Consumers

CANES
B13M32—Metal Handle Cane. Per gross $9.00
B14B79—Bamboo (Split). Per gross 6.00
B13M101 — Bamboo (Tassel). Per gross 9.00
B13M100—Bamboo, Gold Top, Tassel. Per gross 10.75

DRUM MAJOR GIRL DOLL
Feather Dressed. Outlined body.
B14M50 — 6½" Per gross $4.50
B14M60 — 7" Per gross 9.00
B14M70—1" Doll. Per gross 12.00
B14M80—10½" Per gross 16.50

FUR MONKEYS
B13M200—4½" high. Per gross 4.75
B13M201—6" high. Per gross 6.00
B13M202—8" high. Per gross 9.00
B13M203—10" high. Per gross 14.00

BATON PARADOX
26 inch 3-ply. Hand painted. Hand decorated. Per gross $17.50
B14M110—Per gross 24.00
B14M111—Per gross 36.00

STUFFED DOLLS FOR CANES
Fancy dressed. Outlined head. Outlined feet.
DRUM MAJOR
B13M16—8 inches high. Per gross ..... $ 8.00
B13M15—13 inches high. Per gross 18.00
COWBOY DOLL
B13M12—8 inches high. Per gross 8.00
B13M20—13 inches high. Per gross 18.00
B13M21—18 inches high. Per gross 36.00
B13M22—28 inches high. Per gross 108.00
GI-GOO
Sensation, 8½ inches long. Each in box. Per gross 9.00
B13M19—Per gross 18.00

FLYING BIRDS
Large size. Feathered with tinsel head and inside feathers.
B13M77—Per gross 36.00
B13M78—Per gross 60.00
B13M79—Per gross 81.00
MINIATURE STRAW HAT
4 in rows. Colored feather. Green Mallo. Per gross $3.75
COOLIE HATS
B14M16—12 inches high. Per gross ..... $ 9.00
B14M14—16 inches high. Per gross 15.00

Balloons for Archery
B13M40—Inflates to 6 ft. Per gross 36c
B13M41—Inflates to 7 ft. Per gross 60c

Beacon Blankets

YOU WILL FIND OUR PRICES ARE ALWAYS RIGHT.
We have a complete line of Beacon Blankets and Shawls in Stock for Immediate Delivery.

N. SHURE CO., 800 WEST ADAMS ST., CHICAGO, ILL.

$ EARN BIG MONEY $

With the New P. D. Q.
AUTOMATIC "One-Minute" Camera.

- Takes Beautiful BLACK and WHITE Photos.
- No Films—No Plates—No Dark-Room.
- DIRECT POSITIVE Photos—NOT Tin-Types.
- No Experience needed. Instructions are simple.
- BIG Attraction. See your photo develop in DAYLIGHT.
- Photos CANNOT FADE.
- Less than $75 gets you in this interesting BIG MONEY-MAKING BUSINESS.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB, Chicago, Ill.

BULOVA - GRUEN - ELGIN - WALTHAM

Start at **$2.95** Wrist & Pocket Watches FOR LADIES AND GENTS
Guaranteed. Guaranteed 1 the Best. 1939 Styles now available. Write for Our New Catalogue.

NORMAN ROSEN Wholesale Jewelry
101 LANSDOWNE ST., PHILADELPHIA, PA.

CASH PROFITS DAILY—FOR YOU!
BARGAINS!—FULL LINE OF SUMMER ITEMS!

Moth Cakes, Corded Goods, Lotions-Notions, Premiums, Fly Swatters, Fly Ribbon, White Shoe Polish, Shoe Lamps, Clothes-Cleaners, Perfumes, Electric Shavers, Sidelines Merchandise

GET SAMPLE CASE FREE WITH FIRST $7.00 ORDER

CHAMPION SPECIALTY CO., 814-F Central St., KANSAS CITY, MO.

SPECIAL!
DOUBLE EDGE **BLUE BLADES**
No. 1.000 Pkgs. **$2.50** Gross. FREE CATALOG

GLAMOROUS FUR COATS

A BIGGER AND BETTER OPPORTUNITY EXISTS FOR YOU RIGHT NOW. We have manufactured our 1940 styles in value unsurpassed. Top choice of beautiful:

Seallines, Coons, Conoys, Caracals, Lapanskys, Kid-Paw, Beaverettes, Muskrat Savers, Mouton Lamb, Other Fur Coats

Blankettes, Skunks, Kolinsky Paw, Persians

ALSO BOLEROS AND SCARFS in new creations

ACT IMMEDIATELY to get full particulars on these sensational fur bargains. Write today for price list and complete details without obligation.

from **$9.00** up

S. ANGELL & CO., MANUFACTURING FURRIERS 236 West 27th ST., N.Y.C.

SUMMER SPECIALS THAT STIMULATE SALES

LADIES' WATCH

B20978 — 3¾ L. 14K. Guaranteed jewelled movement, smartly styled chrome case, with matching band to match. A grand flash for pre-Easter, summer and vacation. Complete with leather band. Each $12.00
B20977 — 3¾ L. 14K. larger or shorter. Each in box of six. $2.15.

6-Piece
Chrome Cocktail Set
B15680 — Consists of shaker, chrome-plated, 12x17 inch chrome plated tray. Take advantage of this special item. Each, $2.00. Doz. $22.50.

PLUSH DOGS
B16K7 — 8½. Long Sleep, Sitting, Long colored plush dog. Each $1.00. Doz. $10.50.
B16K8 — 8½. Long Sleep, Sitting, Long Sleeping Dog. Each $1.00. Doz. $10.50.
Dozen in body. Size 4½x13 in. Per doz., $9.

Folding Traveling Clock
B8200 — Genuine pyroxylin leather case. Chrome plated. Approximately 2x3 inches. Unbreakable crystal. A top-flight clock. Available in black, green, red, brown, pigskin. Special value at $1.20 each.

BLANKETS
B16T72 — Beautiful quilted Blanket, size 72x82 inch. A Big Seller. Each $2.00.
B16T73 — Rayon Blanket, 72x84 inch, Indian Design. Each $2.00.
Both blankets have 20 lb. batting. Each $6.00.
B16T70—Trojan Indian Design Blankets, size 66x80. 20 lb. batting. Each, $1.15.

CHARMS
B6L600 — Celluloid Charms for vending machines. Assortment of 1000 A-B-C-D-E-F-G-H-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-Z-Z

IT'S NEW... THE HEXCEL UNIT ROOM COOLER

Easy to— Install Operate Sell

★OFFICES
★STORES
★TAVERNS
★HOMES
★DOCTORS SUITES, ETC.

Here is a real money maker. Operators cleaning up. Now is the time to sell Hexcel Unit Air-Conditioners in your territory—ACT NOW.

Model "A" List..$ 84.50
Model "AA" List.$124.50

50% discount off list price for single units; additional 25% for 2 or more units.

Also complete line Air-Conditioners and Fans. Priced extremely low. Immediate delivery.

WRITE—WIRE
FOR DETAILS AND PRICE LIST. SOME DISTRIBUTOR TERRITORY STILL OPEN.

MAKUS SALES CO.
2509 West Vliet St.
MILWAUKEE, WISCONSIN

ELGIN, WALTHAM, BULOVA, GRUEN $2.95

START AT

Renowned Guaranteed
MEN'S WRIST AND POCKET WATCHES

Wholesale Jewelry Since 1916. Send for Free Wholesale Catalog. 15% Deposit, C. O. D.

LOUIS BERLOFF,
729 Walnut St., Philadelphia, Pa.

WALTHAM & ELGIN POCKET WATCHES
Yellow Gold Filled Case, Lever Set, Open Face, Stem Wind. Regular $3.50 Value. Special for Quantities Only $2.50 EA
In Lots of 3.
50% Dep., Bal. C.O.D.
SPECIAL PRICE FOR LARGE QUANTITIES.
Send for Free Catalog.

PLYMOUTH JEWELRY EXCH. 189 Canal St., New York, N. Y.

Death Takes W. C. Huggins

SEATTLE, June 19.—W. C. Huggins, well-known showman and owner-manager of the shows bearing his name died here June 13 from a heart attack, reports T. D. Newland.

NOTES from SUPPLY HOUSES

Grand Watch Co. has available a surprise stock of rare fine watches for men and women. The firm, which imports these items, guarantees them against defects. The Grand Co. deals only in watches.

It is a pleasure to talk with Robert Karpel, of the Carnival Novelty Co. At all times he has an optimistic tone and reports favorable business. Why shouldn't it report excellent business, states Karpel. "I have two of the best concession salesmen in the business and they are always up and doing in my interests. The salesmen he refers to are Joe Bird, who knows the concession business backwards, and Benny Renn, who is equally familiar with the trade. Both have had years of experience and are known wherever concession novelty merchandise is handled.

U. S. Textile Co., managed by Harry Pitler, son of Aaron Pitler, and Sam Hackman, well-known concession supply man, announces that it is offering a complete line of textile merchandise. The firm, established in 1900, carries a full line of chenille house coats, linens, bath towels, blankets, curtain sets, camp blankets, bathroom ensembles and bingo supplies.

Wisconsin De Luxe is offering plastic merchandise in a big warehouse closing-out sale. All orders will receive prompt attention and shipments made in "beneficent" containers. The firm has established an enviable reputation in the field and has been offering exceptional values for 30 years, serving patrons from Coast to Coast.

Morris Mandell reports that his Bingo Cage is being well received by operators. Cage is strongly constructed and is offered with 75 numbered balls and a master board. Mandell manufactures all three. He also carries a complete line of bingo supplies.

PALISADES, N. J.—

(Continued from page 4)

curly locks refuses to speak when asked the length of his tenure. . . . Cons to think, HARRY FRANKEL and JOE SCHERMAN, for their tenacity, seem to have been for some time. And have expanded from one ball game. This year's six different enterprises. . . . HOLLY WAXMAN his same ebullient self and still the strongest rooter at the free stage. . . . SOL Y and JOE POLLIO could be called the most enervating people to meet on the midway. . . . STANLEY SIRICO still lending his rare accent for daily at his milk-bottle game and it gets results. . . . New rides, Rocket Ship and the Swan, meeting with universal issues particularly because of new flower gardens installed by MIKE CARRADO. . . . Gardens extend all along route of the Cagney minnie railroad.

MICKEY FUREK cannot understand why his sister, Mae Tatemann, can't learn the ship game. Claims it's made him lose interest in married life. . . . If someone has two hours to spare they can visit AL RAY CURTIS to show a picture of his year-old Bobbie. . . . And the more he made GLADYS SHELLEY's tune, On a Ferris Wheel With You, the more her outdoor amusements is gaining headway, with the name bands all concerning that it's a natural for popularity.

Arch Clair Named Bay Shore Pilot

SPARROWS POINT, Md., June 17.—Arch Clair, recently resigned manager of Normandy Park near Boston, a berth he held down for nine years, has been appointed manager of Bay Shore Park here, railroad operated by the Baltimore and Ohio, it was learned here yesterday.

Spot, in existence for 39 years, overlooks the Chesapeake.

Clair's car was completely demolished last Friday in Dedham, Mass., where it was hit broadside by another vehicle. He returned to his home in West Newton, Mass., and left for the place the next morning by train. Clair said only a miracle saved him from possible serious injury or fatality.

Sensational Opportunity
AMAZING NEW ELECTRIC
"WIENIE-CHEF"
At Lowest Price In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits

PROFITS UP TO 89 PER CENT
Just show Wienie-Chef, name this amazing new electric hot dog cooker up to 89% PROFIT. Sell 1 to 100 Wienies for an hour.

Model "Lunch" cooks 4 hot dogs a minute—up to 250 in an hour. And what transformed! Because cooked from IMMERSE DEEP in hot water, they are tender, juicy, delicious. Moreover, Wienie-Chef cooks them in 1/3 the time of other cookers. Sell 1 to 100 Wienies for an hour. Sell hundreds of other items.

BIG BUSINESS—Big Earnings For You!
You can show any taverns or eating places how to make big money by using Wienie-Chef for free trial, with profit sharing or for months and years thereafter. A Bartender of Texas, sold 8 in 8 days on home demonstration. $60.00 in profits. A P. Caldwell, of Illinois, made 1st sale in 1st place he showed it. Sold 3 in 1st place. Sold 3 in 2nd place. Sold 3 more. GUARANTEED Hot Dog Machine on the market capable of producing 200 to 250 per hour—plus have a quick fast easy sales plan that will BRING BUSINESS, MAKE MONEY FOR YOU.

RUSH FOR DETAILS FOR FREE TRIALS!
Just make the amazing convincing demonstration of WIENIE-CHEF—cook a hot dog and let your prospect see how easily, how fast the WIENIE-CHEF can MAKE MONEY for him, and you can be dressed when every tavern and eating place in your territory is your prospect. GUARANTEE OFFER gives you free trial to test the profits of WIENIE-CHEF—cook hot dogs, fish, clams and other items—demonstrate the profits NOW.

WIENIE-CHEF MANUFACTURING CO. 2381 W. Hubbard St. Dept. F-14, Chicago

STREET PHOTOGRAPHERS
FULL LINE OF CAMERAS AND SUPPLIES

We carry the largest assortment of attractive models that have ever been made. Two-Tone Models, Black and Ivory, Black and Gold, Black and Chrome, Black and Silver, Black and Jade, Tortoise and Ivory, Tortoise and Gold, Tortoise and Chrome, Tortoise and Silver, Black and Red, Black and Green, Black and Blue, Black and Pearl, Pictures for the "Four for a Dime" Trade. SERVICE PROMPT AND EFFICIENT.
Catalogs and Sample of Our Merchandise Sent Free.

KEYSTONE FERROTYPE CO.
726 SOUTH STREET PHILADELPHIA, PA.

Exquisite HOSTESS SILVERWARE
"Is Pyramiding Sales and Profits"
UNLIMITED GUARANTEE
Trade-mark Genuine "Stainless Steel"
Your headquarters for High-Quality Guaranteed Silverware, having unlimited appeal. New exclusive "Hostess" pattern can multiply sales. Plenty of "Hook"—opposite proven results. No risk—no replacements, convenient to handle. Customers satisfied 100%.
BIG PROFITS—16-piece set for six persons only $3.75 set. Dozen sets, $2.50 each; per dozen, $2.41 each. 2, 6, 8. Chicago, Toronto proof Hood display pockets, 75c each for samples send $1.00, balance C. O. D.

SALESBOARDS
PREMIUMS
CONCESSIONS
PRIZES
STIMULATORS
SALESMEN
AGENTS

H. MEINHARDT & CO., Inc. Silverware Merchandise Distributors, 18 EAST MINGIE ST., CHICAGO, ILL.

Smashing ALL RECORDS

HORSESHOE CLOCK
AMAZING PHENOMENON
Newest Novelty Clock of the Year. Sells on Sight.

- All Chrome
- Plenty of Flash
- Unusual Appeal
- Low Cost—Big Profits
- 30-Hr. Movement Guaranteed

ONLY $2.95 EA. in lots of 6 or more

SAMPLE, $3.35
Money Back Guarantee

SPECIAL—500 Hole Spearboard Bd., 65c. Blanks Punched included With Each Clock. 1/3 deposit with order, Bal. C. O. D. Ship from L. A. Chicago.

RICHMOND CLOCK CO.
440 So. Dearborn St., CHICAGO, ILL.

HERE'S AN AMAZING DIAMOND OFFER!
GENUINE DIAMONDS
SEMI-MOUNTINGS
THE MILE IN BOX
$1.00 EA. 25 Sensation!
PRESS & SONS

Ben Beno Injured in Fall

NYC, N. Y., June 18.—Ben Beno, aerialist, sustained a fractured rib while workers in a fall at Playland Park last week, reports Jack Cliffe. Beno was taken to United Hospital, Port Chester, N. Y.

Always-OAK Offers the BEST SELLERS

INFLATABLE TOYS

No. 201 FERDINAND the BULL Inflatable Toy. Over 14 inches long and 8 inches high. Tail is fitted with rubber stopper for inflating and deflating.

Ferdinand and Mickey Mouse Inflatable Toys are not balloons. They are made of much heavier rubber—are white printed to blast and red. Sold on road stands as games they are sensationally popular.

No. 202 MICKEY MOUSE Inflatable Toy. 16 inches high. One foot fitted with rubber stopper for inflating and deflating.

NEW!

ANIMAL PRINTS

A complete new line showing baby animals, along with the old set which balloons-giving added appeal to a value that always has been a popular seller. Colored photos, or with stage pictures.

Copyright Walt Disney Productions

FERDINAND TOSS-UP

Walt Disney's celebrated character, Ferdinand the Bull, in his favorite position—sitting and smelling a flower. A great item and a marvelous money getter.

Stands 20 inches high on cardboard "heads." Packed in heavy envelopes, and in bulk.

MICKEY MOUSE BALLOONS ON STICKS

A new way of selling Mickey Mouse Balloons with inflatable body, head and ears. The idea increases sales, and

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Oak's exclusive Mickey Mouse balloons have been, and are today, the balloon vendors' best money makers.

OAK-HYTEX

The world's foremost line of toy rubber balloons—unequaled in exclusive features, copyrighted novelties and flashy, fast sellers.

SAFEGUARD YOUR PROFITS

Be sure you get genuine OAK-HYTEX Balloons—in the Blue Box with the Yellow Diamond Label.

Sold by the Leading Jobbers

SEND for this FREE CATALOG Write direct to us in Ravenna

The OAK RUBBER CO. RAVENNA, O.

Selling Through Jobbers Only

PIPES PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

STANLEY NALDRETT . . . writes from Oshkosh, Wis.: "For three days I had a 100 per cent recovery here, then the law accosted me. I have contracts for the Springfield, Ill.; Des Moines and Spencer, Ia., fairs this season. Am headed north and hope to be in Canada by July 4."

COINCIDENT with the advent of warm weather comes a feeling of lagginess. Word it will

W. D. COOPER . . . has been rambling thru Tennessee and Mississippi to fair business on the leaf. He writes from West Point. He asks if Iowa and Nebraska are up to par.

A. GAR JOHNSTON . . . informs from Venice, Calif., that he can still do two-day without trouble, even tho he's getting to be an old guy. Says he has passed up the rum and is now in the legit. His card discloses that he's representative of the United Auctioneers of America.

EVERETT ALM . . . prints a plea from Fairmont, Minn.: "I have been home on his farm for eight weeks. Have a few sales in Minnesota, which is n. g. Will start on the road in about a week. Charles Myers will meet me here to go on the road with me. I have been reading E. L. Kneib's articles and like them very much. Would like to see a letter from Bill Osborne."

WE DON'T believe it's exactly the proper thing for a pitchman to try to put one over on a fellow worker when he gives him something for nothing—a good date for instance.

DUKE BENWHELE . . . infos from Martins Ferry, O., that he's doing fair with cane and blades and, occasionally, wonder mice. Says he's stopping over a few weeks to visit his mother, who is ill. He would like to read a pipe from H. B. Evans.

HERB JOHNSTONE . . . uncle died in Canada recently, according to Everett Alm, of Fairmont, Minn.

FROM PHIL KRAFT . . . "Working corn punk in Grant's store, Peoria, Ill., and doing only fair. Pipe other demons are in town. Talked to Fred Langer in Newberry's. He's also working foot to foot takes and is one of the sweetest hard workers I have ever seen. While talking to him, the subject of Art Nelson's article, 'Working Chain Stores on York Ave.,' came up. More oldtimers like Doc Jerry Coates and Nelson should devote their time to telling us young punks how to get along. Let's have a pipe from the queen of cosmetic workers, Marie Ramsey."

IT'S ALL very well for a fellow to brag about the big tips he pitches to, but do the people around anything other than their presence?

JACK RAY writing from Knoxville, Tenn., comments on conditions in the South: "In nearly all towns in Georgia, Tennessee, Mississippi, Alabama, Florida and Texas there is a tremendously high reader, which the boys and girls have brought upon themselves. Pennsylvania, Missouri, Iowa and New Jersey are the only States that you can work without being bothered. I arrived here two weeks ago. Saw some girls and boys working in 5 and 10 cent stores and all seemed to be doing well. I'll stay here another month. I have given Eastern Tennessee a good working. These towns can be worked with med for $2 a day on your soldier's reader. Morristown, Tenn., $5 a.g.; Bristol was fair; Johnson City, good. Kingsport, n.g.; Gate City, W. Va., fair; Middlesboro, Ky., n.g.; Corbin, Ky., good. I stayed a week in the last-named town, as Robert Wadlow was there for the Peters Shoe Co. Williamsburg, Ky., was n.g. on May 26 reader was $5 a day. Jellico, Tenn., has a $2 reader and two open doorways

SOCIAL SECURITY

Write Immediately for Your

FREE STAMPING MACHINE!

And complete list of new Name Plates, including Social Security, Cards, Pins, Identification Bracelets, Dog Tags, Key Fobs, Key Chains, Key Tags, Key Rings, Lapel Pins, Buttons, Rosters, Stamps, Stamping Machines.

IDENTIFICATION PLATE AND MACHINE CO., Inc.

1580 Broadway, New York, N. Y.

World's Largest Manufacturers Name Plates and Stampings

Fair Pen Workers

No New Pen Package Are Ready—Sell Low Prices.

PARK-A-TYPE

(PUSH BUTTON FILLER)

THE PEN YOU HAVE ALL BEEN WAITING FOR

Transparent barrel, removable and adjustable Clip and Double-Barrel Gold Bands. Black and Pearl Colors. Sample Set, $1.00.

GRAB IT WHILE IT'S HOT.

JOHN F. SULLIVAN

498 BROADWAY, NEW YORK CITY.

ELGIN & WALTHAM RESULT WATCHES $1.75

7 Jewel, 12 Size, D. S. Guaranteed One Year.

Send for Price List. Money Back If Not Satisfied.

CRESCENT WATCH MARTINEZ, CALIF.

142 N. Broadway, St. Louis, Mo.

Lucky Number Wheels

Use Colored Chances (Hearts, Stars, Ovals). Published in 1939 Spring Pies, Lucky Dragon, Games and Supplies Catalog. Send $2.00 for Sample Wheel.

JOHN HOSEMAN CO.

207 Park Ave., New York City.

NEW 1939 LINE

OF PENS, LETS AND COMBINATIONS

PEARL PLUNGERS, $16.50 GROSS

ASSO. PEN-PENCIL CO., INC.

230 BROADWAY, NEW YORK, N. Y.

HERE IT IS! 200% PROFIT ITEM!

ENDURO Patented Nine Point Pocket Knife and was a car in 20 minutes. Used by leading cutlery and hardware jobbers. Good number for agents.

MIDWEST MFG. CO.

3470 Good River Ave., Detroit, Mich.

NEW $18.51 Grs. PLUNGERS

LOWEST PRICE EVER!

Big Gauge tube, what is called, Moderniste Barrel—Fine Top Band, Beautiful Variegated Color, Complete Line Sets.

JACKWIN PEN 50 W. 24th St. New York, N. Y.

Veterans Wake Up!

Today's Veterans in Larger Mid-Cities are back in line calling our Veterans' Jobs Bonds. Mail orders—Jo Ed Ed Ed

WORLD'S FAIR
CATHOLIC-PLAIN SOCIAL SECURITY IDENTIFICATION PLATES
Also Complete Line of Stamping Equipment
Send for FREE CIRCULAR
ROOVERS BROS., Inc.
Dept. F, 305 Broadway, N. Y. C.
Dept. F, 3011 14th Ave., Bklyn, N. Y.

Remarkable New
Orange Squeezer
BE THE FIRST TO CASH IN
This improved hand squeezer has been from oranges, grapefruit and lemons the popular method of juicing. Its unique mechanical principle, both functional and attractive. Will get rust or corrode. Sturdy Cast Iron Base. Cost to you, wholesale Each 67c
1 Gross $7.00
Sample Postpaid 75c
ORDER NOW! Ship Immediately
D.P.O. 110 E. 23rd St., N. Y.

PITCHMEN . . . DEMONSTRATORS SHEET WRITERS
Write today for newest and most complete 10 page Pen Catalog now offered. Best selling merchandise at reasonable prices. Write today to Dept. 8.
STARR PEN CO.
Dept. B-68, 300 W. Adams St., Chicago, Ill.

WORLD'S NEWEST VALUES
Big Selling Novelty Wholesale and Demonstrating Goods, Specialties, Toys and Costume Jewelry for Demonstrators, Agents, Beginners. Send $2.00 for Samples or write for FREE NEW CATALOG.
MAJESTIC BEAD & NOV. CO.
207 Fifth Ave., New York City

PER GROSS $10
3 Assorted Samples Postpaid 50c
BETTER 1½ PLUNGERS
ASK TO PEN. Wire, 187 LAFAYETTE, N. Y.

Sample 15c
E.P.FITZPATRICK, 807 N. Van Quinn, WILMINGTON, DEL.

on the main street. At La Pollette, Tenn., May 16, the reader was 82, but native born broke. From there I came to Knoxville, which is a good open town. There is a cattle sale here every Friday. You can work here on a soldier's reader. Would like to see a pipe from Morris Kahntroff.

FLAG AND BUTTON . . . peddlers, after following the King and Queen thru Canada and to Washington, did not expect to do much business in New York. Peddler Abe Marder said: "Was a slow town. Canada was a bloomer, too, but I did all right in Washington. Doubled my prices and sold out."

THIS SPRING should have proved beneficial to pitchfolk, teaching them to get down to business during the summer and to do some advance thinking for next winter.

NEWT GRAHMIN JR. . . . said we enjoyed a few days rest at Myrtle Beach, S. C., recently while kicking the leaf around and getting a few red noses on the paper. "We backed the trailer upon the beach and parked," typewrites Newt, "and when not getting a bit with the pad, managed to throw the pole out and get a few little fishes on the line." He would like to read a pipe from Doc (Red) Dean, 1th Block Austin, Dear Victor Lund, Harry Johnstone and Gus Anderson.

PHIL NABOCOCK . . . pipes from Greenville, Tenn.: "Just came out of Georgia, where sheet is good as ever. Three Tennessee hills hold nothing for the sheet writer. Many Georgia cities passed some type of ordinance last year, reader fee from $1 a day to $10 a year. Southeast Virginia is a little tough at present. Eastern Kentucky is very poor on account of recent coal strike. I need Alan Bolin now in an auto accident in Mississippi. Met Red De Witt in Asheville, N. C. He operates a large hotel; also met Bill Baker and brother Smoky and J. Isabel in Newport. Would like to see pipes from Doc Saunders, W. D. Cooper, H. P. Cottee and Frank Bell."

R. L. KIEHL . . . typewrites from Mason City, Ia.: "Why do some fellows ship bad merchandise and otherwise killing some of the few spots we have left to work by selling after receiving permission to work, namely at national stock sales? The manager of the Indianola, Ia., sale reported to me that recently two men based permission to work; they made a jam, then blowed without paying $2 need as agreed upon. Another merchandise vendor, apparently associated with the other two, was left holding the sack, with the management insisting that he pay for the other fellows' errors. The week of the thaw are that the jam were did a nice piece of selling and still did not pay off. Oskaloosa, Ia., and Mexico, Mo., report similar incidents, which have resulted in a policy adopted by the sales barn requiring a $2 deposit for all pitchmen before working. Madrid, Ia., sales barn is closed to pitchmen. Avoca, Ia., and Dolphin, Marshall and Miland, Mo., are closed tight. All these sales barns warn the pitchmen's business but they surely want their bit too. Re-

PEELER WORKERS — DEMONSTRATORS - FAIR WORKERS
See Our New Improved
GRATERS, JUICERS, GRAPEFRUIT CORERS, SWIVEL-BLADE PEELERS
THE three fast-selling household specialties illustrated are only a part of our complete line of kitchenware.
These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.
OTHER items in our complete line include:
SPIRAL SLICERS
ROSETTE CUTTERS
KITCHEN TONGS
ORANGE JUICERS
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SWIVEL-BLADE PEELERS
and Many Others
ACME CARVING SET
CARVING SETS
SLICER GRATERS
ROTARY SLICERS
All goods approved by GOOD HOUSEKEEPING INSTITUTE
ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.

— ENGRAVERS —
A Confession: We're literally swamped with orders and did not have time to finish our new Catalogue when we had promised it. You may forget we've late, BUT it sure will be worth waiting for. The most complete and best of them all. Our business is 100% ahead of last year and there must be a reason. The catalogues will be mailed as soon as received from the printers to all permanent addresses and known addresses. Watch "THE BILLBOARD" for mailing date. Now samples ready soon, showed C. O. D. for 5-day inspection with Money-Back Guarantee. Have items at every description.
ALWAYS SOMETHING NEW AT
EDW. H. MORSE & COMPANY, Attleboro, Mass.
WE LEAD—OTHERS FOLLOW.

Street Photographers
WHY NOT GET INTO A GOOD PAYING BUSINESS?
We have a complete stock for making 1-Minute Pictures and Cameras priced from $7.50 up.
SEND FOR CATALOG
Daydark Specialty Co.
2828 BENTON STREET ST. LOUIS, MO.

Each Item in Gross Lots Only.
Every $1.00 Units pays $5.00
Fan, etc. best grade. Guarantee Fan Wafers always kept fresh and sticky you will prove Blower not gets hot for Thermometer Co., Box 1000, Buffalo, N. Y. Fan Wafers, extra, only 50c per Gross. Best season about Mar. 15th.
Sample 10c
1200 Mixed Medium. Cost $6.00.
Chicago.

E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY, and other Sandwich, Ill. Sample, 60c.

8 LUCKY EIGHT BALL
Join the numbers and get behind the Lucky Eight Ball for Your Guidance. Use ways pitchers and distributors everywhere. Sample only 25c. Gross, 12c. Dozen, 60c; gross, $6.00.
Exceptional Selling Novelty Bowling Game. Sample postpaid 25c. Gross, 12c. Dozen 60c; gross, $6.00.
In Stock Ready for Quick Delivery. S. H. Ball Game Gross, 60c.
S. AUERBACH, Inc. 14 East 11th St. New York City

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Rings, Lockets, Bracelets, Chains, Brooches, etc., of Genuine Jewelry Lines for Women.
RAZOR BLADES
Manhattan Thin ... 100 per 100
Manhattan Single Edge ... 100 per 100
MANHATTAN OLDEN & NOTTING, INC.
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CHEWING GUM 22¢ BOX
RETAILS FOR $1.00.
Each box holds 20 Collectors Cards, Cards are Genuine Photos of Movie Stars, Sports Celebrities, etc. Gum is good quality, 5 to a pack.

FOX FUR TAILS

With Snappy Sayings on Assorted Colored Cards (Illustrated) Attached With Silk Tassels.

In 100 Lots.	
8 Inch	Each 3c
12 Inch	Each 5c
16 Inch	Each 7c
20 Inch	Each 10c

Sizes are average tail lengths. Size control does not lie. Assorted colors and sayings may be specified or left to our discretion. Samples of each kind sent for a complete list per request. Remit 25% deposit with quantity order.

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30 West 3d Street, New York, N. Y.

NEW 1939 ENGRAVING PINS

We carry a big line of 1939 Engraving Novelty Pins. Write for Catalog. Agents in Pen, Groceries, Repair Pins, etc. We have the best-selling Pins in Canada and Northwest. Agents—Pitch Pennies, Dance Key Checks are always good. Write for Catalog No. 23 today.

July 4th Flag Pin!

Yellow Pin-tab, gaggling the silk flag emblem and to find, White and Blue colors.

$1.50 per Gross

$16.50 per M

HARRY PAKULA & CO.
S No. Wabash Ave., Chicago, Ill.

Toot-Master

New Invention
Nothing Ever Like It

Automatically makes Auto Horn redo! in loud short staccato notes. Hottest car item in years. Installed in two minutes. Pushing horn button quickly attracts crowd of buyers everywhere. 25 million car owners age market. Write for quantity prices. Sample, postpaid, $1.00. Order today and convince yourself that you have something.

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3005 12th Ave., So., Minneapolis, Minn.

MEN AND HERB WORKERS

Get ready for the outdoor season with the best known Herb Tea Package in America. Send at once for special price list on this as well as many other med items priced to show you a real profit.

ARGYLE LABORATORIES
814 Broadway, New York, N. Y.

JUST OUT

200 Million Customers
NEW BIG MONEY MAKER

Big Money Maker. Selling on sight. Sample 25c. Gross price $3.00. Sample Display (12 Gem Combs) $1.00. Gross price $10.00. Sample Display (12 Gem Combs) Gross price $10.00.

ACT NOW—CASH IN QUICK

Be amazed at the money you make. Be amazed at the ease with which you make it. Be amazed at the fast turn-over. Be amazed at the fact that you make only 50c. Big margin double profit. Be dollar-a-day man. Be amazed at the fact that you can make dollar. Be amazed at the fact that you can be independent. Be independent with the fastest selling Gem Comb. Sell at 10c. Gross $3.00.

Key Check Stamping Outfits

Special Security Key Checks, Key Rings and Stamping Outfits. Gross, $2.00. Sample Key Check with Name and Address, 25c. Sample Key Check with Name and Address, 25c.

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4000 E. 131st St., New York City, Ohio.

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WORLD'S BEST VALUES

Doz. 1-Pack Blades, Gross	$2.50
Doz. 5-Pack "Champion" Brand of Blades, Gross	3.95
Doz. 5-Pack Blades "Heavy Duty" Gross	4.50
Doz. 10-Pack Blades, Gross	6.50

Orders for 100 Blades or more postpaid. Orders for 100 Blades or more postpaid. Orders for 100 Blades or more postpaid. Orders for 100 Blades or more postpaid. Orders for 100 Blades or more postpaid. Orders. (Big Profits) Samples 10c.

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Automatically makes Auto Horn redo! in loud short staccato notes. Hottest car item in years. Installed in two minutes. Pushing horn button quickly attracts crowd of buyers everywhere. 25 million car owners age market. Write for quantity prices. Sample, postpaid, $1.00. Order today and convince yourself that you have something.

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PHOTO MOUNTS

DIRECT
FROM THE FACTORY

Mountings from 1½x2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular.—Miniature samples 25 cents, postpaid.

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1001-11 St. Antoine St., Detroit, Mich.

HEADQUARTERS FOR

1 Minute 8-16 Photographs

MAKE GOOD MONEY THIS SUMMER with our New Designed Mounts and Folders. Photo Pocket Mirrors and Photo Key Chains. Also Double Photo Pocket Rabbit's Foot Key Chains. Write for Prices.

Fresh Stock of Improved BLACK BOARD CARDS. Very heavy pointed paper, and all specialty prices on hand every day throughout Summer.

BENSON CAMERA CO. 124 Quincy, Chicago, Ill.
Catering to Quick Photobooth Photographers for Over 20 Years.

MEN AND HERB WORKERS

Get ready for the outdoor season with the best known Herb Tea Package in America. Send at once for special price list on this as well as many other med items priced to show you a real profit.

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BIG PROFITS FOR NEEDLE WORKERS

Cash in on embroidery and hooked rug craze! Hundreds of patterns. Sell year 'round, any month, etc. Easy for beginnerS! For 25c, Rush 10c for sample of 50 for 50c.

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ELECTRIC LIGHT BULBS

All Types

Distributor wanted for the full line of Masterlite Incandescent Electric Light Bulbs. Bulbs are competitive everywhere for their high quality and high performance. Even bulb is 100% guaranteed and is backed by an unlimited guaranteed replacement policy. Write for prices and offer handsome distributorship in states, upon request.

MASTERLITE CO.
Dept. GFS.
110 E. 23rd St., N. Y. City.

PROSPERITY WINDSOCK PENNANTS

New patented Pendant attaches to hood of car with no suction cups. Sales 25c for sample and sample. Sales 25c for sample and sample. Sales 25c for sample and sample

The HIT for every FAIR

A $10.00 Value for $1.00

Used as a Cane and as a Sport Seat

Aluminum Seat Canes

Selling by the Thousands

Contact at Once

BREY & KRAUSE MFG. CO.
ALLENTOWN, PA.

Pitchdom Five Years Ago

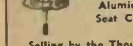
W. M. Lasselle reported improved business with his show in Oklahoma. Besides the Lasselle family, entertainers included the Lucky Tribe, a string band and Al and Octa Stephens. . . . Tom Waters, manager of the Pomeroy-Waters Show, was in his third week in Port Clinton, Pa., enjoying good business. . . . Several pitchmen were holding down doorways in Ft. Wayne, Ind., including E. Kloppenstein, with razors, paste and strops, and Adolph and Harry Menefee. . . . Campbell and Conners, for many years with Harry Daly, Pete DuVall and other name shows, were playing lots in St. Louis with their own unit. . . . Eddie Daley closed a stock engagement in Southern Illinois and went to Oklahoma City, where he joined the Doc Roberts med show as lecturer. Roster also included Tommy Moore and Bobbie Wheeler, blackface; Merlo Mere, aerial act; Colonel Fred, rope spinning; Ralph Pullen, Camile Gordon, The Paolis, Maxine Ealy, Ruth Young and Ralph Barnett. . . . Frank Hill reported that Doc Hood broke her arm and was forced to close her Zomago Remedy Co. . . . W. S. Sullivan opened his med show in Western Kansas. . . . Doc W. R. Clark made a long jump from Eastern Kansas to Central Oklahoma. . . . The Crutchfield Trio was with the Freeman Medicine Co., in Kansas. . . . A trio of pitchmen—James F. Wells, Doc Latell and Tip Halleiorm—motored into Cincinnati from St. Louis. . . . Tug Mainard opened his season in Southeastern Missouri. . . . John Murray infored from Boston that he had been selling books for several years and was doing okeh. . . . Doc George Reed left Reading, Pa., June 10, and went to Harrisburg. Said he had switched to another chain and would work back thru West Virginia and Kentucky to Chicago. . . . That's all.

WHY attempt to set a pace which you yourself or your competitors cannot maintain.

MIKE HALPERIN . . . . . his comments from Cleveland: "The King and Queen's visit to Washington was a red one for the novelty men, but the boys are not rejoicing over it. The reason for this is because during the day Joe Miller, who was well liked by every

(See PIPES on page 107)

The National Aeroplane
Finished in 4 Jumpy & Colorful Envelopes. Stands 8 ft. Flying around 1 ft. 15" Balloon inflation to 8x30 Propeller, Large Wheels and Aluminum Flag Sample Doz. Prepaid, 1.00. Gross 75% Deposit With Order. Balance C. O. D. UNITED BALLOON CO.
$6.50
626 FIFTH AVE., NEW YORK, N. Y.



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In Homes, Stores, Gas Stations, Around The Sparkling NEON Signs. Good for 100 Long Days. Big Commission. Great Opportunities. Also Sell Neon Signs.
GEM 4027-27 Maryland Ave., Cincinnati, O.

UNDERWOOD
PENS & PENCILS & COMBOS
BUY DIRECT FROM MFR.

PLUNGERS-SPECIAL $15.00 Gross
GROSSIN PEN CO., 693 Broadway, New York City.

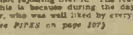
LIGHTS ITSELF
SELLS ITSELF
Quick Action 1939 Patented SELF STARTING Cigar LIGHTER. Lights vapor, Gasoline or Kerosene. Lasting Flame. No Wick. No Spillage. Stand Up for Perfect and Large Use of Fuel. Big Profits. Agents Wanted. Big Commission.

Silver Metal Dozen $1.00
Silver Metal Gross $7.70
Silver Metal Dozen $1.00
Gold Metal Gross $10.00
NEW METHOD MFG. CO.
Sole Manufacturer Of The Cigar Lighter.
Auto-Lite Bldg., Southern Blvd., C. O. D. A.

SOAPS FOR MEDICINE AND STREETMEN
Stone 1.25 on hand. Medicine and Stone Men with Cocoa Oil and Shampoos.
Write for our new price list.
INDIANAPOLIS SOAP COMPANY
Dept. 69, Indianapolis, Ind.

PITCHMEN! DEMONSTRATORS!
WANTED TO SELL THE HOTTEST ITEM IN YEARS. WRITE
STEWART MFG. CO.
237 S. Butler Blv. Ft. Wayne, Ind.

DEMONSTRATORS! OPERATORS! PITCHMEN!
A SELLOUT EVERY PLACE
The Original



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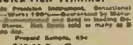
Hand-Made Precision Instrument. Sensational Demonstrator. 100% Satisfaction Or Money Cheerfully Refunded and Sold on Leading Department Stores. Sell Same Hair Trimmer Sold at Retail at $3.00 Each.
Prepaid Sample, $2.
$18.00 Per Gross
25% Deposit With Order, Balance C. O. D.
QUICK TRIMMER, Inc.
7948 North Greenview, Chicago, Ill.



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When Diamond Dazzling Stones Sell the Same or Far-away Glass are so Indistinguishable and attractive that only our jewel knows Write for catalogue. Address
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BIG MONEY
Earn big money with fastest selling line of soap with Premium Offer. Sells 5 Cents. Repeats. Big seller. Latest $1 5 Gallon Electric Percolator. Big profits. Write.
CHICAGO GOLDPRINT CO.
4120 South Damen Ave., Chicago, Ill.

NO FOOLIN'!!
For ridiculous money it can't be beat. $1.25 retail item for PILE DAY PROFITS. 1000-Lot Quantity Price, 1.00 Each. 1000-Lot COUNTER DISPLAY Cardboard Free with sensational you'll's a money. For samples or closed territory. Full deposit with order. Stamped postpaid. VOGUE ENTERPRISES, 1017 Hoag Ave., Kalamazoo, Mich.

Barr BALLOONS ARE BIGGER AND BETTER THAN EVER!

SEE YOUR JOBBER

World's Largest Manufacturer of Rubber Toys

THE BARR RUBBER PRODUCTS COMPANY SANDUSKY, OHIO

Working Chain Stores on Your Own

By A. O. (ART) NELSON

THIS is my ninth year with the chain stores and I have always maintained and still maintain that a pitchman can make a good living off the chains by following a few set rules that can be easily observed. Operating with the chains want demonstrators and plenty of them, but when a follower of the leader tries to outsmart a store manager it means ruin not only for the man who works the spot but for all who follow.

My experience in the chains has taught me a few important things that should interest every pitchman. First, more stores are ruined when liquor enters into the case than anything else because the average store manager is a high-type individual and is greatly offended even by a slight trace of intoxication. The result: A nasty report to the general office and the store is laughed forever. But don't misunderstand me on this question of liquor. After store hours I'm a drinker, but I never touch a drop while working.

A. O. (ART) NELSON was born March 13, 1905, in Pittsburgh, where he attended Schenley High School and Duff's Business College. After leaving college he worked at Kaufman's Department Store as salesman and floor manager, tried the steel mills and Ford, Detroit, Detroit Steel Products Co. and Detroit Steel Products Co. Then he went into specially selling at fairs, carnivals, etc., and joined with the Nelson's, Cleveland, in 1922 as demonstrator and salesman. The company was reorganized in 1924 under the name of Nelson Le Rene Co., and Nelson was promoted to district manager, Western territory, in 1927. Within three years he was advanced to his present position as general sales manager, covering the United States and Canada.

Nelson's married and has one child, a daughter, 7 years old.

Secondly, appearance plays a great part in the success of demonstrators and pitchmen in stores, selling and demonstrating specialties. I claim that a shave and a shine will look more starved than any appearance can. I know, from experience, the first impression a man gets when you approach him is a lasting one. When you are trying to hook a sucker, don't say, "What do you want?" Instead of "Yes, sir, what can I do for you?" It's time to stop, look into a mirror and check up on your appearance, as managers and buyers are only human and always remember that managers are made while good pitchmen are born.

Thirdly, one of the hardest problems to overcome chain stores is the blocking of sales. This may seem to the outstanding reason that pitchmen can't book the stores they would like to work. The difficulty most always can be overcome by revamping the pitch, eliminating a lot of useless bunny that means nothing to you and toning down the voice so that when the official of the store passes by he can't be upset by the pitch around the counter. After all the manager estimates the loss of dollars on the floor and opposite the demonstrator's end, and today it's all dollars and no orchids unless you happen to run into a natural, and this is very few and far between. Always remember that after the first or second day the store help is accustomed to your voice and you are taken in as a member of the store. It's my advice to all pitchmen to go into a store and start your pitch up speed after everyone in the store has seen and heard all about the item.

Now, selling your own merchandise on a company's stock it is good policy to build up the product, as there is always a repeat business that follows demonstration, and this is "round money" to the pitchman especially when some extra cash comes in about two weeks after you show your stand.

Why Stores Are Hard To Crack

In a conversation with a chain-store manager a few days ago I asked him why some stores were so tough to crack for demonstrators and pitchmen, and the first thing he said was: "I like demonstrations, but I always get demonstrators who play the coffee cup more than they do the merchandise counter." He complained that demonstrators too chummy with one another and that his store always looked like a convention. Well, I excused my saying that after all demonstrators are humans and work darned hard for their shekels, but he said he had had a boss and that the superintendent had raised the dickens with him for allowing the boys to congregate at the juice counter. Well, that's the story and it shows that squawks sometimes come from higher-ups, as it does, I guess, if you get all burned up because a manager beats. He is working for a living just the same as we pitchmen, always have a set of rules, and, take it from me, if you stick by the rule book your manager will be higher, and when you leave a store you will always be sure that you can come back; and it's pretty sweet to know that you can always come back to a store, especially if the weather is bad and the holiday is frozen.

I maintain that pitchmen demonstrators are the smartest group of poorest earning people in the country, and it's all over fresh fields and pastures we don't stay the most of our opportunities. Please remember that a store is built at a cost of a most million dollars and on the home spot in the store one is apt to find a demonstrator selling fifteen or twenty-five cents an item could just as well be selling an item of merit that would give him a larger commission and a glad smile when coming back to the store. It's just as easy for a pitchman to build up good will in stores as not, and if he does, even a new demonstrator has to overcome the heat left from the previous promotion. Some of the demonstrations will still continue forever to have them, but it's only fair to the other fellow to let him get a fair right way so that the man who follows gets off to a good start when he arrives.

One thing that I always try to do is to get on the right side of the male superintendent of a store. Keep in mind the stock man today is the manager of tomorrow, and in 40 to 50 years from now you might meet that same stock man at the head of the chain, so respect the authority of the assistant manager. Remember, all stockmen who like to be called "Mr." even if they are younger than you are in both age and experience.

A Few Sidelights

The Billboard when asking me to write a few lines said to mention some interesting happenings in stores. Here's a story: I was walking thru a large Eastern chain store a few weeks ago and saw a pitchman, whom I knew selling a knife set. I waved my hand to say hello and came back about two hours later to find this party minus and the stand folded. I asked the manager what happened to the demonstration of cutlery. He didn't answer but took me by the arm and walked me to the rear of the store, where, lo and behold, all knives were cut out. There's one for them that worked too good.

Another incident a short time ago struck me as being funny. While working in an Eastern department store selling meat an elderly colored lady came to my counter and I could see she wanted to ask a question. Altho I don't make a practice of interrupting my pitch, I had a hunch that it might be a natural boost, so I stopped and asked what I could do for her. She told me she was worried. She reached into her pocketbook and took out four colored pills which she showed me. She said she told her the red one was for a headache, the blue one for her kidneys, the yellow one for her feet, but she forgot what the fourth one was for. She then asked how do the pills know where to go when they get inside of you. How would you answer that one?

I always maintain that a demonstrator must be alert to all kinds of questions and while some questions are strictly personal intimates are not, still there is a right and wrong way to answer people when working in stores. It is always good policy to be polite and to have a fair knowledge of the location of the various lines so that you can answer the customers if they ask you the location of merchandise being sold in the stores. All managers appreciate your co-operation and they can help you a lot in boosting your demonstration to other managers if the chain you are working for has best friends in the stores are clerks, and while you might not think it is worth much, still clerks will buy your stock if you present your merchandise in the right way. A great many managers refer to demonstrators as supervisemen, and the girls are told to watch your psychology of selling, so it really pays to know your end by working clean and gain the highest respect from all the employees of the store.

Talking about first experience in the chain stores reminds me of an incident brought to my attention recently. A large manufacturer decided to cut on demonstrators and sent untrained men to the same figures he had at them that just couldn't stick. One of these men got off the sales promotion staff, and at the end of the day this salesman had $6 in the cash register. The girl clerk in the cash machine called the attention of the manager the fact that there were 87 "no sales" rung up during the day. The manager asked her why, and the answer was that the salesman rang up a "no sale" every time he customer failed to buy. It's a true story but hard to believe.

A Manager's Advice

A bit of advice given to me when I first started in stores which I stick by to my this. It came from the manager of one of the largest chain stores in the country. He said: "Nelson, if you want to get along in the chain stores follow these rules:

"Never, Sing my every sale separately.

"Seconds: Don't get your money mixed with the company's money.

"Thirdly: Always ask the help.

"Fourth and Sixth it's also to think you are important, but never let the point where you think you are indispensable."

HUSTLERS!!
24-KARAT GOLD LAMPS
A fast good seller guaranteed no shine, no tarnish, no fading, beautiful silver combinations, gold decorative lines here and there, gold tipped shade, gold tipped lifter, gold finish. Size 10 inches high. This beautiful lamp is proving to be a consignment seller everywhere. For greater profits, buy direct from manufacturer. Lamps in stock, shipped same day order is received. Have to be offered to go back on. Regular list price $3.00; but we offer special introductory offer of $2.00 each.
(Sale price in lots of 12 or more)
25% Cash, Bal. C. O. D.
We also have other novelties, such as Gold-plated Fruit Bowls, Gold-plated Ash Trays and Vases, which we shall be glad upon request, to see fit to send a complete claim.
GLOBE OUTLET CO.
1104 So. Michigan Ave., Chicago, Ill.

JOBBERS, ATTENTION!
NOW PRINCETON De Luxe
BLUE THIN BLADES—50¢
PRINCETON
Packed 20/5c to Display Carton
$2.00 Per 1000 Special Prices
Lots 10—23 M BLADE LOTS.
PRINCETON BLADE CO.
110 W. 40th St., Dept. B-7, N. Y. C.

MAKE MONEY
Sell Sales Tax Receipt Forms. Complete Line Business Forms. Big Profits. Write today.
Street Canvasser and Distributor Wanted for Sales.
WRITE TODAY
BUSINESS FORMS
Sales Tax Receipts Forms
FREEDMAN CAMERA CO. 231 E. 116th St. NEW YORK

ELGIN WALTHAM HAMPDEN
WATCHES $1.75 UP
10 Karat Gold Filled Cases, Full Jewelled, Guaranteed 25 Years.
5 USED RUNNING POCKET AND WRIST WATCHES $7.50
American and Swiss. Our Assortment is the Talk of Every Pitchman.
B. LOWE Room 1206, Roosevelt Bldg., Baltimore, Md.

ATTENTION JOBBERS!
WALLETS
FOR SPECIAL INDUSTRIAL USES
Large Assortment—Lowest Prices
Unique Leather Goods Specialists of the Fine Best Quality Combinations.
BILT-RITE MFG. CO.
426 Broadway, NEW YORK CITY.

CIRCUS, FAIR & CARNIVAL WORKERS
12½" Feather Duff, Assorted Colors, Per Lots Less 12.00
12½" Feather Duff, Assorted Colors, Per Lots Less 12.00
Jumbo Feather Duff, Assorted Colors, Per Lots Less 12.00
Jumbo Feather Duff, Assorted Colors, Per Lots Less 12.00
Large Feather Duff, Assorted Colors, Per Lots Less 12.00
Large Feather Duff, Assorted Colors, Per Lots Less 12.00
Large

Pitchmen! Demonstrators!

HERE ARE 2 REAL MONEY MAKERS!

These Graters sell on sight, because they REALLY grate. Beautifully packaged in elaborately decorated envelopes to help you sell. Mail 23c for sample today.

STOMAR STAINLESS SAFETY GRATER

STOMAR COMBINATION SHREDDER & GRATER

STOMAR MANUFACTURING CO. 1027 RIDGE AVE., PHILA.

PIPES

(Continued from page 103)

body, died of a heart attack. A collection was made to bury him."

J. ARTHUR McCOOL — informs from Detroit: "Because of recent industrial strikes and near freezing weather here, this is a poor spot for pitchmen. The Fraternity, however, is well represented here."

THE SIC AND omni revered man is the one who never forgets what his friends have done for him. If there were only more of this type in every profession.

PROF. JACK SCHIANDINO — is broadcasting from Peoria, Ill.; "I closed my pitch store in Long Beach, Calif., May 30, after six successful months there. A chain company leased the store. I'll make a Fourth of July celebration at Moline, Ill., then start the fairs. Will be back in my old stamping grounds—Florida—next winter. I saw Mary Regan before I left the West Coast. She looked like a million and has a new car. I also bought a new car before leaving. Pipe in, King Lamar."

PHIL BENNETT — was seen wandering around the world's fair grounds, and says he's doing all right working scales and whistles in Asbury Park, N. J.

SUMMER WEEKS are pitching weeks, and are not meant for weak enthusiasm.

Events for 2 Weeks

(June 10-11)

CALIF.—Alameda, Peria & Rodeo, 24-30.
Long Beach, Dog Show, 24-30.
Santa Ana, Rose Show, 24-30.
Sutrong, Dahlia Day Celebration, 24-25.
DAKOTA—Cooper Lake, Swedish Festival, 24-25.
ILL.—Jerseyville, Jersey Co. Centennial, 22-25.
Warren, WLS Rodeo 24-30.
IND.—Fort Wayne, Bassinian, 19-24.
IA.—Grinnell, Corn Days, 22-24.
Newton, Celebration, 24-25.
New Sharon, Rose Festival, 20-24.
KY.—Paducah, Tri-State Kiwanis Club Carnival, 19-24.
Paducah, Tri-State Festival, 19-24.
MICH.—Ann Arbor, Rose Festival, 22-24.
Whitehall, Mid-Summer Festival, 23-24.
MONT.—Billings, Rodeo, 24-25.
MO.—St. Louis, Fleet Celebration, 22-25.
NEB.—Fremont, Days of '49, 23-24.
N. J.—Hamburg, Rose Show, 24.
N. Y.—E. Rochester, Fire Dept. Celebration, 24-25.
Staten Island, Dog Show, 25.
N. Carolina, Rhododendron Festival, 19-24.
O.—Ashland, Dog Show, 25.
E. Palestine, Summer Theatre, 19-24.
Norwalk, Northwestern Co. Vol. Firemen's Assn., 20-30.
Pike, Booster Carnival, 21-24.
PA.—Lansford, Lions' Blind Pooch & Merchants' Expo, 19-24.
Mount Carmel, Fire-Dept. Vol. Fire Co. Anniversary, 19-24.
Mifflinburg, Firemen's Mid-Year, 19-24.
Stations, Old Home Week, 19-24.
TEX.—Big Spring, Rodeo, 22-26.
Mineola, Rodeo, 22-24.
WIS.—Random Lake, Firemen's Tournament, 20-25.

(June 26-July 1)

ARIZ.—Prescott, Frontier Days, 1-4.
CALIF.—Alturas, Rodeo, 3-4.

Events for 2 Weeks

(June 26-July 1)

CALIF.—Alameda, Peria & Rodeo, 24-30.
Long Beach, Dog Show, 24-30.
Santa Ana, Rose Show, 24-30.
Sutrong, Dahlia Day Celebration, 24-25.
IDAHO—Coeur d'Alene, Regatta Festival, 24-25.
ILL.—Jerseyville, Jersey Co. Centennial, 22-25.
Warren, WLS Rodeo 24-30.
IND.—Fort Wayne, Bassinian, 19-24.
IA.—Grinnell, Corn Days, 22-24.
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ARIZ.—Prescott, Frontier Days, 1-4.
CALIF.—Alturas, Rodeo, 3-4.

The only UNION MADE RAZOR BLADE SHOP IN U.S.A.

12,000,000 MEN pledged to buy UNION MADE GOODS

Here is your opportunity to make big profits and do an the humanitarian thing. Sell Union Made Goods . . . make the most of your opportunity. Sell eight in 18 Million Customers. SELL UNION MADE BLADES. ASK FOR THE BLADES ON THE HARRY Write attention without the Union Label.

5 for 10c

SINGLE & DOUBLE EDGE BLADES

UNION BLADES are made from the finest Swedish Steel, carefully hardened and tempered. Guaranteed to give satisfaction. UNION BLADE guarantee: Return any blade that doesn't satisfy and get another one with no questions asked. Write today for Sample and Complete Plan. Ask your Jobber or write directly to

STEELCRAFT BLADE MFG. CORP. Dept. D3. BEWARE, N. J.

DISTRIBUTORS!

Get Exclusive Rights Before Your Territory is Allotted on the

FRIGID-O-MATIC VENDOR

The outstanding, money-making Coin Vendor. A large number of places continue now entering there second year of profitable operation on the Coast. Rates and Details on request.

NEUTRON ENG. & MFG. CORP. 2004 W. Pico Blvd., Los Angeles, Calif.

A NEW OPPORTUNITY FOR YOU

The Billboard is publishing each week a 5000 stamps, giving more value than about the 5000 and 5000 film boxes. The field is ready to it full of opportunities, and it is wide open to any capable concessionaire. Don't miss it on page 29.

Every Week in The Billboard

MILLIONS SOLD YEARLY!

SELL ACE BLADES

Quality Blades at honest factory prices. Ideal repeat merchandise. LEATHER STROPPER

Steady repeats. NO PAY UNTIL SOLD. Attractive display cards. Big Profits! Free Samples.

ACE BLADE COMPANY 60 N. Clinton, Dept. N, Buffalo, N. Y.

MEN'S Smart-Looking Solid Gold ELGINS & WALTHAMS IN CHROME

$2.95 EACH

(Yellow Gold extra.) Rolled and Engraved Cases and Dials. 25% With Order.

Cash-in-Your-Pocket CAMERAS City Jr.—Jr. Size. Lens, Like Each.

HAMILTON ELECTRIC SHAVERS Send 1/2 Wkly Order, Balance C. O. D.

LEO PEVSNER 5 S. WABASH, CHICAGO.

"THE 2 MASTERS!"

FLEX-MASTER ..★.. FLASH-MASTER

First time at popular prices.

THE IDEAL PREMIUM FOR ANY TYPE DEAL!

FLEX-MASTER

A REFLEX CAMERA-THE YEAR'S BIGGEST HIT!

FEATURING THE SENSATIONAL "PERISCOPIC" VIEW-FINDER

Shows the Exact Picture in Actual Size Before Exposure

CHECK THESE FEATURES

Graf Super-Speed Lens—Periscopic View-Finder for Positive Photography—Takes 16 Pictures, 1¾"x1¼".

$2.10 Each

The Entire Country Is Camera Conscious!

FLASH-MASTER

TWO CANDID CAMERAS IN ONE! With BUILT-IN Electrically Operated SYNCHRONIZED PHOTO-FLASH UNIT

NEW FEATURES

BUILT-IN ELECTRICALLY OPERATED PHOTO-FLASH UNIT—no flash powders necessary. SPECIAL SHUTTER ACTION SYNCHRONIZED WITH PHOTO-FLASH UNIT. 4½" DIAMETER PLATED REFLECTOR and G. E. PHOTO-FLASH BULB—easy to attach. TWO PEN-CELL MINIATURE BATTERIES FITTED IN STREAMLINED PLASTIC CASE—light, durable, moderate cost. INSTANT OR TIME EXPOSURE—takes 16 shots with very picture item. FASTEST SHUTTER SPEED—GRAF LENS—DOUBLE ELEMENT OPTICAL VIEW FINDER.

FLASH-MASTER CAN BE USED AS REGULAR CANDID CAMERA by merely lifting off the Bulb and Reflector.

$2.70 each

NATIONAL TRADING CO. 357 FIFTH AVE., NEW YORK CITY

25% Deposit with Order, Balance C. O. D.

MANUFACTURED BY US! (All American Made)

PITCHMEN, FAIR WORKERS, STORE DEMONSTRATORS BIG FLASH! SELL 3-5 GROSS A DAY PROFITS $50.00 TO $75.00 PER DAY

Your Cost $21.60 Per Gr. Sample Doz., $1.00 F. O. B. Chicago

25% Deposit, Balance C. O. D.

Astounding Low Cost Allows Huge Profit

Here's the latest sensation! Sells like wildfire—YOU MAKE BIG MONEY! Sell to Stores, Stands, Agents. SELL FOR $5c. Tremendous demand by everybody. Consists of high quality aluminum, polished mirror, comb and steel file in leathereno case. Get your sample dozen. Try for yourself.

Write today! Jobber terms, supply you, wire your order today.

GENERAL PRODUCTS CO. 305 W. Adams St., Chicago, Illinois

KELNER'S SUMMER SPECIALS

POP-EYE THE SAILOR 10" TATTOO Red, very bright $9.00 Gross

BUST BENDER, the Joy Gem. Doz. Nos. 1.75

MAGNATIC CAPING, Gr. 4.00 Workers

JUNG LOOP SHOOTER BALLOONS 2.75

LILLIE DONKEY ELEPHANT, Gr. 8.40

LONG WHISTLE PLY. Gr. Gross 3.00

BANDOO PARADE CANES, Gross 27.00

CHEERIO CANDY CANES, Gross 3.00

FLAG I LOVE, LEGION, SHRINE, Gr. 1.00

WHEEL W. FIREBALL AD Gross Per 100 1.00

Large 21 Inch Gr. 1.00

Mini. STRAW HATS Gross 4.00

No. 60 Gross Per Gross 4.00

Cowl CAPS Gross Per Gross 4.00

Cowl CAPS Gross Per Gross 4.00

22-Inch FLAGS Gross Per Gross 4.00

New Plain Beach CAP BLADES Doz. 1.75

Gross Per Gross 4.00

Gr. Gross Gross Gross 4.00

HARRY KELNER 5 S. WABASH, CHICAGO.

Send 25% Deposit with Order, Balance C. O. D.

DREXEL

BLADES

Any Brand From the Manufacturer.

50 Minimum DREXELS Sold in 1939.

D. C. DREXEL Blades, 100 (20 Pkgs. Gr.) 60c

Send 10c for sample and info. on FREE CANDIS TYPE CAMERA DEAL.

DREXEL BLADE CO. 126 W. 32d Street, NEW YORK CITY.

LOWEST PRICES GUARANTEED

Drop Needles (Metals) $2.50 per Gross Gross 25c
Mission Needles 1,000 Needles 50c
Mission Needles 1,000 Needles 87c
Phonograph Needles 1,000 Needles 50c
Phonograph Needles 1,000 Needles 65c
Gem Blades Gross 25c
Gem Blades Gross Per Gross 2.15
Gem Blades Gross Per Gross 4.50
Double Package With Gem Blades Gross 4.00
Big Gem Blades Gross Per Gross 4.00
Barber Pole, Brush Gross Per Gross 4.00
Barber Pole, Brush Gross Per Gross 4.00
PILGRIM NEEDLE CO., 214 Bedford Ave., N. Y.

See your wholesaler or write direct by mentioning The Billboard.

ZACCHINI BROS.' SHOWS

Want for Johnstown, Pa., week of June 26: Shows, Rides and Legitimate Concessions. Write or wire

CURTIS L. BOCKUS, Manager, Canton, Ohio. This Week;
Johnstown, Pa., Next Week.

Canada *Canada*

WALLACE BROS. SHOWS

Twenty-six Rides, starting Carman, Manitoba, June 29. WANTED—Shows that do not conflict. Have 40x60 tent. Also complete outfit with banners for Athletic Show. Lou Delmore wants Girls and Musicians to enlarge Vaudeville on Parade. Howard Spencer wants Side Show and Novelty Acts. Address J. P. SULLIVAN, Steam Laundromat, Ontario, week of June 19; Carman, Manitoba, week of June 26.

DIXIE MODEL SHOWS

Now booking for their opening at Keystone, W. Va., Firemen's Celebration, commencing Saturday, July 1. Have to Saturday, July 8. Rides: Want to hear from Wheel, Merry-Go-Round, Octopus, Ball-a-Plane and Kiddie Auto Ride. Time is short, so wire if interested. Can use one more Show. Shows: Ten-in-One, Animal Show, Pit, Monkey; or what have you with or without outfit. Also Attractive Show Manager with talent, or what have you with or without outfit. Also Attractive Show Manager with talent, or we have complete outfit. Concessions: Want Shug Juice for Lake Shrimpy, same dates as Keystone. Can use any Legitimate Stock Concession. Write all communications to Samuel Truck and Guarantee that I do not attend of week. Address all communications to CHRIS M. SMITH, Keystone, W. Va. P. S.: Max Miller, Fred C. Bennett, wire as quick.

BARNEY TASSELL UNIT SHOWS

Want for balance of season and Florida dates: Chairplane, Kiddie Ride, Whip or Tilt. Can use Photo Gallery, Cigarette Shooting Gallery or High Striker and other Concessions that don't conflict. No grift. P. S.: The show that has Sensational free Act with no gate. This week Legion Celebration, Standardsville, Va.; next week Fredericksburg, Va.

DOC SMITH SHOWS WANT

Second Week for balance of season for July 4th Celebration, beginning Saturday, July 1, at Woodsville, N. H. Shows: Ten-in-One, Cook's Animals, Short-Legged Cattle, Gallery, Diggers, Mapple, Fishpond, Jungle Board, Scales, Penny Pitch, Novelties.

Address all mail and wires to North Woodstock, N. H.

BREMER SHOWS

Want Concessions to join for July 1, 2, 3, 4 at Duluth, Minn. Must be legitimate shows that don't conflict. Have Girl Shows. Formerly wants Acts for Ten-in-One. Will buy or book Pushcars and Roll-a-Plane. Address per route.

AMERICAN LEGION CIRCUS

DETROIT, MICH., UNDER CANVAS, STARTING JULY 2 TO 16

Want for Side Show: Novelty Acts and Side-Show People, Colored Band, Hawaiian Troupe, Dancing Girls, Fakirs to Feature, Ticket Sellers, Inside Lecturer. Big Month, write. Address by wire.

DEE ALDRICH or BILL HAMILTON, Fort Wayne Hotel, Detroit, Mich.

MILLER SHOWS

WANTED—Sober, reliable Foreman for 9-Car Tilt-a-Whirl. Salary $25.00 week. Will Book Octopus, Ball-a-Plane, Shooter or any new ride. Place Shows all kinds. Fireworks complete outfit for same. Will Book Ride Show. Will Book Shows all kinds. Freaks to Feature, good Magician and wife work Illusion. Concessions all kinds. Will sell exclusive on Custard, Diggers. Write or wire MILLER SHOWS, Charleston, Ill. This week.

WANTED IMMEDIATELY

SHOWS, RIDES CONCESSIONS, FREE ATTRACTIONS, FOR BELVEDERE, N. J., JULY 4TH CELEBRATION (JUNE 29-30, JULY 1), UNDER AUSPICES BELVEDERE ROTARY CLUB.

LIBERTY FAIR AND AMUSEMENT CO.

JOSEPH GOROD.

164 Van Winkle Avenue, Jersey City, N. J.

Lakeside, Rodeo, 4.
Lorain, Rodeo, 4.
Wellsville, Rodeo, 3-4.
OKLA.—Bartlesville, Rodeo, 3-4.
IDAHO—Grangeville, Border Days, 3-4.
ILL.—Zion Island, Dutch Spaulding War Veterans' Celebration, 30-July 2.
IND.—Paoli, Legion Carnival, 30-July 1.
Yorktown, Fire Dept. Celebration, 30-July 1.
IA.—Iowa Falls, Summer Festival, 29-30.
West Point, Firemen's Parade, 30-31.
MONT.—Chester, Rodeo Celebration, 3-4.
Lewistown, Rodeo, 3-4.
Livingston, Round-Up, 3-4.
Miles City, Round-Up, 29-July 1.
Red Lodge, Rodeo, 3-4.
Roundup, Rodeo, 3-4.
NEB.—Burton, Rodeo, 3-4.
N. J.—Dover, White Hill Firemen's Dairy Celebration, 30-July 1.
N. Y.—Arcade, Firemen's Celebration, 30-July 1.
N. M.—Tucumcari, Rodeo, 3-4.
N. D.—Williston, Rodeo, 3-4.
Tioga, Rodeo, 3-4.
OKLA.—Stillwater, Rodeo, 3-4.
ORE.—Baker, Rodeo, 3-4.
Grandview, Rodeo, 3-4.
Klamath Falls, Rodeo, 3-4.
Lakeside, Stampede, 3-4.
Madras, Stampede, 29-30.
PA.—Chambersburg, Alert Fire Co. Plan, 30-July 1.
Johnstown, Kahn-Kitzing Jubilee, 30-July 1.
Lansburg, Vol. Fire Co. Celebration, 30-July 1.
Marienville, Forest Festival, 30-30.
Mount Pleasant, Firemen's Street Fair, 30-July 1.
Orbisonia, Old Home Week, 30-July 1.
Pottsville, Firemen's Fair, 30-July 4.
Pa. Furnace, Fire Dept. Mardi Gras, 29-July 4.
Rockwood, Vol. Firemen's Celebration, 30-30.
Somerset, Centennial Celebration, 30-July 1.
Shamokin, Diamond Jubilee & Civic Stamp Week, 30-July 1.
S. D.—Belle Fourche, Round-Up, 3-4.
Sioux Falls, Rodeo Celebration, 30.
TEX.—Comanche, Rodeo, 3-4.
Kerrville, Rodeo, 3-4.
Pecos, Rodeo, 3-4.
Rockdale, Rodeo, 4.
Sweetwater, Texas Cowboy Reunion, 3-5.
WASH.—Kennewick, Rodeo, 3-4.
Prosser, Spring Rodeo-Indian Pow-Wow, 30-July 1.
WIS.—Ashland, Centennial Celebration, 30-July 1.
Warren, Dog Show, 1.
WYO.—Cody, Stampede, 3-4.
Gillette, Round-Up, 3-4.
Lander, Round-Up, 3-4.
CAN.—Medicine Hat, Stampede, 30-July 1.
Raymond, Alta., Stampede, 30-July 1.
Rosedale, Alta., Stampede, 30-July 1.
Swift Current, Sask., Dairy Days Celebration, 30-July 1.

Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 92.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 17.—During the current year we have mentioned the subject of railroad transportation only on rare occasions and it is not our intention now to deal with the subject as such. However, there has come to our attention an address by Congressman Robert Ramspeck, of Georgia, before the Southern Wholesalers' Association, in which he mentions a forceful discussion on the subject of freight rates, particularly from point of view of the shipper in the South and West.

While we express no opinion as to arguments advanced in the address, the congressman argues that of the five freight rate regions the Eastern region is the favored section. Whether this is true we cannot say, but the congressman further contends that shippers in the South and West are paying an unfair rate in proportion to rates paid elsewhere. The address is replete with illustrations of the arguments advanced and, one the whole, we found the subject very interesting. In past annual meetings of the association there have been discussions on this subject and we feel that some members may be interested in obtaining copies of the address. Upon written request we shall be glad to send any member a copy.

Our summer visitation schedule is taking form rapidly and before many weeks we shall be obliged to discontinue mention of it in this connection. Accordingly, we again urge members who desire to have their shows visited to contact us immediately.

Philadelphia

PHILADELPHIA, June 17.—World's Fair Shows have been operating here for two weeks after a fair week at Yeadon, Pa. Sam Prell, general manager, reports spotty business thus far. Tom Hasson has several shows with it and is assisting Prell.

Paul Prell, who has bingo, reports business off from last season. Charles Sutton was a visitor here after closing with the Model Shows. Frank Sutton's Sunset Museum closed June 5 after a good season. Clarence Lauther has the pop-corn and candy apples with the World's Fair Shows.

ATLANTIC COASTAL SHOWS

10th Annual Fourth of July Celebration, Snowhill, Md. Biggest in the East. Week July 3. Tom Freeman's Celebration Week Two—Purchase Fairs to Northern Wind High Pole Act. Want Loop and Flat Rides. Cat Show and Minstrel with own band and transportation. Legitimate Concessions all kinds. Address per route. Week Three, 251 Union Bridge, July 10; all Maryland. Highest Class Promoter wanted. Wire AL FORTER HERBERT MACE, Westminster, Md., this week.

WANTED

Side-Show Manager to join at once. Camival, app Side-Show Manager that wants inside grift. Want Manager that can run Portable Concession. Come to join at once.

Russell Bros. Circus

June 26, Norwich, Ct. Onondaga, 27, Gloversville; 28, Glens Falls; 29, Adirondack, All New York. 30, North Adams, Mass.

WANT

For all operators again Shows, about Concessions, Ball-a-Plane, Chairplane, Jungle Board, Wheel, Mix-Up, Merry and Kiddie Auto. Smith Mill, months this week Wausau, 4th July Cadwell. Rodeo and Free Attract. Now hearty Kitchen Clubs and certain Stock for sale.

HENKE SHOWS

2342 West State St., Milwaukee, Wis.

FUNLAND SHOWS

WANT

For Clearwater, Va., Annual 4th Celebration and Good Lucky Week. Ride Help, Ball-a-Plane, Jungle, Cadwell, Photo, Bingo, Whipple, etc. No grift or gyp. Also Ride Boys, Ticket Sellers, Girls for Revue. Free Flat Ride and Free Act. All this week, Ft. Lee, Va. Next week, Williamsburg, Va., next week, Clearwood, Va.

WANT

For Pennsboro, W. Va., Fourth of July Celebration

Free Date, Beginning July 4, including Sunday. Want set-up Concessions. Have Ball-a-Plane, Merry-Go-Round, Ferris Wheel, Chairplane, Kiddie Auto, Ball Game, Photo Gallery, Bingo, Ride Help. Best spot in Middle West. Write or wire

P. A. PRYDERY,
1150 Water, Wheeling, W. Va.

CAN PLACE

For 4th Celebration, Ball Game, Photo, Bingo, Chairplane, Jungle Board, Pitch Game, Wheel, Mix-Up, Cadwell, Ball-a-Plane, Merry-Go-Round, Ferris Wheel, Kiddie Auto, Ball Game, Photo Gallery, Bingo, Ride Help. Free Date, Beginning July 4, including Sunday. Best spot in Middle West. Write or wire

P. A. PRYDERY,
1150 Water, Wheeling, W. Va.

JAP FELBERG WANTS

Wheel and Crapes Agents

B & V SHOWS

Hunkersville, N. Y.

AT LIBERTY

NEW BIG ELI NO. 12

After Labor Day

MAJOR BREEZE

1524 Central Parkway, Cincinnati, O.

WANTED

A Fulton Place Show under Business with, or expect to book one or two shows on account of business. Have Ride Boys, Ticket Sellers, Ride Help, Agents. Ft. Hayward, Ind., Columbus, Ind., Wednesday, 5. CLARKE BYERS, care Porter & Whitis Group.

WANTED

Reports spotty business thus far. Tom Hasson has several shows with it and is assisting Prell.

Paul Prell, who has bingo, reports business off from last season. Charles Sutton was a visitor here after closing with the Model Shows. Frank Sutton's Sunset Museum closed June 5 after a good season. Clarence Lauther has the pop-corn and candy apples with the World's Fair Shows.

Pacific Coast Showmen's Assn

632½ South Grand Ave., at Wilshire

LOS ANGELES, June 17.—Brother Al Fisher flew into town Monday and visited the club after attending ceremonies at exercises for his son. Mick Chiello is been giving members much entertainment telling of his travels. Brother Harry C. Robinson, of importing boss, reported acquisitions for Thursday. During the last 18 years he has divided his time between Central and South America and Honolulu and is continuing in a world tour. He donated the bathing beauty picture to the club. Bern Coonan arrived from the North and will remain here for several weeks.

Most of the members are set for Fourth of July dates. Vice-President Joe Glasy visited from Seattle on Wednesday and held receptions afternoons and evenings. Treasurer Ross Davis is augmenting in San Diego and reports business good pleasure. Brother Val Vino reports he's recovered from a recent illness. Brother Barney Tully is contemplating a trip to the New York World's Fair. Frank Downie is in Northern California on a business trip. Brother Charles Gubowski is confined in his home here with an acute case of arthritis. Brother Jack Sheridan, has been granted a leave of absence so he can care of a sick business opening at Ocean Park. Brother Chuck Commoner left Wednesday for the Golden Gate International Exposition.

Arthur Windecker left on a Northern trip. Club prepared June 4 Cabaret with a "good will banner" on June 8 at a celebration at his Robert Barn, Dr. Ralph Smith made the presentation. Harry (Bob) and Gertrude Matthews sailed from Alaska. Nature Boys are on see *The Billboard* reaches us over here. Otherwise we would have to wait for knowing anything about the club. Emanuel A. (Henry) Meyer has gone on a trip to the East to renew acquaintances around Baltimore. Brothers Elmer Nancomb and Bert Lodington were in town on business.

Ladies' Auxiliary

First Vice-President Mrs. Barney presided at the regular meeting on June 5 and 22 members were present. Letters were read from President Marie LaPore, Hazel Fisher, Verna Seeberg, Hilda Brasley, Clara Zeiger and Mrs. Phil Williams. Door award, donated by Mors Bagby, went to Norma Burks, while the bank night award was won by Alfreda Barnes. Ida Belton presented the club with a doily set and Millie Dobbert visited with Ruth McMahon on one of her recent trips.

Babe Miller returned from a vacation in Oregon and Tilly Palmatier visited the Crafts No. 1 Show, bringing back good wishes to the club from members there. Mrs. Lee Bagby is back on duty. Steve Hungy back and looking well. Birthdays for the month of June and their birthday anniversaries were Babe Miller, Mrs. Barney, Mrs. Fisher, Mrs. Millie Dobbert, Dolly Mott, Vivian Gerlach, Ada Mae Moore, Bell Phillips, Ethel Krug and Bellye Castle. First Vice-President Mors Bagby presented door prizes and the party with a pin and birthday card. Guest table was decorated with the traditional white candles and a large yellow and white cake bedecked in the birthday theme was spent in playing bridge and bingo. Meetings will be held first and third Monday of each month for the remainder of the summer.

Michigan Showmen's Association

DETROIT, June 17.—As a special meeting of the executive committee was decided to keep the clubrooms open for the summer months. Attendance has been small because most of the boys are on the road. Vice-President Hymie Stone is still here. President Harry Bell visits regularly and is working hard to help the club prosper. A number of visitors from Canada and Northwest United motify. Pallbearers at the funeral of Brother Thomas Moore were John Carigan, Emil Knodell, Art Graham, Jack Hawthorne, Duncan McKenzie and Russell of Brother Thomas Moore were Brother Frank Wagner and members of W. W. Wade Show, Brother Harry Brown and members of Roscoe Wade Show and Brother T. Mayhew and members of Great Lakes Shows for message of condolence.

Brother Lester Davis and crew left for the East. Brother Harry Hoss was here for the Brothers Dorothy Roberts, Hymie Schell, Joey Sobel, Red McKeamon and Al Starr are daily calers. Membership cards for 1940 will be ready July 10. Membership voted December 31 to change a gold life membership card, which will be presented to Brown soon.

Barney Sisson Doing Well

CINCINNATI, June 17.—Barney Sisson is doing nicely at General Hospital here, where he has been confined for several weeks as a result of a bone infection, and would appreciate cards from friends. His wife has the pop-corn concession at Page Park, Covington, which have been playing Covington, Ky., this week to light business.

Truck and Trailer Legislation

SPRINGFIELD, Ill., June 17.—The State Senate has passed Bill 153 by Senator Martin Lohmann, Democrat, White, and Senator Thompson, Republican, Harrisburg, banning heavy trucks from major highways on Sundays and holidays from midnight to midnight. Farm products are exempt. Weights of other trucks are restricted to 18,000 pounds per axle. The regulation is now written applies only to common carriers, which are defined as those hauling for hire. Thus show organizations and such others as chain stores operate their fleets of trucks would be exempt.

O. C. BUCK SHOWS WANT

For New England's Biggest Fourth Celebration, Keene, N. H., and balance of season and eleven fairs and Celebrations. Grind Concessions, Grind Shows and One High Act. Contract Long-Range Gallery Game. Pitch Shows wanted. Working Acts for Side Show and also Talker for Illusion Show. Jack Wolfe wants Roaders for Mitt Camp. Burlington, Vt., this week then Keene.

PAN AMERICAN SHOWS Want

SHOWS—Will furnish complete outfits for Side Show, Mule Show, Organized Minstrel and Single Pit Attractions. CAN PLACE—Good Reading Show and other Shows with own outfits. CAN PLACE sober, capable Manager for Cookhouse. Also Griddle Boss, Waiters. CONCESSIONS—Can place Legitimate Demonstration, Wheel Gallery, Ham, Candy, Digger and Mitt Camp. Want Agents for Wheels and Grind Stores. Cats for Sale Cheap. WE HAVE THE BIGGEST AND BEST FOURTH OF JULY STANDS THREE DAYS, WITH MORE THAN TWENTY FREE ACTS ON THE GROUNDS AND THREE DAYS OF FIREWORKS.

Address this week: PAN AMERICAN SHOWS, Marth, Ill.

WANT AT ONCE
HELLER'S ACME SHOWS, INC.

ROTARY SECTION, CLIFTON, N. J., JUNE 19-24, ACKERMAN AVE. LOT

WANT Concessions of all kinds, especially Diamond, Blue Photo, Marvelous Gallery, Cane Rack, Cigarette Shooting Gallery, Jewelry, Candy Apples, Hoop-Las-Do, Spring Guns, Novelties and any Concession Worth Having.

WANT Grind Shows, Illusion Show—Have complete outfit and Front, so come on at once, as we will make you an attractive proposition.

WANT Girls for Ride Jockeys and Shows. Must capable, experienced Men to take over and manage Rides and Shows.

NEED experienced Ride Men for Lady-Loop and Wild.

WE OPEN JUNE 19 AT ROTARY, CLIFTON, N. J., 5th Ave. 5th of July, then Celebrations and Fairs, so will pay and cash in with a real show. TEL. 9-2-30 BRISTOL, PA., and we hold and will hold Rockaway Beach for the road. Vice-President Hymie Stone is still here. President Harry Bell visits regularly and is working hard to help the club prosper. A number of visitors from Canada and Northwest motify. Pallbearers at the funeral of Brother Thomas Moore were John Carigan, Emil Knodell, Art Graham, Jack Hawthorne, Duncan McKenzie and Russell of Brother Thomas Moore were Brother Frank Wagner and members of W. W. Wade Show, Brother Harry Brown and members of Roscoe Wade Show and Brother T. Mayhew and members of Great Lakes Shows for message of condolence.

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WANTED

Shows, Rides and Concessions for HORSE SHOW AND FALL FESTIVAL Aug. 8th, 9th, 10th, 11th. J. Stockwell, Ind. Address WADE RICHARDSON.

County Fair Wants

Shows and Concessions. Knox County, Ind., Fair, August 8-12. No gambling. Will lease Pitch Shows. Write today.

R. T. HARRISON, Bicknell, Ind.

Dyer's Greater Shows

Do not have gaps. Get Shows, Cookhouse, Shows, Rides and Concessions. Can place Ride Jockeys and Ride Men and experienced Ride Men. Concession Agents, Bingo Man for Cookhouse and Bingo Manager. Fairbury, Illinois, this week; Bloomington, Wednesday until Saturday, July 1.

MOONLIGHT SHOWS

Want for one of the best 4th of July Celebrations in Virginia and need attractive Pitch Shows and Rides. Shows with own outfits, also Concessions of all kinds open. Address Pembroke, Va.

Wanted for Western Pennsylvania Largest Celebration

Rimersburg, Pa., June 26 to July 4th

9 Big Days, including Clarion Co. Showmen's Association, Rimersburg Centennial—Big Miners' Celebration with speech by John L. Lewis; 50,000 campers expected. Also speech by Governor James. Also Monster 4th of July Celebration.

WANT—Legitimate Concessions of all kinds, also Independent Shows, Demonstrators. Everything open except Rides, which are already booked. Address

WM. S. COOKE, Chairman of the Rimersburg Centennial Committee, Rimersburg, Pa.

WANT ONE
HELLER'S ACME SHOWS, INC.

ROTARY SECTION, CLIFTON, N. J., JUNE 19-24, ACKERMAN AVE. LOT

WANT Concessions of all kinds, especially Diamond, Blue Photo, Marvelous Gallery, Cane Rack, Cigarette Shooting Gallery, Jewelry, Candy Apples, Hoop-Las-Do, Spring Guns, Novelties and any Concession Worth Having.

WANT Grind Shows, Illusion Show—Have complete outfit and Front, so come on at once, as we will make you an attractive proposition.

WANT Girls for Ride Jockeys and Shows. Must capable, experienced Men to take over and manage Rides and Shows.

NEED experienced Ride Men for Lady-Loop and Wild.

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All Address HELLER, 477 N. 15th St., Newark, N. J. — Phone, Humbolt 5-0476.

In Pub. & In Pub.: Also Sunday, get in touch with me.

CONVENTION SHOWS WANT

FOR ARCADE, N. Y., LEGION CELEBRATION, NEXT WEEK, AND BRADFORD, PA., NEXT WEEK, JULY 4TH

(IN CITY LIMITS)

NON-CONFLICTING RIDES, SHOWS, CONCESSIONS.

Especially want Cookhouse (Bill Bergin, write), Fish Pond, Darning Alley, Rides for No. 3 Dark. WILL PLACE Ride Jockeys and Ride Men. Also Concessions, Wheels, Grind and Pitch Stores. Will pay 10. Jack Gibson, Monroe; Pat A. Ha Ha Gibson, Cambridge, Mass., write. Will pay and keep Jacks, to point Bridgeport and Jet Mo Mo. Pete Pappas, Cambridge, Concessions.

ALL AT HARTLEY, MO., Gallion, Pa., this week.

MODEL SHOWS WANT

FOR HARRISONTOWN, N. J., THIS WEEK, ST. JOHN'S CELEBRATION, STARTING THURS. NEXT WEEK, BAYONNE, N. J., OVER 4th, BRIDGEWATER, N. J., AFTERWARDS

WM Bowe or Jack Fitzgerald, Manager, Model Shows, Grind Stores, Fish Pond and Frocks for Concessions. Also Ride Men, Ride Jockeys, Ride Boss, Cookhouse Help, Darning Alley, Fish Pond, Ball Game, Pitch Stores, Wheels, Grind Stores, Novelties, Jewelry, Candy Apples, Hoop-Las-Do, Spring Guns, Concessions of all kinds

American Legion & Townsend Club

4th Day Celebration, July 6 to 8
Baby Contest, West Legitimate Concessions, Side Show Stage.
Baby contest tomorrow Thursday. Free Acts. Concerts, by Parade. 40 band pads working. Pay as you.

A. B. CARPENTER, Grove City, Pa.

WANTED

TO BOOK, BUY OR LEASE FERRIS WHEEL, SHOOTING GALLERY
Balloons of macro broker sold. All celebrations. Sale to Revenue. We pay every cent under coupons. Can Show Fundraiser that doesn't expect Show Manager to pay their cost. Will book for serve.

TWIN STATE SHOWS
Geo. MANAGER FRED HARRIS,
Brownsville, Penn. Uniontown, Penn.

WANTED

Corn Game, Photo Gallery. Concessions working for percentage. Will consider Ball, Ball Pitchers. Also Ballyhoo or Novelty Entertainment. July 13, 14, 15. Wire or Write. Fairfield, Ill.

KANNAPOLIS, N. C.

4th JULY CELEBRATION
6 DAYS & 6 NIGHTS, JULY 3-8
Highest Grade Rides, Shows, Concessions. Wire Lowest Rate. Fairgrounds Building. Parades, Fireworks. Big Band. Free Acts. Concerts. Wire Lowest Rate.
BIG MILL DEVELOPMENT, 1027 S. Main St., Kannapolis, N. C.

TWENTY-SIXTH SEASON

FAIR AT HOME SHOWS, Inc.

Combined With
Traver Chautauqua Shows, Inc.
15 RIDES 2 FREE ACTS
WANT
Pop Corn, Peanuts, Grocery Wheel and Legitimate Concessions.
Also Want Shows with own tents, etc.
Address: AMERICAN LEGION CONVENTION, Lebanon, N. Hs. June 19-24.
GEO. W. TRAVER, Manager.

SNAPP GREATER SHOWS

CAN PLACE FOR JULY 4 AND 15 CONSECUTIVE FAIRS: TWO HIGH-CLASS SHOWS AND A FEW MORE LEGITIMATE CONCESSIONS.
Address: SNAPP GREATER SHOWS, Millsboro, Ill., this week; then as
Per Route in The Billboard.

WANTED CAPABLE STEWARD

With Circus Experience who knows how to cater to people, to take charge of Cookhouse. RIDE HELP WANTED on all Rides; must be sober, reliable and possess good reputation. WANTED—Two high-class, capable Mitt Readers.

RUBIN AND CHERRY EXPOSITION

Dearborn, Mich., Week June 19 to 24.

FUZZELL'S UNITED SHOWS

FORT DODGE, THIS WEEK; CHEROKEE NEXT WEEK; THEN WESTERN IOWA'S BIGGEST, MOST WIDELY ADVERTISED FOURTH OF JULY CELEBRATION AT HARLAN.

Have complete line of Flat Shows, Ripple Attractions, All kinds. Will trade Shows for concessions always. We pay cash for Shows. Will book Ferris Wheel, Merry-Go-Round, Ripple. Can place Agents for Showing Alike, Coupons, Grand Stamps, Novelties Sales. Will book Concessions. Wire Lowest Rate. Will book Concessions, Shows, Cross, etc. Rate is NOT Lowest. Lowest Rate. Wire Lowest Rate. Will book Concessions, Shows

Hartmann's Broadcast

THAT it doesn't pay to kick a show up unjustifiably was again proven in the case of two circus press agents. Their shows were but a few days apart in a North Central Illinois town. The first p. a. in town thought he was doing a smart thing when he kicked his newspaper men that the opposition circus was off a type that would be a disaster to the town and that it was doubtful if it would even appear. A short while later the opposition p. a. made his appearance before the same newspaper men, heard about the ex-p. a. had raised a sawbuck in their hands and had them wire reporters in other towns where this show had disappeared to get the lowdown on it. The replies were all very favorable, and the press men then found himself very much disliked by the local press.

But the opposition p. a. didn't stop there. He retaliated. He heard about the first p. a. having some radio time on a "Man-on-the-Street" program sponsored by a local station. Inside two-p. The second p. a. managed to be right on the spot when the program was on and was the first party interviewed. "Who are you?" he asked the guy in the mike man. "A circus press agent," he replied. "Oh, which circus?" asked the interviewer. "Why, the Great-Circus, the opposition show," he answered. And off he went to talk his over that plug for the opposition show!

THERE'S a new one, or at least a something which Dee Waddell, in his 67 years of show life, says he never heard of to be "worked." He discovered it in Seminole, Okla.

Some one deliberately "passed out" tickets not ours (Crowley's United Shows). The tickets were distributed around ticket takers, men of our auspices, on the lot. No one knew. Thousands hundreds of them before Mildred Vaughan, wife of Pete Vaughan, in the office wagon got next thru the circumvented eye of Jack Starling, superintendent of tickets and ticket takers. Could it be that movie interests were back of the tactic? It is a few days after that when I hand human-interest stories, with pictures thereof, appear in one size with my display ads the picture show displays. I feel their opposition is the more strong, they are the only city editors whisper. "Too, am sorry, but mine is somewhat interested in what I hold, have got to the boss, and I have to quit showing on Sunday. Not that every town movies have their man" in the city council, but it is a few years back on ordinances that does not permit operation within the town limits, or with a prohibitive license fee, on Sunday, on arrival into the outlying districts. My experience in operating in the United States there are only six movie theater owners (chain) in the country, but I haven't met them) who are (or traveling tent shows and will no-operate with movie pictures. I'll mention two such. Bode Fitzgerald, of Anderson, Ind., and Fred Pomeroy, of Ponca City, Okla. Both were once in circus life. Pomeroy was a circus manager. I believe the circus born and reared and disciplined will carry on the God ordinal principle, "Live and let live."

THE circus has had many fine general agents in years gone by, but Harry Mann says if he were asked who was the greatest he would say the man who came W. H. Gardner. It was Mann's fortune to work under Gardner for several seasons.

"With due respect to the bright young pitch of the present, I don't believe any one to say that there are no more Bill Gardners in the business," Mann said. "He ran one small tent tangent to Hilton Crosby Brown's Yellowstone.

"In the early spring of 1899 I was at my desk in the B. & B. office in New York," continues Mann, "there were James A. Bailey, Gardner, Tody Hamilton, Whiting Allen, Lester Murray and some others. 'Dick' Ball, local contracting agent, in looking given the informed Gardner that the usual circus lot in Philadelphia could not be rented. It had been used for years and was ideally located. It was vacant school property owned by the city. It covered some of the residents in the vicinity had produced so the plaint of Gardner. Forward and he had promised them to prevent its further use by a circus. His influence was strong enough with the Commissioner of Public Safety to cause him to refuse to lease it.

"Whiting, then was an old Philadelphia newspaper man Gardner asked him if he knew the Commissioner. Mr. Wadsworth.

"I ought to," said Whiting. "I handled all of his publicity when he ran for election."

"Well, you go to Philadelphia and bring me back a contract for that lot," Gardner said.

"Two days later Whiting returned, crestfallen.

"It's no use," he said. "I offered them $1,000 and the commissioner wouldn't budge." The rental had always been $1,000 for the week.

"Gardner chuckled (and could he explosively). 'A fine bunch of agents we have with us,' he said. 'Bring back the lot, I am. I will have to go to Philadelphia myself and get that lot.'

"The next morning he took an early train for Philadelphia. Upon returning a day later, he walked into the B. & B. office and threw down a contract for the lot at the rental price of $1,000.

"Bill Gardner, a typical Yankee with a Southern drawl, was a big, fine-appearance gent, was as polished, impressive and distinguished a looking man as I ever knew. He topped them all as a circus general agent."

Out in the Open

By Leonard Traube

The Whirl of Today
(Summer Special Stuff)

ALTHO several showmen, one in particular, claim to be genuine in the R. Ringling Bros. and Barnum & Bailey Circus, I believe the best exponent of the 1940 engagement at Madison Square Garden, Chicago, which begins about Thanksgiving, is the man who is the Jack Lockett, of the Jones outfit. . . . A letter from Frank Lockett, formerly of Out New York Village at the World's Fair, now with Jones, is now in order to join the Circus Saints and Sinners' Club, which initiated him last week. Saints and Sinners' Club (Showmen's Club of America) is now organizing membership lists and membership cards, dues, prices, and you don't have to be in the amusement business, outdoor or otherwise, to be eligible.

STORY SECTION . . . Oklahoma Jim J. Moore, famous Indian fighter, died in Oklahoma the other day at the ripe age of 82. He was credited as being the last living man who witnessed the shoot-out between Billy Hickok and that dead-wood (B. D.) saloon, in recent years he worked for the Oklahoma Publishing Company. . . .

It is a little known fact, however, that Jim J. Moore was also a circus carnivals. Jim always liked to tell the story of a number of years back when he was a work loading the train. When the loading was completed the train pulled out, but Jim discovered he was at a fairly good clip. A few seconds later he was on the top of the train. Jim said that he was to go to the next town on the train, meanwhile he was thinking. . . .

"Take me, too, I'm with the horses." The show didn't have any horses, but the Indian fighter finally managed to get him aboard when, after another struggle, he explained that he was "with the horses on the Merry-Go-Round."

"To present a diving spectacle on an inland carnival midway in 1936 you had to cut a hole in the ground. Then you lined the hole with a tarpaulin. Then you went out and borrowed enough tanks, boards and slats to make a ladder." From Harry Bentum's swell *High Diver's Show* in and Chicago Stadium. . . .

This reminds our colleague, Charles Aubrey Lomas, who goes back more years than the average person wants to remember, of an incident which he says revolved around a contemporary of Bentum's. Back in the days when a diving show impressario persuaded the owner of a swank home in Des Moines to permit the big tank to be pointed on his beautiful front lawn. Three years later the silver-lacquered pumpkin returned to Des Moines and found that the hole still existed, but the home owner wasn't burned up in the least. The intervening years had given him time to think. He thought that the punitive linge exerted by outdoor showmen (at least in that period) was unfortunate as any other segment of endeavor. For the records, it was the Clarence Worthen show, platform, pitch, pitch. If the residence is still standing, chances are up in the hills. Odetime water circus muggle will, of course, appreciate these times and those months here. Our current streamlined stuff is child's play compared to what showmen of 50 and more years back had to do thru to make a living, which was earned the hard way—and-tough way, as with modern facilities and a multitude of outlets at their command, we find some showmen not anywhere near to being equal to their practically limitless opportunities.

It would appear that an age with its modern facilities would make some of our amusement practitioners too dependent upon the same for their stature in the business.

Playland, Rye, N. Y., is reported 11 per cent ahead of last year for correspondingly short period. An entertainer which we hope Director Herbert F. Bradley will continue, particularly. . . . And now it's a big-time Coney Island Amusement, Inc., Bobby Riggs, and Prospect Lions Park this year. While stalking big game with the Jones outfit, in early 1936, I was there unfortunate that the once glorious spot couldn't find an at-last one where park experience has been more extensive. Still it may be that Lions needs a leader who knows Coney better than he knows the amusement park business, which could be that man. For all concerned, we hope so. . . .

Insiders are inclined to think that John Ringling will be the czar of the NY World's Fair midway before long. In present title being director of enter-

Notes From the Crossroads

By MAT GREEN

HEAT WAVES! Jupe Pluvius is no respecter of shows and has repeatedly played with them, rinsing out it-it in Columbus and causing a 4-day block opening. Chicy on Monday to ripping carnival canvas to shreds at some Illinois towns. But Jupe is shining again, as he always does, and the rains that threatened to wash out the prospects for bumper crops, which is cause to the cars of showmen and farmers alike. So the show boys are smilingly approaching the fair season. Hollywood and everything is supposed to be all right. Business so far this season by many shows is ahead of last year's and is getting better in spite of annoying obstacles. Handicaps we have always with us, but we should be excellent hurdlers by this time. Anyway, handicaps substitute monotony, and this bit of pseudo philosophy helps fill the column on a busy week.

"I understand," writes Hardscrabble Hank, "that pay talk sessions on a well-known show are opened with the singing of the Doxology, the Blue Eagle and Nine Hank, you're speaking! And if you don't, I'll have to explain it. Well, in Mi-Q-Ma's *A Day at the Circus* should be one pretty with the Hebrew circus monologue as the producers have retained it. Crosby, the circus secretary pacifist, you never can tell whether they'll abide by his advice. . . . "Flash" Williams, the Indian impersonator, is from a Canadian tour that was more successful than most of Bennett's tours. Jack Dempsey of the King and queen. . . . Jack Crosby and wife visited Cincy. Jack is a friend of H-B, didn't let a little thing like rain interfere with his enjoyable stopover in Chi. . . . Sam Stratton, former circus publicity man now with John Burroughs, recently showed some pictures of Dr. Joshua Hopkins Hospital experts whom Walter Winchell mentioned in his Great Lorez's audience. Of course, there's no connection, but for once (?) Winchell is wrong.

When it comes to exploitation ideas, Owen J. Kenyon is full of 'em. Kenyon is the amusement director of Bird's Eye Park in Milwaukee and he's really putting the park on the map. His scores of ideas, which because of lack of space he cannot be attracting crowds to the park, Ballantine's Beer, the Ferris wheel of the rides and the ballroom for a day or two. Kenyon is planning to put the regular park season to the National Letter Carriers Association the third golden jubilee—first time such a deal has been made since the park opened in 1924. Kenyon's remarks in the park until August 30, then goes to Toronto.

Next time Art Briese flies to Billings, Mont., he'll take along a top coat even if it's 90 degrees in Chicago. He made the trip the other day to fall summer clothes and shivered all the way. On the plane he was met by a delegation of fair men with their overcoat collars turned up to protect them from the sleet and snow. . . . Sid W. Johns, secretary of Johns Amusements, has arranged a 15-hour world-wide broadcast the day Britain's and Poland's ultimatum to Hitler ends. . . . An enterprising restaurateur who operates a restaurant in Ohio and the queen's day in one of the Western Canada fairs, wrote a letter to Hitler. . . . A unit featuring Rule Davis, clever hillbilly from Oklahoma, is being published to play a few weeks of theater dates before Rule starts his fair season. . . . Spots a pleasant hour with Pat Purcell, "Irish" Moran, Frank Winkler and Jack Lalin, of the Jimmie Lynch Death Dodgers staff, Wednesday evening while waiting for Captain Pinnale to arrive from New York by plane for a conference with Jimmie. . . . Lynch says that the Goodrich Arena at the fair is getting a big play.

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Missouri Show Women's Club

ST. LOUIS, June 10.—Club members were entertained in the home of Treasurer Mrs. Gertrude Lang on June 8 in honor of visiting members with the Snapp Greater Show playing Collinsville, Ill. Afternoon was given over to playing cards and prizes were awarded Mrs. Berniece Hath and Mrs. Gertrude Wilson. Mrs. Lang served a delectable supper, main course of which was her best tamale pie. Her husband, Jack, being the only husband present, was nominated temporary president.

Those present included Mrs. Dollie V. Snapp, Mrs. Jeannette Weiss, Mrs. Lillian Chaisan, Mrs. Anna Wilson, Mrs. Berniece Hath, Mrs. Betty Downs, Mrs. Irene Cornish, Mrs. Neil Allen, Mrs. Grace Goss, Mrs. Irene Burke, Mrs. Millicent Vincent, Mrs. Claire Jacobson, Mrs. Gertrude Lang and Mrs. Kathleen Hiebe.

ROUTES

(Continued from page 33)

Sandell Sisters (Buffalo) Buffalo.
Sandoval, Amanda (Flatbush) NYC.
Sayre, Betty (Strand) NYC, L.
Scene & Stella (Riverside) NYC, so.
Sewell, Amy (Little Old New York) World's Fair, NY.
Seyes, Eve & Real (La Conga) NYC, so.
Seymour, Jane (Shubert) Cincinnati, O., 12-24.
Shaffer, Lee (Club 18) NYC, so.
Shandon, Jean (Club Caribe) NYC, so.
Shirley Sisters (Dog House) Reno, Nev., 8.
Shirley Sisters, Twenty (Capitol) Washington, D. C., 8.
Shields, Orlando (Villa Venice) Northbrook, Ill.
Shiboski, Harold (St. Regis) NYC, 8.
Shibuski-Antonio Troupe (Casanova Venice) Northbrook, Ill., so.
Shirley Sisters (International Casino) NYC, so.
Sian, Benita (Havana-Madrid) NYC, so.
Silvers, Sherry (Palmer's Lake Lounge) L. Roberts & Parker (New Yorker) NYC, 8.
Robinson, Ed (Dunes Club) Chicago, so.
Rathbone, Tyrie (Dresher-Shubert) Columbus, O., 8.
Rolling Ramblers (Dog House) Reno, Nev., so.
Romeo, Dorothy & Cameron (Club Caribe) NYC, so.
Rose, Audrey (Roger's) S. Allen, Ill., so.
Rosella, Jean (Club 18) NYC, so.
Rosini, Paul (483 Club) Chi, so.
Ross & Ann Sisters (Small's) Paradise) NYC, so.
Ross, Lee, & His Singing Violin (Lobby Cafe) Jasper, Mich., so.
Rowland, Adele (Ripon) NYC, 8.
Royale Frolics Revue (Club 18) NYC, so.
Royce, Sonia (Crystal Palace) World's Fair, NY, so.
Russell, Lynn (Santa Fe) NYC, so.
Russell, Lynn (Hall Manor) Coney Island, NY, so.
Ryan, Patricia (Waldorf Top) NYC, so.
Ryan, Ann (Ciro's) NYC, so.

S

St. Pierre, & Mme Lamar (Old New York) World's Fair, NY.
Sais, Lou (Club Romanadale) NYC, so.
Saalfeld, Dorothy (Eli Kat) NYC, so.
Sabrina (Cafe Rouge) Pittsburgh, so.
Sala, Marcella (Chinese Room) NYC, so.
Salsbury Girls (Chinese Room) NYC, so.
Schelman, Frankie (Tempo) NYC, so.
Schwartz, Sylvia (Little Old New York) World's Fair, NY.
Scobey & Lee (Palomar) Los Angeles, so.
Sets, Rich (Penn Hotel) Pittsburgh, so.
Sets, Val (Blue-Lake) Chi, so.
Shannon, Tyty (Small's Paradise) NYC, so.
Shaw, Ralph (Midland) NYC, so.
Shaw, Bert (Samuel Plant) NYC, so.
Shaw, Walter (Lexington) NYC.
Sherman, Harry (Penn Hotel) Pittsburgh, so.
Shipstead, Roy (Pre-Profile Bing) Los Angeles, so.
Shorty, Willie (Commodore) Chi, so.
Short & Berman (Small's Paradise) NYC, so.
Shull, Bob, Trio (Beverly Hills) Newport, Ky., so.
Silhouettes, The Great (Sun Valley & Winter Wonderland) World's Fair, NYC.
Silva, Sylvia (Lake Tahoe) NYC, so.
Simpson Sisters (St. Regis) NYC, 8.
Sinbrooke, Constance (Club Caribe) NYC, so.
Sun & Sonny (Cotton Club) NYC, so.
Sutton, Ann (Ciro's) NYC, so.
Sullivan, Frances (Village Barn) NYC, so.
Sylvia & George (Small's Paradise) NYC, so.
Sylvia & Carey (Club 18) NYC, so.
Stapleton (Paramount) NYC.
Stewart, Charles (Roxy) Paul Mamen, Pa., 20-26.
Stewart, Mildred (Merry-Go-Round) Dayton, O., so.
Stirling Duty (100 Club) Chi, so.
Stryker Sisters (Sun Parlor) Chi, so.
Stuart, Marie (Club Caribe) NYC, so.
Stuart & Lee (Bi-Kai) Chi, so.
Stuart & Lee (Blue-Lake) Chi, so.
Sullivan, Frances (Village Barn) NYC, so.
Sullivan, Maxine (Roxy) NYC, 23.
Sutherland Ann (Club Bon Ton) Francisco, so.
Swifts, Three (Earl Carroll's) Hollywood, so.
Sydell, Paul, & Sydell (Bob Ain) Wheeling, Ill., so.

T

Tabor, Dorine (New Yorker) NYC, so.
Tabor, Dorine (Roxy Kelly's) NYC, so.
Tapps, Georgie (International Casino) NYC, so.
Tarter, Emma (Riverside) Milwaukee, 8.
Tatum, Tiny (International Casino) Chicago, so.
Thomas, Sister (Cotton Club) NYC, so.
Thomas-Lady Bird (Rainbow Room) NYC, so.
Thompson, Judy (Thunderbird Pine) Cedar Rapids, Ia., 8.
Tini, Al (Red Rose Inn) Detroit 22-28.
Tropical Revelers (Dunes Club) Chicago, so.
Tudeg Trio (Cos Bong) NYC, so.
Tuck, George (Lexington) NYC, so.
Tytus (Chicago) Chi, 8.
Twenty, Ray (Aquacade) World's Fair, NYC, so.

U

Unions Troupe, Merkin, Mo.

V

Valdez, Verne (Spinning Wheel) NYC, so.
Valentine's Sensational Flyers: Kalamazoo, Mich.
Valentinoff, Vaiya (Paradise) NYC, so.
Vance, Vivian (Chinese Room) NYC, so.
Vance, Vivian (Roxy Kelly's) NYC, so.
Vance, Vivian (Roxy) NYC, 8.
Vance, Vivian (Hippodrome) Ten Mile Lookout, Ville, 8.
Vincent, Millicent (Same Place) Chi, so.
Vondry's, Will, Chef (Cotton Club) NYC, so.

W

Waldron, Jack (Paradise) NYC, so.
Wallace, Beryl (Earl Carroll's) Hollywood, so.
Walsh, Jimmy (Jimmy Kelly's) NYC, so.
Walters, Orlee (Jimmy Kelly's) NYC, so.
Walton, Bert (Capitol) Washington, D. C., 8.
Wanda & Grace (Club & Key Club) NYC, so.
Ward, Jay (Cafe Rouge) Pittsburgh, so.
Ward, Jay (Gardens Club) Chicago, so.
Warfel, Fred, Cleo Chik (Billy Rose's Aquacade) World's Fair, NY, so.
Washington, George Dewey (Grand Terrace) Chicago, so.
Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NY, so.
Weber, Ann (Paradise) NYC, so.
Weeks, Ann (Rainbow Club Net York) World's Fair, NY.
Wesley, Johnny (Billy Rose's Aquacade) World's Fair, NYC.
Whalen, Grace (Carnegie) Pittsburgh, 8.
Wells, Billy, & Four Fays (Leon & Eddie's) NYC, so.
Wesson (Chesterfield) London, 8.
West, Phyllis (Palmer's Club) Detroit, so.
White, Allan (Same Club Cafe) NYC, so.
White, Jerry (Ciro's) NYC, so.
White, Jerry (Radio Pleasure) NYC, so.
White, Bobby (483 Club) Chi, so.
White, Dorothy (Jimmy Kelly's) NYC, so.
White, Billy (Boulevard Tavern) Jackson Heights, L. I., so.
Whitney, Dorothy (Radio Pleasure) NYC, so.
Williams, Dorothy (New Yorker) NYC, so.
Williams, Dolores (Gh. George) Brooklyn, 8.
Williams, Bob, Band (Roxy) World's Fair, NYC.
Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.
Willard & Bond (St. Winston) NYC, so.
Willis, West & McCinty (Aquacade) World's Fair, NYC.
Wills, Frances (Blue-Lake) Chi, 8.
Wilson, Lucy (Ha Ha Parlor Pavilion) NYC, so.
Wingert, Billie (Yoder's) S. Allen, Ill., so.
Wilson, Jerry (Cotton Club) NYC, so.
Wood, Johnny (Earl Carroll's) Hollywood, so.
Wright, Charles (Commodore) Hollywood, so.
Wright, Charles (Beckingham) Chi, 8.
Wright, Sylvia (Pennsylvania) NYC, so.
Wu Tong (Old Chinese Garden) Lincoln Point, O., so.

Y

Yeda, Mae (New Yorker) NYC, so.
Yeo, Leslie (Merry-Go-Round) Dayton, O., so.
Yolanda, Rosemary (Silver Bar) Forest Hills, L. I., so.
York, Mrs. Roger (Diamond Horseshoe) NYC, so.
Yorke, George (Casino Russe) NYC, so.
Yvon & Tanya (Earl Carroll's) Hollywood, so.

Z

Zeke & Elmer (Village Barn) NYC, so.
Zink, Betty (Merry-Go-Round) Dayton, O., so.
Zita (Black Cat) NYC, so.

DRAMATIC AND MUSICAL

(Routes are listed alphabetically week when no dates are given)

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Gooding's Jolly Times Center Ia., 21-22; Cowbell 23-24; Blairstown 26-27; Northwood 29; Forest City 30-31; Clarion Falls 1; Belmond 2-3.
Kelley, A. G., Miller Bros.: Merrill, Neb., so.
Mitchell, H.: Bayard Ia.
Patch Bros.: Cherry Pantwell Chatfield, Minn., 20-July 1.
Rubin Bros.: Elizabethtown, Ky., 26; Greensburg 27; Lebanon 28; Lancaster 29; Richmond 30; Berea 31; Winchester 1.
Ringling Bros. and Barnum & Bailey Circus: Indianapolis, Ind., 19-20; Terre Haute, Ind., 21; Evansville 22; Tulsa 24; Albany 26; Springfield Mo., 27; Springfield Ill., 28; Peoria 29; Davenport 30; Des Moines 31.

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MISCELLANEOUS

Alvin Shows (Gen. Washington: Jacksonville, Fla., 19-24).
Arthur Magician Beckstown, Tenn. 19-20; Oak Grove 21-25.
Beaver, Carl & Leonid (Trail: Melbourne, Australia.
By-Cook Tent Show: Anderson, Pa., 19-24.
Chester's Comedians: Cairo, Ill., 19-24.
Cornell, Lindon, Magician: Alabama, Ga., 19-24.
Craig Bros.' Show: Gray Rock Pa., 19-24.
Dobbs, B. A. Magician: Bradford, Ill., 21-30; Kewanee 23-24.
De Cleo, Harry, Magician: Barbertie, Ga., until July 31.
Fearless Fives, Five: Wabash, Ohio, 19-24.
Fenger, Orrin Lee, Magician: Ashland, Ky., July 1.
Gaskill, Frank B., Co.: Sylvania, O., 19-24.
Gaskill, Frank B., Co.: Pleasant O., 21-24.
Hayworth, Reuben, Sneak Co.: Silver City, N. C., 19-24.
Hallen Mod. Show: Hamburg, O., 19-24.
Hoffman Bros. Show: Grabillsville, Pa., 19-24.
LaLonde, Lawrence, Magician: Westwood, Calif., 20-30; Quincy 31-July 4.
Le Moyne, The (Show Boat: Niagara Falls, N. Y., Sta., 19-24.
Long, Leon, Magician: Santa Fe, N. M., until July 4.
Mills, Blue: Cox & Perry Shows: Kingwood, W. Va., 19-24.
Mitchell, Jack: Sagerville 22, Glendale 23; Cleveland 24.
McNally, Arthur P. Tillson, N. Y., 19-24.
Mayer, Al H. Show: Mechanicville, Ont., 19-24.
Moore & Lemaire: (New Trail Combo): Paducah, Ky., 19-24.
Primrose Bros. Show: Wheeler, Tex., 19-24.
Rex, John W., Attr.: Mineville Pa., 19-24.
Ricton's Dogs: Jamestown, Tenn., 19-July 1.
Rogers, Jack, Magician: Ft. Worth, Tex.
Sadler's Owl Co.: Litchfield, Ill., 19-24.
Schwartz, Bill Show: Delta, La., 19-24.
Sewell, Billy & Co. (Grand): Fort Washington, Md., 19-24; (Gibson): Beaver Dam 22; (Gibson): Fort Ann 23-24.
Tracy Fun Show: Rock Mich., 19-24.
Virgil, Magician: Cripple Creek, Colo., 23-25.

CARNIVAL

(Routes are for current week when no dates are given, in some instances possibly making points are listed.)

All-American Shows: Grandy Center, Ia., 19-24; Dubuque 26-July 1.
American Legion Comm. Falls, Mont.
Atlantic Coastal Shows: Westminster, Md., 19-July 1.
Allen Greater: Blumberg, Ky.
B. & B. Am. Co.: Jamestown, N. C.
B. & F. Amusements: Wilmington, Del.
Bell, Ed, Shows: Bridgeville, Pa.; Glassport 26-July 1.
Bethel's Cosmopolitan: Hazelwood, Ky.; Pittsburgh 26-July 1.
Barker: Newman, Ill.
Bakkes Bros.: Sound Haven, Mich.
Barnhart's Golden West: Erskine, Minn.; Calumet 26-July 1.
Bayanger, Al: Vinton, Ia.
Beckmann & Gerety Agency: Appleton, Wis.
Ben, P. H.: Paris, Ky.
Bernardi Amusements: Ada, Ohio.
Bee Line Shows: Pana, Ill.
Blue Ribbon: Lowell, Mass.
Brown Tri-State: Black River Falls, Wis., 20-24.
Bright Light: Meadowland, Pa.
Brown Bros.: Arkansas Pass, Tex., 22-July 1.
Bobby Family Rides: Trenton, Ga.
Bee Line Shows: Ashlands, O.; Connaut 24-July 1.
Bird C. C.: Chesterfield, Ind.
Buckeye State: Wiggins, Miss.; Pascagoula 26-July 1.
Bullock Am. Co.: Princeton, W. Va.
Boyd Bros.: Maryville, Ala.
C. J. Midway Attr.: Cheatbrook, Mont.
Cosmos Am.: East Chicago, Ind.
Cetlin & Wilson: Minneapolis, Minn., Ind. 21 (Park); Dubuque 22-24; Traverse 25-27; (Park) Kilkenny 28-29; Sioux Falls 30-July 1.
Central States Am.: Salina, Kan.
Chance United: Minster, O.
Cripple Creek Amusements: Greensburg, Pa.; Monty Cito 26-July 1.
Crescent Bros.: Catskill, N. Y.
Colley, A. J.: Kansas, Okla.; Mound 26-July 1.
Cetlin & Wilson: Fairmont, Minn.; Oak Park 26-July 1.
Cavalcade: Colston, Pa.
Cherry Pickers, Cliff: Sandusky, O.
Clement: Tabor, Ala., Ala.
Crossley United: Corwith, Ia.
Crystal Expo.: Mooresville, N. C.
Chesterfield: Ind. 19-24; Charlotte 26-July 1.
Nashville, Tenn.
Crossroads Exp.: Bryan, Lagrange, Ohio.
Cole Bros.: Ft. Dodge, Ia.
Cetlin & Wilson: Camp Taylor, Ky.
Dixie Am.: Warren, Minn.
Dick's Paramount: New Bedford, Mass.
Dixie Belle: Irvington, Ky.
Dudson World's Fair: Mansfield, O.
Dayton Greater: Tamaqua, Pa.
Dooley, D. E.: Wheeler, Tex.
Dreyer Amusements: Wis.; Dodgeville 26-July 1.
Edwards, J. R. Morbelle, O.
Eagle Amusements: Kan.; Junction City 26-July 1.
Elmwood 100th at Cleveland ave.: Milwaukee, Wis.
Ewell Bros.: Troy, N. Y.
Fantasy Exp.: Mt. Vernon, Tex., 19-20.
Fulton: Fairview, N. J.
Fairbanks Amusements: Ark.
Fair at Home: Lebanon, N. H.
Fairly & Little Shows: City, Ia.; Wahpeton, N. D., 26-July 1.
Federal Sales: Williamsburg, Ky.
Fuller: Crested Butte, Colo.; Leading 26-July 1.
Flying Silvers Merry Attr.: Winters, Tex.
Four Sisters Exp.: Shenandoah, Ia.
Frontier Greater: Pine Grove, Ca.
Frisk Greater: Everett, Mass.
Gaskill Orpheum: Sioux City, Ia.
Fassett: Fort Dodge, Ia.
Good Luck: Ft. Worth, Tex., 19-24.
Golden Arrow: Marlboro, Ala.

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SHOWS—Side Show or any Colored Shows.
CONCESSIONS—Will sell exclusive on Photos, Coupon Agents, also one Wheel Agent.
RIDE HELP—Foreman for Ridge-O. Contract Man.
FREE ACTS—Can place one Sensational Act. Bill Scott, write Doc Ellington.
Address: Pampton, Tex., this week; Pratt, Kan., next week.

WANT RIDES
No Shows or Concessions
AUGUST 23-26
Write MORRIS COUNTY FAIR
MORRISTOWN, NEW JERSEY

WANT FOR MILLER AMUSEMENTS
MERRY-GO-ROUND, PAINTER WHEEL, CHAIRPLANE, LOOP-THE-LOOP, FARMERS RIDE.
HELP FOR WHIP, TILT-A-WHIRL.
Long season season in Louisiana. Am now entire exclusive privileges for Tobacco and Sorghum Ritual. Free Fair, Tri-State Fair, Spondenfeth, Eunice, Lake Fair. Have special Rides for sale. Delivery in Minnesota. Address
RALPH R. MILLER, this week, Detroit Lakes; until 26, Hutchinson; until July 3, Goodhue; all Minnesota.

Greater Exposition Shows
WANT SIDE SHOW TALKER AND WORKING ACTS. ALSO GOOD FREAK TO PRATURE.
Have complete Press-Up for Old Town. SAY PLACE are some Great Shows. WANT Shows that Conform to Law. Will Book Ride Attr. Will Book Ride Attr. Will Book Ride Attr

P-O-P-C-O-R-N!

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GLUCOSE! APPLESTICKS! COLORING! GRANULATED PEANUTS!
COCOANUT SALT!

The Greatest Assortment of Supplies in the Country! We Sell Them All! From the Smallest to the Biggest Shows, Parks and Amusement Centers in the Country Over! Carnival and Resort Men! A Postcard Will Bring You Our Special Low Price List.

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MOSS BROTHERS NUT CO., Philadelphia—Factories—Pittsburgh, Pa.

BARFIELD'S COSMOPOLITAN SHOWS

NOW SHOWING THE 61ST MONEY STOPS IN THE STATE, INCLUDING THE 61C JULY 4th CELEBRATION AT WAYLAND, KY.

WANT—Shows of Merit, especially Side Show, good Grind Shows, Funhouse, Mechanical Show, etc. Also Legitimate Grind Stock Concessions. Want Carnival, capable of playing Strong Lead; Comedian and Chorus Girls for Colored Minstrel Show. Clyde Wertheimer wants experienced Griddle Man for Cookhouse. Address

C. E. BARFIELD, Mgr., Hazard, Ky., this week; Pikeville, Ky., next week; then Wayland, Ky.

JULY FOURTH SPECIALS

Size Stamps, 1½x1, with Name Plate Cut Out, Complete with Ink Pad, only $2.50 per doz.

1½" Jumbo Rubber Stamp Holder, Complete with Ink Pad, Rubber Band, Pen Holder, Pen and Pencil Holder, only $2.50 per doz.

60% POTTERY TABLE LAMPS 60%

INTRODUCTORY OFFER:
24 Assorted High Grade Lamps $8.50
For Gift Stores or Wholesale Only.
For a Lifetime Time Only. Not Accessioned.

Freddie Bull

Size 1½ Jumbo Size, 12 Cents. Size 1 Regular (Per Doz. Lots) Weight 2 Oz. 14. 6 BOX 100.

Size 1½ Jumbo Size, 12 Cents. Size 1 Regular (Per Doz. Lots) Weight 2 Oz. 14. 6 BOX 100.

ACME Premium Supply 3139 Olive St., ST. LOUIS, MO.

Drop-Dry Cornice — 20 Sq. Ft. Sq. Ft. C. O. D.

POPCORN

SOUTH AMERICAN
WHITE RICE JAP HULLESS
YELLOW PEARL WHITE PEARL
BABY GOLDEN

Popcorn Seasoning, Salt, Bags, Cartons and Cones in Seven Flashy Colors.

In the Popcorn Business exclusively, offering fresh, clean stock, prompt service, backed by a creditable reputation.

A post card will place your name on our Mailing List.

H. B. HUISINGA
DE LAND, ILLINOIS
Growers of Pure-Bred Varieties of Popcorn

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

Golden Dale: Columbia, Ky.
Golden Gate: Sacramento, Calif.
Golden State: Shenandoah View, Calif.
Goodman Wonder: Dallas, Tex.
Great Lakes Expo: Cleveland, O.
Great Outdoor Exposition: Tulsa, Okla.
Great Southern: Des Moines, Ia.
Greater Boston: Columbia City, Ind.
Greater Canada: Wichita, Kan., 15-30, Woodstock, Ont., Aug. 1-12.
Greater Cole's Original: Troy, O.
Gregory's World's Fair: Ottawa, Ill.
G. W. Exposition: Ashland, Ky.
Hagerstown Kalamazoo: Mich.
Harmony Exposition: Mandan, N. D.
Heine Bros.: South Milwaukee, Wis., 19-26; Hamilton, Ont., 28-Aug. 5.
Hennies Bros.: Salt Lake City, Utah.
Hodge's Big Exposition: Lancaster, Ky.
Hoffman's Shows: Ft. Dodge, Ia.
Hoosier Band: South Milwaukee, Wis., 19-26; Hamilton, Ont., 28-Aug. 5.
Hoosier Band: Cleveland, Minn.; Hancock, Minn., 28-July 1.
Hunt's Amusements: Marion, N. Dak.
Independence: Norwood, Ala.
Indiana State Fair: Indianapolis, Ind.
Hughes Bros.: Bedford, Ill.
Hyde's Exposition: Cambridge, O.
Hyde Bros.: Ashland, Ky.
Ideal Expo.: Warren, Pa.
Imperial Ill.: Ft. Dodge, Ia.
Jolly Bettie: Hartford, Pa.; Sharon, 26-July 2.
Jones, Geo. W.: Mt. Airy, Md.; Lansing, 26-July 2.
Jones, Geo. W.: Middlebury, N. J.
Keith Bros.: Blackstone, Va.
Keystone Amusements: Ft. Dodge, Ia.
Kinsler Shows: Ashland, Ky.
Kitchen Bros.: West Point Ave., Cos., 27-July 2.
Lagasse Am. Co.: Ste. 1: Marlboro, Mass.; Northampton, Mass.
Lagasse Am. Co.: Ste. 2: Worcester, Mass.; Lower Hudson, N. Y.
Lando, J. L.: Topeka, Kan.; Sacramento, 26-30-July 1.
Lakin Home Study Tryouts: Vt.
Lawson, Harry Powers: Ala.
Lee Bros.: Morris, Minn.
Lee Bros.: Cornell, Ill., 27-July 2.
Liberty National: Campbellville, Ky.; Liverpool, 26-July 1.
Liberty Wm: Troy, 22-30.
Lickey, John: Dyer, Ind.
Meldoon Shows: Ia.
Made Shows: Sedalia, Kan.
Mafia: Morganfield, W. Va.
Mad Cap Exposition: Liberty, Ore.
Maddox Amusement: Pendleton, Ore.
Mighty Monarch: Hudson, N. Y.
Miller Bros.: Cincinnati, O.
Miller Am.: Detroit Lakes, Minn.
Minnie Pearl: Brownsville, Tenn.
Minor Model Midway: Alpha, N. J.
Minor Bros. Shows: Cambridge, N. J.
Model: Kennebunk, Me.
Modernistic Exposition: Ind.
Modoc City: Pontiac, Mich.; Hastings, Mich., 26-July 1.
Mull, C. W.: Sandusky, Ohio.
New England: Springfield, O.
Northern Lights: Ft. Dodge, Ia., 24-26.
Nye Am. Co.: Stockton, Calif.
Oklahoma Kiddie: Ada, Okla., 19-27, Sayre 28-July 2.
Ozark Am.: Arkansas City, Kan.
Page, J. J., Expo.: Bluefield, W. Va.; Pulaski, Va.
Patterson: Morris, Ill.
Pearl, Harry: Ft. Wayne, Wash.; Chelan, 28-July 2.
Pearson: Auburn, Ill.
Pennsylvania Expo.: Mechanicsburg, Pa.
Penn Premier: West Hazleton, Pa.
Pepper All-Star Revue: Ft. Dodge, Ia.
Redding's Allegany, N. Y.; Elkins 26-July 2.
Rhoads, Jack: Fairfield, Tex.
Red River: Black Diamond, Alba., Can., 21-23.
Reed Bros.: Lancaster, N. Y.
Reynolds & Wells: Antigo, Wis.
Rogers Bros.: Ft. Dodge, Ia.
Rogers Greater: Mineo, Tex.
Rogers & Powell: Pulaski, Ark.
Royal American: Bloom, Ill.
Royal Midway: Jersyville, Ill.; Mechanicsburg, Ill.
Royal Palace: Sidney, Ill.; Springfield 26-July 2.
Russo & Cherry Expo.: Dearborn, Mich.
Sacramento: Calif., 26-30.
Sheffert, Geo.: Lemont Grove, Calif., 22-24.
Shilling Bros.: Ind.
Silver State Shows: Idaho Falls, Ida.
Silver Dollar Exposition: Ft. Dodge, Ia., 26-July 1.
Stone Greater: Pittsburgh, Pa.
Stone Bros.: Ft. Dodge, Ia., 26-July 1.
Smith's Greater Attractions: Rangeley, Me.; Westerport, Md., 26-July 1.
Sol's Liberty: Bear Falls, Ill.
Southern Alps: Calabasas, Ga.
Sparks, J. H. Mt. Vernon, Ky.
Spencer, Sam S.: Franklin, Pa.
Spencer, F. J.: Grand Ill.
State Fair: Dallas, Tex.
Stevens: Ft. Dodge, Ia.
Strong, Harry J. Jr.: Gorham, N. Y.
Stubish, Sig (Pain) Omaha, Neb., 22-24; Blair 26-July 2.
Sunset Shows: Ill.
Swanson, J. H.: Kansas, Mo.
Thomas, Harvey: Blanchardville, Wis.; Prairie Du Chien, Wis.
Texas Longhorn: Wichita, Okla.
Thomas, Geo. W.: Ill.
Thomas, Percival: Ill.
Tilley: Ottawa, Ill.
Tyler Dated: Tyler Beach, Ore.
Wade, G. C.: Lake Linden, Mich., 19-24.
Wallace Bros. of Canada: Port Colborne, 26-July 1.
Wallace Bros. of Canada: Port Hope, Ont., 28-30; (Pine Grove) Port Hope, Ont., 31-Aug. 2.
Wallace Bros. of Canada: Oshawa, Ont., 28-Aug. 2.
West Bros.: Abercrombie, N. D.; Fargo, N. D., 26-July 1.
Wood, W. R., Mammoth Tabloids: S. D.
Western Bubble Garden City: Kan.
Wright's Wonderland: Brooklyn, Pa.
Wells Propositions Co.: Rural Valley, Pa.
Wolfe Bros.: Ill., 26-30; Rapid Ford 26-July 4.
Wilson Bros.: Clinton City: Ill.
Winters Expo.: Fort Pierce, Fla.
Wolf, Jack: Ft. Dodge, Ia.
Wood & Wright: Hartford, Conn.
World of Pleasure: Martinsburg, Wva., 19-25.
World's Fair Tabloids: Ill.
Wyse Greater: Shell Rock, Ia., 22-23.
Yellowstone Shows: Ariz.
Young Model: Idaho Falls, Ida.
Zacchini Brothers: Cincinnati, Ohio, 19-21.
Zeiger, C. F. United: Sandusky, Ohio, 19-21.
Zeigler-Parker: Lander, Wyo., 26-July 1.
Zeigler-Parker: Fort Yuk (Detroit), Mich.
Zeidner Canada, N. D.

SHRINE SHOW

(Continued from page 93)

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For the Tuesday matinee 2500 crippled kids were guests of the show. Tuesday night rain broke just before performances began and the schedule was hailed until about 8:45, when the show started and about 10 o'clock ended. About 20,000 attended on Wednesday. George Dean is publicity director, and Ray Dean handles the p. a. system. Show is staged by J. C. Harlacher.

Lineup of acts included Christy's Liberty horses, Six Grotesque, Six Antinks, Capt. Bob Hamle, Aden Schaech Hula phants, Delmar's Lions, Four Queens of the Air, Eugene Troupe, Marybella's High School Horses, Six Jordans Bel Solomon's Water Revue, Christy's Elephants, Three Flying Lakinos, D'Arcy Sisters, Emerald Sisters, Seven Sons of the Desert, Fred Johnson's Dogs and Ponies, Four Doves, Herb Taylor & Co., Four Flying Jordans, Three Flying Harolds, Four Steeds, Sensational Harlons, Voice Comedy Dog act, Marilyn's Football Mule, Three Lorenzetti, Three Monarchs of the Air, Three White Whitewinds, Capt. T. Four Marvelous Troupe and 20 clowns.

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(Continued from page 93)

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JACK O' DIAMONDS (Jack LeDay) and his Ball Riders report a successful engagement recently in Lawton, Okla.

SEVEN Gretzione and Carlin rides, an athletic show and 18 concessions have been booked for Sunday Display Day, Veterans of Foreign Wars Post Celebration, reports Gus Culbertson.

CHAMPLAINE and Merry-Go-Round have been booked for the Veterans of Expedition to be staged by Carmen Fire Department, reports Joseph H. N. Fortorts Charles Van Der Zee, secretary.

J. B. EDWARDS, of J. B. Edwards Shows, reported he booked his attractions for the Napoleon (O.) American Legion Post celebration.

MILLER, Wis., city council appropriated $125 towards a civic celebration to be held there.

LARRY LARRIMORE, concessioner, reported he has contracted 12 Ohio celebrations.

RODEO and Corn Toddy Fiddle Band will be at the eight-day 33d annual convention of the International Typographical Union, Fort Worth, said O. W. Rogers, publicity chairman.

FOR THE third year Reynolds & Wells United Shows will provide for the midway of the seven-day Midsummer Festival under auspices of Antigo (Wis.) Junior Chamber of Commerce, reports Ben Wells, director.

Fireworks Co. Rural Valley, Pa. Auto giveaway will be 30-40 Pontiac Pickup & Sedan.

Wilson Bros.: Clinton City: Ill.

Winters Expo.: Fort Pierce, Fla.

Wolf, Jack: Ft. Dodge, Ia.

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WANT TO BUY

Small automatic Coaster, Badger, Prairie Dogs, etc. What have you? Write, wire, phone. Will pay top cash price in first letter. JOHN HUBERS, 1000 S. Paine Street, Saginaw, Mich.

RIDES—CARNIVAL BOOTHS

Rides and Shows Wanted: Merry-Go-Round Wanted, Ball Game Wanted, Ferris Wheel Wanted, Ball Game Wanted, Ferris Wheel Wanted, Ball Game Wanted, Ferris Wheel

ALL-AMERICAN EXPOSITION SHOWS WANT

SHOWS AND CONCESSIONS

We Positively Hold Contracts for 20 Fairs and Several Celebrations.

WANT athletic show, with or without own outfit. Art Powell wants ads for big side show. Opening Memphis, Tenn., June 30. Can place Bannerman.

Address: GRUNDY CENTER, IOWA, This Week; DUBUQUE, IOWA, Next Week.

BULLOCK AMUSEMENT CO. WANTS

Experienced supply Hole Out ups drive Experienced supply Hole Out ups drive Experienced supply Hole Out ups drive

The Final Curtain

BENEVOL—Francois, 74, magician, in Nice, France, June 8.

BENTON—Brooks, of the repertoire and radio team, Benton and Clarke, in a Philipsburg, N. Y., hospital June 13. Survived by his widow and son, of Hackettstown, N. J.

BERRY—Marjorie, 23, dancer, of gas asphyxiation at her home in New York recently.

BOWLES—Ben, 81, for many years connected with Barnum's circus and carnivals, in Robert Long Hospital, Indianapolis, June 8, where he had been advertising manager with the circus at times. His wife, Cora Francis, of Kokomo, died 15 years ago. Burned in Indianapolis June 10, with burial in Riverside Cemetery, Kokomo.

BRANNAN — Mary Elizabeth, foster mother of Jerome T. Harriman, contracting press agent for Ringling, Barnum & Bailey Circus, in Baltimore June 11 after short illness. Burial in Baltimore June 14.

BRAUN—Anthony, 70, known professionally as Tony Braun, suddenly in Buffalo June 18. Braun's first connection with show business was with the Little (Fewster Bill) in the Wild West show world. He was later manager of the combined Buffalo Bill-Pawnee Bill Show and toured Canada, Mexico, South America and Europe as well as the United States. Braun later became affiliated with The Sun Theatre, Buffalo, and held that theater business. He retired about 10 years ago, survived by four sons and a brother. Burial June 13 in Forest Lawn Cemetery, Buffalo, under auspices of Concordia Lodge, F. & A. M.

CEUDEK—Stella, 68, trouper for the past 50 years, in Presbyterian Hospital, Casper, Wyo., June 16 of complications following a stroke. Survived by one first wife, Mrs. H. Vaught on the late Victor Bell's Shows, remaining with him for seven 13 years. She had also been with the Pete Kortes Museum and other shows. Survived by her husband, John, and daughter, Viola, both with the Blue Ribbon Shows. Interment in Cloder Cemetery.

HAID—Emma, 81, former star in Germany's musical shows, concert singer and dancer, at her home in Berwyn (Pa.), June 12. Born in Berlin, she made her debut for Zieg-feld in 1914 and later played leading roles for Ziegfeld, George White and others in New York. Besides a dancing star in Ziegfeld's "Follies" she also danced in Irving Berlin's "Music Box Revue, and it was in this show she fell into the orchestra pit and suffered injuries to her back. Two years later during which time she had been recovering, she made her exit as a comedienne-dancer in George M. Cohan's *The Rise of Rosie O'Reilly*. In 1928 she married Art Herbert, actor, and soon afterward left the stage.

HAVIS—William K. (Slim), 62, former showman, recently in Santa Rosa Hospital, San Antonio, June 7 of injuries sustained in a car crash between Harlingen and George West, Tex. After serving as captain during the Spanish-American War he entered the show business as foreign agent for outdoor shows. His last show connection was with G. A. Wortham's World's Best Shows 15 years ago as advance agent. He was a life member of the BPOE, Balina, Kan. Survived by his widow, Baby, a daughter, Ardena, and his mother, Mrs. T. J. Childress. Services in San Antonio June 9 with Masonic rites. Cremation. Burial Park three.

McCOY—Allen (Owl Child), Yakima, Wash., Indian, credited with inventing the rodeo trick of bulldogging, in that city June 18 from complications resulting from a knee injury. He was said to have been one of 20 years old.

McDONALD—Mrs. Mary, former barnacle rider, in Sioux City, Ia., June 8. She was blind during her performance several years ago.

MALOY—James, for 30 years talker and side-show manager and known in the show world as Shakey Allen, in King County Hospital, Seattle, June 8. Burial in Seattle.

MILLER—Joe, pitchman, of heart attack in Washington recently while work-

Samuel Pokrass

Samuel Pokrass, 43, former vaudevillian, composer and radio producer, died June 14 in Roosevelt Hospital, New York, of a cerebral hemorrhage from Mohegan Lake, N. Y. He suffered from an acute edema of the lungs and a heart attack. He was associated with 20th Century-Fox Film Corp.

Referred to frequently as the Irving Berlin of the Jewish theater, Pokrass, posing at the age of 12, his first song grossing 3,000,000 copies and his last one, the title song, selling 500,000 copies. When he came to United Artists 18 years ago, he composed 3 songs for vaudeville performers and turned another out every 2 weeks.

He struck his first hit of success during the early days of vaudeville. The music in the picture was his own composition, Tekie Mae Gore. He authorized the use of his composition by the film company. Then he was commissioned by J. J. Shubert to write the score for a musical version of Cyrano de Bergerac. The operetta broke all records when presented at the Municipal Auditorium, St. Louis, 1930.

Among the songs he composed for films were *Sweet Lady*, *Ten Days in Heaven's Happy Landing*, and *Come and Get Your Love*. He also composed the Saxophonic Farm. He wrote also for *The Three Musketeers*, *Little Princess* and *Boss of Washington Square*.

ing for Col. Eddy Hymes. Pitchmen worked in his memory. Interment in Ohio is slated to give him a Jewish burial.

MOSHER—Lorenzo, June 20, at Wild West show trouper and in recent years musical director for many theatrical firms, most recently Cecil B. DeMille's *The Plainsman*. June 12 at the home of his brother, Ira, in Hollywood. Calif. Survived by three children and three brothers. The funeral arrangements were at the home here in Brooklyn, Pa., for services and burial.

MOORE—Thomas, well-known showman and member of the Michigan Showmen's Association, in Receiving Hospital, Detroit, June 1 of tuberculosis. Service June 6 in Detroit. Interment in Mount Hope Cemetery, Detroit.

MORRISSEY—Richard, 43, vaudeville performer, in Elizabeth, N. J., June 15 of heart attack. Mom had been associated with Dan Fox, the Dancing Fool, but more recently was a singing waiter in a Newark tavern. He once teamed with Bill Harrison as Harrison and Moss, singers and dancers.

PARRISH—Ralph, 49, for the past 22 years cookhouse owner and operator with Ringling-Barnum circus, suddenly in his death with Anderson & Reider Shows, in Covington, Ky., June 15. Survived by his mother, Mrs. M. M. Parrish. Burial in Spring Hill Cemetery, Council Bluffs, June 18.

TERRILL—William, 60, of Kansas City, Mo., workman with Ringling-Barnum circus, killed at McCook Field, Dayton, O., June 16 when a falling tent pole crushed his skull.

In memory of Brother Ralph Parrish
Died June 15, 1939, in Pine Bluff, Ark.
MANUEL VALENCIA
Ringling Bros. and Barnum & Bailey
"Tis sad to have a child
Dear as he was dear
Must lie down for ever
VENNA VALENCIA

WADSWORTH—Joseph Frank, 74, author of the Ringling-Barnum circus since 1929, of cerebral hemorrhage the subsequent complications at St. Luke's Hospital, New York, June 15. He suffered a stroke April 29 and was removed from his home to the hospital, where promonia developed several days later. He had been general manager of the New York office of the circus for several years besides supervising the advertising

Chick Webb

Chick Webb, 30, nationally known Negro drummer and band leader, died June 16 in Johns Hopkins Hospital, Baltimore, his home town, of a tuberculous spondylitis just when he had attained the pinnacle of success in the music world and was a credit to his race and his country.

Webb never fronted his band but always made his presence felt wherever he played, sitting in the background and pounding out unbelievable rhythm on the drums. He began his musical career with Duke Ellington, who somehow then.

He will best be remembered for his popularizing of *A-Tisket A-Tasket*, authored by his vocalist, Ella Fitzgerald, which attained a cycle of the jingling nursery rhymes that hasn't stopped yet.

work. Wadsworth broke into show business many years ago when he moved from his home in California to Buffalo and became associated with the accountant department of Shubert Theatre, Buffalo, of theaters. Later he moved to Allentown, Pa., and was connected with a lumber firm, and in 1924 went to Sarasota, Fla., as cashier for the John Ringling interests. In 1928 the Ringling transferred him to New York, where he made his home. He had been chief auditor for all the Ringling interests, which position he was well known and respected in many theater people. Survived by his widow, Grace, in Brooklyn, N. Y., of Chisholm in sister-in-law, Mrs. Clara Lock, of New York, and a nephew, Harry Lock, of New York. Services June 14 at the J. Settin & Son funeral home, New York. The body was cremated. Story in circus department this issue.

WAKEFIELD—Frank, 63, burly straight man with the Columbia Wheel and formerly in vaudeville, June 11 in the Polyclinic Hospital, New York, of postoperative complications. Had been ailing for six months. Survived by his widow, Leah, and two daughters, Leah and Marian. Buried June 14.

Marriages

BURKE-PATTERSON—Johnny Burke, songwriter, and Bessie Patterson, film actress, recently.

CONWAY-WALKER—Bill Conway, of the Four Mudcatchers with Walsh Minstrels band, and Bernice Walker, June in New York.

EASTMAN-BEAY—Bruce (Toby) Eastman, comedian with Reagan Bros' Circus, and Ruth Beay, sonpro, in Greenville, S. C., June 9.

FONTANA-STEWART — Joe Jay Fontana, for 15 years associated with one of the L. J. Heth Shows, and Jean Stewart, a member of Ralph Bacon's chorus, May 11 in Henderson, Ky.

GRANT-HEPBURN—Elsworth Strong Grant, sonpro, and Harrison Hepburn, sister of Katharine Hepburn, actress, June 12 in West Hartford, Conn.

LAFFERTY - COSGROVE — George (Sparky) Lafferty, elephant man with Cole Bros' Circus, and Mrs. Mary Cecelia Cosgrove, in the Court House, Cincinnati, June 10.

MURPHY-BUNCH — Irish Murphy, talker and manager of the girl show on the Evangeline Shows, and Virginia Bunch, cigaret gallery operator on the same organization, in Dofax, Ala., recently.

PETERS-LEY—Harry Keigher, columnist on *The Bridgeport* (Conn.) *Sunday Herald*, and Esther Adrienne Ley, singer and radio actress, in Lake Success Long Island, with Artie Shaw's Orchestra, in New York, June 16.

RESBIT-METZGAR — Clark Nesbit, first trumpeter with Ringling's orchestra, and Ruth Metzgar, vocalist with the band, in a public wedding at the Palace Ballroom, Tampa, Fla., Sunday in Mt. Ty, June 9.

SARAGY-GIDDINGS—Alva H. Parratt, musician, and Jennie L. Giddings June 8 in Oakfield, Wis.

SCHWEIGHARDT—Jim Patterson, diving performer in Billy Rose's Aquacade at the Dodge Memorial, and Ruth Mary Ruth Reser, sonpro, June 12 in the First Baptist Church, Flushing, L. I.

HENADER-BLEDSOE—Carolina Inquand, singer, and Mack Emily Bledsoe, dancer, with the Mammoth Amusement Opera Circus, June 10 in Milwaukee.

SABOBIE-MURHAY — Jimmie Sabobie Jr., drummer on Ordway Bros' Circus Exposition Shows, and Sally Murray, with the Dorothy Dalton on the same organization, June 7 in Amsterdam, N. Y.

SPARKS-CAUGHONOUR — Joe C. Sparks, formerly with Cole Bros' Circus, L. J. Heth Shows, and Polly Caughonour, of Connellville, Penn., June 1 in Owensboro, Ky.

STEPHENSON-KINGFILD — Robert Stephenson, on Ordway Bros' Circus, and Erica Ziegfeld, daughter of Billie Burke, film actress, and the late Florenz Ziegfeld, in All Saints Church, Beverly Hills, Calif., June 10.

SUTTMANN-SCHWEIGHARDT — Otto Suttmann and Catherine Schweighardt in New Bedford, Mass., recently. Mrs. Suttmann is one of the slide shows with Downie Bros' Circus.

WINGARD-WYNN — Harold Wingard, sonpro, and Vera Neding, former Station WCAE staff member, June 1 in Pittsburgh.

WYNN-ABBOTT—Keenan Wynn, son of Ed Wynn, comedian, and Eve Abbott, choreo, September 30 last, it has just been revealed.

Births

A girl, Gail, to Mr. and Mrs. Alden Fitzpatrick May 23 in Pittsburgh. Father is an announcer with Station KDKA here.

A son to Mr. and Mrs. Bird Berkshire in Fresno, June 3. Father is assistant phonist with Joe Reichman's Orchestra.

A son, Gabriel Oates, to Mr. and Mrs. Frederick Oates in Bethesda Maternity Hospital, Ogdensburg, N. Y. Father is with the Ringling-Barnum circus, and mother is the former Barbara Marsh, of legit and vaudeville.

A 9-lb.-posted son, Richard Frederick, to Mr. and Mrs. Richard Newell in Detroit June 8. Father is a musician and mother professionally as Irene Dailey, and formerly a juggler and roper.

A 12-lb.-posted son to Mr. and Mrs. Dell Coon in Belvedere Hospital, Chicago, June 14. Father is a production leader now working the Eliot Ballroom, that city.

An eight-pound boy to Mr. and Mrs. Thomas Henry Tetlaff in Cedars of Lebanon Hospital, Los Angeles, June 18. Mother is the daughter Steve Harvey, *The Billboard* representative in Los Angeles.

A 7½-pounder, Gerald Cristian, to Mr. and Mrs. Gerald Weeks in Alexandria Hospital, Alexandria, Va., June 6. Parents own and operate a monkey circus.

A son, David, to Mr. and Mrs. Carroll M. Allen, of Battle Creek, Mich., May 8. Father is the son of Mr. and Mrs. Harry's Midway Cafe.

A son to Mr. and Mrs. W. H. Berlinger, June 14, at Bellevue Maternity Hospital. Father is the son of Henry Berlinger of the William Morris Agency.

A son to Mr. and Mrs. Edwin C. Cashing, June 1 in New York. Mother was the former Eileen Steely, musical comedy and vaudeville.

A 9½-pound son to Mr. and Mrs. Murray Goodman, June 12, in Mount Sinai Hospital, Bronx, N. Y. Father is publicity director and personal manager to Al Bernsch.

LETTER LIST—

(Continued from page 73)

Johnson, Harry E.
Johnson, Jerry
Johnson, Howard
Johnson, Jack
Johnson, Lucy
Johnson, Ollie
Johnson, Rita
Johnson, Robert M.
Johnson, Sam
Johnson, Tommie
Johnson, Tommie
Johnson, Tommie

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

FREE PLAY

The principle of free-play awards to players of pinball and other mechanical games is the result of experience since pinball made its appearance as a modern amusement in 1931.

It is definitely a compromise between the player's desire for some recognition of his playing, and at the same time not to offend those people who are disturbed by anything that may resemble gambling.

The American democracy has been built on the idea of finding a compromise between groups that hold opposing views. Free-play awards on pinball games is in keeping with this American ideal. It is a reasonable compromise.

Statistical agencies report that about 80 per cent of the American people take a sporting chance on some kind of game, race or device. Some prefer racing bets, some prefer golf and some prefer pinball. But whatever the game, all want to win some merit, badge, honor, token or memento of value, supposedly in recognition of skill.

Now about 80 per cent of the people take a sporting chance and want some token for it. Technically, they may be guilty of breaking the law in nearly every State. But these 80 per cent do not feel that they are gambling, or that they have violated any moral law. But there is a 20 per cent of our population that is disturbed at anything that may look like gambling. Some of these people who have bitter prejudices against anything that looks like gambling are in official positions and seem to go to unfair extremes in their official position by showing their personal feelings against some forms of games and devices.

Fortunately the will of the people has been so strongly in favor of many forms of taking a sporting chance, such as cards, national sports, pari-mutuels, etc., that legislatures, courts and enforcement officials have been compelled to either legalize the supposed gambling or else ignore it. But the effect of all this has seemed to make some officials all the more bitter against the minor games and devices that have not yet gained the overwhelming support of the public.

Eventually we know that pinball and other mechanical games will be accepted everywhere and that tokens or free-play awards will be accepted as a natural course, just as today we accept college sports regardless of the amount of gambling they inspire among young people.

But now it is necessary to reason with those who vent their prejudices against minor games and ask for fair play and common sense. The sensible course in a free country where 80 per cent of the people take some kind of sporting chance is to make some compromise between open and overt gambling and the desire of the people for some kind of token or award for their playing.

Is is all largely a matter of letting reason prevail against personal prejudice. Technically, the principle of tokens for free-play awards with pinball games is gambling, or it is not gambling, according to the personal prejudice of the person who decides it. Technically, tokens for free-play of pinball games are "things of value," or they are not "things of value," according to the personal prejudice of the person who decides it. In some cases extreme prejudice against gambling has put statutes on the books declaring that any device that "may be used to win or lose a thing of value" is per se a gambling device. But the common sense of the American people pokes fun at such statutes by gambling with everything from money itself to the stock and grain exchanges.

Who can decide whether a metal token emitted by a pinball game is "a thing of value?" Or, what statute can clearly define what is "a thing of value"? To one person a metal token from a pinball game may have sentimental value; to another person it may be something to obtain another play, or just something to toss away or take home to the kids. It is all a matter of the prejudice of the person who decides it.

The New Jersey State Supreme Court has recently performed an outstanding service to the cause of common sense and reason on the subject of gambling devices. It emphasized the fact that there is no satisfactory definition of a "slot machine," neither in common law nor in the statutes. It implied the fact that legislatures and courts are letting personal prejudice lead them beyond both law and reason in relation to modern mechanical devices.

The New Jersey Supreme Court could have gone farther. There is no satisfactory definition of gambling itself in the common law, nor in any statutes, nor in all literature. All known definitions of gambling lead to quibbling and hair-splitting. Endless reams of court opinions and legislative statutes can be had, and yet after reading thru it all, the question of gambling is still one of hair-splitting.

The Bible itself does not define gambling, nor does it refer to it as a moral question. Probably the best application is that too many people are "straining at a gnat and swallowing a camel" when it comes to the gambling question.

Since there is no satisfactory and workable definition of gambling, or of predominating skill, or of "a thing of value," why not let the common sense of the American people and their everyday practices decide the issue.

If legislatures and courts would let the people decide there would be a lot more respect for legislatures and courts. In view of all the technical quibbling and hair-splitting about gambling devices, it is no wonder that the people sometimes lose confidence in their representatives.

It is safe to say that 80 per cent of the people take some kind of sporting chance for diversion or amusement; they do not feel they are violating any moral or civil law. Some people prefer one kind of sporting chance and some prefer other forms. Hence legal recognition should be general in its scope and not partial. A grand jury in Illinois recently condemned in strong terms any and all legal partiality toward the various forms of popular gambling.

To the American people, they gamble only when they win or lose hard cash money. They do not feel they are gambling on games when they may win merchandise, or tokens, or tickets, or free plays. They want to win something, but the common sense of the American people has no guilty conscience about "a thing of value." To them it is piffle.

Note: See Notice on "Free Play" elsewhere in this issue.

TOKETTE

NEW . . . FLASHY

Automatic Token Payout

Sealed-Tight Cash Box. Cabinet Blue Wrinkled Finish—Highly Polished Fittings. Fully Guaranteed.

LIST PRICE $26.50

⅓ Deposit With Order.
Distributors. Write for Prices.
Some Territory Still Available.

J. M. SANDERS MFG. CO.
5453 W. Lake St., Chicago.

Busy Week at Western Products

CHICAGO, June 17.—Dan Anderson, sales manager for Western Products, Inc., reports one of the busiest weeks of the season. Said Anderson: "This past week saw every one of us working at top speed. Sales on all our recent releases have stepped up production and shipping in our plant. In fact, if it keeps up this way we will have to have even more help than our present increased forces. Leading the sales parade are Mardi Gras, Whoopee-do, Horse-Shoes and Baseball."

"Mardi Gras is the four-in-one game," he continued. "It is easily and quickly interchangeable to a four-coin multiplay free game, a one-coin free game, a four-coin multiple one-ball payout game and a one-coin one-ball payout game. Mardi Gras is the game with the new mystery 'Red-Lite' hole that pays out 41 or 20 free games for every coin played. As for the other three games, they are as well known as Mardi Gras and need no further detailed description of their value to the operator."

Drop Cig Tax Relief Plan

BALTIMORE, June 17.—City Councilman Leon Abramson has abandoned his proposal to tax cigarets locally for relief purposes. Instead he suggests that the mayor of Baltimore, the governor of the State and certain senators meet in conference to seek a solution of the city's pressing relief situation.

Abramson proposed the 2-cent-per-package cigaret levy some time ago and estimated that it would raise $1,000,000 a year. However, he has announced: "After making a study of the laws of State and city I find that Baltimore does not have the power to enact special taxes to meet the situation. It would be necessary to get an act of the Legislature passed in order that a cigaret tax be enacted locally."

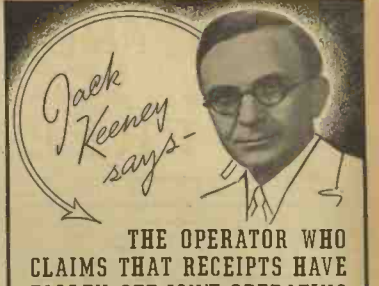
Illinois Lottery Passed by House

CHICAGO, June 17.—Despite the publicity-seeking crusades of certain Illinois officials in blasts against pinball, claw machines and slots, the House of Representatives at Springfield on June 15 voted for a State lottery to raise funds for slum clearance in Chicago.

Only 24 members voted against the bill. The usual arguments that it "would put the State in the gambling business" were made by opponents.

Strong arguments were made in its favor by leaders that brought some surprise. Democratic minority leader said that even if the plan financed only one housing project it would be something to be proud of.

Plan provides that 84 per cent of receipts would go to the Illinois Home Building Corp. Six per cent would be allowed for expenses. Tickets, called membership certificates in the corporation, would be sold to the public. Winners in drawing would share 10 per cent of receipts.



THE OPERATOR WHO CLAIMS THAT RECEIPTS HAVE FALLEN OFF ISN'T OPERATING

UP and UP

IT'S THE HOTTEST 5-BALL FREE GAME ON THE MARKET — HAS A DOUBLE AWARD SYSTEM AND PLENTY OF OTHER MONEY-MAKING FEATURES.

J • H • KEENEY & CO. INC.

"The House that Jack Built"

2001 CALUMET AVENUE • CHICAGO

for better games . . . better buy Keeney!

AMONG THOSE SAILING

on so many pleasure-bound, carefree cruises are a lot of smart PHOTOMATIC operators whose business runs smoothly, LEGALLY and profitably all the time, all over the world!

INVESTIGATE

International Mutoscope Reel Co., Inc.
518 West 34th St., New York

GET KIRK'S GUESSER SCALE

(PENNY BACK IF YOU ARE RIGHT)

Write "The Watch your Heart Trot" PLEASE

ALL MECHANICAL OPERATION

GREATEST LEGAL MONEY MAKER EVER BUILT

C. R. KIRK & CO. 2626 W. WALLING ST. BLVD. CHICAGO, ILLINOIS

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

IN THE TOP PICTURE we see the scrappy little team of the CMA of New York, which triumphed over the CMA of New Jersey by a 16 to 8 score. The occasion was the pinball game held at the annual convention of the CMA's, held this year at the Berkshire Country Club.

THE ENERGETIC cigaret machine operators in the lower picture came from Connecticut to attend the CMA outing. Their membership reported a good time at the affair.

Daval's Liberty Lights Ops' Hopes

CHICAGO, June 17.—"Liberty, Daval's new five-ball game, is definitely on the road to fame as a money-maker," says officials of the Daval Mfg. Co. They described the game as a "Build-up-award-while-you-play."

Describing the action of the game, they said, "The object of the player is to extinguish lights on the playing field by contact and at the same time light up numbers on the backboard, thus earning an award which is constantly being built up as the balls hit the bumpers." The game may be had in four models which, according to the firm, make it available to operators in practically every type of territory.

"It looks like the lights of Liberty are lighting up the hopes of operators for a game which will equal and even surpass the earning power of our famous Odd Ball," declared D. H. Behrenbeck in conclusion.

Keeney's FREE GAME UP and UP

• High score awards. Separate awards for individual skill shots. Instantly convertible to straight novelty play.

J • H • KEENEY & CO. Inc. CHICAGO

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish power for lights, for operating coin-operated music machines, motion pictures, ball games, amusement games, etc.

Katolight 110 AC Plant, 1½ Kw. $1,000.00
Complete $50 Watt, 110 AC Motion Picture Projector $90.00
$50 Watt Rotary Converter Set $1.00

KATOLIGHT, Mankato, Minnesota, U.S.A.

"Flash"

BY EXHIBIT

Orchids to you Mr. Operator!

Here's a game that will Flash your income to "Orchid" heights... Five ball play with one ball speed and profit... A high score game with one ball appeal... You'll be back in a flash for large quantities of "FLASH" Games once you learn the money-making power of this truly great game.

Order To-Day—Now!

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. · CHICAGO

NOVELTY
89.50
FREE PLAY
99.50

it's another
Bill Frey PROFIT ROLLER!

CHUCK-A-ROLL
(Based on Chuck-A-Luck)
Not Coin Operated!
FAST — FLASHY — PROFITABLE!
BILL FREY, INC.

12" x 16"
$27.50
PROFIT ROLLERS
See particulars under "Profit Roller" in this issue.
F. O. B. MIAMI
5% Deposit with Order.
140 N. W. 1ST STREET, MIAMI, FLORIDA

Camco Products Enters Game Field

GRAND RAPIDS, Mich., June 17.—"The Camco Products Co. enters the coin machine field with a complete line of counter trade stimulators," declared "Jay" Spencer, president and general manager of the firm. Spencer is also president of the Automatic Amusement Corp., an operating company servicing Western Michigan.

Said Spencer: "Due to operating conditions, a real need for a low-priced and foot-proof counter game was felt; a game that would be simple to operate, small, attractive and lacking gaudy flash, a strictly penny-play machine and constructed well enough that it could be scattered thruout a territory reaching two or three hundred miles from the office with a coin box large enough to hold two or three weeks' play.

"It was to be of simple construction (no gadgets) thus eliminating service costs and of a type easily understood at a glance. All this seemed like a big order, but to engineers of Camco it was very simple, and by staying strictly to gaming principles that are as old as civilization itself and building a game without the frills and gadgets, they have answered the operators' prayer in offering the Snooky, Hi-Lo and Put and Take units, understood by everyone. Their beautiful walnut cabinets of the cast aluminum models finished in many colors, make these choice, crowded show-case locations available anywhere."

WANT MONEY?

Operate These Games!

6 CIGAROLLAS $89.50
Be on 6 and the Gamblers come to you.
Wire $25 deposit. We will ship subject to inspection. Write for complete list of coin-op and free play games and data.

AUTOMATIC SALES CO.
650-B Broad St., Nashville, Tenn.

IT'S DIFFERENT
It's New
"Fan Swing Mirror" Vanity Boxes

FILLED WITH DELICIOUS SUMMER CANDIES OR CHOCOLATES

ALL BLUE AND SILVER MIRRORS

BIGGEST HIT OF THE SEASON

ONLY $2.00 Each
Lots of 6 or More.
Sample, $2.50.
Lots of 12 or More.
Sample, $1.95.

OPERATORS ARE MAKING MORE MONEY THAN THEY HAVE EVER MADE BEFORE.
Our Boxes Have Appeal, Flash, Big Profits, Low Price.

50-Hole Cardboard 25 Takes in $12.50
50-Hole Cardboard 50 Takes in $25.00
1,000-Hole Cardboard 12 Cents Takes in $120.00
2 Hunter Green and Sweet Gum Grey $7.00
1/3 Dep., Bal. C. O. D., F. O. B. Philadelphia, Pa.
510 ARCH STREET,
Reliable Sales Service Co., PHILADELPHIA, PA.

ATTENDING THE OPENING of the Baumeister sales and display rooms in St. Louis were, left to right, Sidney Morris, Joseph S. Morris & Sons World Co.; Mr. and Mrs. Smith, Ripley Music Co., Alton, Ill.; Benny Goodman, orchestra leader; Cummings, Intermix Supply Co.; Martin Baumeister, Wurlitzer distributor; Counts of Automatic Phonograph Corp., St. Louis, and Lubrock, phonograph operator of St. Louis.

LOOK!!

SUMMER SPECIAL SALE

PIN GAMES

Sunny	$15.00
Bally Derby	17.50
Bally Jackpot	17.50
Chicago Coins	17.50
Gottlieb Ballyhoo	17.50
Gottlieb (Pinboy)	17.50
Gottlieb (Thunderbolt)	17.50
Gottlieb Jumbo	17.50
Gottlieb Kentucky	17.50
Gottlieb Vacation	17.50
Gottlieb Vitamin	17.50
Gottlieb Zoo	17.50
Mills Jackpot	17.50
Mills Vendo	17.50
Mills Vendo Jr.	17.50
Mills Zephyr	17.50
Pace Bowling	17.50
Pace Jackpot	17.50
Pace Sunshine	17.50
Pace Super Bowl	17.50

AUTOMATIC PIN GAMES

Bally Bonus (Bonus Pin)	$17.50
Bally Bonus	17.50
Bally Derby (Jackpot)	17.50
Bally Jackpot	17.50
Bally Sunshine	17.50
Bally Vacation	17.50
Gottlieb Ballyhoo	17.50
Gottlieb Jumbo	17.50
Gottlieb Kentucky	17.50
Gottlieb Vitamin	17.50
Gottlieb Zoo	17.50
Jennings Chief	25.00
Mills Jackpot	17.50
Mills Vendo	17.50
Mills Vendo Jr.	17.50
Mills Zephyr	17.50
Pace Bowling	17.50
Pace Jackpot	17.50
Pace Sunshine	17.50
Pace Super Bowl	17.50

PHOTOGRAPHS

Seeburg Gentlemen	$10.00
Seeburg Gentlemen Blank 8 (Vol. 2)	10.00
Wurlitzer Gentlemen (Bold 8 Title)	10.00
Wurlitzer 950	10.00
Wurlitzer 850	10.00
Wurlitzer 750	10.00

COUNTER GAMES

Army (25¢)	$ 5.00
Bally Baby	7.50
Bally Bullet	7.50
Bell Horse	7.50
Bell Jockey	7.50
Cocky Doodle	7.50
Bally Bell	7.50
Bell Mill	7.50
Bell Vendor	7.50
Fred's Model	7.50
Gottlieb Sunny	7.50
Gottlieb Sunshine	7.50
Gottlieb Tower (Bell)	15.00
High Hat	7.50
Mills Bell Vendor	7.50
Mills Jackpot	7.50
Mills Vendo	7.50
Mills Zephyr	7.50
Pace Bell	7.50
Pace Jackpot	7.50
Pace Sunshine	7.50
Pace Super Bowl	7.50
Pace Vendo	7.50
Rock-Ola (16 Coin)	7.50
Rock-Ola (10 Coin)	7.50
Stoner	7.50
Stoner Jr.	7.50
Stoner Sr.	7.50
Stoner Pace	7.50
Stoner Vendo	7.50
Stoner Zephyr	7.50
Sports	7.50
Tip Top	7.50
Tip Top Special Vendor (Bell)	7.50
Wurlitzer Bell	7.50

SLOT MACHINES

Groetchen Tools (Bell Fruit Vendor)	$12.50
Jennings Chief, Sunshine Mills Vendor (Bell Fruit Vendor)	30.00
Jennings Little Duke (Bell Fruit Vendor)	30.00
Jennings Sunshine Mills Vendor (Bell Fruit Vendor)	30.00
Jennings Little Duke, Sunshine Mills Vendor (Bell Fruit Vendor)	30.00
Jennings Little Duke, Vendor (Bell Fruit Vendor)	12.50
Jennings Little Duke, Vendor (Bell Fruit Vendor)	15.00
Mills Blue Front 5 & 10 Cent	37.50
Mills Blue Front 5, 10 & 25c	37.50
Mills Blue Front 5, 10 & 25c Vendor	37.50
Mills Blue Front 5, 10 & 25c Vendor (Bell Fruit Vendor)	30.00
Mills Blue Front 5, 10 & 25c Vendor (Bell Fruit Vendor)	30.00
Mills F. & K. Gambler 5, 10 & 25c	30.00
Mills F. & K. Gambler 5, 10 & 25c Machine	15.00
Mills Vendor 5 & 10c	15.00
Mills Vendor 5, 10 & 25c	15.00
Mills Vendor 5, 10 & 25c Machine	15.00
Mills Vendor 5, 10 & 25c Machine (Early Model)	15.00
Mills Vendor (Early Model)	7.50

CONSOLES

Bally Ball Game	$ 20.00
Bally Fireball	20.00
Bally Jackpot	20.00
Keeney 4 Sq. Golf	20.00
Keeney Golf Pool 1940	15.00
Trade Winds	20.00

SLOT MACHINE STANDS

Jennings Duke	$ 5.00
Jennings Chief Sun (Bell)	5.00
Jennings Duke Sun (Bell)	5.00
Jennings Stand for Little Duke	5.00
Jennings Stand for Sun Vendor	5.00

MISCELLANEOUS

Amplifiers (Guaranteed Operation)	15.00
Auditory Scales	$ 10.00
Genuine .115 U.S. Pennies	3.50
Guaranteed Genuine .115	3.50
Mills Blue Front Parts	1.00
Mills Vendor Parts	1.00
Mills Zephyr Parts	1.00
Wurlitzer Sound Strip for 616	1.00
Wurlitzer Motor	5.00
Wurlitzer Tone Arm	5.00
Wurlitzer Sound Strip	5.00
Wurlitzer Parts	1.00
Wurlitzer Tone Arm Parts	1.00
Wurlitzer Sound Strip Parts	1.00
Wurlitzer Motor

TOPPER
Manufactured by
VICTOR VENDING CORP.
4203 Fulleron Ave., Chicago, Ill.

MERCHANDISE MACHINES

Pan Confection Announces Awards

CHICAGO, June 17.—Pan Confection Factory, maker of small confections, announced the winners in its contest for naming a new small confection that week. Some dairy was accessioned in making the decision, the firm reports, due to the necessity of carefully checking names to see if they had been previously registered or copyrighted.

The winner of the first award was announced as L. B. Bradshaw, of Denton, Tex. Bradshaw submitted the name "Teeny Beans" as the name for the new confection.

Winner of the second award was Norman G. Lisk, of Asheboro, N. C. He submitted the name "Midgetone." Third award went to Jack Brennan, of Pt. Wayne, Ind. He submitted the name "Tiny Treats." The firm expressed its appreciation to all who entered the contest and said that many attractive names had been submitted.

Many contestants submitted the name "Jellyettes," officials stated, and they admit this is a very attractive name. But it is already registered and in use for many years as a dessert gelatin product. All names submitted had to be carefully checked with the "National Confectioners' Association and also the trade-mark registry to see if they were already in use. The sooner firm before a decision could be made as to the winner of awards.

Officials also explained that checking of registered names in the contest that "Teeny Beanies" and "Teeny Weenies" were already in use. Contestants who sent in these attractive names, they said, might render why such names were not selected as winners. Due to the fact of previous use in the confections trade they could not be used.

St. Louis Cig Tax Challenged

ST. LOUIS, June 17.—An injunction suit challenging the validity of the city's new tax of 2 cents a package on cigarettes has been filed in the Circuit Court. The petition attacks the ordinance as unconstitutional because of violation of tax provisions and invalid because prevailing errors in its adoption.

It is contended that the tax is in effect another levy on the sale of cigarettes, and since the State tax already applies to this transaction there is double taxation in violation of the State Constitution. A further constitutional violation is the imposition of a license tax on a business not legal in the city charter as taxable in that fashion is charged.

Almonds Go Great In Bulk Venders

LOS ANGELES, June 17.—"Perhaps many Midwestern and Eastern operators would be interested in learning about the huge success of almonds, roasted and salted, here on the Coast," writes the Berkline Vending Machine.

"There are tremendous profit possibilities in this item when it is opened up new fields of conquest for vending machines. Spots which hitherto never never permit vending machines, no matter how excellent in appearance, are today seeking out operators who have almonds, because customers are attracted by this quality merchandise. Many whole almonds are vended out in quantities of from four to six at a time and the average customer leaves not merely one penny with the machine, but more often two, three, and very often even a dozen pennies.

"But it is very important that operators have the right count almonds. The optimum count will be 40 to 45 and it is necessary to have a good-looking almond running no less than 350-400 pieces per pound. This field has been especially developed by us and we are prepared to guarantee the right kind of almond at the lowest price. Incidentally, almonds are among the most hardy of nuts and will stay fresh for weeks, and even months at a time."

Post Offices Using Venders

WASHINGTON, June 17.—An enthusiastic trial of stamp vending machines is in progress with the Post Office Department, which plans to install vending machines in all post offices where rush hours cause an overload on postal facilities.

Six different machines will see use before the coin venders will be officially accepted and in the meantime the public will be able to get one 1-cent stamp for a penny, one 2-cent stamp for a nickel, five 1-cent stamps for a dime, one 3-cent stamps for a dime or five 2-cent stamps for 10 cents.

The machines, electro-mechanical in operation, have been developed by the Coin Selector Corp. of Philadelphia to serve as an auxiliary in post offices—to have stamp-vending waiting lines during rush hours and to enable the public to get stamps after the stamp windows have been closed.

Electronic devices have been attached to the machines to make them almost foot-proof. If the stamp supply is exhausted the word "closed" appears on a frosted glass window and the coin slot is automatically shut until the machine is reloaded. If the electric power fails the coin slot closes until the power returns. Stamps are prevented from sticking together by use of heat-ray elements in the machine. Slugs and counterfeit coins are rejected by the machine above them and five different tests which subject all coins inserted in the vendors. Magnetic properties, weight, metallic content and resiliency all have a part in testing the coins.

Behind-Counter Idea is Rejected

DES MOINES, June 17.—Iowa merchants lost in their appeal for the privilege to use cigarettes vending machines behind counters in their stores. Many merchants made this request when the bill for a state tax on cigarettes was passed. This law goes into effect July 4.

The merchants asked for the privilege to use cigarettes machines behind counters to prevent thefts by employees, they said. They said they could deposit a customer's coins in the machine (placed behind the counter) instead of the customer himself depositing the coins. This would keep cigarettes safely under lock and packs would be taken out only when paid for, the merchants said.

But the attorney general's office held this plan illegal under the new law in an opinion requested by the State tax commission. The matter of definitions of cigarettes was considerably in the opinion. The opinion from the attorney general's office went back to an old English court decision to support the construction of the word "cigarette" as used in the new cigarette law.

Beverage Vender Takes Huge Gross

CHICAGO, June 17.—Recently, on one of the hottest days of the current summer, Walgreen's ran an automatic beverage dispenser in the W. F. Monroe cigar store in the Chicago Tribune building at 435 N. Michigan avenue, did a volume a trifle better than $50 for the day's operations.

This machine is located in a store only 20x10 feet in size, with the entrance from the street, all trifle being derived from passing trade. It will not produce day this summer the takings ran a trifle over $40 and has been averaging around $30 on moderately warm days.

PEANUT & GUM VENDING MACHINES
New, Direct From Factory
ONLY $24.50 AND UP
Over 60,000 Sold.
MAKE MONEY AND OAY
Without Selling
Also Sells Pin Ball Games with "Bell Vendor" Place in Lunches, Stores, Filling Stations, Bowling Alleys, Pool Halls, Etc. Earn Big Profits. Full or part time. Get location from your friends. Write for FREE Data Today.
ONE SAMPLE MACHINE ONLY... $6.50
SPECIAL—One Vendor, 10 Bal. Gum, 20 Pkg. Peanuts, Postpaid $8.00
1/3 Deposit, Balance C. O. D.
Send for Circular and Easy Terms.
TORR 2047A-S0. 68 PHILA.,

CALL FOR CALCO BALL GUM!
Alert operators everywhere call for CALCO Drilled Ball Gum because its uniformly high quality pops up their collections.
Several styles of nets. Write today for circular.
TOWNSEND MFG. CO., Dept. B
434 North Front St., Baltimore, Md.

CALIFORNIA ALMONDS
Bulk vend big! Many machines empty one to three days. Send for prices, quote and FREE SAMPLE of our highest quality vending almonds.
RELIABLE VENDING SUPPLY CO.
4454-56 W. Venice Blvd., Los Angeles, Calif.

SAVE MONEY ON VENDING MACHINES AND ALL SUPPLIES!
Complete stock on hand of Gumballs, Gumballs, Toys, Trade Stimulators, Vending Machines, Scales, Pin Games, etc. Also all the latest and best Vending Machines, including merchandise and equipment. We will quote best prices for you! Write, phone or call today for prices!
SUNFLOWER VENDING MACHINE CORP.
558 W. 183rd St., NEW YORK

CHALLENGER
Manufactured by
VICTOR VENDING CORP.
4203 Fulleron Ave., Chicago, Ill.

EXTRA PROFITS
Get your share with
TOM THUMB VENDORS
Thousands of operators are taking advantage of Tom Thumb's competitors. Place them on locations where larger vendors are inconvenient and get that extra profit. Tom Thumb's are the smallest, most attractive, most dependable vendors on the market and permit extra operating expense.
• Compact.
• Room in appearance.
• Attractive.
• Big Cost.
• Phenomenal profits.
• 1¢, 2¢, and 5 Bal. Gum Vendors.
• Adjustable.
• Model Gum Selector and many other features.
Lowest priced high quality vendor on the market. Just right for taverns, drug stores, filling stations, etc. Write today for FREE illustrated circular and prices. Gum Balls, 2¢ ea. Prices for full product line on request.
FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

PAYOUT TABLES
Jumbo, Carnival, Golden Wheels, Air Line, Air Derby, Hit and Run, Free Game and Bank Shot—Your choice, $1.50 ea.
Tennessee, Big Ben, Oil, Sportsman, Ace, Ace Jr., Ace Special, Ace Deluxe, Ace Jr. Deluxe, Ace Special Deluxe, Ace Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Jr. Special Deluxe Deluxe, Ace Special Special Deluxe Deluxe, Ace Special Special Special Deluxe Deluxe, Ace Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special Deluxe Deluxe, Ace Special

New 1939 Model "E" SELMOR
$6.23 SAMPLE
GUARANTEED FOR 5 YEARS
Vends all CANDIES, TOYS and BALL GUM. Brings BIGGER PROFITS.
New Streamlined Design, Chromium and Baked Enamel
Ask the Smart Operators
GREAT STATES MFG. CO.
Dept. E 1805-09 E. 27th St., Kansas City, Mo.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY
Northwestern
BULK VENDING EQUIPMENT
Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwestern are one of the finest, dependable machines, but they save more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Vendors.
THE NEW MODEL 39
THE NORTHWESTERN CORPORATION
800 E. ARMITAGE ST., HOBART, ILLINOIS

THE CHIEF
Vends everything. Ball Gum, Peanuts, Candies, Novelties. Capacity 1 lb. Gum or 2 lbs. of peanuts, also an 800 balls of gum. Vends ½¢, 1¢, 2¢ and 5¢ merchandise. Ball gum always sanitary. Size 8x8x19.
Only $3.75 ea.
Two cans of 8 oz. gum, Sample only $4.25
Order today, 1/3 cash with order, bal. C. O. D.
Write for complete details on the finest Bulk Vending equipment, CHALLENGER, TOPPER available in single or double units.
VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

SAVE ON STANDS
Write Today for Free Catalog
Musical Merchandise For
MUSIC CONDITIONING, SHORT RUNS, ROUTE STANDS
QUALITY VENDORS and up. Write for
AUTOMAT $3.25
2428 Fullerton, Chicago, Ill.

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

Cigarette Merchandisers' Associations

The annual convention held this year at the Berkshire Country Club near Pittsfield, N. Y., was proclaimed the outstanding session of its kind ever staged by the association. It gave the CMA members of New York, New Jersey, Pennsylvania, New England and Connecticut a chance to meet. The members thoroly enjoyed themselves and thanks for a "lovely time" were extended those who so thoroly planned the event.

As was expected the usual horseplay existed. Sam Yolen was on hand with all of the tricks he could pack along. His trick matching and his beer glass brought laughter every time he was able to catch sources. However, the gag with "Sam Yolen and Sam Malkin Swooned to World's Fair" sort of had the boys puzzled for a while. Anyway, Sam enjoyed himself and everyone seemed to enjoy Sam.

From over New Jersey way came Charlie Strauss; James Cherry, newly elected manager of that CMA; Bol Kreselman and a host of others. The members of the various CMAs were glad Jimmie Cherry made the trip for it was the first chance many had had to greet him since he took over the duties of that group. Charlie Strauss left the crowd early Sunday morning and got in some good horseback riding.

Aaron Crosch had a great time kidding all the boys. He seemed to have the lowdown on the gang. He brought a bit of news to the meeting: "There is a red brick building on the left side of the road between New York City and Wingdale which is reserved for 'Ops.'"

Bob Kline was seen frequently with Eddie Berath, who said his name was never spelled in print. Sam Abrams, Anthony Massone, Anthony Martel, Morris and Bob Zimmerman from the Connecticut organization. This group was in for everything and held the solution to one of the greatest secrets of some odd of the convention.

Jack Bloom is an ace ping-pong player. Altho it was not decided thru official matches, it is believed that he stands the unbeaten champion of the group.

Everyone didn't get to see Matty Fowler when he made that memorable drive, which would have been good for a new record had not Sam Yolen substituted a papier mache ball that went all to pieces when Matty socked it. This wasn't so bad but was Matty's fare red when Sam substituted the second golf ball.

Sam Jacobs proved himself versatile as a coach when he pulled instructions to New York softball players.

Bob Hawthorne brought his greyhound up for the meeting. Altho not on the schedule, a race between this dog and a St. Bernard proved a feature.

The Ball Game

Rallying in the seventh inning to break a five-all tie which marked the fifth inning New York CMA's softball team defeated the CMA of New Jersey 16 to 5 to gain possession of the trophy it won last year. Mills, pitching for the winners, struck out 17 men. In the fourth and sixth innings he retired every player on strikes.

The Jerseyites got off to an early start when in the first inning Kreselman singled over second and Herb drew a base on balls. Steger singled along the bases. Cobb's triple scored Kreselman. Horn and Ziegler, but thrown out when he tried to stretch the double into into a homer. Sharenow fouled out and Silverman was the first of Mills strike outs, ending the inning. Two more runs in the third put the score at 3 to 1 in favor of New Jerseyans.

The seventh inning was the big one for New York. Herb Greenberg, following Fiacus for the second up in this stanza, started the scoring spree when he hit a line drive to center field. Running to first, he collided with Sharenow, injuring him. Keidoy walked Mills and advanced Greenberg to second. Rosenblatt grounded to third. Ball was pitched to Sharenow, evidently a bit too shaken up, error to make Rosenblatt safe on the sack. The first baseman was retired on his play. Jacobs hit safely first on balls, forcing in Greenberg. Silverman hit thru short, scoring Mills. Rosenblatt was thrown out at third.

CANDY NAMING CONTEST
WINNERS • • • •
"Teeny Beans"
(FORMERLY CALLED TOY JELLY BEANS)
1. S. BRADSHAW, DENTON, TEXAS — $25 CASH FIRST CHOICE
2ND CHOICE
100 LBS. "TEENY BEANS" (Formerly Called Toy Jelly Beans)
NORMAN C. LISK, ASHEBORO, N. C. "Midgeteers"
3RD CHOICE
50 LBS. "TEENY BEANS" (Formerly Called Toy Jelly Beans)
JACK BRENNAN, FT. WAYNE, IND. "Tiny Treats"
HIT OF THE SEASON
PAN'S TEMPT-U-NIBLETS
CHOICE BULK CANDIES PACKED INTO SPECIAL BOX DESIGNED FOR 5c PACKAGE MACHINES.
EYE AND TASTE APPEAL
CANDIES MADE ESPECIALLY FOR USE IN BULK VENDING MACHINES.
WRITE FOR FULL INFORMATION AND PRICES
PAN CONFECTIONS-CHICAGO
DISTRIBUTORS OF NATIONAL CANDIES
CHICAGO, ILLINOIS

Personality Plus!
MICKEY MOUSE AND HIS PALS
Hamilton's Entirely New Combination 3 Way Vendor
Those lovable little Disney characters win friends instantly—assure quick sales, big repeat and extra profits. New colorful, hand-painted charms wanted by everyone. Machine leads in quality. Instantly adjustable to CUM, CANDY or NUTS. Operators cash in under any conditions in all locations. A remarkable value!
EXPERIENCED FRANCHISE MEN WANTED — Get full details and liberal profit offer. Big money for operators in every locality. Send name today!
HAMILTON ENTERPRISES, Inc. 727 Holmes, Kansas City, Mo.

See the New U-Need-A 1940 MODEL A-1 Cigarette Merchandisers
Fill out the attached coupon and get the latest literature about the finest merchandisers on the market today—the "Machines of Tomorrow."
U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH ST., BROOKLYN, N. Y.
U-NEED-A-PAK PROD. CORP. 135 Plymouth Street, Brooklyn, New York
Gentlemen: Please send me Latest Literature on U-Need-A-Pak.
Name: Address: City: State:

Send Us $12.00 and We Will Send You
1 Mickey Mouse Vending Machine; 8 Pounds of Boston Baked Beans; 8 Cases Mickey Mouse and Snow White Charms.
The Original and Only Machine Authorized by Walt Disney.
HAMILTON DISTRIBUTING CO.
275 SPEAR STREET, SAN FRANCISCO, CALIF.

ENJOY LARGER PROFITS IN 1939 WITH

COLUMBUS Model "34"

Get the most out of your route by cashing in on the money-making possibilities of Ball Gum Vending with "Columbus" Model "34"

Ball Gum vending is making a strong, profitable comeback—particularly the Prize Gum feature—and alert operators are finding "Columbus" Model "34" the ideal vendor as Model "34" vends from the bottom—you cannot see the color of the next ball.

$5.20 Ea. • OR MORE. Sample, $6.20

Remember, there is a "Columbus" Vendor to meet every requirement.

Send for Free Catalog—Also Many Good Bargains in Used Machines

RAKE COIN MACHINE EXCHANGE

5 S. 22ND ST., PHILADELPHIA, PA.

MODEL "34"
Attractively finished in hi light green porcelain — Crystal clear — 2½ way vision glass globe — Mechanism is a compelling, solid — practical, outstanding mechanism. A SURE WINNER.

Hawthorne doubled, scoring Jacobs and Silverman. Peck's single brought in Hawthorne. Forbes got a base on balls. DiPalmerio, the next up, singled, bringing in Peck. Pincus, up for the second time this inning, got a base on balls and Greenberg then popped out ending the inning.

Scoop

Where is the trophy?

It is in Scranton. Word has come from there that the coveted award which was to be the New York Giants' until defeated in softball now lodges with the boys from the Keystone State. They contend it is theirs by virtue of the fact they did not get the chance to defend it. However, there's consolation in the report that the trophy will be outscooped if and when New York wins an Connecticut ball.

Activity for the New Yorkers did not end here. Mills, first up in the eighth, was out on a fly. Rosenblatt's double was followed by Jacob's home run, which scored Rosenblatt. J. Silverman, then landed another for a trip around the bases and drove Kolodzy to the stopper and brought Gotuh from his third-base station to the mound. Hawthorne was out on a pop. Peck got on base thru error and Forbes grounded out to end the eighth.

The box score follows:

THE NEW JERSEY CELL & NEW YORK (Tel.)

	AB	R	H	PO	A	E
Gotuh, ss	4	0	0	1	3	0
Jacobs, 2b	4	1	1	2	3	0
Forbes, 1b	4	0	0	8	0	0
Greenberg, rf	4	0	0	1	0	0
Silverman, J. 3b	4	1	2	1	1	0
Mills, cf	4	0	0	2	0	0
Rosenblatt, lf	4	1	1	1	0	0
Kolodzy, c	4	0	0	5	0	0
Hawthorne, p	3	0	0	0	1	0
Peck, p	1	0	0	0	0	0
Silverman, M. rf	1	0	0	0	0	0
Pincus, cf	1	0	0	0	0	0
DiPalmerio, c	1	0	1	1	0	0
Totals	34	3	7	24	13	0

Giants ab r h po a e
Gelbert, 2b 4 0 0 2 3 0
Ott, rf 4 0 0 1 0 0
Mancuso, 1b 4 0 0 8 0 0
Ryan, ss 4 0 0 1 3 0
Ott, cf 4 0 0 2 0 0
Ryan, lf 4 0 0 1 0 0
Ott, 3b 4 0 0 0 1 0
Ott, c 4 0 0 5 0 0
Ott, p 4 0 0 0 1 0
Totals 34 0 0 24 13 0

Giants's phone ... 0 0 0 0 0 0 0 0 0—0
New York ... 0 0 0 0 0 0 0 3 0—3

SUMMARIES

Errors—New Jersey 3, New York 3. Sacrifices—Gotuh, Jacobs, Forbes, Silverman, J. Silverman, Mills, Rosenblatt, Kolodzy, Hawthorne, Peck, Silverman, M. Pincus, Gelbert, Ott, Mancuso, Ryan, Ott, Ryan, Ott, Ott. Two-base hits—Silverman, J. Double plays—Jacobs, Forbes, Silverman, J. Left on bases—New Jersey 7, New York 4. Bases on balls—Off Hawthorne 1, Peck 1, Ott 1. Struck out—By Hawthorne 1, Peck 1, Ott 1. Hits—Off Hawthorne 7 in 3 innings, Peck 0 in 1 inning, Ott 7 in 9 innings. Hawthorne 1 in 1 inning. Wild pitch—Hawthorne. Umpires—Mr. Mitchell and Mr. Ryan. Time—1:45. Attendance—1,000.

Seek Ban on Drug Sales in Venders

CHICAGO, June 17.—A provision forbidding the manufacturing and sale of drug products of any kind in automatic vending devices was contained in a bill recently introduced in the Illinois State Legislature, seeking to revise the existing State pharmacy law. The bill was killed in committee, due it is said to a number of drastic features that resulted in much opposition.

It was sponsored by the Illinois Pharmaceutical Association, of which Joseph J. Shine, of Chicago, is executive secretary, and was drawn by the counsel for that organization, Samuel Shkolnik, who is also instructor in pharmaceutical jurisprudence at the University of Illinois College of Pharmacy, in Chicago.

It is regarded as a foregone conclusion the present pharmacy law will soon be amended, as it is considered antiquated in its present form. Whether venders will be attacked in the next draft remains to be seen.

Tobacco Dealers For Fair Trade

NEW YORK, June 17.—Seventh annual convention of the Retail Tobacco Dealers of America, Inc., held recently at the Hotel Pennsylvania here, passed a number of resolutions, among them four relating to fair trade practices.

The retail organization also went on record for a program to co-operate with all other trade organizations in the tobacco field.

On the subject of cigarettes vending machines the organization again passed a resolution opposing the vendors, and asking the manufacturers of supplies "to discontinue this form of distribution."

New A.B.T. Hershey Vender

CHICAGO, June 17.—A. B. T. Mfg. Corp. is now in production on a new candy bar vender, being a revival of a dispenser very popular some years back, and which is sometimes referred to in the trade as the Hershey "mush-brush" vender. This new model is finished in colors of maroon and cream, the former predominating on the front panel, and the latter on the sides and on the top. The legend, "Fresh Candies," in attractive lettering is repeated on both front and sides.

There is a small mirror on the front and beneath a sample of the candy by with which the machine is loaded is made visible by means of a glass compartment. The dirine vends 44 bars of a size equivalent to a Hershey nickel standard bar, or a bar nine-quarter inch longer and also thicker. The machine rejects spurious slugs and accepts nickel coins only. The money compartment is arranged for separate keys, where it is desired that the merchant check cash funds and replace stock without the necessity for a visit of the operator.

Lowest Prices-- Highest Quality

NOVELTY GAMES

Fifth Inning	$69.50	Sunbeam	$119.50
Ace		Daily Sport	67.50
Big Ben Trophy		Good Trip	75.00
Bowl-Ette	27.50	Ice Time	67.50
Bull Dog	27.50	Key Lite	17.50
Chicago Coin	27.50	Mills	69.50
Chicago Coin	27.50	Green Light	17.50
Commander	27.50	Zilm	17.50
Dodge City	27.50	Daily Vice	19.50
Jungle	29.50	Daily Vice	19.50
Jungle	29.50	Daily Vice	19.50
Thoroughbred	29.50	Sunrise	19.50
Thoroughbred	29.50	Sunrise	19.50
Jungle Speed	29.50	Duplex	19.50
Del Mar	19.00	Duplex Jr.	19.50
Mammy's Boy		Duplex	19.50
Derby	9.50	Duplex	19.50

SPECIAL

27 Mechanical Games, $49.50
Thoroughly Reconditioned

AUTOMATICS

Daily Time	$37.50	Caron	$16.00
Bell Time	37.50	Caron	18.00
Bell Time	37.50	Turf Champ	15.00
Evans	15.00	Turf Champ	15.00
Evans	15.00	Turf Champ	15.00
Evans Jr.	15.00	Fate Finish	15.00

CONSOLES

5—1937 B. H. Trade Times	$40.00
1—Mills Jackpot Bell Slot	35.00
1—Jennings Five Star Final	35.00
1—Mills Jackpot Bell Slot	35.00
1—Mills Jackpot Bell Slot	35.00
1—Bally Club Mission	35.00

Terms: 1/3 Deposit Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania Av., Evansville, Ind.

Rowe DeLuxe

• 3 Chrome Balls
• 1½ Bars Bi-Metal Gum
• Attractive Cabinet
• Capacity, 150 Bars

$14.50 Each

Metal Stands, $3.50 Extra.

½ Deposit Short Accounts Accepted.

Jar, Gal. C. O. D.

Jar Lots of Reconditioned Machines of Every Description.

Write for BOOK. C. O. D. Orders.

1353 Washington St., Boston, Mass.

CASH IN— ACROSS YOUR COUNTER with... DANCING DOMINOES

Now the Top of Your Counter Can Be Made Into a Gold Mine.

Ideal for restricted territory. Flashy Play layouts screened in brilliant colors. Perfect mechanism gives the dice a quick, thorough roll. Will pay for itself daily—10 seconds per game to play.

HAWKEYE NOVELTY CO.

712 Park St., Dept.B-1, Des Moines, Iowa

Only 9¾

All games equipped with Micromatic Dice, 10,000th in.

Dancing Dominoes 12x12x2 (Based on Crops) $9.90
(Number Model) $9.90

½ Deposit Down, Balance C. O. D.

PATENT TABLES

Numbers Game	$119.50	Western Thoroughbred	$89.50
Numbers Game, Gold		Q. T. Short Cut (1900)	39.50
Mills Bell Slot	67.50	Quinella & Q. A. Lot.	39.50
Mills Bell Slot	67.50	Q. T. Green, Red (1900)	37.50
Fast Deal	69.50	Winning Numbers, Gr. &	
Slamdoor	69.50	Red	39.50
Bell Slot	69.50	Q. T. Short Cut	39.50
Bell Slot	69.50	Mills Vest Pocket	29

Banner Turnout of Eastern Cig Ops at CMA Conclave

WINGDALE, N. Y., June 17.—Members and friends of the Cigarette Merchandisers' Association of New York, New Jersey, Connecticut, New England and Pennsylvania gathered at the Berkshire Country Club near here last week-end for the annual convention. Business was taboo and the 1939 event was proclaimed the most outstanding get-together ever held by the organization.

The feature of the meeting, a baseball game between the CMA's of New York and New Jersey for a coveted trophy, ended in a 14 to 5 score in favor of the New York team. However, the presentation of the trophy by James Cherry, manager of the New Jersey group, to Matthew Torbes, manager of the New York organization, was delayed when last year's winners of the trophy were unable to locate it. A later date will be set for the ceremonies, Torbes said.

Sports Program Informal

The program of the meeting got under way at 2 on Saturday afternoon with the arrival and registration of those attending the convention. An informal athletic program was enjoyed until dinner in the main dining hall at 7 that evening. After dinner those attending participated in various games, while others attended a movie and dance in the recreational hall. At midnight steak sandwiches were served.

Following breakfast the next morning the ball game was held. Canoeing and swimming were the outstanding events for Sunday afternoon. Informal discussions on various subjects were also held at various times during the convention.

Groups Well Represented

Attending the CMA session were Sandy Alexander, Simon Alexander, Edward Berseth, M. M. Berger, Jackson Bloom, Nat Bloom, Arthur Bomback, Walter Brooks, James Biddle, Monroe Chapin, James N. Cherry, Kalman Davidson, Fred Decker, George B. Dorian, William H. Fisher, Matthew Forbes, N. B. Franklin, Arnold Fruitman and G. Gabriolson.

Arthur Gluck, B. H. Golob, Aaron H. Gosch, Herbert E. Greenberg, John Grant, Phil Harris, Robert G. Hawthorne, Joseph J. Hecht, Michael Herman, Morris Horn, Harold Jacobs, Samuel Jacobs, Edward Kelly, Sol L. Kessleman, Robert Kline, Harry Kolodny, Martin Kramer, Max Kraut, M. Lascari, Matthew Lewis and John S. Mill.

John M. Maguire, Harry Malkin, S. M. Malkin, C. Metz, A. J. Moscone, Anthony S. Nasti, L. Oppenheimer, Joseph D. Palermo, Lester L. Paull, William B. Peck, Harold Pincus, Bernard Rose, Bernard Rosenblatt, Harold Roth, Lawrence D. Serlin, Samuel F. Shats, John Shavrouw, Joseph Silverman, Irving Silverman, Jerry Silverman, Sam A. Silverman, Charles Stage and LeRoy Stein.

Henry Ehrlich, Harry and Simon Wertheimer, Mack W. Wolf, Samuel Yates, Edward Ziegler, M. J. Zimmerman, R. Zimmerman, P. A. Trimmer, M. Weinberger and Harry Manafeld.

A group of CMA members from Connecticut attended the final luncheon on Sunday.

Miniature Portable Garnering Biz

CHICAGO, June 17.—"Outstanding among premium promotions is what they may be called miniature portables," says the Evans Novelty Co. "This promotion features the world's smallest portable radio—not much larger than a cigarette lighter. It is manufactured by the Majestic Radio and Television Co. of Chicago. Run from batteries this set, complete with earphone, weighs but over three pounds and is only 6½ inches deep, 8½ inches wide and 11 inches high. Since it does have a shoulder strap, it may be carried or worn much in the fashion of binoculars or the current women's over-the-shoulder handbags.

"Its possibilities for capitalization in the premium and novelty business, as it is not a novelty, but a real radio that gives outstanding and dependable performance, are available in alligator and pin-seal Morocco finish."

Distribs Laud Batting Champ

CHICAGO, June 17.—"Gottlieb's new five-bagger baseball sensation recently introduced last week brought forth expressions of amazement from some of the country's leading distributors, who agree that a game so good is better out of season," report company officials.

"Batting Champ offers something entirely new and radically different in baseball play. It introduces ideas heretofore believed impossible in pinball game," stated Dave Gottlieb. "The play is far more appealing because of its greater simplicity and realism. The player builds up a surprising total of award points or pinball. New, alternate skill bumpers add either base hits or winning runs, the player's performance upon whether they are lighted or not determining the runs, free ball return and other features furnish added zest.

"In every way Batting Champ is the outstanding baseball game of our many years of game building, and exhaustive location tests definitely establish it as the unparalleled hit of the year."

SALE

1-BALL AUTOMATICS

Treasures	$69.50	Fleetwood	$117.50
Rockaway	69.50	Pimlico	139.50
Baby Ringo	69.50	Jockey Club	149.50
Baby Champ	69.50	Jumbo	17.50
Baby Grand	69.50	Jubilee	17.50
Sunny Jim	69.50	Pedestal	19.50

CONSOLES

Paytime	$129.50	Silver Queen	
Triple Entry	139.50	(Console)	129.50
50 Trout Venus		Green Pastures	
(Console)	89.50	(Console)	89.50
50 Good Times		Sunshine Special	
(Console)	79.50	(Console)	89.50
Big Bandstand		Good Luck Coin	
(Console)	69.50	(Console)	89.50
Mills Bell	69.50	Trophy (Console)	89.50

NOVELTIES

FREE PLAY		REGULAR	
Gumball	$17.50	Gumball	17.50
Gumball, K. K.	17.50	Bell	17.50
Gumball, K.	17.50	Bell, Mint	17.50
Gumball, Mint	17.50	Arcade	17.50
Tommy, K. K.	17.50	Arcade, Mint	17.50
Tommy, Mint	17.50	Gum	17.50
Fortune	17.50	Gum Vend. Bell	17.50
Fortune, Mint	17.50	Gum Vend. Arcade	17.50

ARCADE MACHINES

Drop Shoot	$19.50	Shock Machine	$19.50
World Horoscope (12-00 Shots)	24.50	Lightning Strike	24.50
Kitchen Cabinet	24.50	Lightning Strike (Console)	29.50
Kitchen Cabinet (Console)	29.50	Pick Your Partner	24.50
Pick Your Partner (Console)	29.50	Pick Your Partner (Console)	29.50
(Supply of coils included free with all machines)			

MISCELLANEOUS

Stockman	$79.50	Ticket Vendor	$ 5.00
Single Grips	6.00	Vest Pocket	24.50
Double Grips	8.00	Wahoo Ray	24.50
Grip Scales	5.00	Alphabet Blocks	
Mark's Grip	4.00	(Console)	29.50
Little Duke	4.00		

PINBALL GAMES

7 Twin Bell Sporting Games	$39.50	7 Twin Bell Sporting Games	$39.50
Bell Game Kits	24.50	Bell Game Kits	24.50
1937 Rock-Ola World Series, like new	79.50		

"MELON BELLS" Brand New **$49.50**

PHONOGRAPHS

1938 Rock-Ola L. L. Standard	$ 79.50	1938 Rock-Ola L. L. Standard, P. & S.	$129.50
1938 Rock-Ola Standard	69.50	1938 Rock-Ola Standard, P. & S.	119.50
1937 Rock-Ola Rhythm King	49.50	1937 Rock-Ola Rhythm King, P. & S.	79.50
1936 Rock-Ola Mem. Mod.	39.50	1936 Rock-Ola Mem. Mod., P. & S.	69.50
1935 Rock-Ola Mem. Mod.	29.50	1935 Rock-Ola Mem. Mod., P. & S.	59.50
1934 Rock-Ola Mem. Mod.	24.50	Seeburg Model "A"	24.50
Seeburg Model "B"	29.50	Wurlitzer 412	27.50
Wurlitzer 312	29.50	Wurlitzer 312, P. & S.	39.50
Wurlitzer 412, P. & S.	49.50	Wurlitzer 412 Special	29.50
Wurlitzer 412 Special, P. & S.	49.50	Wurlitzer 412 Special, P. & S.	49.50
Wurlitzer 312 (Model 500-Dual)	29.50	Wurlitzer 312 (Model 500-Dual), P. & S.	49.50
Wurlitzer 312 (Model 500-Dual)	29.50	Wurlitzer 312 (Model 500-Dual), P. & S.	49.50
Wurlitzer Piano	29.50	Wurlitzer Piano, P. & S.	49.50
Wurlitzer Piano (Special Model)	29.50	Wurlitzer Piano (Special Model), P. & S.	49.50
Wall Box Kits	9.50	Wall Box Kits	9.50
Wurlitzer Music (Brand New)	1.00	Wurlitzer Music (Brand New)	1.00
200 Wall & Box Cabinets, Like New	29.50		

F.O.B. Newark, Reference D. & B.
Deposit on C.O.D. Orders

SILENT SALES
Silent Sales Bldg., 436-437 "D" St., N.W.,
WASHINGTON, D. C.

AS DIFFERENT AS NIGHT AND DAY

National's Used Games are *Really* QUALITY BARGAINS That *Look* and *Work* Like New

All Perfectly Reconditioned — Even Repainted When Necessary.

Baby View	$16.75	Key Line	$19.75
Baby Revel	19.75	Lightning	16.50
Baby Supreme	19.50	Airplane Fan	67.50
Bubbles	24.50	Lido	32.50
Chubbie	12.50	Majors	49.75
Chief	41.00	Midway	31.75
Crown	42.00	Natural	31.50
Contact	39.50	Nine (Console)	69.75
Daily Double	17.50	Odd Ball	27.75
Encore	29.50	Pepper	17.75
Flight	17.50	Parlay	23.00
Fifth Inning	41.00	Request	34.10
Fleet	12.75	Review	17.50
Green Light	19.75	Sink	44.50
Jitterbug	18.50	Regatta	32.00
		Sky-Ky	69.50
		Side Kick	28.50
		Spokes	12.00
		Spinner	18.50
		St. Moritz	23.50
		Under Ether	12.00
		Tide	46.75
		Trophy	19.50

FREE PLAY GAMES
Hit Number $16.50

SKILL BALLS

Pennsylvania Game	
Play	$29.00
Triple Free Play	21.00
Kitchen	12.50

SKILL BALLS

Wurlitzer—Fine Condition, 1½"	$29.75
Bell-A-Ball, Like New, 1½"	29.75
Bola Score—Good Condition, 1½"	26.15

Coating Charges:

14 Pk.	$7.50
9 Pk.	5.00

COUNTER GAMES

Punch Bell 1Sor. Model	$12.75
Punch-A-Ball (Camco)	12.75
Electric Shocker	6.75
Penny Target Game	12.50
Play Ball	14.00
Baby Ruby Exhaust	12.50

FREE: Valuable Illustrated Catalog, JUST OUT! It will pay you to get on our mailing list. Write TODAY!!

NATIONAL NOVELTY COMPANY
125 MERRICK RD., MERRICK, L. I., N.Y. PHONE—FREEPORT 6477

EXPORT
Terms Cash Only
Two Cents Per Mile
Minimum Freight Charge
Minimum Order $25.00

RUSH YOUR ORDERS IMMEDIATELY!

1939 PLACE	1938 PLACE				
Bounce	Bounce	Contender	Kittie, Pr. Pl.	$19.50	Hit Number, Fr. Pl. $16.50
Ship	Flash	Sports Season	Bouncer	21.50	Big Ten, Fr. Pl. 19.50
Flash	Ship	Rally Round	Attention, Fr. Pl.	19.50	St. Moritz 19.50
Contest	Rigs		Odd Ball	19.50	Sky-Ky 20.50
Fever	Flashing		Bubbles	19.50	Sonnty 20.50
Rigs	Fever		Sky-Ky	20.50	Hot Shot, Fr. Pl. 20.50
Spokes	Pinky		Peachy	10.00	
Hits Another	Handicap		Fever, Fr. Pl.	67.50	
Hit Parade	Hit Parade				

(5 Pounds with each order. Int. C.O.D., F.O.B. Newark. Deposit on C.O.D. Orders. Reference Lincoln Nat. Bank.)

ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.

BUY FROM THE BEST FOR THE BEST

CONSOLES

$500 Bank Yank, used 3 weeks	$400.00
1938 Bally Thoroughbred	79.00
1938 Track Time	79.00
1938 Bally Jockey	79.00
Bally Track Special	79.00
Jackpot Derby Racer	79.00
Derby Day Sound Type	79.00
Kentucky Derby Model	79.00

PAYOUTS

Bankroll	$50.00

Bally Klondike	$49.50
Bally Derby Venus	54.50
Kenny Sales Gypsy	49.50
Kenny Sales Pocahontas	49.50
Bally Bankroll	49.50
Bally Jackpot	49.50

NOVELTY FREE PLAY

Gumball	$17.50
Bonus	17.50
Bankroll	25.00
Fortune	17.50
Star Light	17.50
Gum	17.50

Circus	$67.50
Jackpot	67.50
Triple	67.50
Rosebud	67.50
Regions	67.50

NOVELTIES

Fire Alarm	$67.50
Bell	17.50
Arcade	17.50
Gum	17.50

Bigger, Manhattan, Metropolitan and Twin Hawk.

BEST NOVELTY CO., 1047 St. Clair Ave., Cleveland, O.

Webster Said It!

CHICAGO, June 17.—According to Ray Malkin, president of Bally Manufacturing Co., "Webster said it, when he described Variety for us."

The definition of the word "Variety" in Webster's dictionary is "intermixture or succession of different things; variation; diversity, change."

"And that's just what we wanted to give the trade," Ray stated, "Variation, diversity and change from anything which has ever previously appeared on the market."

CAMCO PRODUCTS CO., Inc.
1800 Godfrey Ave., Grand Rapids, Mich.

$8.95

MUSIC MERCHANDISING

It Pays To Advertise

"Hello, is this the Panther Novelty Co.? I saw your sign on the highway that says you handle phonographs and cigaret machines. I need both for my new tavern which I'm opening next Saturday. How about dropping over to see me?" Such calls as this are nothing unusual for the Panther Novelty Co., of Fort Worth, Tex., to receive. Almost every day such a call comes in over the phone. Sometimes the caller will state, "I saw your ad in the newspaper," or "I noticed your ad in the telephone book" or "I saw your sign at the ball park." So well known is the Panther Novelty Co. in Fort Worth that a stranger need be in the town but a few hours to realize that it is one of the Southwest's most successful operating firms.

What's the key to such success? "Advertising and service," says Jack Maloney, the firm's aggressive head. Yes, it any, operators in the coin machine business carry as extensive an advertising program as does Maloney. Perhaps one reason of his firm to a place of eminence in the coin machine world is in itself proof that "It pays to advertise." "Many of our best spots have been secured by the owner calling us over the phone," says Maloney. "And the reason he called us was that he learned thru our advertising and promotional work that we are on our toes and ready to give him the best of music and service. A live-wire location owner wants the best he can get in a live-wire operator. That's why the operator who lets himself be known by doing some effective advertising will certainly attract the attention of the type of location owners who have the best paying spots."

Not only does the advertising of Panther Novelty pay dividends in the form of more locations, but it also helps Ends it does a lot to increase play on the phones and boost extra sales thru its cigaret machines.

The Set-Up.

The Panther Novelty Co. has come a long way since Jack Maloney first entered this business some eight years ago with 10 Keeney Rainbows. Today Maloney employs about 25 people and has his business housed in a large two-story brick building. There are three distinct divisions of the business: automatic phonographs, cigaret machines and pinballs. Each division functions independently of the other, has its own head and must show its own profits. All three are based on a distinct method carry on the general advertising campaign of the organization.

Maloney is a firm believer in advertising. He maintains that it is just as necessary for a coin machine operator to advertise his business as it is for a man in any other field. The firm's advertising program is well mapped out and covers all media, including newspapers, outdoor signs and billboards, programs, telephone directories, window signs, business cards, wall cards, novelties of various kinds, etc.

Outdoor Advertising

Maloney's outdoor advertisements consist in the main of road signs and billboards placed in strategic spots along well-frequented streets and highways. The central figure in these ads, as in all other advertising, is a giant-sized panther "on guard" in cut-out design perched on the top of the sign. These signs are painted in bright colors and feature the equipment offered by the firm as well as the "all-night service." Recently the firm contracted for a huge sign to be located in the Fort Worth baseball park. This billboard stands 23 feet high and is 30 feet long. The huge panther cutout is 10 feet eight feet high. Big large is the sign that it towers all others inside the park and can be seen from the outside of the park as well.

Newspapers, Etc.

Every week this firm takes space in the local newspapers to advertise the latest record hits. Sometimes these ads contain lists of the various locations where such hits may be found and heard for only a nickel on a super Panther Novelty 24-a-week tone automatic phonograph." Not only do these ads boost the play on the machines but they build goodwill with the location owners so that they have the highest regard for the equipment and services offered by the company.

Not only does Maloney advertise in newspapers, but he never passes by the opportunity to carry his message in church, lodge, school and other similar publications that solicit him for space. He has carried ads in labor union journals and similar publications and reports that they have done much to establish

ONE OF THE ROAD SIGNS used by the Panther Novelty Co. The signs are painted in several colors, and the huge panther at the top is decorated in a bright blue and gold.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record release of the week. Reports from music publishers as to the relative importance of various songs in their catalogs are also mentioned, as well as information received each week from prominent operators.

COING STRONG—KEEP THEM IN

Beer Barrel Polka. Time doesn't seem to be able to dislodge this titan among contemporary machine sirens. Each week for the past several should have seen the start of its demise, but it's apparently imperishable. There's no sense in guessing or even hoping its setting in, it should be taken out. Hold on to it until the barrel can't roll any longer. It's still Willie Glahe, of course, as if you needed to be told. And for variety it's still the Andrews Sisters.

Wishing. Absolute tops as far as the ballad field is concerned is this Billing Buddy De Sylva number. It was No. 1 this week on every music dealer's list from which *The Billboard's* weekly sheet music leaders list is compiled, which puts it pretty far ahead of the mob in the over-the-counter endeavor. And when they're buying copies like that the natural corollary is great popularity in the jukeboxes. Glenn Miller has the favored disk here, altho the Chicago territory is leaning a bit toward Orrin Tucker's platter.

The Lady's in Love With You. It's no surprise to find this exceptionally good rhythm tune up among the big boys this week. It took a little while getting there, but the combined goodwill of Burton and Frehley the top was practically inevitable. Glenn Miller again and Bob Crosby are sharing recording honors for the most timely pressings.

COMING UP—BETTER STOCK THEM

Stairway to the Stars. This department devoted quite a bit of space last week to what it firmly believes will be one of the smash tunes of the summer. This department also said that Mitty Mayfair's version of Frank Signorelli's several-year-old instrumental composition, *Park Avenue Fantasy*, was the best all we're going to say it—which it. Is available now from several of the most popular bands and undoubtedly there will be still more artists making it shortly. Who will cop it? Phonograph operators will find the Sammy Kaye version by Glenn Miller, Jimmy Dorsey or a dark horse—remains to be seen.

Strange Enchantment. This Kaye tune is the hit tune from the forthcoming Jack Benny starrer for Paramount's *Man About Town*—or at least the first number out of the hopper. Kaye's version is doing very nicely, more popular on the air, the song started selling copies in earnest this week, and it looks like it's the number to stock up on in advance. In the face of all that, then, it would behoove operators to look into the matter of suitable recordings, of which there are, at the moment, three in particular. The Kaye version and Glenn Miller's version, Crosby for vocal, there is Dorothy Lamour. The latter, as a novelty, seems to be especially suited to the Lamour. Miss Lamour is definitely one of Hollywood's most glamorous and popular figures (the word is used advisedly) and here she is singing a tune that will most likely be associated her warble in the *Man About Town* film.

Concert in the Park. This has a great deal more to recommend it than most summer tunes because it deals with an American institution as down-to-earth and as pleasant as picnicking, surf bathing or any other substantial warm weather pastime. This tune, as mentioned last summer love that didn't last (or variations on that familiar brand of tripe) but it looks like that should be different. The summer is just starting now, and it's too soon to forecast its eventual success or failure, but it does seem to be a good bet. Glenn Miller, Jimmy Dorsey, Sammy Kaye and Kay Kyser offered plenty of choice along the platter line.

My Last Good-Bye. Still not selling the world on fire, this ballad nevertheless has held last any ground it gained. It's selling copies in fair quantities and it's getting enough air plugs to give it a chance to catch on in a big way. Dick Jurgens knocked out a disc that Midwestern ops are going for.

OPERATORS' SPECIALS

Listing covers those songs which, by themselves, appear to be classified as popular-week hits; but which are, or give every indication of becoming, successful phonograph numbers.

Kaadee Grande. As it's turning out, this is by no means duplicating the success of *Marietta Rose* or even some of Bing Crosby's lesser items, but it's doing well enough for itself in a quiet sort of way.

Well, All Right. If you find the Andrews Sisters version of *Beer Barrel Polka* beginning to ease off a bit, don't discard the disc. On the reverse you'll find a swing tune in the best tradition of Hold Tight and other screwball ditties that have proven so adept at nickel-grabbing. This has already done well for those ops who have had it right out in the under the needles, and we're inclined to feel that it's going to be a pretty big one if it's flipped over in every instance.

Little Brown Jug. Last week the Glenn Miller adaptation-in-swing of a well-known nursery jingle was listed merely as a suggestion to ops; this week, the suggestion turns into a definite recommendation based upon a growing number of reports showing that the record is starting to click.

Hot Potatoes. Wee *Beer Barrel Polka* slightly, it's possible that the Willie Glahe polka (on the reverse) may make a fool out of the adage that any cripple never ever improves on the original. Glahe's version is along the crest of the polka wave—plus the beer and pretzels relationship—or possibly on the strength of Glahe's position as popularizer in phonos. If the latter has any substance two more of his numbers are available, *Low Down* and its platternate, *Play Me*. The first, another polka, and the second, a fox-trot.

Pipsqueak. Dick Robertson, whose novelty recordings have at times proven profitable for ops, comes up with this oddly-named ditty. Operators are currently showing signs of interest in it.

Down on the Desert. Here is a honey of a song interpreted in the superior manner of Tommy Dorsey. It's almost certain to get a big play from Dorsey admirers and it has what it takes to attract the interest (and the nickels) of most everybody.

(Double-meaning records are purposely omitted from this column)

the name of his firm and build respect and good will for the industry. "I never pass up a good opportunity to advertise my business," says Maloney. "Nothing pays bigger dividends."

Location Advertising

Like all good advertisers, Maloney does not stop with mass advertising appeals. He ties up the loose ends and capitalizes on his general ads by placing reminders at the point of purchase, which is within the locations where he has his equipment spotted. For instance, Maloney prints up individual music programs for his spots. In addition to listing the various tunes on the phono, these cards contain the names and addresses of the locations. Sometimes a plug is given to some feature item offered by the location. Special cards that stand upright, printed in two or three colors, are also used to announce leading hit tunes. These cards are placed on top the phonograph, counters and tables. In addition, these cards sometimes tell patrons about a special dish or drink offered by the house.

The Panther Novelty Co. also makes use of attractive wall and window cards. These cards are usually printed in green, blue and gold and measure 6½ by 8½ inches. Interesting mottoes and wise sayings are included on some of them; others carry a line or two of famous poems; all of them, however, feature the well-known "Panther on Guard" with the words, "Complimentary of Panther Novelty Co., All-Girl Service," and the street address and telephone number. Maloney reports that these cards score most bullseyes with location owners because they beautify their walls and attract customers' attention. Not only do they build good will but they establish the Panther Novelty Co.'s name in the minds of both the public and location owners.

In addition to wall cards, programs, etc., Panther Novelty Co. always welcomes suggestions from location owners for advertising pieces that will help both the location owner and the play co. the firm's machines. If the idea is a good one the firm makes it a point to cooperate.

Other Mediums

This firm does not overlook a trick in making its name and symbol, "the panther on guard," known to the public. Every service truck and automobile, as well as the stationery, business cards and even the uniforms of the Sunset Mfg. repair men and service men bear the name of the company and the familiar panther. This panther is as well known in Fort Worth as are the Gold Dust Twins and Charley McCarthy. Since Fort Worth is known as the Panther City, other firms also use the "Panther" as the name for their business, but none have so firmly impressed it on the minds of the citizens as Jack Maloney. It's a safe bet that if an envelope was sent to Fort Worth bearing nothing else but the picture of a panther it would be delivered to the Panther Novelty Co. without delay.

Service

Of course, all this advertising would go for naught if the firm did not back it up with the proper equipment and service. "Advertising gets the prospect service keeps them," is the Maloney motto. In fact, the high caliber of the firm's service has built up an inestimable amount of word-of-mouth advertising among location owners that it would be difficult to evaluate in terms of dollars and cents.

Panther Service applies not only to service of machines but to picking the right records for phono machines, promoting close, friendly relations with locations, etc. Maloney originated the "all-night service" in Fort Worth. A service manager is kept on duty all the time. In fact, the bulk of Panther's service is taken care of at night during the civil business hours whenever possible. It is then that new machines are placed, old ones switched, etc. For ever six years the doors of the firm have never closed.

The service men in the Panther organization are usually college graduates trained by Maloney for the particular duties they must perform. Service men on phonos specialize on phonos only. On it is with the ragest machine service men and the salesmen men. The firm seldom hires an experienced service man or an ex-operator. Maloney prefers to break in his own men in his own way and manner of doing business. He insists that employees dress well and conduct themselves as business men. He bases this rule on the contention that the same thing the coin machine business needs to give it a lift, both in a general business way and in the eyes of the public, is young men and women of refinement and education. One seldom

PANTHER NOVELTY CO.'s sign dominates a large portion of the grand stand on the Fort Worth, Tex., baseball field. The panther emblem also the sign is a feature of all of the firm's advertising.

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published on this page in the last issue of every month.)

HILLBILLY RECORDINGS: Big Rock Candy Mountain, Runs' Song by Hay-Wire Mac; Hersey, Keep Your Tail Up, by Freddie Schnickelfritz Fiddle; It Makes No Difference Now, by Cliff Bruner; Musical Clock, by Roman Cour; Been My Troubled Mind, by Buddy Jones; Beer Barrel Polka, by Hoosier Hot Shots.

INTERNATIONAL RECORDINGS: Play Me, Low Down (Polka); Beer Barrel Polka, Hey Pretzels (Polka); Banana Split Dopey Polka; WPA Polka; Hot Clarinet Polka; World Fair Polka.

FOREIGN RECORDINGS: German, Kornblumenblau; Das Kannst Du Nicht Ahnen; Durfpolka. Polish, Helena-Polka; Na Prawe; Hop-Ha. Spanish, Bernaqua. Swedish, Kalle Schwensen; Ah Johanson. Italian, Penso a Te; Alleggiata. Hungarian, Felkatam a Szomszedban. Czech, Zehra; You Tiamoo I Flegera.

ORCHESTROLA

IS THE GREATEST MONEY-MAKING OPPORTUNITY EVER CONCEIVED FOR AMERICA'S MUSIC OPERATORS!!

- FOR LESS THAN THE COST OF THE AVERAGE PHONOGRAPH
- ORCHESTROLA GIVES OPERATORS 4 TIMES THE FEATURES AND MORE THAN 20 TIMES THE MONEY-MAKING OPPORTUNITIES!

JUST READ WHAT ORCHESTROLA DOES!!

1. RECORDED MUSIC over a local spotter system automatically played at any intervals you indicate.
2. RADIO BROADCASTS over the same system tuned in and out at will by the flip of a switch.
3. GUEST ENTERTAINMENT at any moment by the management over the Public Address unit in the same system.
4. LOUD SPEAKERS in any number of different rooms (with individual volume controls) operating at the same time.

PLUS UNUSUALLY LIBERAL TIME PAYMENT PLAN

YOU CAN'T AFFORD TO WAIT! BE FIRST! WRITE OR WIRE IMMEDIATELY TO . . .

ORCHESTROLA, INC., 250 W. 54th Street NEW YORK CITY

OR PHONE: Circle 5-9158.

TICKING HIS WAY TO A NEW HIGH—

GRAY GORDON

and His Tic-Toc Rhythm

Exclusive Victor Artists

For the thousands of sweet music lovers just as willing to part with nickels to hear favorite tunes as any jitterbug, Gray Gordon, one of the most popular sweet bands, whose fame and following are soaring day by day.

New Victor and Bluebird Records to Hip the Hoitoi

20947 STAIRWAY TO THE STARS, Swing and Sway With Sammy Kaye.

26260 LITTLE SHEPHERD, Glenn Miller and His Orchestra.

26270 CINDERELLA (Blue in My Heart) Gray Gordon and His Tic-Toc Rhythm.

11 Ways to Use

VICTOR AND BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

DECCA

Hot Tips for Operators

DON'T MISS ANY OF THESE SMASH HIT DECCA RECORDS!

2594 IF I DIDN'T CARE Vocal
KNOCK ERED SAL
Pub Spots

2567 IT'S FUN TO EVERY-ONE BUT ME Vocal
JUST FOR A TWILL
Pub Spots

2494 EL BANCHO GRANDE (By Band)
ICE SWEET AS APPLE CIDER
Bing Crosby assisted by the Fore-sowe

2007 WHERE DO YOU WORK-A, JOHN? FT. VO.
PIPPINELLA FT. VO.
Dick Robertson and His Orchestra

2384 SEEN LOVER (Polka)
NEW GAY DOREY POLKA Polka
Jolly Joel Joel and His Band

2255 SWEET ADELINE
YOU TELL ME YOUR DREAM, I'LL TELL YOU MINE Vocal duet Male
Mills Brothers

2380 EAST SIDE, WEST SIDE
SING A LONG OF SUNBEAMS
Bing Crosby With John Scott Trotter Orchestra

2321 HEAVEN CAN WAIT FT. VO.
SUNRISE SERENADE Inst. FT.
Glen Gray and the Casa Loma Orchestra

2162 SEEN GARDEL POLKA Polka
ALL ALL NIGHT
Andrews Sisters

2484 I NEVER KNEW HEAVEN COULD SPEAK FT. VO.
MOON OF WASHINGTON SQUARE FT. VO.
Bob Crosby and His Orchestra

Decca Records Inc.

NEW YORK

PEDESTAL FOR Wurlitzer 61

$9.75

BLACK PORCELAIN BASE

This great, Production Quality Pedestal, finished high gloss black on aluminum cast to prevent corrosion. Only stand on the market that does not detract from natural beauty of the 61. Section of base specially designed to get level on uneven floors.

Adjusto Phonograph Covers, $8.75

Some Sensational Bargains

(All in Original Cartons)

KEENEY POT SHOT (Free Play Model)	$75.00
QUALIFIED (Free Play)	45.00
WESTERN DERBY CLOCK	15.00

CENTRAL DISTRIBUTING CO.

101-105 WEST LINWOOD

KANSAS CITY, MISSOURI

A GOOD RECORD IS NO BETTER THAN THE NEEDLE USED TO PLAY IT!

Miracle Point NEEDLES

BRING OUT ALL THAT THE RECORD MANUFACTURER PUTS INTO THE DISC

SEE YOUR DEALER

MARTINETTI CORP.

2021-23 W. LITTLE R. • CHICAGO, ILLINOIS

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Model and Size Machine

No. 6 Adjustable Pad—Fits most all models ea. $6.70 each

No. 30 Adjustable Dancing Model—Some models still ea. $5.25 each

4" Carrying Strap ea. $.75 each

When Ordering or about stock, remember only genuine Mastercraft Covers are Strictly made and guaranteed.

Write for prices on other goods to your jobber or

BEARSE MANUFACTURING CO.

Inc. 1924

2010-2028 Outland St. Chicago, Ill.

IMPORTANT!!

"THE TINKLE SONG is recommended strongly as a fine machine bet . . . this department feels that ops should lose no time in getting it under the needles."

From The Billboard's Record Buying Guide —June 10th

THE TINKLE SONG

Recorded by

KAY KYSER—Brunswick | SAMMY KAYE—Victor

OZZIE NELSON—Bluebird | CHICK BULLOCK—Vocalion

Get them in your music boxes TODAY!

Leo Feist inc. 1629 BROADWAY, N.Y.

encounters a more polite or courteous group of folks than those who work for the Panther Novelty Co.

Phono Men

Selecting proper recordings for his machines is one of the most important jobs of each service man who works in the automatic phonograph division of this company. First thing on the program of all phonograph service men every Monday morning is a conference meeting with Jack Maloney. Each service man knows his route, knows the customers who frequent his spots and what sort of music is needed to entice the most nickels into the machines. Maloney interviews each man personally and goes over all the late hits with him. The service man suggests the platters he needs and which ones he believes should be left on the machines. As soon as this meeting is over, Maloney hops in his car and dashes for the record distributors' headquarters, where he buys the records decided upon.

Repairs

An important cog in the firm's system of giving first-class service is the repair department. Expert mechanics are in charge here. Geared to maximum efficiency, this firm can take a machine of location, recondition it completely and have it back on the job shining like a new silver dollar within 12 hours. Once a phone was damaged by fire. The machine was picked up after dark, reconditioned and repaired and was back on the spot the next morning looking as good as new. Maloney is one op who some best attempt to resell old equipment. He operates each piece as long as it is profitable. "We are not in the used machine business," he states.

Just as he is particular about keeping his machines in first-class shape, so is Maloney trained his men to extend a helping hand whenever and wherever possible to location owners. If a location owner runs out of small change, all he has to do is call the office and a service man is immediately sent with a supply of nickels, dimes and quarters. Service men keep in close contact with the office and by so doing are enabled to answer location requests promptly. Maloney says that he has found most location owners greatly appreciative of the services his firm offers.

Meet the Man

What's the man like who's behind this business? A shy Irish lad in Jack Maloney, who served his business apprenticeship in the machine distributing business before entering the coin machine business in 1931. Usually he seeks the background when it comes to publicity, pictures and such things. He has yet to attend a coin machine convention, but always has been active in local and State association work. It's only formula for success is work. "The best of modern equipment, fancy service trucks and good locations won't get the job done unless you are willing to work," he says. That's why one you'll find him behind a mahogany desk playing big big shot when dropping in on him at 1010 Monroe street. Instead he is more likely to be out visiting location owners or in the back of the store putting away stock. Advertising, service and "elbow grease" have taken his firm a long way during its eight years' existence, and it's a safe bet that it will continue to take great strides forward in the years to come.

Lazar Opening A Big Success

PITTSBURGH, June 17.—B. D. Lazar & Co. were hosts to hundreds of coin machine men at the Pittsburgh show on June 17 and 18. The occasion was the opening of their new showrooms at 1623 Fifth ave., Pittsburgh, and the first showing in the territory of Rock-Ola's new coin machine model.

B. D. and J. D. Lazar were both on hand to receive the congratulations on their expansion which necessitated larger quarters. Everyone was delighted with the new showrooms, allowing greater display to better advantage of their up-to-date equipment.

"The new Rock-Ola luxury lightup phonograph, for which we are distribution, particularly pleased the crowds," said the Lazars. "The new counter model really ties up with the show."

D. B. Lazar stated, "Our opening was a great success. I believe everybody had a grand time. We are now fully equipped to take care of all our customers whenever they need us. The reception given the new Rock-Ola luxury lightup counter model was tremendously strong and we are delighted with the many orders for immediate shipment."

Phono Operators Plan Camden Trip

NEWARK, N. J., June 17.—The Automatic Music Association of N. J., Inc., will visit the Seeburg plant in Camden, N. J., on one of the following dates: June 23 25 26 or 27. The association members will be guests of Mr. Wagman of Krich Radisco.

Comment by an association officer was, "This visit will be very educational as well as entertaining and is the first opportunity that many of us have had to learn just how records are recorded, tested and manufactured. There are many other phases of our business that we can learn by accepting this invitation."

Weinbergers To Show Latest Phono Models

CINCINNATI, June 15.—Leo Weinberger, manager of the Southern Automatic Music Co., Louisville, announces that a complete showing of Seeburg machines will be made at the Hotel Gibson, Cincinnati, Saturday and Sunday, June 24 and 25.

All executives of the firm's Louisville, Indianapolis and Cincinnati offices will be in attendance, as well as representatives of the Seeburg Co. Operators are invited to visit the display rooms and see the latest models.

ALL INTRODUCTORY PRICES EXPIRE JUNE 30, 1939

CIGARETTE CARRYING CASE

CUSHION BOTTOM

Specially designed to save the last cigarette carton from wedging or breaking—all steel gauge edges metal reinforced inside pockets.

No. 50

LIST PRICE, $6.50

Our Price, $2.95

FOR ALL Operators

TOOL BOXES

SIZE

14" Long

6½" Width

7½" Height

No. 23

Tray compartment, metal reinforced corners. Heavy drop bolts. Sturdy construction—made to last.

LIST PRICE, $3.50.

Our Price, $1.65

ILLUMINATED GRILLE

No. 75 C

List Price, $14.75; Introductory Price,

$6.95

FOR ALL MODELS—Improved Design.

Installed in less than 5 minutes.

ECONOMY PRODUCTION CO.,

20 BANK ST., PHILADELPHIA, PA.

VICTOR INTERNATIONAL RECORDS

These Are the Original Big Money-Makers

Hear the Nickels Drop!

Recorded by
WILLIE GLAHE
and his
MUSETTE ACCORDION

V-725 — Play Me—F.T.; Low Down—Polka
V-722 — Lady, Bell—Polka; WPA—Polka
V-723 — Sweet Lips Kisses—F.T.; Sailors Dance—F.T.
V-274 — Dopey—Polka; Kansas Spirit—F.T.
V-726 — Whoopee—F.T. Polka; Sassette—F.T. Polka; Beer Barrel—Polka; Hot Pretzels—Polka

ORDER FROM YOUR LOCAL VICTOR DISTRIBUTOR

Offer 24-Hour Delivery Service

NEW YORK, June 17.—"Since the day the doors swing open, only a week ago, the Luxury Lightup Phonograph Co., has not had a dull moment," according to Fred Pray, president of the organization. Novel sales approach is a policy of 24-hour delivery service, night and day, and apparently that's just what the operators needed, because they have flocked here in droves for fixes with requests for phonographs."

The Luxury Lightup Phonograph Co., headed by Fred Pray and serving greater New York, handles Rock-Ola's entire line of phonographs exclusively.

Pray said "We have been particularly rushed with orders on the new Rock-Ola counter model. It lends itself admirably to so many situations, the small locations which never were able to have the larger models, and the locations which needed more than one phonograph for adjoining rooms."

Rock-Ola Showing At Phoenix, Ariz.

PHOENIX, Ariz., June 17.—At a special showing Saturday and Sunday (June 17 and 18), at the Hotel Westward-Ho, the Rock-Ola luxury lightup counter model phonograph was shown for the first time," relates Bud Parr.

The General Music Co. of Los Angeles, distributors for Rock-Ola, sponsored the showing. Manager Bud Parr was assisted by George R. Murdock, Rock-Ola field representative in demonstrating the machine to visiting operators.

"They found the new model highly satisfactory and backed up their approval with actual orders for several hundred machines with requests for delivery as quickly as possible," declared Parr.

EASTERN FLASHES

NEW YORK, June 17.—Now that hot weather seems here to stay, Eastern operators are taking time out to relax—at least an week-end. Every Saturday sees a bunch of the boys heading for the beaches, fish, ride, play ball, swim, etc. Plenty of out-of-town ops have been coming downstairs, too. While boys most of them take time out to see how things are done in the New York section. Most of the groups of out-of-town towners can be seen among coin machine row looking over the new games and talking shop.

RECENT VISITORS—Frank Mayer, of Exhibit, spent a week in town visiting Max Whalen's big show. After seeing all there was to see at the fair he visited his distributor here and then pushed off via boat for Boston, where he planned to drop in on the distributor in that city. . . . Art Olsen, of Permo Products, spent three days visiting with leading operators. With him was Fred Williamson, one of Permo's employees, who got a big kick out of seeing the city for the first time. . . . D. Dolling, who has an Ideal Novelty distributorship, was here visiting Kirk Sullivan at the Mills Automatic Merchandise Co. in Long Island City. Dolling's home is located in town. . . . Tony Gasparro advised that Dave Gottlieb would be in town within a few days.

AT THE BALLY BUILDING . . . Bill McDonald, Jack Delvin, Phil Coogan, Owen Cotter, Bob McNamara, Evelyn Bank, Tony Rex and all the others are busy as bees in their bigtimers over the reason for the activity is the demand for Variety, Broadway and Bally Beverage Vender. Fitz reports having made a test installation of the Beverage Vender in the Times Building, the largest movie chain in the country this week. "Looks like the biggest theater chain recognizes the service this machine can render its patrons," he says.

AROUND THE TOWN—"Bugs" Baer, well-known columnist, who has been giving coin games a nice send-off in his column of late, recently visited a "Paradise of slot machines" at the fair. . . . Bill Schoch, of Schoch & Schoch, while watching the pictures taken of the Bilbil jumps on location at the Roxy Theatre, ran into Jack Lyons, of Exhibit, observed. "They're great machines." . . . Bob Hoffman, of Exhibit, who operates them, the Horoscope scales are doing an unusually swell job in the amusement parks. . . . Bob was recently spotted in the Times Square Paramount Building with Jack Lyons, of Exhibit, and then in the country. . . . The phono operators in the city are having a good 10-20-30 per cent trade. They believe industrialists in the fair will be coming in. . . . Bally's all day long is Bill Mahlin's Penny Arcade at the World's Fair.

AT THE PONKER OFFICES—George Ponker reports his framed pics of Mills Throne of Music scored derisively with the music merchants. . . . Jack Schmidt, who is in charge of Ponker's music division, proved himself an artist in arranging pictures in showrooms the other day. "If I ever have to," Jack claims, "I can become an interior decorator." . . . Milt Soffer is all excited about the latest games the firm has been receiving.

HARRY KRAUN—of Sunflower Vending Machine Corp., has just opened special showrooms for coin machines. . . . Harry will also set up routes, he reports. He thinks he should start, "We've got the best," he claims.

ON THE JERSEY FRONT . . . Biggest news from across the Hudson is that the 1939 Jobbers of the New Jersey Jobbers' Association have agreed to 1 p.m. closing on Saturday afternoons for the rest of the summer. . . . If present plans go thru the next campaign of the N. J. association will be one of the most unique in the coin machine trade. . . . Rumors that will be stressed is the value of the operating his route on Saturday. . . . Ed Kaufman, manager of Ponker's Newark office, is taking his family and a day's outing at the World's Fair today.

MIKE MUNVES was paid quite a compliment by Welsh and Jones, of Hampton Beach, N. H., this past week in the form of a letter which was addressed, "The world's greatest arcade man—and aquarest dealer in the business." . . . Incidentally, Hymie Rosenberg, Munves' man Friday, has a mailing good use of those Miami tropicals he brought back from Florida during the hot wave that has been plaguing the city.

JOE CALCUTT . . . Received his front page of last Sunday's *News and Observer*, of Raleigh, N. C. Paper printed his life's history with pictures of his home and himself on the front page. Story was a real plug for him and his coin ma. too.

LET'S CALL THEM . . . "Ball Game" instead of pin games or pinball or bagatelle, suggests Bill Gersh. Bill thinks the name more fits in with the games and the rapid changes that are taking place in game constructions entitles them to this better name, which ties them in with a national sport tie-up," he states.

FIRMS LOCATIONS . . . In the town are going for the Orchestra (Bally marvel) is one of the instruments that is paving the way to a profitable future for the new game, according to the execs of the firm. Installations have been made by Bally in some of the best Jersey spots in the east, ranging from leading hotels to golf clubs, it is reported.

BRIDGE LANE . . . Is a real pleasure to be busy despite the hot weather now that he has this place air-conditioned. "It's a good thing we have air-conditioning," he declares, "for the business demand for Mills' Free Play 1-2-3 is keeping us on the go every minute of the day. Some of the boys are keeping a record for continuous high-profit service on locations they have bought the games a year ago still have them in the same locations and according to Lane, are buying more all the time.

EARL G. BACKE . . . is becoming one of the most popular men on his other side of the Hudson. Pavem trade likes the service and the machines so much, they are continue to come in at a steady pace," he states.

EASTERN CIO OPS . . . had a big time at their outing last week-end at the Hamilton Country Club. Highlight of the two-day get-together was the grudge ball game between the Jersey and Connecticut CMA. New York had revenge for their last-inning defeat of last year, when they lost the game by a lads 14 to 8. The Connecticut delegation rallied late in one inning, however. They smuggled the trophy that was to have remained in the Jersey organization by winning the game back to Connecticut. They now state that "possession is nine-tenths of the law and that the only way New York boys can get the trophy back is to come over to the Nutmeg state and beat the Connecticut CMA team." Up until the last inning, however, the New York boys are still thinking the New Jersey team had the trophy. However, the last scheme to reach our ears was that New York was going to mount a phone Jersey, New Jersey CMA team on a piece of phony holding the winning ball in his hand and keep him on display in their trophy room until New Jersey handed over the trophy.

I. H. (IZZ) ROTHSTEIN . . . reports from Philly that he's doing a great job with the new games on the market. He's now jumping between the offices of the firm. All the time keeping an eagle eye on the profits and losses of the bailiwick of the firm.

UP THE HUDSON . . . Frank Portelle, the Billyboy booster from up Hyde Park way, is now working in his softball activities that he is in charge of. Frank reports the new league has just been organized and none of the youngsters will be permitted to play. "They stepped in and took away the old league from us old codgers, but they're barred from this group," informs Frankie.

CONGRATULATIONS . . . Are in order for U-Need-Murray Wiener, sales manager of U-Need-Vend Vending Machine Co., and Mrs. Wiener recently celebrated their 30th wedding anniversary. Celebration consisted of a joyous occasion by sailing on the Queen of Bermuda for a two weeks' cruise. Many of the couple's friends, including U-Need-Vend executives and operators, were at the pier to wave bon voyage.

BIV MITCHELL . . . of the New L. L. Mitchell & Co., Brooklyn (who took over Bobbins' novelty game biz), is really going to town. Many of his old friends have turned up as well as new customers. "Mitch" stands in well with the trade.

Wurlitzer Tells Vacation Plan

NORTH TONAWANDA, N. Y., June 17. —Carl E. Johnson, vice-president and manager of the Wurlitzer Commercial division of the Wurlitzer Co., has announced that the company is again giving a full week's vacation with pay to all those hourly wage employees who will have worked a total of six months or more during the fiscal year ending June 30, 1939.

During the vacation period—starting Friday night, July 7—all factory departments will be closed, to reopen Monday morning, August 14.

First Variety Breaks Record

NEW YORK, June 17.—"John A. Fitzgibbons, regional distributor for Bally Mfg. Co., was proud to report this week that the first Variety placed by one of this city's leading operators broke one of his best location's records for earning power," states a Bally spokesman.

"The the exact figure is not reported yet, Fitz' is confident he has more doubt of the punching power of Variety when one of the best-known operators in this city, who just placed his first one, reported to us three days later that the machine had broken all the records for any week's earnings of any machine which he had placed on that location before.

"In fact, he told us that the take was more than double in three days of what it had ever been in a week and that he was now getting such hot action he was intending to place two of them on the same location! Some ear-ful crush of players around the one machine."

Raleigh Licenses Some 1,500 Games

RALEIGH, N. C., June 17.—Approximately 1,500 amusement machines have been licensed in this city, reports Carter the new revenue act, W. A. Baker Jr., chief of the license tax division of the revenue department, has revealed.

Most of the machines are of the decent type, for which annual licenses cost $25. Eighteen persons have paid license fees of $1,000 each, authorizing them to operate and place machines, Baker said.

CMI LEADERS

Ray Moloney, president of the Bally Mfg. Co. of Chicago, is a vice-president of the Coin Machine Industries, Inc., the manufacturers' national trade organization.

His firm is known for its variety of amusement machines and more recently has achieved distinction in the vending machine field with a modern beverage vender. Other vending machine and also music machine ideas are held.

History of Philadelphia Operators' Association

PHILADELPHIA, June 17.—Now in the 11th year of its existence, the Philadelphia Amusement Machine Operators' Association is conceded to be by impartial observers one of the strongest organizations of its kind in the country. With a membership nearing the 200 mark almost every operator in Philadelphia is now a member of the group with new members entering the ranks constantly.

During the time the organization has been functioning many problems have arisen which at times threatened the security of the association. However, the strength of the leadership as well as sincere desire on the part of the membership, have always managed to weather the storms that at time threatened to engulf them.

It was due to the far-sightedness of the conservatively free minded machine manufacturers that the Philadelphia Coin Machine Operators' Association owes its existence. They foresaw the need of organizing the few coin machine men into a compact and cohesive unit. They predicted the need of fair trade practices, and competent guidance for the operators in the area. At the behest of one of the three manufacturers and three manufacturer's representatives gathered at the Benjamin Franklin Hotel on Saturday, October 27, 1928, and formed the nucleus of what is now one of the strongest operators' associations in the country.

Seven Members Left

Out of the seven that were present at the first meeting, Jack Brandt, Sam Pikowitz, Samuel Klien and Bernard Newman have withstood the hardships that came to pioneers in the field and remain as pillars of the organization to day. Samuel Klien was elected as the first president, Jack Brandt became over the post of secretary-treasurer.

The beginning had been mapped out of which was to arise an organization which was to be looked upon as a model of efficiency by every operator's association in the country.

It was the day of the penny games with A. B. T. Targets and Pee Whirlwinds setting the pace. Prosperity was waiting for the coming of the brighter days. The turning point came in 1931, when a new era was ushered in with the appearance of Bingo and Rifle Board, two games which were the forerunner of the modern pin table. No person associated with the industry foresaw the tremendous impetus the field was to receive with the appearance of these games. It took Free Star, Final and Bally-Hoo in 1932 to add further momentum to the ever-increasing demand for games of the pinball variety.

Unemployed Enter Field

A chaotic condition akin to the California gold rush soon affected the industry. The depression had swept many into this field, many of whom brought along activities harmful to everyone. Racketing new members was a thing of ludicrous proxmes. Many of the operators did not subscribe to the code of ethics of the association. It was difficult to interest them in the association, consequently there was a constant turnover of operators. It took tight and strenuous action, on the part of the membership to keep the industry clean and to sell that gospel to others.

However a threat arose to the pinball operators that necessitated action to persuade them to become organizational minded than all the efforts of the association. A racketeering element, residue of the bootlegging days, demanded "protection fees" or the alternative of having the games mutilated or destroyed. A general meeting was called to combat this evil and the response brought most of the independents into the association. Quick to foresee the need of a united front to fight any impending difficulty, the Philadelphia Association of Pinball Operators was thereby tripled in strength.

A committee working in conjunction with the Department of Public Safety succeeded in eliminating the racketeering element before it had grown to serious proportions.

Prepare Code of Ethics

With the increase of membership, the association foresaw the need of a code of ethics and various committees were organized to frame this code. It was evident that permanency had arrived in the industry and the membership was co-operative in adhering to the prescribed code.

It was at that time that Samuel Klien relinquished the presidency after six successive terms, and was succeeded by Michael Schoenfield.

While association members did their best to keep the industry on a legitimate level, there soon appeared another element that invited turmoil by placing upon counters of vending games that were forbidden by police. The police in turn therefore seized all games whether they were for skill only, or gaby purposes. The organization then inaugurated a vigorous campaign and soon succeeded in establishing order. The operators that were guilty of carelessness stayed in line and another troublesome period was over.

When World Series and Jig Saw were produced, the field saw a new high for originality and another era of prosperity followed. However, operators were due for another surprise when the first electrical games Contact and Lightning were introduced. It was then realized that the ingenuity of the industry had at last come into its own and operators all over the country began to realize that its possibilities were unlimited and the industry took on greater life.

Favorable Games Ruling

It was in 1936 that a new crisis developed. With the inauguration of a new administration, games were seized on sight and warrants issued for stevedores. The business was completely demoralized by this sudden assault. Because of these harrowing experiences, the membership dwindled, but a strong group remained to carry the day.

After unsuccessful attempts to have the ban lifted, a test case was decided upon. Lemuel Schofield, former director of public safety, and Bernard M. Cohn argued the case on behalf of the operators. After a skirmish in the lower courts, victory was obtained in the Supreme Court of Pennsylvania. Judge Maxey in his opinion decided that pinball games were a form of amusement and no machines could be seized without proof that the device had been used for illegitimate purposes.

Shortly thereafter Schoenfield resigned the presidency and was succeeded by Simon Glickman. A period of rehabilitation followed which was emphasized by the introduction of spring bumpers instead of the conventional bolts. Jackpots took to these games and the operators began to recoup their former losses.

Operators Fraternize

In 1937 Martin Minnick was elected to the presidency, Jack Brandt was to be the vice presidency. With the election of these men, a progressive era was inaugurated. Friendly insinuations against cheating was the first aggressive step of the administration. Thousands of locations were obtained and an era of peace was instituted in the history of the industry.

Today the Philadelphia Amusement Machine Operators' Association is looked upon as a model throughout the country, encouraged by their success, other organizations in other cities have come to Philadelphia to study their methods and pattern themselves accordingly.

Encouraged by the success of the organization, Frank Engle organized the entire state of Pennsylvania according to counties. He has succeeded in welding together a strong federation which is working for better operating conditions throughout the State. The Amusement Machine Operators' Association of Pennsylvania is the result of his efforts.

VERY, VERY SPECIAL!!
20-Record ROCK-OLAS . . . Completely ILLUMINATED! . . . Only 6 Left . . . . . $145.00 EA.

LUXURY MARBLITE COUNTER MODEL
The only counter model with 5-10-25c slot and built-in 12" dynamic speaker $99.00
DISTRIBUTORS WANTED ON COUNTER MODEL—VERY SPECIAL DEAL! AIR-MAIL, CALL, WIRE IMMEDIATELY!
EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.
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PHONOGRAPH OPERATORS
EXTENSION SPEAKERS
Bloomfield Design
Without Panels.
Leather Cloth.
Volume Control.
Simple to Install.
Only 2 Wires from Phonograph.
Sizes on All Models and Models.
Every location can use one or more of these Speakers. Your big profit is just ahead of you. Cash in now. Increase your profits.
SAVE 50% ON THESE SPEAKERS ONLY $6.25 EACH
SEND NO MONEY
ORDER YOUR SAMPLE SPEAKER AT ONCE. WE WILL SHIP PARCEL POST C. O. D.
L. H. VAUGHAN CO. 3515 LINCOLN AVE. CHICAGO, ILL.
Send for Literature.

CINCINNATI! CINCINNATI! CINCINNATI!
JUNE 24TH AND 25TH
FIRST Cincinnati showing of COMPLETE Seeburg line of Marblegle CLASSICS and VOGUES with Wireless Remote Control Wall-O-Matics, Speakeasies and Playboys.
New Seeburg Ray-O-Lite Gun. It's a Knockout.
See it day or night, Saturday and Sunday, June 24th and 25th, at
GIBSON HOTEL
Cincinnati
SOUTHERN AUTOMATIC MUSIC CO.
Seeburg Distributors
562 S. 2ND ST., LOUISVILLE, KY. 312 W. SEVENTH ST., CINCINNATI, OHIO 620 MASSACHUSETTS AVE. INDIANAPOLIS, IND.

THANKS, MUSIC OPERATORS!!!!
FOR THE TREMENDOUS RESPONSE TO OUR AD IN THE JUNE 10TH ISSUE OF THE BILLBOARD.
OPERATORS THROUGH THE COUNTRY ARE ADDING STYLE, BEAUTY, FLASH AND COLOR TO THEIR OLD MODEL PHONOGRAPHS AT VERY LOW COST BY INSTALLING OUR NEW CRILLES AND LIGHT-UP EFFECTS. Send for Circular and Particulars Today
Our greatly increased Production assures you of Instantaneous Shipments—All orders shipped the same day received.
MODERN CABINET CO., INC.
"Manufacturers of Grilles and Light-Up Effects for Automatic Phonographs"
1517 MARKET ST. ST. LOUIS, MO.

MILES ● WURLITZERS ● ROCK-OLAS
FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
WIRE OR WRITE
BABE KAUFMAN MUSIC CIRCLE CORP. B-10432 250 W. 54th St., N. Y. C.

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

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Natchez, Miss.

To the Editor:

We find that the phonograph is a pretty good business-getter at our drug store, the Economy Drug Co., here, where Nationwide, either to talk and drink soft drinks daily, and since I'm in charge of changing the records here for the operator and was formerly in business with an operator in Perriday, La., I believe I can give some tips to other operators.

My best advice to operators is to keep up-to-the-minute tunes on the machines. In this respect I would suggest they read The Billboard's "What the Records Are Doing for Me—" column every week and also the "Record Buying Guide."

At present we find that sweet tunes get the biggest play. Some of those which I find very popular and good nickel rabbers are *And the Angels Sing*, by Bing Crosby and Benny Goodman; *Heaven Can Wait*, by Glen Gray and the Casa Loma Orch; *Little Sir Echo*, which is done mighty swell by Crosby and Guy Lombardo; *Our Love*, by Tommy Dorsey, and Crosby's *East Side of Heaven*.

The best novelty tune at our spot at present is *Three Little Fishes*, by Kay Kyser, a swell disc and a platter which will get lots of change for the good old tills. *Hold Tight* is still good for a play now and then. We have it by the Andrews Sisters, and another top tune at present is Glen Gray's *Sunrise Serenade*. I've stocked all of Artie Shaw's tunes and his orch. "Stella out" almost as well as Bing and Bob Crosby go around here.

Another band leader who is popular in these parts is Dick Todd, who has made quite a name of itself. I think he is on up and coming leader, and I like his *Dirty or Dynamite* and *Only In a Crowd Old Name*. Other best sellers are Tommy and Jimmy Dorsey, Larry Clinton and Cliff Brunner.

As I said, the phonograph is just a side line, but to me it's a good one, because I enjoy the music as much as the people who play it. Incidentally, I am the owner of the store thinks it's stuck, because it helps pay the overhead and me. Here's hoping they keep on making top tunes, and I intend to get them for our location.

CECIL BOYD,
Economy Drug Co.,
Natchez, Miss.

Ft. Worth, Tex.

To the Editor:

I must say that I like your department "What the Records Are Doing for Me—" better all the time. As I have said many times, it is particularly pointing for music operators of the Southwest. We can always watch the hits that are taking hold in the East. Things that really click in the East usually go to town for me one down here in the wide-open space.

I do not use record buying for our firm and it is no little job. I must study all releases, check on them and buy accord-

USED PHONOGRAPHS
(These Payments in Kansas, Missouri, South Dakota and Iowa in Good Condition)

SEEBURGS.	
Subscriptions, Postal Cards	$18.00
Subscriptions, Without Cards	22.50
Model S, Counter	22.50
Model S, Wall	22.50
Model D	22.50
Model E	22.50
Model F	22.50
Model G	22.50
G-20 (Factory Rebuilt)	150.00
G-Wall	150.00
G-Counter	150.00
Gem	150.00
Regal	150.00
Crown	150.00

WURLITZERS.

716	$60.00	Model 81,
412	50.00	Counter . 75.00
400	50.00	

BILLS.

Gumball Vend	$18.00
Bell Vend	25.00
Bell Vend	30.00
Bell Vend	35.00
Bell Vend	50.00

W. R. BURTT
1000 W. Douglas Ave. 1419 So. 14th St.,
Wichita, Kan. Omaha, Neb.

THE NEW A.B.T. COMMERCIAL COIN DETECTOR

SETS A NEW HIGH IN COIN CONTROLLED SAFETY

"JUST A HANDFUL of Possible Protection"

Small, compact—but 41% 8 & 5% overall, the new A. B. T. Commercial Detector gives the greatest protection possible. Improved lock in style and size over the original A. B. T. Detector, this unit can easily be adapted to the smaller types of coin machines.

MADE IN 9, 10 AND 25c PLAY

A B T engineers welcome the opportunity to work with manufacturers in adapting the Detector to special devices. Illustrations are shown Detector with Allegator and Bar mechanical action.

Write to A. B. T. Manufacturing Corporation, Chicago, Ill., and Detector Inventor Jennings

NO MOVING PARTS

Arms for Cooling and Ball Bearing Motors, etc.

TEN LITTLE SLUGS
The Old Nursery Rhyme for Coin Machine Men

A. B. T. MANUFACTURING CORP.
711-723 NORTH RIDGE AVENUE
CHICAGO, ILL.

STREAMLINE BOXES
OFFER
$8.50 Weekly Average Returns

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as $3.00 per week per STREAMLINE BOX. One Operator Showing a Profit of $104.00 in 8 Months on a $7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

NATIONALLY PRICED

Streamline Wall Box, $6.75	Streamline Bar Box, $7.50
Cable 5c Per Foot Instrument Casing, 35c	"T" Joint Boxes, 45c

Now Also Available With National Slug Rejector

SHYVERS MANUFACTURING COMPANY
2315 W. HURON STREET CHICAGO, ILLINOIS
PHONE: ARMitage 0896

THE BEST

In tone and plays and in everything you want out of a good automatic phono needle. Ask any music merchant about Maestro Point. Guaranteed to give satisfaction. Sample needle 35c.

See Your Distributor or Write

AUTOMATIC PHONO NEEDLE

2000 and Better Plays

THE ELDEEN COMPANY,
176 W. WISCONSIN AVE.
MILWAUKEE, WIS.

SACRIFICE

20 WURLITZER 412 ..... $39.50 Ea.
35 WURLITZER COUNTER MODEL No. 51 ... $59.50 Ea.
All Reconditioned and in A-1 Shape, Mechanically Perfect, Guaranteed.
1/3 Deposit, Balance C. O. D.

AVON NOVELTY SALES CO., INC.
2923-25 PROSPECT AVE., CLEVELAND, O.

PHONOGRAPH OPERATORS

Light up your old model Automatic Phonographs and increase your take 100 to 600%. Call, write or wire for full information on how to make your old phonographs produce like 1939 models. Hold your old locations and pick up new ones. Be the first to equip your machines. The best bargain on the market today. Buy direct from the manufacturer. Order today and Save.

THE STARK NOVELTY COMPANY
1510 Tuscarawas St., W. Canton, Ohio

tingly. It is my job to keep platters on the phonos that will gather in the nickels. Tuesday—every Tuesday is my record-buying day and I must prepare myself in advance and know exactly what cuttings I want.

Right now Woody Herman's Wood Choppers' Ball is really bringing the coins out of the jeans of the Texas cowboys down in these parts. The Ink Spots, those cutting-up boys, doing *If I Didn't Care*, is in for a big hit run. This number is certainly doing the job. I predict a long and successful run.

Of course, Bing Crosby is filling the cash box with his latest, *And the Angels Sing*. This is tops in any spot. Tommy Dorsey and Art Shaw keep swinging ahead of the other swing bands; however, almost all the bands are well down this way. With a number of name bands soon to step into our Cham Mariana and Showboat, as well as Lake Worth Casino, we expect our cuttings to be in heavy demand thruout the summer and early fall.

Swanee River, for trot, whipped out by Gene Krupa and ork; *It I Had My Way*, for trot, crooned by Wood; *You've Got Me Crying Again*, also by Barry and the gang; *Rose of Washington Square*, cut by Ray Herbeck, are all good money-makers at the time.

Stairway to the Stars, vocal quartet with dance tempo, is one of our newest numbers that is promising. We expect this tune to make money.

Billbilly hit of the day is by Bob Wills doing *What Difference Does It Make?* This record has been a real money-maker and is still going strong, plenty good for a spell. Right now we need a few good hillbilly numbers. They can't come too quick.

Have numbers that are good at this time are also few and far between; however, *New Little Girl, Little Girl* is going in the speed spots. *When the Saints Go Marching In* is slipping fast. *How Long, How Blue* is getting in the money.

Ella Fitzgerald doing Don't Worry 'Bout Me moves along in first place as a belted catcher and promises a nice run.

It takes the best of music to get money down this way. Cash in stuff won't spin twice. Customers have been fed good music by the several outstanding summer shows at Cham Mariana and Lookout Inn; demand the best. This is true of most spots.

A tune either goes over with a bang with Texans or slips to the rocks ball overnight. Our service men can tell quickly if a sample platter has a shelving. We check closely and give every release a chance to do the job before we discard, but we lose no time snapping up the hits just as soon as we see they are good for the money.

Keep up the good work and best of luck.

BEATRICE FRANKRICH.
Frankrich Distributing Co.,
Ft. Worth, Tex.

Geneva, N. Y.

To the Editor:

We enjoy reading your columns and find it very helpful in our record selection.

The present polls trend is getting the buttonhole for us, namely, *The Beer Barrel Polka*, Bing Crosby, Artie Shaw, Cliff *It Makes No Difference Now*; Bruner, Dick Robertson, Chick Webb and Kay Kyser are the best recording bands we have at present. Guy Lombardo has an appeal to our playing public, as he seems to lack the punch to deliver on any popular number. Henry Hindi has been very disappointing after his fine headmaking performances. We are getting a very nice play on Jimmie Davis' *Nobody's Darling* and *If I Didn't Care*, by the Spots.

We would like very much to find some ork that really plays swing. The hobbies number of SHAW's is still too slow. We also think that Bing Crosby could deliver much better on the pops if the accompaniment had a little soul and less semi-classical air. A few more Freddie Fisher numbers would be good. The best locations seem to like the hillbilly numbers.

Hoping for a big summer season, we say good-by until the next time.

DICK WALL,
Finger Lakes Phonograph Co.,
Geneva, N. Y.

Visiting Coinmen Throng Keeney

CHICAGO, June 17.—"This past week has seemed like a convention week here at our plant," said Jack Keeney, head of J. H. Keeney & Co. "There were more coinmen from various parts of the country in to see us this week than for a long time.

"About the only explanation we can arrive at for this unexpected influx of visitors is that the fame scored our two powerful money-makers, Up and Up and 1939 Super Times.

"After the buying splurge of these coinmen this past week we'll venture to say that there are very few left who within a short period, will not be profiting with the two games. We always try to analyze why, other than for earning power, our games are such hits with operators and have come to the conclusion that it is mainly because they so nearly perfectly meet the requirements of operators everywhere."

COLUMBIA
CIGARETTE BELLS

Wherever you go you will find COLUMBIA Cigarette Bells operating without interference.

The concealed payout idea, originated by Groetchen, has helped hundreds of operators to get started again in their territory.

Here are some reasons why smart operators are buying more COLUMBIA • CIGARETTE BELLS than any other make:

ONLY COLUMBIA is a full-fledged Bell, with a full-range payout of 3-6-9-12-15-21 and Coldwood Jackpot.

ONLY COLUMBIA can be operated with pennies, nickels, dimes and quarters, eliminates all slugs.

ONLY COLUMBIA can be changed from Cigarettes to Fruit Reels, paying more on regular Mystery.

YOU GET MORE FOR YOUR MONEY WHEN YOU BUY COLUMBIA. It's not the shop of operators from Coast to Coast.

GROETCHEN TOOL CO., 130 N. UNION, CHICAGO

Big LEAGUE

FLASHY FASCINATING PLAY
2280 Tickets Either Baseball Symbol or Combination Style.

Taken in at 5c per Ticket...	$114.00
Ticket Payt Out $36.00	
Seal Avg. Payout 31.06	
Total Payout Avg. $67.06	67.06
Total Profit Avg.	$ 46.94

SPECIAL ADVERTISING PRICE
$4.95 complete
Tickets, Card, Jar, Holder and Label.

HIT AND WIN New Baseball Game
1140 Tickets Avg. Profit, $22.03
SPECIAL ADVERTISING PRICE
$2.95 complete
Tickets, Card, Jar, Holder and Label.
Write for Quantity Prices
WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

ALL-STAR BASEBALL TICKETTE DEAL
49 WINNERS
13 ADVANCES TO JACKPOT
Jackpot Pays Off on Regular Baseball Plays.
STAYS ALIVE TO THE LAST SALE
Jar-Style Tickets
5c Play • 830 Tickets
Average Profit $15.58
List PRICE $3.00

HIT'N RUN BASEBALL JAR GAME
133 WINNERS
TIP-STYLE TICKETS
5c Play • 2280 Tickets
Average Profit $36.00
SAMPLE DEAL $4.30
Operators, write for circular and Quantity Discounts.
GAM SALES CO.
Manufacturers Only
1319-21 S. Adams St.,
Peoria, Illinois.

WHAT ABOUT TOMORROW?
Will your income be as great or greater tomorrow? Eliminate the ups and downs of operating! Insure yourself for tomorrow! Buy these sensational Bally money-savers TODAY! Look into a tested and proven money-maker as exclusively by operators—the "Cash Cows" . . . "The Greatest Ever Built."
. . . JOHN A. FITZGIBBONS

VARIETY
THE GREATEST GAME EVER BUILT! RUSH YOUR ORDER!

HEADLINER
THIS YEAR'S BEST HIGH SCORE GAME

BALLY BEVERAGE VENDER
LIBERAL TIME PAYMENT PLAN! GUARANTEED PERFECT! 100% LEGAL! INSURES YOUR INCOME FOR TOMORROW!
SEE IT on DISPLAY at OUR SPECIAL SHOWROOMS...
630 10th AVE., NEW YORK

JOHN A. FITZGIBBONS
453 WEST 47TH ST., NEW YORK
262 MULBERRY ST., NEWARK, N. J.
217 ELIZABETH ST., UTICA, N. Y.
300 W. PRATT ST., BALTIMORE, MD.

NEW HOME OF GAMCO PRODUCTS CO., Grand Rapids, Mich. The firm manufacturers a complete line of counter trade stimulators. President of the company is Jay Spencer, one-time head of the Daiba Co., Chicago.

Operators Buy HAMILTON SCALES

Enlarged View of Scale Top

To Cover More Spots with Less Money

Your cost is less, and your earnings more . . . because the more HAMILTON PERSON-WEIGHING SCALES you spot, the bigger your income. HAMILTONS are unsurpassed for high, steady income. They are—

Beautifully designed
Remarkably accurate
Low in net cost
Non-clogging
Long-lived

If your distributor can't supply Hamiltons write direct to

DEPT. B
The HAMILTON SCALE CO.
1910 Vermont Ave., Toledo, O.

Neat, Trim Streamlined Hamilton Scale

VENDING MACHINE BARGAINS

50 AUTOMATIC STORES, 6 cpt. selective 1c vender, like new, cost $100 each, $15 each.
[illegible] $ 5.00
25 EVERGREEN [illegible] machines, like new, finished [illegible] $ 4.00
20 MUTO VENDERS, like new, [illegible] $ 4.00
[illegible] $ 6.00
10 MODERNE SCALES, [illegible] $ 6.00

HALF DEPOSIT, BALANCE C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021-5 Prospect Ave. Cleveland, O.

N. J. Decision Will Benefit All State, Declares Counsel

PHILADELPHIA, June 17.—The far-reaching precedent of the decision on pinball by the New Jersey State Supreme Court recently has not yet been fully realized, according to Bernard B. Cohn, counsel for the Philadelphia Amusement Machine Association, who helped prepare the brief that was presented before the high court of New Jersey. Cohn has been assisted by Lemuel B. Schofield in important legal work for the Philadelphia group.

Cohn says that the Jersey decision reaches much farther than the city of Camden, where the operator was originally fined. It reacts to the benefit of operators in the State, he said, since it was based on a State statute.

The constitutionality of the statute was questionable, Cohn said, and eventually he thinks the question will come into court. The statute is too vague and gives to the policeman on the beat the power to decide what is a gambling machine, he says. This is an violation of the property rights guaranteed by the constitution, Cohn thinks.

Fort Worth

FT. WORTH, June 17.—Six former Ft. Worth men are now recognized as the largest coin-machine family in Texas. Before the passing away of one of the Durham brothers, there were six of them and all operators. Today the remaining five Durhams are wide-awake operators and reside in various sections of Texas.

The former Ft. Worth men are Jess, Cecil, Virgil, Crayford and Ernest Durham. All six were born in this city but now operate in Houston, Tex. Their firm is the Southern Amusement Co., and they do a big volume of business annually.

Each brother has a certain route to cover and certain detail work to do. Their organization moves accurately and smoothly. They boast of an air-conditioned building which is really something in the State of Texas.

The Mills Throne of Music is taking on with music ops in this section. Several of the units have been placed here recently.

Willard White, dapper op of the row, is being kept pretty busy these days with his various club spots. Willard graduated from automobile row to coin machine scenes seven years ago and the auto row lost a good man. Willard started in the business back when the old "pikes" were just pins and a few scoring holes with marbles rolling into them.

It is reported that an op on the row asked another op if the King's visit increased his "take" any.

"Nope," answered the op, "but it cost me the price of an umbrella."

Paul Edgell, former Ft. Worth publisher and oil man, has invented a very unique coin-operated amusement machine. It is a "quiz" device. The player inserts a five-cent coin and when he pulls back the sliding coin chute a small card appears with a question written upon it. The player then has 30 seconds in which to answer the question by writing the answer across the card. The card is then quickly drawn forward, revealing beneath a glass all the time, where the correct answer shows on the card formerly concealed. If the answer is correct the player receives a certain reward which is stated upon each card. If player does not write down his answer within the 30-second time limit the card is automatically punctured which signifies that question was not answered within the allotted time. Percentage of payout is regulated by hard and easy questions.

The machine looks promising and will be in production shortly. Inventor has a number of protection claims on the device, he being the sole originator of the idea, so he is very detail.

The fruit and mellon crop will soon be moving onto the Ft. Worth market and operators will enjoy their part of the proceeds derived therefrom. Ft. Worth affords the largest market for the famous Parker County watermelons that are grown near Mary Martin's town of Weatherford, just west of this city.

Increased cattle receipts at the huge North Ft. Worth stock yards and packing plants have also stimulated machine earnings the past few weeks, especially in the north side section.

This present summer has brought to Ft. Worth operators more new spots for coin machines than any previous summer. Dozens of new taverns and outdoor eating places have opened their doors for business the past few weeks. The highways have done their part in creating more locations.

Ft. Worth ops are all set for a big summer business. Machines are well spotted and the season is ripe.

Speaking of highways, lines could be written around just what the hard surfaced roads have done for the coin machine operators, yet, they have not been credited to any great extent as being the asset they are. It was the highways that actually lifted the operators out of the ditch and placed them in the limelight. Ten years ago a Ft. Worth operator would never venture into a country route, but today many of them have paying coin machines on a hundred or miles of shining cement. Highways brought thousands of locations into existence, created with transportation for equipment and created a service for locations that colonnen never dreamed existed. All hail the highways of America. They bring millions of players right up to the coin chute.

Houston

HOUSTON, June 17.—Jack Armstrong, of the music operating firm of Armstrong & Allen, returned from a trip to San Francisco Bay Exposition the first week in June. Jack made the trip in his car and managed to stop over at many interesting points on the way, including Yellowstone and Sequoia National Parks, Hollywood and others. Altogether he drove more than 7000 miles.

Jimmie Davis, record recorder, visited the Houston Decca branch June 9, continuing from there to Corpus Christi, Davis, then to Shreveport, La., is commissioner of public safety of the State of Louisiana.

Joe Spadoria, local Decca office manager, went to New Orleans June 10 to make final arrangements for his wedding that will occur early in July.

June 12 opened the second week of the mail fraud trial in which W. F. Main, of Cedar Rapids, Ia., and 13 others are charged with using the mails to defraud in connection with the sale of coin-operated machines. The trial is expected to continue more than three weeks and is being held before Federal Judge James V. Allred, a former Governor of Texas.

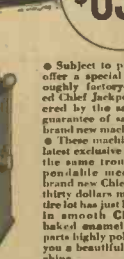
Factory Reconditioned

CHIEF JACK POT BELLS

5c Play

Guaranteed Like New

$63.50



● Subject to prior sale, we offer a special lot of thoroughly factory-reconditioned Chief Jackpot Bells, covered by the same factory guarantee of satisfaction as brand new machines.

● These machines have the latest exclusive features and the same trouble-free dependable mechanism as brand new Chiefs selling for thirty dollars more. The entire lot has been finished in smooth Chinese Red baked enamel with metal parts highly polished to give you a beautiful looking machine.

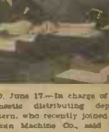
● Equipped with special new single cherry on first reel payout. When cherry appears on first reel it pays two regardless of symbols on second and third reel. When cherry appears on first and second reels, pays five. Regular odd and even (mystery) payout on balance of symbols. Also available with regular mystery payout if desired.

● Here's the chance of a lifetime! Factory reconditioned late model 5c play Chiefs, newly finished in substantial baked enamel, equipped with up-to-the-minute features. Guaranteed to look and operate exactly like new machines, for only $63.50.

Write or wire today. Samples will be shipped with privilege of returning within ten days for full refund if not satisfied.

O. D. JENNINGS & COMPANY
4309-39 W. Lake St., Chicago, Ill.

Stern With Monarch



CHICAGO, June 17.—In charge of the firm's domestic distributing department, Al Stern, who recently joined the Monarch Coin Machine Co., said that orders are pouring in for machines of all kinds.

The Monarch firm handles all types of machines made by the leading manufacturers, also specializes in salesboards and jar deals.

Stern is widely acquainted with the trade in the United States and offers the benefits of this acquaintance to the big list of customers of the firm.

SKILL JUMP
Legal Everywhere

SKILL JUMP has become an INSTANT SENSATION! IT'S ALREADY PROVEN one of the GREATEST MONEY-MAKERS EVER BUILT! Operators who get fitted with CLUBS in time to take advantage of the BIG PROFITS to be made on PENNY ARCADES starting a good machine to REVIVE your NICE SKILL JUMP! Progressive operators who want the BEST LEGAL machine on the market, and a good LOCATION, should write us NOW! SAFE, STEADY PROFITS — PLUS SKILL JUMP — PLUS SKILL JUMP and JUMP YOUR PROFITS TO A NEW HIGH!!

Our Rep. 1939 Catalog just off the presses WRITE NOW!

JOBBERS WRITE FOR SPECIAL PROMOTION TODAY

Exclusive Distributors
MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable Address: "MUNVACHINE"

MIKE MUNVES
"The Penny Arcade King"

ANTI-AIRCRAFT MACHINE GUN
Location-tested for two years and now offered to operators for the first time.
Location Tested Proven Money Maker
K. K. Parts Mfg. Co. Greater Greater Greater
Greatest Game Ever Built!
Uses no Bullets! Has the Sound, Feel! Has the Power! Has the Thrill! Has the Appeal! Write for Special Profit Proposition!

EXCLUSIVE DISTRIBUTORS FOR EXHIBIT SUPPLY CO.
Complete Line Carried in Stock—Coin Counters, All-Nickel-Plated Vending Machines, Pin Games, Scales, Gum Machines, Stamp Vendors, Cigarette Cutters, Bell-Bottom Shoes Shoes, Complete Line of Cards for Card Gambling on Hand!

EXCLUSIVE DISTRIBUTORS FOR A.B.T. Challenger, Fleet Target Bell, Strike & Spare Games.

MIKE MUNVES' MINIATURE BOWLING ALLEY Fleet Pennant Series Game Ever Built! A Sensation! $49.50

PIN GAMES Latest and Best Pin Games Available. Write for Prices!

ARCADE MACHINES—NEW & USED. Six Hand—All Blue Bell Alleys, Allwins, Fortune, Drop Picture, Crane, Digger, Jitter, Baseball Bookies. Write for Price List.

FREE Beautifully Illustrated Catalog of all the Latest and Best Arcade Machines!

MIKE MUNVES CORP.
ARCADE DIVISION
145 PARK ROW, N. Y.
Cable Address "MUNVACHINE"

Arkansas Tax Receipts Rising

LITTLE ROCK, Ark., June 17.—Reports on the revenue taxes collected during the month of May revealed that revenue totaled $1,812,040.30 as compared to $1,798,723.66 in April. Collections for May, 1938, were $182,911.84 smaller than the May, 1939, collection.

A breakdown of receipts revealed the following items of interest to coinmen: Vending machines, $1,167.39; cigarette tax stamps, $78,863.86; cigarette permits, $1,462.75; mixe tax, $463,756.42; liquor permits, $500; beer permits, $1,044.39; beer taxes, $38,741.40; pool table taxes, $1,065; and liquor taxes, $69,142.09.

The tax on vending machines is compared as $1,247.25 in May, 1939, and $223.50 in May, 1938.

Hotel Locations Join Nation in Celebration

CHICAGO, June 17.—Prominent hotels in Chicago joined the nation in observing National Hotel Week, June 11 to 17. Interesting and historic displays were made in the various hotels and hotel officials took part in ceremonial occasions.

Reports in the hotel trade here were that hotels in various cities vied with each other in observing the week. "Century of civilized living zero in hotel week displays," commented one Chicago newspaper.

The coin machine trade took particular notice of the Hotel Sherman and its part in the week. Frank Bering, president of the hotel, was also head of the Chicago Hotel Week Committee. The Hotel Sherman displayed in its lobby a table set with a gold plate banquet service which the late President Coolidge used on a visit to Chicago.

Prominent Game Room

While the Sherman took part in the National Hotel Week, new attention was centered upon the modern game of amusement room situated upon the main lobby floor. Guests who come from far and near see this amusement parlor. It is sometimes said to be one of the best advertisements for the coin-operated machine industry ever stated, having been on exhibit almost continuously for the years since modern amusement games were developed. It has been a standing example of what high-class hotels can do to provide amusement for guests.

Class Inclosed

The amusement parlor has recently been entirely inclosed by glass, making an attractive parlor that is a credit to any hotel. It has three entrances, one of them new opening into the Grand Celtic Cafe.

The firm of Gerber & Glass, nationally known distributor of coin machines, maintains the Sherman amusement parlor. Paul Gerber, of the distributing firm, makes it a special object of his attention. Many new coin-operated machines have had their first trial or test in this amusement room and hence the national industry looks to it for new ideas.

SNOOKY

SNOOKY--1c PLAY
$89.5

GAREY MACHINE
6-08 Walnut Chicago
(Sandoval Depot)
DAMCO PRODUCTS CO., INC.
1200 GODFREY AVE.
Grand Rapids, Mich.

GOOD USED TOOLES

BERRY WINDS	$75.00
SPORT PAGES	90.00
DERBY CHAMP	55.00
1-2-3 (REVERSE)	67.50
FAIRGROUNDS	75.00
ENTRYS	75.00
SPORTSMAN, ARLINGTON	65.00
DERBY DAYS	18.00
SPORTSMAN DE LUX	75.00

TOLEDO COIN MACHINE EXCHANGE CO.
1623 ADAMS ST. TOLEDO, O.

GRETCHEN'S SKILL JUMP ON BROADWAY. A battery of the skill games occupies a prominent position in Schoth & Schafer's Sports Palace located in the heart of Times Square. The concern has several other arcades all featuring skill jumps.

Chicagoans Favor Later Curfew for Taverns, Cabarets

CHICAGO, June 17.—Chicagoans, polled as to their views on the hours when taverns and night clubs should close, have voted overwhelmingly in favor of a later curfew.

The poll, conducted by a Chicago newspaper, resulted in the following voting:

Night Clubs

4 a.m. closing	13,402
Present closing	1,094

Taverns

2 a.m. closing	31,172
Present closing	2,334

The present closing referred to in the poll is 1 o'clock on week days and 3 o'clock on Sunday mornings.

Genco's Airport Is Flying High

CHICAGO, June 17.—"With a long and profitable record already behind it, Genco's newest game, Airport, is still so much in demand that the factory has maintained a peak production on the game and the indications are that the game will continue to go strong for quite a time to come," reports the firm of Genco, Inc.

"Of course, it's always a thrill to have produced a hit game," remarked Dave Feinberg, Genco official. "But it's a extra pleasure to manufacture a game like Airport, which is continuing to receive praise from every distributor, jobber and operator.

"Frankly, we had a tremendous amount of faith in Airport before it went on location, but we had no idea players would be so thoroly intrigued by its rotation-light, rotation-scoring principle and the absorbing action of the ball."

Long Island Distrib Moves

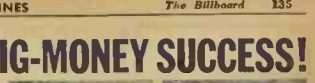
MERICK, L. I., June 17.—Earle G. Backe, of National Novelty Co., has taken over the corner of Merrick road and Pine boulevard, giving himself more space for showrooms, offices and workshops. He firm reports.

Backe said: "We were handicapped there for a while because we found that as demand grew for the type of equipment we were reconditioning we needed every inch of available space. With this large increase in space we are able to spread out our departments in such fashion that we can very easily meet every requirement of our customers."

GET IN ON THIS AMAZING, BIG-MONEY SUCCESS!

Everybody wants it!

Frozen Malted is pulling in the dimes fast and furiously wherever it's introduced. Semi-frozen, it stands up like fresh whipped cream, delights young and old, winter and summer. Served alone or with sandwiches or lunches, it's irresistible!



ASSEMBLY LINE — Fast delivery are back of the Frozen Malted. Efficient as clockwork.

ON LOCATION — Right out in front, tempting customers back for more.

FROZEN MALTED

Today's drink of drinks—the drink you eat with a spoon!

THE NEW COOK AUTOMATIC

makes frozen malteds economically, rapidly—right on the counter!

7¢ PROFIT ON EVERY 10¢ SALE!

$ 8.40 GROSS PROFIT PER HOUR of operation
$42.00 " " " " WEEK. 160 drinks-per hour
$84.00 " " " " " 200 " " "

Now you can supply it!

The Cook Automatic now enables you to tap this vast market. ENTIRELY AUTOMATIC, electrically refrigerated, fool-proof — the only self-contained, portable counter freezer. All parts standard, by manufacturers nationally famous for quality. PRICED SO LOW that it quickly pays for itself, even in small stores. FAST — produces 120 drinks an hour. To operate, just plug it in. No refrigeration installation required. Also makes ice cream and other frozen desserts!

Your profits are immense!

Even SMALL locations are averaging 225 Frozen Malteds a day — which means a gross profit of $24.50 a week. And these earnings can be increased by using your Cook Automatic to make ice cream, new fresh fruit drinks, or other frozen desserts.

DON'T WAIT!

You're losing big profits every day you delay. Get the full facts and a demonstration at once. Call, wire or phone today!

DISTRIBUTORS AND VENDING MACHINE OPERATORS: This new refrigerated package unit smashes wide open for you a tremendous, fast-growing market. Some desirable territories still open. Cash in on the big summer business. Write, wire or phone TODAY for unusually attractive proposition!

BIG INCOME from little space

COOK SALES CORPORATION

National Sales Headquarters

GENERAL MOTORS BUILDING • 1775 BROADWAY, NEW YORK

Telephone Circle 5-8870

Home Office 419 Boylston St., Boston, Mass. Telephone Kenmore 6800

Montpelier, Vt., Licensing Pinballs; a New Ruling

Definition of 1937 pinball act by attorney-general brings action

MONTPELIER, Vt., June 17.—Adopting Attorney-General Lawrence C. Jones' construction of the 1937 pinball machine law, Commissioner of Taxes Erwin M. Harvey is now issuing licenses for pinball machines. All previous applications for license since the law became effective in 1937 have been denied by Harvey.

First license issued and the amounts paid were to Frank N. Brassow, of Montpelier, who bought an operator's license at $200, a machine license at $25 and a location license for $6.

"Future applications will be handled in the regular course of business," Harvey said, refusing to make any statement regarding his action, except to say that he was adopting the attorney general's version of the amusement machine law.

Interpreting the coin machine trade as a whole was the manner in which Jones defined the wording of the bill. Jones relied on the word "substantial" applying to the skill element in operations of the machines should be construed as meaning "actual" or "real" instead of "large" or "considerable."

The tax commissioner's action was expected, at least temporarily, to end the storm of controversy about the pinball machine act. The law has been a sore point with State officials since it was enacted in 1937, and literally interpreted, it has been regarded as unworkable. During the 1939 session of the Legislature the Senate attempted to clarify it with amendments attached to the cigaret tax bill. The House proposed in another bill to repeal it. Both proposals were defeated and the act was left unchanged.

Cohen on Rock-Ola Phonos

CINCINNATI, June 17.—H. H. Cohen, of the Ohio Specialty Co. here, has been appointed distributor for Rock-Ola music machines in Southern Indiana and Southern Ohio. Cohen returned here this morning from a two-day visit in the Windy City. L. H. Fleckels, of St. Joseph, Mich., today took an order from Cohen for 300 Wallting scales.

BALLY BEVERAGE VENDER on Stanley Theater, Jersey City, N. J. Earnings from the machine are reported to have resulted in plans to place Bally Beverage Venders in all units of the Warner Bros.' chain.

NEW TRADE STIMULATOR

Stands a regular 5c pencil for cash sale at Trade, month prize for Quality contests, etc. ATTRACTIVE STIMULATOR sales pamphlet of trade novelties, on all grand labels attached to pencil. Original Ink Pencil Co. (imported) ultra requires only 2c minimum quantity, approximately 150 pencils, discounts on gross lots. Sample pencil only $1.25 per gross.

Sample assorted Dozen $2.00 per dozen, assorted in lots of 100 $17.50

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

RE-CONDITIONED GAMES

FREE PLAY

Major	$49.50	Silver Chief	$42.50
Gardens	39.50	Silver Bullet	37.50
Fast Money	35.50	Blue Front	29.50
Sun Beam	35.50	Ace	25.00
Blue and Red	35.50	G. O. Jack	30.00
Kicker Free Game	32.50	Mystery Rocket	17.50
Kicker Pay Game	27.50	Mystery Chief	17.50
STRAIGHT ROULETTE GAMES		Mystery Bullet	17.50
Pennant	$19.50	Mystery Silver Chief	17.50
Over Bat	19.50	Mystery Wood	17.50
Shamrock Novelty	22.50	1 Ft. Deposit, Money Order or Certified Check.	
Spinner	19.50		

MT. ROYAL NOVELTY INC.
206 E. Baltimore St., Baltimore, Md.
Cable Address, ... Hotel.

3 Complete Jar Deals $5.95
REFILLS $1.50
STANDARD SALES CO.
2363 Milwaukee Ave., Chicago, Ill.

JUNE 28 1914 — SILVER ANNIVERSARY — JUNE 28 1939

25 YEARS IN THE COIN MACHINE BUSINESS

CELEBRATION PARTY - WEDNESDAY - JUNE 28, 1939 - EVERYONE INVITED!!

BUDIN'S, INC., - 174 SO. PORTLAND AVE., BROOKLYN, N.Y.

Sincerest Best Wishes!!

from the members of the

Amalgamated Vending Mach. Operators' Assn., Inc., New York.

Our Wholehearted Compliments

. . . the members of the

Greater N. Y. Vending Mach. Operators' Assn., Inc., Brooklyn, N. Y.

Herman S. Budin

. . . our sincere compliments and best wishes on your 25 years in the coin machine business . . . an achievement of which you can be justly proud . . . for the good you have done to help others in the past 25 years will always be remembered. We look forward to even greater achievements on your part in the years to come.

MIKE MUNVES CORPORATION.

To you, Herman S. Budin, we offer sincerest greetings on your Silver Anniversary and look forward to as many more years of pleasant business relations.

Chicago Coin Mach. Mfg. Co.

It is a great and personal thrill to offer our compliments and best wishes on your Silver Anniversary.

D. GOTTLIEB & CO.

FROM ANY STANDPOINT YOUR 25 YEARS WITH COIN MACHINES DESERVES EVERY COMPLIMENT.

Exhibit Supply Company

Someone once said: "Actions speak louder than words!"

YOUR 25 YEARS OF ACTION IN THIS BUSINESS SPEAK FOR THEMSELVES TO ALL WHO HAVE EVER MET YOU.

Daval Manufacturing Co.

Right from our hearts . . . compliments and best wishes.

Genco, Inc., and Bert Lane

Having been personally identified with you . . . the sincerest compliment I can pay you is that in all the years I have known you . . . you have always been a "square shooter" . . . and your word has always been your bond.

John A. Fitzgibbons

Our Sincerest Compliments

Charley Aronson—Bill Alberg

Brooklyn Amusement Machine Co.

Wishing You the Best All-Ways . . . D. Robbins & Co.

EVERYONE INVITED!
TO OUR
SILVER ANNIVERSARY
CELEBRATION PARTY
WED., JUNE 28TH,
AT
174 SO. PORTLAND AVE.,
BROOKLYN, N. Y.

Our Sincerest Compliments on Your Silver Anniversary
BANNER SPECIALTY CO.
PHILADELPHIA - PITTSBURGH

Sincerest Compliments
•
Roy McGinnis
2011 MARYLAND AVE.
BALTIMORE

Compliments
of
Morris and Eddie
Ginsberg
★
ATLAS NOVELTY CO.
CHICAGO
Branches:
Pittsburgh, Detroit, Buffalo

To Herman S. Budin
Our sincerest compliments! Having reached our 44th year in this business we know how it feels to reach 25!
INTERNATIONAL MUTOSCOPE REEL CO., INC., NEW YORK
(Established 1895)

To—
Herman S. Budin
. . . the sincerest best wishes of our entire organization
•
Hercules Machine Exch., Inc.
Newark, N. J.

Congratulations on your first 25 Years...
Earle C. Backe
National Novelty Co.
Merrick, L. I., N. Y.

Sincerest Compliments from Jack Kay
Ace Distributors,
Newark, N. J.

Best Wishes
. . . from the newest coin machine jobber to the oldest coin machine jobber in Brooklyn . . .
I. L. MITCHELL & CO.
1141 DeKalb Ave., Brooklyn, N.Y.

Mexico Calls For Coin Games

CHICAGO, June 17.—"Enclosed," says F. D. Rotkin, ad manager of the Daval Mfg. Co., "is a letter Octavio Benavides, of Ensenada, B. C., Mexico. Won't you please rush it as an item of interest to the entire trade? The letter proves the truth of the statement that Daval gets inquiries from all over the world regarding its products."

The letter, as submitted by Rotkin, follows: "Gentlemen: Are you are the manufacturer of all the games I am interested, and now I want to install a playhouse furnished with your products in Mexico—City Mexico. I will be glad if you answer to me mailing full information of each one of them and telling me, too, how can I do for buy them.

"So I don't know if you can build machine which can be played with Mexican coins or any other kind of them. I will appreciate that information, too.

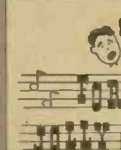
"Hoping you will answer to me soon, meanwhile I remain, very truly yours, Ing. Octavio Benavides."

Says Rotkin: "Of course, we can take care of him and we are now in touch with Mr. Benavides."

Dallas Paper Says Business 400% Better

DALLAS, June 17.—"Business must be good—despite the crying of our local businessmen," Texas are saying. The reasons for this attitude may be found in a recent story in *The Dallas News*, which reports that the Business Index shows a climb of 400 per cent over 1938 for the Dallas area.

"Businessmen who talk poor business," declared the paper, "should take a peep at the prosperity barometer reflected in records of County Clerk [illegible] H. Steger. Steger reports that fee collections for instruments filed such as deeds of trust, chattel-mortgages, marriages and other business, are five times greater this year than during 1938 at the same time."



Congratulations Herman Budin on this your 25th Anniversary. It is our sincere wish, along with your hundreds of other friends, that you are to enjoy many, many more years of good health, happiness and continued prosperity.

P. S. You're off to a splendid start with Snooks. Keep it up.

STONER CORPORATION · AURORA · ILLINOIS

SNOOKS AT BUDIN'S, Inc.
Bigger Player Appeal Than Chubbies!
Immediate Delivery!
(Eastern Distributors)
174 SO. PORTLAND AVE.
BROOKLYN, N. Y.
Write for Complete List of Used Games.
Tel.: Nevins 8-5183-4-5-6

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

★ ★ SUMMER SPECIALS! ★ ★

BUY MONARCH RECONDITIONED GAMES FOR LONGER OPERATING PROFITS!

NOVELTY GAMES

Arcade	$19.50
Bally Spring	12.50
Bally Hoo	12.50
Bally Bounce	12.50
Blue Chip	12.50
Chicago Coin Golf	12.50
Fire Alarm	12.50
Flash (Diamond)	17.50
Trade Fair	12.50
Keystone	12.50
Marvelous	12.50
Odd Ball	17.50
Regimen	12.50
Venture	12.50
Vogue	12.50
Bow & Arrow	12.50
Spoken	12.50
Zeta	12.50

NOVELTY FREE GAMES

Arrow Head	$79.50
Natural	47.50
Bowl	47.50
Chubby	47.50
Hit Parade	47.50
Hot Shot	47.50
Free Game	39.50
Fairway	39.50
Skip	47.50
Sun Beam	47.50
Sun Valley	47.50
Stop & Go	47.50
Paramount	47.50

COUNTER GAMES

Ginger, Sr.	$14.50
Ginger, Jr.	14.50
Big Ben, Jr.	6.00
Bonus Bell	6.00
Pumpkins	12.50
Jungleland	12.50
Bell Spots	7.50
Bell Tone	7.50
Bell Ringer	7.50
Bell "Ring"	6.00
Double Jack	6.00
Track Meet	7.50
Bell Boy	7.50
Bell Hop	7.50
Bally Bell	6.00
Bally Boy	6.00
Mint	12.50
Chesapeake	12.50
Indian Scout	6.00
Bally Boy	6.00
Monarch Bell	6.00
Big Ben, Sr.	14.50
Bell Ringer	7.50
Penny Bank	5.00
Penny Pitcher	5.00
Odd Ball	12.50
Jungleland	12.50
Bonus	12.50
Lucky Pete	12.50
Bell Boy	7.50
Gem Counter	5.00

PAYOUT TABLES

Arlington	$19.50
Bally Bell, 5 Balls Marvelous	17.50
Bandolo	17.50
Big Game	17.50
Bingo	17.50
College Football	17.50
Derby Day	17.50
Fairgrounds	17.50
Fair Ground	32.50
Fairview	17.50
Grandstand	99.00
Golden Wheel	17.50
Hundred	17.50
Jackpot	19.50
Jockey	17.50
Jockey P. G. (Bally)	
Mills Fleetwood	27.50
Pots Point	17.50
Preakness	17.50
Shooting Star	17.50
Racing Form	19.50
Royal Flush	17.50
Short Pool	17.50
Sport Page	27.50
Tickletoes	17.50
Turf Champ	14.50

Terms, One-Third Deposit, Balance C. O. D.

Write for Complete List of New and Reconditioned Games.

MONARCH COIN MACHINE COMPANY

Cable: "Moncoin"

1725 BELMONT AVENUE, CHICAGO, ILLINOIS

DEAL WITH CARL — ALWAYS A SQUARE DEAL

OUT THEY GO AT POSITIVE GIVE-AWAY PRICES

ALL MACHINES THOROUGHLY CONDITIONED — READY TO OPERATE

AUTOMATICS

	EACH
45 SPORT PAGES	$ 99.50
34 THOROUGHBREDS	99.50
17 GRAND STANDS	99.50
32 HAWTHORNES	99.50
15 PACEMAKERS	99.50
1 PAIR OF DICE	99.50
7 FAIR GROUNDS	99.50
2 FLEETWOODS	99.50
1 DERBY DAY	99.50
1 PREAKNESS or BELMONT	99.50
2 POINT SHOT	99.50
1 ARLINGTON	99.50
5 BILLS "2-3" (Late Date)	79.50

NOVELTY TABLES

12 EUREKAS (Free Play)	$ 69.50
3 MULTI FREE PAGES (Free Play)	69.50
2 BY BOOSTS (Free Play)	69.50
3 RAG TIME (Free Play)	69.50
3 SUPREME (Free Play)	69.50
10 BOOTS (Free Play)	69.50
3 SPOTTS (Free Play)	69.50
3 PARAMOUNTS (Free Play)	69.50
1 QUALITY (P. & L.)	69.50
1 STABLE MATE (Free Play)	69.50
4 REFOS	69.50
1 BILLS 1-2-3 (Free Play)	69.50
1 BILLS 1-2-3 (Free Play)	69.50
3 AIRWAY	19.50
3 ZEPHYR	19.50

CONSOLES

	EACH
2 JENNINGS LIBERTY BELLS	$ 42.50
1 MILLS QUARTER BELLS	42.50
1 BABYGRAND	79.50
1 MILLS FOOT PEDAL (Jackpot Model)	79.50
1 BALLY CAIN DOMINOES (Jackpot Model)	69.50
1 PONY GOODSELL (P. & L.)	119.50
1 TRACK TIME	67.50
1 BAUGHER TICKET VENDER	
1 BAUGHER TICKET	179.50
1 TRACK TIME	79.50
1 PEP (P. & L.)	79.50

SLOTS

6 Tt. Tt. Ba. or Ca.	$ 29.50
25 YELLOW FRONTS (25 Stops)	32.50
1 YELLOW FRONTS (10 Stops)	32.50
13 BLUE FRONTS, B.A.F.	39.50
1 BLUE FRONTS, B.A.F.	39.50
1 BLUE FRONTS, B. and A.F.	49.50
6 BLUE FRONTS (5c Play)	49.50
4 CHIEFS (5c Play)	49.50
2 FUTURITY (5c Play)	67.50

COUNTER GAMES

10 MERCURY (Ba and Ca)	$ 24.50
1 BELL BOY NICKELS (Pk.)	12.50
1 BELL BOY	12.50
10 COUNTER KINGS	12.50
1 BELL TONE	7.50
2 BELL SLIDES	7.50
1 BELL RINGER	7.50
10 BALLY RESERVE (Bell)	12.50
1 BALLY BOY (Bell)	12.50

PHONOGRAPHS

ROCK-OLA IMPERIAL 16 RECORDS, WITH ILLUMINATED GRILLE	$75.00
ROCK-OLA IMPERIAL 20 RECORDS, WITH ILLUMINATED GRILLE	89.50
ROCK-OLA RHYTHM MASTER, 16 RECORDS, WITH ILLUMINATED GRILLE	89.50
ROCK-OLA RHYTHM MASTER, 12 RECORDS, WITH ILLUMINATED GRILLE	89.50
BILLS 90-96-81, 12 RECORDS, WITH ILLUMINATED GRILLE	89.50

IF YOU DON'T SEE WHAT YOU NEED LISTED HERE, WRITE US AND GET OUR PRICES BEFORE YOU BUY ELSEWHERE.

UNITED AMUSEMENT COMPANY, 1. Speech Wire Machines, Boston, Mass. 2. Speech Wire Machines, Boston, Mass. 3. Speech Wire Machines, Boston, Mass. 4. Speech Wire Machines, Boston, Mass. 5. Speech Wire Machines, Boston, Mass. 6. Speech Wire Machines, Boston, Mass. 7. Speech Wire Machines, Boston, Mass. 8. Speech Wire Machines, Boston, Mass. 9. Speech Wire Machines, Boston, Mass. 10. Speech Wire Machines, Boston, Mass. 11. Speech Wire Machines, Boston, Mass. 12. Speech Wire Machines, Boston, Mass. 13. Speech Wire Machines, Boston, Mass. 14. Speech Wire Machines, Boston, Mass. 15. Speech Wire Machines, Boston, Mass. 16. Speech Wire Machines, Boston, Mass. 17. Speech Wire Machines, Boston, Mass. 18. Speech Wire Machines, Boston, Mass. 19. Speech Wire Machines, Boston, Mass. 20. Speech Wire Machines, Boston, Mass. 21. Speech Wire Machines, Boston, Mass. 22. Speech Wire Machines, Boston, Mass. 23. Speech Wire Machines, Boston, Mass. 24. Speech Wire Machines, Boston, Mass. 25. Speech Wire Machines, Boston, Mass. 26. Speech Wire Machines, Boston, Mass. 27. Speech Wire Machines, Boston, Mass. 28. Speech Wire Machines, Boston, Mass. 29. Speech Wire Machines, Boston, Mass. 30. Speech Wire Machines, Boston, Mass. 31. Speech Wire Machines, Boston, Mass. 32. Speech Wire Machines, Boston, Mass. 33. Speech Wire Machines, Boston, Mass. 34. Speech Wire Machines, Boston, Mass. 35. Speech Wire Machines, Boston, Mass. 36. Speech Wire Machines, Boston, Mass. 37. Speech Wire Machines, Boston, Mass. 38. Speech Wire Machines, Boston, Mass. 39. Speech Wire Machines, Boston, Mass. 40. Speech Wire Machines, Boston, Mass. 41. Speech Wire Machines, Boston, Mass. 42. Speech Wire Machines, Boston, Mass. 43. Speech Wire Machines, Boston, Mass. 44. Speech Wire Machines, Boston, Mass. 45. Speech Wire Machines, Boston, Mass. 46. Speech Wire Machines, Boston, Mass. 47. Speech Wire Machines, Boston, Mass. 48. Speech Wire Machines, Boston, Mass. 49. Speech Wire Machines, Boston, Mass. 50. Speech Wire Machines, Boston, Mass. 51. Speech Wire Machines, Boston, Mass. 52. Speech Wire Machines, Boston, Mass. 53. Speech Wire Machines, Boston, Mass. 54. Speech Wire Machines, Boston, Mass. 55. Speech Wire Machines, Boston, Mass. 56. Speech Wire Machines, Boston, Mass. 57. Speech Wire Machines, Boston, Mass. 58. Speech Wire Machines, Boston, Mass. 59. Speech Wire Machines, Boston, Mass. 60. Speech Wire Machines, Boston, Mass. 61. Speech Wire Machines, Boston, Mass. 62. Speech Wire Machines, Boston, Mass. 63. Speech Wire Machines, Boston, Mass. 64. Speech Wire Machines, Boston, Mass. 65. Speech Wire Machines, Boston, Mass. 66. Speech Wire Machines, Boston, Mass. 67. Speech Wire Machines, Boston, Mass. 68. Speech Wire Machines, Boston, Mass. 69. Speech Wire Machines, Boston, Mass. 70. Speech Wire Machines, Boston, Mass. 71. Speech Wire Machines, Boston, Mass. 72. Speech Wire Machines, Boston, Mass. 73. Speech Wire Machines, Boston, Mass. 74. Speech Wire Machines, Boston, Mass. 75. Speech Wire Machines, Boston, Mass. 76. Speech Wire Machines, Boston, Mass. 77. Speech Wire Machines, Boston, Mass. 78. Speech Wire Machines, Boston, Mass. 79. Speech Wire Machines, Boston, Mass. 80. Speech Wire Machines, Boston, Mass. 81. Speech Wire Machines, Boston, Mass. 82. Speech Wire Machines, Boston, Mass. 83. Speech Wire Machines, Boston, Mass. 84. Speech Wire Machines, Boston, Mass. 85. Speech Wire Machines, Boston, Mass. 86. Speech Wire Machines, Boston, Mass. 87. Speech Wire Machines, Boston, Mass. 88. Speech Wire Machines, Boston, Mass. 89. Speech Wire Machines, Boston, Mass. 90. Speech Wire Machines, Boston, Mass. 91. Speech Wire Machines, Boston, Mass. 92. Speech Wire Machines, Boston, Mass. 93. Speech Wire Machines, Boston, Mass. 94. Speech Wire Machines, Boston, Mass. 95. Speech Wire Machines, Boston, Mass. 96. Speech Wire Machines, Boston, Mass. 97. Speech Wire Machines, Boston, Mass. 98. Speech Wire Machines, Boston, Mass. 99. Speech Wire Machines, Boston, Mass. 100. Speech Wire Machines, Boston, Mass.

FOR QUALITY SALESMEN ONLY

We can show you a deal that is good for $1,000 weekly, consolidated 10 five-cent salesmen who can handle a vending machine deal of $700 each up. We don't expect to beat them any $1,000 a week men, as we think we have most of them in our sales force, but we want to show you a deal that will handsomely reward you with a weekly income of about a record of $100 for a full year. To them, we will show how to step up their earnings. Women operating give age, refreshment and other vending machines. Portable and electrically operated machines ignored. Anti-knock men with clear records only wanted. DOZ 291, Billboard, Chicago, Ill.

Orange Juice Vender Attracts Much Attention

TAMPA, Fla., June 17.—An orange juice vending machine stood 'em in the aisles in Maas Bros. department store on its first commercial test by the Florida Citrus Exchange and sold in over $20 for less than three boxes of fruit," reports *The Tampa Tribune* in its news columns June 11.

Put a nickel, placed in a chute, the machine takes an orange from a refrigerated compartment, splits it, puts each half in turn on a reamer and pushes a cup of juice thru a wicket to the customer. The reamer cleans itself with centrifugal force and tosses the hulls down a chute.

The machine was developed by the Citrus Fruit Exchange from an invention by Tracy Amato, of Jacksonville, Fla., and it is expected to help take care of some of the State's tremendous surplus. It is reported that it is being watched closely by the entire citrus industry.

The newspaper related that the juicer was continually surrounded, the crowd interested partially in getting a cool, refreshing drink and partially in observing the interesting action taking place as the machine went into action. "Pow," the paper said, "passed who failed to stop and put a nickel in the slot to see the gadgets work—and they liked the drink, too."

Paper Hits Phony Gambling Attacks

PHILADELPHIA, June 17.—*The Philadelphia Record*, liberal newspaper, June 7, 1939, reprimanded city officials and others who seek publicity by making sensational attacks on alleged gambling conditions in the city of Philadelphia.

Sincere people could accomplish more good by helping on bigger problems than gambling, the strong editorial suggested.

"While some of our first citizens will work themselves into a frenzy over a slot machine, they are invariably in the face of an enormous political machine which sops up millions annually and uses the taxes paid by our people to undermine the community. . . . Even worse than gambling would be a sham gambling crusade organized for political motives."

Modern Cabinet Enjoys Pick-Up

ST. LOUIS, June 17.—"In the past few weeks we have enjoyed a better-than-average business on our modernizing equipment for phonographs," declared the Modern Cabinet Co.

"Modernized phonographs seem money in that they attract more attention and more play," their spokesman declared. "Style, beauty, flash and color may be added to old phonographs at a low cost. The modernizing equipment is easy and quickly installed.

"Top panels are of beautiful walnut-finished corrosit, backed by a new brilliant red translucent plastic. The door design is a silvered silhouette on plastic which sparkles and produces blazing colors. The grille has two new brilliant red plastic pillars, with polished cast aluminum design in the center, backed by sparkling silvered jewel cloth.

"Our grilles and light-up effects have made an instantaneous hit with music merchants everywhere. A proven money-making set-up which makes 1939 models out of your old equipment," he concluded.

SKILL JUMP legal everywhere

COUNTER MODEL

Also Furnished With Attractive Metal Stand.

1c or 5c Play

Considered legal in all territories. A brand new idea in novelty games with irresistible player appeal.

Write or wire today for complete details and prices.

GROETCHEN TOOL CO.

130 N. Union Chicago

HERE'S A WESTERN PRODUCTS GAME IN MEXICO. "Pushie presentation of the play of the automatic machine," Baseball, in the town of Independence Park," says the notation on this picture from J. Quijano, operator in the city of Contemodoro.

Buy Mills From Vemco

★

VEST POCKET BELL

THRONE OF MUSIC PHONOGRAPH

TRYLON SCALE

CHROME BELL

SMOKER BELL

SQUARE BELL

GOLF BALL VENDER

MOVIE MACHINE

FREE PLAY 1-2-3

EVERY MACHINE IN STOCK READY for IMMEDIATE DELIVERY!

THIS WEEK'S SPECIALS

6 Groetchen Columbia Jackpot Bells, 5c, 10c or 25c play, state which wanted	$33.50
7 Mills 5c Cherry Bells	39.50
21 Mills Vest Pocket Bells	27.50
9 Mills 5c Mi-Boys	47.50
10 Pace Races 1pts, these are brown cabinets	49.50
5 Mills Do 5c Mi's	39.50
4 Jennings Grandstands	7.50
14 KLONDIKES 6 ARLINGTONS 7 PEARKESS 6 FLEETWOODS 3 STABLES	5 for $70.00 Less than 5, $20.00 each
4 Spartans, F. P.	$89.50
1 Chubble, F. P.	99.50
3 Bubbles, F. P.	89.50
1 Vue and Zar, F. P.	99.50
4 Binks, F. P.	99.50
6 Fairmounts, F. P.	49.50
1 Contests, F. P.	69.50
30 Novelty Games, no two alike, five for	$40.00
Less than five	10.00

TERMS: ½ Certified Deposit With Order; Shipment C. O. D. for Balance.

★

THE VENDING MACHINE CO.

FAYETTEVILLE, N. C.

Cable: "COINSLOTS"

Match Color Game by Acme

(New Game)

BENTON HARBOR, Mich., June 17.—Acme Game Co. recently announced the release of Match Color Game, a counter machine. A. L. Bohm, who developed the machine, declared: "Match Color Game is something new for the counter. It's the operators' delight.

"When you insert a penny away goes the color disk, then—no hesitation, but 'bang' and a dead stop—and there is your fortune told. Also selects your lucky colors, and if colors match you win. Real sport to play, the game is a genuine attraction to everyone."

He concluded: "Modernistic and streamlined in design, beautifully colored in turquoise blue with chrome highlights, it is a real quality machine for a counter merchandising or cigaret game—and for a price that allows an operator to make some real money."

Jefferson Nickel Still With Us

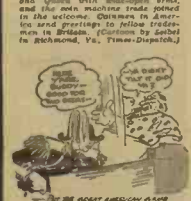
WASHINGTON, June 17.—Spiking recurring reports that the new Jefferson nickel had been withdrawn from circulation, the treasury reports that there is one such coin in circulation for every three persons.

Since the 5-cent piece was introduced last November, the mints have turned out 63,856,000 coins bearing the profile of the third President. Of these, 48,000,000 have been placed in circulation.

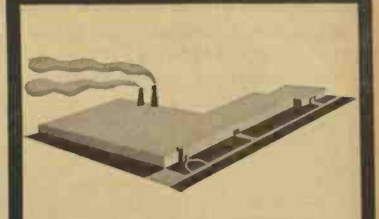
Several hundred million Buffalo nickels still are in circulation and will be used until they wear out.

THEIR MAJESTIES

AMERICA WELCOMED the King and Queen with wide-open arms, and the coin machine trade joined in the welcome. Chairman in America and greetings to fellow tradesmen in Britain. (Cartoon by Jobel in Richmond, Va., Times-Dispatch.)



AND WE EVEN imagined Their Majesties playing pinball—as expressed by editorial cartoonist Rollin, of The New York World-Telegram, in the issue of June 9, 1939.



Mills Novelty Company, established in 1889, 4100 Fullerton Ave., Chicago, Illinois, advises all its friends to operate Mills free play One-Two-Three and be content with the world. An idea!

Coin Machines As Door Prizes

Hymie (Chubble-Bubby Shooter) Bodin will give away brand-new amusement machines to the operators attending his 25th anniversary party June 28, he says. Operators will be given numbered tickets at the door and the lucky ones will get the machines. The Chicago manufacturers who have promised to attend the party, are donating the games.

Arcade Orders Heavy at Exhibit

CHICAGO, June 17.—With the arcade season now at a good start, Exhibit Supply Co. reports that results from coin-operated machines and concessions of these devices is even better than anticipated. Demand for new machines is still at a high rate, according to Pete Smith, of the Exhibit Firm.

Officials and distributors of the firm have recently visited some of the prominent parks, resorts and fairs and report that arcades and coin-operated machine concessions are all turning in good reports. The firm has aided in the setting up of arcades and concessions by a bulletin showing the wide variety of machines that can be used.

Smith states that his firm has a complete new line of arcade machines and that these are not a rehash of old ideas. Arcades and concessions are proving so successful this season because most of them have installed new equipment, he thinks.

Among the new machines offered is a New Vitalizer, which attracts attention and also gets big patronage. Sample machines tested at the New York World's Fair have shown how popular the machine will be with the public. The machine offers a foot stimulating treatment for a penny.

The firm states that arcade machines are in stock and that prompt shipment can be made. Many of the machines are adaptable to general operating on routes and indoor locations during the winter, thus form an all-year investment.

Smith also stated that displays of the new line of arcade machines could be seen at the distributing firm of Mills Musves in New York City and at the firm of Meyer Wolf on the Boardwalk in Atlantic City.

WE HAVE THEM

KEYSTONE NOVELTY & MFG. CO.

2614 S. Huntingdon St., Philadelphia, Pa.

(MILLS DISTRIBUTORS)

BARGAINS FROM DAVE MARION

Pin Shot, Multiple Free Play	$67.50
Contest, Free Play	39.50
Jackpot Bonus (Like New)	27.50
Ginger Ale Dispenser, Lighted	19.50
Longshoreman Console, Free Play	42.50
Spinner Wheels	19.50
8 Ball Bonus (Cabinet)	7.50
Bird Trick, Superchrome	50.00

Write for Complete Bargain List

MARION COMPANY

★ ★ 4 ★ ★

MARDI GRAS

MODELS IN ONE

Instantly interchangeable to these four types—

★ 1—A Four-Coin Multiple Free Game.

★ 2—A One-Coin Free Game.

★ 3—A Four-Coin Multiple One-Ball Payout Game.

★ 4—A One-Coin One-Ball Payout Game.

Has the new mystery "Red-Lite" hole that pays out $1 or 20 Free Games for every coin played.

ALSO

Western's New

HORSE-SHOES

A 6 coin multiple, Bulls jackpot Pay Table. 1 Ball Play. 250 top jackpots. Best pay table made.

WESTERN PRODUCTS, Inc.

925 W. NORTH AVE., CHICAGO, ILL.

Celebrates 25th Year in Coin Biz

BROOKLYN, June 17.—On Wednesday, June 28, Herman Budin, of Budin's, Inc., will celebrate his 25th year in the coin machine business.

"It was on June 28, 1914, that my father started me off with a horse and wagon servicing sunflower seed machines in this city. Those were the days when getting around to visit our machines was a matter of chance. If the old horse felt tired we just had to take our time. And many times a handful of the same seeds we put into the machines popped up old Dobbin sufficiently to keep him going for the balance of the route.

"We're going to give the boys a real party at our headquarters on Wednesday, June 28. We feel that not many people can reach the 25-year mark in any industry without feeling somewhat proud of their achievement. It certainly is a hard grind to say the least. There are good days and bad days, but when we look back on those 25 years we can only say that the coin machine business treated us just about as well as any other business in the world could be expected to over so many years," concluded Budin.

Oklahoma Trade Has Test Case

OKLAHOMA CITY, June 17.—The quiet with which operators had been operating novelty games since the ruling by the attorney general's office recently was disturbed by an attack by the governor this week.

Following the unusual anti-slot machine law adopted here, the attorney-generals office had ruled that pinball games might be operated "for amusement only" and operators had quietly gone about their business following this decision.

The governor's attack seemed to indicate that he wanted all to stop. He even criticized Oklahoma severely in a reported statement that "if a man can't operate a business without putting one of those things in to rob people he ought to quit."

Local authorities indicated they would depend on the attorney-general's decision that the games could operate for amusement until the question is settled in court.

Meanwhile an appeal by a druggist in Tulsa was on its way to Washington. It was a test case and the Tulsa court promised to decide the matter on June 9.

Minnesota City Officials Meet

ALBERT LEA, Minn., June 17.—City officials and their representatives throughout Minnesota attended the annual convention of the League of Minnesota Municipalities here June 14, 15 and 16.

Mayor Edgar L. Hayek of Albert Lea was general chairman of the reception and local arrangements committee. President A. D. Flor, of New Ulm, opened the convention, with committee reports filling the opening morning session.

Three State legislators and a university professor discussed home rule by municipalities during a luncheon session the first day. The speakers were Senator William B. Richardson, moderator; Representative T. A. Sien, Madison; Representative William A. Berlin, Hibbing, and Professor William Anderson, head of the political science department, University of Minnesota.

L. R. Simonson, of Buhl, vice-president, presided at a general session Wednesday afternoon. Ray Quinlivan, St. Cloud city attorney, talked on the municipal revenue problem, a discussion led by Mayor Frank Johnson of Brainerd was also part of the program.

Ginsburg of Atlas on Road

CHICAGO, June 17.—Eddie Ginsburg, traveling member of Atlas Novelty Co., is at present on the road renewing acquaintances with the many Atlas customers and friends, according to word from the Atlas Novelty Co. headquarters in Chicago.

Ginsburg will make trips at frequent intervals to help operators keep in touch with new developments and the latest coin machines.

THEY'RE HERE!

ALL THE NEW GAMES WE PROMISED YOU!

Chicoin's OCEAN PARK

Daval's LIBERTY

Exhibit's FLASH

Keeney's UP & UP

Western's BASEBALL '39

MILLS

THRONE of MUSIC

GEORGE PONSER ORGANIZATION

518 West 47th St., NEW YORK

11-15 E. Runyon St., NEWARK, N.J.

1435 Bedford Ave., BROOKLYN, N.Y.

BATTER'S UP

Baseball's here, and Superior is here with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the speed and color of the national pastime. Each colorful ticket bears symbols that represent the nicknames of major league baseball teams.

Jackpot in the form of baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS

14 N. Peoria St.

CHICAGO, ILLINOIS

ARE YOU ON OUR MAILING LIST?

Widespread Operators Keep Posted With Our Weekly Mailing List.

Automatic Payouts

Bonanza	$59.50
Daily Double	39.50
Daily Grand	39.50
Daily Mutuels	39.50
Daily Times	39.50
Daily Times (61)	39.50
Fairplay	39.50
Fairway	39.50
Fleetwood	39.50
Gold Medals	39.50
Jockey Club	39.50
Kentucky Derby	39.50
Mutuels	39.50
Pennants	39.50
Sixth Sense	39.50
Sky Ride	39.50
Sportsman	39.50
Sport Page	39.50
Sport Special	39.50
Sport Times	39.50
Stakes	39.50
Turf Champions	39.50
Turf Champions (Special)	39.50
Turf Champions (Special Jackpot)	39.50
Winning Numbers	79.00

Novelty Tables

Baffle Jackpot	$17.50
Baffle Jackpot (Special)	17.50
Daily Times	17.50
Fairplay	19.00
Gold Medals	26.50
Palm Springs	19.00
Pennants	19.00
Sportsman	19.00
Mutuels	19.00
Sky Ride	17.50
Sixth Sense	17.50
Sport Page	17.50
Sport Special	17.50
Sport Times	17.50
Stakes	17.50
Turf Champions	17.50
Turf Champions (Special)	17.50
Turf Champions (Special Jackpot)	17.50
Winning Numbers	19.00

Triple Entry	$160.00
1938 Mad Times	75.00
1938 Twin Times	75.00
Derby Sweepstakes	67.50
1937 Mad Times	67.50
1937 Twin Times	67.50
Guinea Pigs	67.50
Liberty Bell Stakes	67.50
Gold Bug	27.50
Derby Day, Flat	25.00
Derby	25.00
Derby Skill Stakes	27.50
Mr. Twin Ribbon	27.50
Horseshoes	27.50
Mad Pinball	27.50

MARYLAND MUSIC OPERATORS

Are Cooperating Unions in Maryland

Cemetery $160.00

Pennant

* Or Equals Between G. & D. P. & D. Burns.

ROY McGINNIS

2018 Maryland Avenue (University 1930), BALTIMORE, MARYLAND.

Underwood & Underwood photo

GROETCHENS SKILL JOINT AT THE WORLD'S FAIR, New York, is popular, according to reports. The machines are located at the International Mutoscope Penny Arcade. Machines for the arcade were supplied by Mike Munzer Corp., New York.

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

JUNE BARGAINS

THE MACHINES LISTED BELOW ARE SLIGHTLY USED AND ARE OFFERED SUBJECT TO PRIOR SALE. TERMS: 25% DEPOSIT, BALANCE C. O. D.

AUTOMATIC PAYOUT

2 MILLS 1-2-5 Jackpot, Jackpot, Jackpot	$ 70.00
1 MILLS 1-2-5 Jackpot, Jackpot, Jackpot	17.00
1 QUINELLA Jackpot, Jackpot, Jackpot	60.00
1 AL SMITH Jackpot, Jackpot, Jackpot	60.00
1 BAKER Jackpot, Jackpot, Jackpot	60.00
1 BASKETBALL Jackpot, Jackpot, Jackpot	60.00
1 TRACK GOLD Jackpot, Jackpot, Jackpot	60.00
1 STOKER STEPS Jackpot, Jackpot, Jackpot	60.00
1 ROCKOLA THREE UP Jackpot, Jackpot, Jackpot	60.00
1 PAYOUT Jackpot, Jackpot, Jackpot	60.00
1 PRESIDENT Jackpot, Jackpot, Jackpot	60.00
1 FLAMINGO FRUIT JACKPOT Jackpot, Jackpot, Jackpot	17.00
1 FLAMINGO STEPPER Jackpot, Jackpot, Jackpot	60.00

SCHOOLGIRLS

1 SKILL TIMES Jackpot, Jackpot, Jackpot	60.00
1 PACIFIC GOLD Jackpot, Jackpot, Jackpot	60.00
1 EVANS ROULETTE Jackpot, Jackpot, Jackpot	60.00
1 DERBY DAYS Jackpot, Jackpot, Jackpot	60.00
1 AFRICAN GOLF, Six Jackpot, Jackpot, Jackpot	60.00

SLOTS

1 Good V ..... $ 77.50	

HORSE RACES

1 3-TO-1 CHAMPS Pari. mut. Jackpot, Jackpot, Jackpot	60.00
1 50-1 CASH PAY, Mark Jackpot, Jackpot, Jackpot	60.00
1 50-1 CASH PAY AIRS PIN Jackpot, Jackpot, Jackpot	110.00
1 DON VIP, Mark Jackpot, Jackpot, Jackpot	110.00

COUNTER GAMES

1 LUCKY PARLAY	5.00
1 TALLY CIGARETTES	15.00
1 WHEEL OF FORTUNE	5.00
1 SPIRIT OF WINNER	5.00
1 HORSE SHOES	5.00
1 OLD AGE PENSION	5.00
1 JENNINGS CHAMPIONS	5.00
1 AIR TARGETS, Model	15.00
1 JENNINGS CHAMPIONS	5.00
1 JENNINGS CHAMPIONS	5.00
1 GRIP TESTER	5.00
1 WEIGHT-O-MATIC	5.00
1 BALLY BALANCE	15.00

COIN OPERATED NOVELTY

12 BALLY BALANCE	12.50
1 CHICO DEVIL	15.00
1 JUNGLE PET	15.00
1 SUSPENSE	17.50
1 TRIXY	20.00
1 FREE RADIO	20.00

The Above Prices Are Effective June 24, 1939

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST. Richmond, Va.

Day Phone 3-4511 Cable Address: Slomoseco Night Phone 5-5328

BATTING CHAMP

"WHAT A GAME!"

—that's the expression of leading distributors . . .

"A GOOD GAME IS NEVER OUT OF SEASON!"

PERFECT INVISIBLE PERCENTAGE CONTROL!

Test locations definitely established this machine as the outstanding hit of the year!

READY FOR DELIVERY AT ALL LEADING JOBBERS AND DISTRIBUTORS!

NOVELTY $89.50

FREE PLAY $99.50

D. GOTTLIEB & CO.

3736-42 N. Paulina St., Chicago

MERCURY

TOKEN PAYOUT

PENNY NICKEL PLAY

MERCURY is the cleanest, coarser money payout machine before you.

No side handle, no bulky coin mechanism, no mechanical complications. Award Tokens is needed automatically.

MERCURY Discount Model shows above displays Award Tokens behind window. No serving disports which is cash but other award has been made.

MERCURY will open your territory for you. Write, wire, phone today.

GROETCHEN TOOL CO.

130 N. UNION — CHICAGO

Group of 140 Ops Starts on Third Year With Pep

To the Editor:

"I want to compliment and commend you on being the only man whom I know in the amusement field who has had the foresight, the thoughtfulness and background, to present papers, editorials as well as writings, as enlightening and educational as yours have been. The only thought ever given to this subject in the past has been one of selling equipment, but as to keeping this equipment going, no consideration ever has been given except thru your columns and we out here are most grateful for the course you have pursued.

"This phase of it should of course, be continued and the manufacturers, more so, should lend every effort in helping in every manner, shape or form.

"I would appreciate it very much if you would mail me three extra copies of *The Billboard's* Special Bulletin and Market News which was published for June, 1939, Volume 1—No. 1. If there is any cost attached to this accommodation, we will be most happy to reimburse you.

"Regarding our association, we are now going into our third year of operation and have been quite successful. Our plan has been one of toleration and good-will and has proved the wisdom. At the present time we have approximately 140 members in this association who are carrying the burden for those who are not members, viz: approximately 80 members. Our offices are situated at 1351 W. Washington Blvd., phone No. Prospect 6512, and are open to the public from out-of-town to make their headquarters here at any time.

"Our board of directors is comprised of Abe Chapman, of the Automatic Vendors; Norm Bigelow, of the Rockola Games, and Ely Glassman, of the Ely Glassman Co. Perfect harmony and accord prevails. We hold regular monthly meetings and for your information our last meeting showed 100 per cent attendance, which shows the co-operative spirit of our organized operators.

"CURLEY ROBINSON, Secretary, Associated Operators of Los Angeles Inc.
"1351 W. Washington Blvd., Los Angeles, Calif."

COTTLIEB'S

BATTING CHAMP AT **BUDIN'S, Inc.**

(Eastern Distributors)

IMMEDIATE DELIVERY!

174 SO. PORTLAND AVE.
BROOKLYN, N. Y.
Tel.: Nevins 8-3183-4-5-6

Jar Deal Ticket Refills

COMBINATION — NOVELTY

RED, WHITE and BLUE

51 Lemon Prizes, Winner

POLLY SALES CO.

1407 Chicago Blvd. Omaha, Neb.

WANTED TO BUY

FOR CASH, GOTTLIEB TRACK RECORDS.
BOX D-202.
Care The Billboard, Cincinnati, O.

BREAK YOUR PROFIT RECORDS WITH

BARREL OF ACES (F-5075)

You'll Never Regret Investing in

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 Holes and the Top Payout is $25.00.

Takes In $114.75
Pays Average 29.29

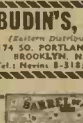
Average Profit ..... $ 35.46

Price $2.49 each

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World.
6820 HARVARD AVENUE, CHICAGO, U. S. A.



STILL THE BEST

PLACE TO BUY RECONDITIONED PAYTABLES, CONSOLES AND LATE NOVELTY TABLES

CONSOLES

Bally Bonus, Slots	$ 75.00
Bally Bonus, Jackpot	75.00
Bally Bonus, Jackpot	75.00
Bally Bonus, Jackpot	75.00
Bally Bonus, Jackpot	75.00
Liberty Bells	50.00
Liberty Bells	50.00
Bally Bells	50.00
Bally Bells	50.00
Bonusing	50.00
Bonusing	50.00
Bonusing

AIRPORT

Sensational is the word!

. . . FOR AIRPORT'S EARNING POWER!

SEABOARD SALES CO., Seattle, Wash. Exclusive Factory Representative

GENCO, Inc.

COIN AMUSEMENT SUPPLY, Ltd., London. European Distributor.

2621 N. ASHLAND AVE. CHICAGO, ILL.

ATLAS VALUE PARADE

SUMMER SPECIALS!! BRAND NEW FREE PLAY GAMES IN ORIGINAL CARTONS . . ONLY $52.50

Write for Particulars!

PHONOGRAPHS

Seeburg Model G 160 Cash or Credit	$ 52.50	Mills Deluxe	$ 24.50
Seeburg Model G	144.50	Rock-Ola Gem, 2 Coin	34.50
Seeburg Model KV (Keyboard Selection)	84.50	Rock-Ola Imperial (20 Records)	39.50
Mills Swing Master	29.50	Wurlitzer 412	39.50
		Wurlitzer 616	39.50

SLOTS

5c Cherry Bells (Mints)	$52.50	10c Jackpot Chief Counts	47.50
5c Sugar Daddy Gum Pay (Gum)	49.50	5c Bells Gum	52.50
5c Jackpot Silver Chief (Gum)	49.50	10c Mills Extraordinary	52.50
5c Jackpot Silver Bonus (Gum)	47.50	Jennings Chiefess	117.50

TERMS: 1/3 Deposit, Balance C. O. D.

Write for your copy of our New Price Bulletin—the our New Phonograph Catalogue—the only one of its kind available in the Coin Machine Industry.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)

1901 Fifth Ave., PITTSBURGH, PA.

Associate Office: Atlas Automatic Music Co., 2101 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Comments on Tennessee Liquor

MEMPHIS, June 17.—Since the Tennessee General Assembly empowered the counties of the State to legalize the sale of liquors, a total of 11 elections have been held, says The Commercial Appeal, newspaper, in its issue of June 6.

"Six counties have voted to remain dry and five have legalized the sale of liquor. It remains to be seen whether the anti-repeal counties have actually voted themselves about as dry as it was but or will seek and obtain a genuine control of the liquor business in any of its forms."

The paper thinks that the counties voting "dry" will more than likely perpetuate the "miserable conditions of disregard for law that so long featured State-wide prohibition in Tennessee."

Editor's Note: But on the same editorial page the Memphis paper makes a rap at pinball games, which are licensed by the State of Tennessee. When will intelligent newspaper staffs learn that the same arguments for legal liquor also hold for legal pinball games, etc. The only difference seems to be that newspapers anticipate liquor advertising, but pinball games are not adaptable to such advertising.

Urges New Name For Pinballs

To the Editor: My personal suggestion for name suitable for pin games is that they be called BALLGAME because there are no more pins, no more holes. Game has entirely changed. Also note tie-up to national game of America.—Bill Gersh, Byrde, Richard & Pound, New York.

"HOLD TIGHT—that's good advice to any operator who intends to make some real money," says Joe Frank, featured with the Western Products game, Hold Tight.

CARL TRIPPE RECOMMENDS NORTHWESTERN BALL SUN VENDER

Profitable, and Dependable Bell Vender with Attractive and Modern Lines. A Winner.

SPECIAL PRICE NORTHWESTERN BALL SUN VENDER, Including all the features of regular Model 33, plus greatly improved appearance. A Great Buy.

$84.00 EACH

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO.

1015 Olive Street, St. Louis, Mo.

$56.00 PROFIT PER DEAL

1000 Tickets @ $6 ..... $120.00

Average Payout 16.00

Profit ..... $ 56.00

$2.00 Cash Bonus 2.00

$2.00 Cash Bonus 2.00

$2.00 Each Lucky Ticket 2.00

$2.00 Each Lucky Ticket 2.00

SPECIAL

Assortment of 5-2500 Tickets Deals, each with Cash Bonus for only $10.00

1/3 Deposit, Order, Send for New 1939 Catalog of Deals.

WINNER SALES COMPANY

Exclusive Jobber With Definite Territory

2307 Junction Ave., CHICAGO, ILL.

BIG PROFITS

follow the PENNANT wherever it is shown. A hit with players — a Profit-maker for you. Features Harlich's Exclusive Baseball Tickets

67 WINNERS

No. 960 960 Holes

Takes In $48.00

Average Payout 22.37

Average Gross Profit $25.63

PRICE $3.84 EACH

Send for New Catalog Showing Hundreds of other Profit-makers

HARLICH MANUFACTURING COMPANY

1413 W. Jackson Blvd. Chicago, Ill.

Perfectly Reconditioned

Lubeck Pace	$54.00	Peggy	$47.00
Lubeck Jumbo	69.00	Lubeck Jumbo	69.00
Majors	47.00	Palm Springs	47.00
Chicklets	47.00	Ten Strike	47.00
Spotlite	39.00	Sunshine	19.00
Bubble	39.00	Bowling Alley	19.00
Sea Biscuit	47.00	Turf Champ	19.00
Sea Biscuit	47.00	Arcadia	19.00

BASEBALLS and OTHERS, $39.00 EACH: Home Run, Dominos, Mr. & Mrs. Scorboard, Equator, Bagatelle, Preakness, Baseball, Blue Streak, Trans Star, Turf King.

GENCO FAIR, FREE PLAY, CONTACT, CHEVRON and GOLDEN LAD Models.

Prices Quoted Upon $10.00 Flat Cash. For Export Orders "COIN-MACHINE," N. Y.

MAX MUNVES 552 West 187th St. New York, N. Y.

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

42 Variations Globe	$42.00	Bally Permanente	$22.50	Mills Blue Front, 5c-10c	$45.00
35 Tenforeze	19.00	Bally Sunflite	22.50	Jackpot Chief, 5c-10c	49.00
36 Lucky Trail "Cross"	36.00	Bally Sunbrown	49.00	Mills Gold Comet, 5c-10c	49.00
36 Lucky Strikeness	36.00	Bally Sunset	49.00	Mills Gold Comet, 5c-10c	49.00
36 Lucky Trail Times, B.B.	49.00	Bally Sun, T.S.	39.00	Mills Bells, 5c	47.50
6 Derby Day	39.00	Kentucky Pace Race	39.00	Mills Bells, 10c	47.50
6 Flashwinds	39.00	Kentucky Pace Race	39.00	Jackpot Chief, 5c-10c	39.00

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVE., CLEVELAND, OHIO.

ALL GUARANTEED PERFECT PIN GAMES!

$7.50 AND UP

WHAT DO YOU NEED? WRITE FOR COMPLETE LIST!

LOW PRICES! FAST SERVICE! FINEST QUALITY!

I. L. MITCHELL & CO. 1141 DE KALB AVE., BROOKLYN, N. Y.

Bowling-Alley Shuffle-Board

IRRESISTIBLE COMBINATION

Outpoints Game. 100% Legal. Write for Low Price.

PENNY PRODUCTS CO.

LANSDOWNE, PA.

THE NEW BLACKSTONE COIN PACKER

Carries and Wraps $12.00 in nickels per minute (some double speed), two hours and ten minutes. Fits in pocket. Price $3.00.

Blackstone Coin Packer Co.

20 King St. Hudson, N. Y.

ADV'S USE THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

$134.50

5c Play
$10.00 Extra for
Slug Rejector

"PACE'S" FLOOR MODEL CONSOLE BELLS

NOW AVAILABLE WITH SLUG REJECTOR IN YOUR CHOICE OF 5c - 10c - 25c MODELS

PRACTICALLY 100% SLUG PROOF

"A Mechanically Operated Console at Almost Half the Price of Ordinary Electrical Consoles

PACE'S SARATOGA

● Horse and Number Symbols. Dimensions, 38" in Height, 22" in Depth, 30" in Width. Also Available in Jr. Size (No Skill Field). Dimensions, 38" in Height, 22" in Depth, 21" in Width.

PACE'S REELS

● Regular Bell and Fruit Symbols with the same dimensions as Pace's Saratoga. Also available in Jr. Size (No Skill Field).

Coming Soon!

PACE'S PAY DAY—New Deluxe Type Floor Console that will be tops in the field—Nine-Play Coin Head with Odd or Even Feature—Wait for the Best!

A Roster of America's Leading Coin Machine Distributors . . .

THEY HAVE THE BEST COIN-OPERATED DEVICES ON HAND FOR YOU!

BANNER SPECIALTY CO.
1930 Parrish Street
Philadelphia, Pa.
ALSO
1840 5th Avenue
Pittsburgh, Pa.

SPARKS SPECIALTY CO.
Sapeston, Ga.

AUTOMATIC SALES CO.
416-A Broad Street
Nashville, Tenn.

SAVOY VENDING CO.
406-408 W. Franklin St.
Baltimore, Md.

CENTRAL DISTRIBUTORS
1462 South 13th Street
Omaha, Neb.

OHIO SPECIALTY CO.
12 West Court Street
Cincinnati, O.

WISCONSIN NOV. CO.
101 North Main Street
Fond Du Lac, Wis.

STAR SALES CO.
108 West Hill Avenue
Valdosta, Ga.

FRANK de GRAAUW
Abbeville, La.

H. B. BRINCK
Front and Utah Streets
Butte, Mont.

UNITED AMUSEMENT CO.
3410 Main Street
Kansas City, Mo.

MONARCH COIN MACH. CO.
1731 Belmont Avenue
Chicago, Ill.

WESTERN DISTRIB., INC.
3126 Elliott Avenue
Seattle, Wash.

SILENT SALES CO.
204 11th Ave., South
Minneapolis, Minn.
ALSO
1547 University Avenue
St. Paul, Minn.

EVERGREEN NOVELTY CORP.
114 Elliott Avenue
Seattle, Wash.

AUTOMATIC AMUSE. CO.
1000 Pennsylvania Ave.
Evansville, Ind.

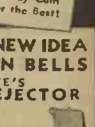
MOUNTAIN STATES SPEC. CO.
615 Second Avenue
Salt Lake City, Utah

AUTOMATIC COIN MACH. CORP.
57 Essex Street
Springfield, Mass.

ADVANCE AUTOMATIC SALES CO.
1021 Golden Gate Avenue
San Francisco, Calif.

The first **NEW IDEA IN BELLS**

PACE'S SLUG REJECTOR BELL



Deal away with slugs and cheating. Keep your profits—don't let the slugs rob you

Only
$10.00
EXTRA

NOW AVAILABLE IN 5c-10c-25c MODELS

PACE MANUFACTURING COMPANY ● CHICAGO

"THE HOUSE OF PROVEN WINNERS"

NOVELTY CAMES.

Sensation	$15.00	Grand Slam	$17.00
Paramount (Floor Model)	27.50	Bally Line Up	8.00
World's Fair	26.50	Fleet (Motorized)	17.00
Pace	16.50	Bally Reserve	10.00
Paramount (Bakelite)	26.50	Bally Royal	10.00
Gold Cup	16.50	Bally	12.00
Gate Time	12.50	Diamond Horseshoe	15.00
Hot Line	22.50	Dugan	15.00

AUTOMATIC PAYOUTS.

Garon	$11.00		
Prosperity	18.00		
6 in Every	18.00		
Pace Reels	16.00		
Pace Fruits	16.00		
Mt. Parade	12.50		
Bolstered	12.50		
Fairgrounds	27.50		

One-Third Deposit Block Guaranteed All Orders — Balance C. O. D.

J and J NOVELTY CO.
4840 MT. ELLIOTT, (Plaza 1433) DETROIT, MICHIGAN

SENSATIONAL, SLASHING CLOSEOUT SALE!!
BALLY'S GREATEST 4-COIN MULTIPLE PAYOUTS
THISTLEDOWNS AND GRANDSTANDS
A-1 PERFECT, CLEAN CONDITION—READY FOR LOCATION—WRITE FOR PRICES!
ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

DIAMONDS

Only a relatively few of us are gifted with the expert knowledge needed to pass accurate judgment on the value of diamonds.

So, when we buy them, most of us first select the jeweler we intend to buy from—choose one of HIGH STANDING and KNOWN REPUTE. On our BEST assurance that we may depend on his judgment to protect our investment.

It's a long jump, perhaps, from diamonds to coin-operated machines, but it's wise to buy them the same way. The best way to make sure of full value is, first pick the Distributor of high standing known for the QUALITY of his services and the fairness of his dealings. We enjoy this reputation.

BANNER SPECIALTY COMPANY
"ENDORSING ONLY THE BEST COIN OPERATED MACHINES"
1530-32 PARRISH STREET ● PHILADELPHIA, PA.
BRANCHES: PITTSBURGH, PA.—NEWARK, N. J.

Liberty

THE "BUILD-UP-AWARD WHILE-YOU-PLAY" GAME!

"GIVE ME LIBERTY!" is what they're saying everywhere these days! And when they demand LIBERTY they mean DAVAL'S latest "Build-Up-Award" game which is ATTRACTING CROWDS OF PLAYERS and bringing in more cash than ever before for ops!

GUARANTEED 100% MECHANICAL (FULLY PERFECT)

LIBERTY BEATS THEM ALL!

ADJUSTABLE AND FULLY METERED!

FOUR GREAT MODELS!
1 Plain Build-Up $79.50
12 Free-play $89.50
Pickaninny Band $84.50
6 Free-play Bonus $94.50

FEATURES!
★ BONUS—1 or 2 additional lit. for each bumper at different lit. stay! Every combinat. with spec. "Bell-again-and-and-" bonus!
★ BALL RETURN HOLE gives Dead Bumpers credit for total score as they are hit!

DAVAL MFG. CO. ★ 315 N. HOYNE ★ CHICAGO

THE HIT OF THE SEASON
2400 Holes PLAY BALL 5c Per Sale
You Must See This Board To Appreciate Its Playing Appeal.
BARREL STYLE TICKETS
All Combinations Repeat 12 Times.
Diamond Jack Pot contains 72 Tickets reading 1 Sub $15.00, 2 Sub $10.00, 10 Sub $7.00, 56 Sub $5.00, 56 Sub $4.00, 56 Sub $3.00, and 56 Sub $2.00. Total Sales $1,000.00. Pay Out $700.00.
Blue Ball Jack Pot contains 36 Tickets paying: 2 Sub Blue, $25.00 Ea., 1 Sub Blue, $20.00; 2 Sub Blue, $10.00; 1 Sub Blue, $15.00 and 19 Sub Blue at $5.00 Each.
Total Sales $1,000.00. Pay Out $700.00.
Blue Ball Jack Pot contains 36 Tickets paying: 2 Sub Blue, $25.00 Ea., 1 Sub Blue, $20.00; 2 Sub Blue, $10.00; 1 Sub Blue, $15.00 and 19 Sub Blue at $5.00 Each.
Total Sales $1,000.00. Pay Out $700.00.
Price $4.96
Pack (Average) 9 oz.21
Boards and Collateral Production Size Each Pack.
AJAX MANUFACTURING CORP.
1126-1128 S. 4th St. Philadelphia, Pa.
WRITE FOR 1939 CATALOG.

JUNE SPECIALS ON RECONDITIONED AND USED EQUIPMENT

2 Sub. Bonus Bells, Art Cabinet		Gottlieb Silver Team Payoff, Sub	$32.50
10 Fleetwings, Sub	$60.00	Gottlieb Pennant Payoff, Sub	$32.50
10 Trading Stamp Bells, Sub	7.50	Western Wonderland in Tokyo Payoff, Sub	32.50
10 Lucky Strike Folding Stands, Sub	2.50	Western Empire, Sub	17.50
USED COUNTER MACHINES		Western Hot Poker, Sub	17.50
6 Mills Fort Kings, Like New, Sub	$12.50	USED PHONOGRAPH EQUIPMENT	
2 Mills Fort Kings, Like New, Sub, Stands	15.00	12 Wurlitzer Model 500's, Sub	9.00
12 Mills Vest Pocket Vendors, Sub	12.50	1 Wurlitzer Model 500 Wall Box	5.00
12 Gottlieb's Bonus Bells, Sub	5.00	1 Wurlitzer Model 500 Wall Box, Sub	5.00
12 Daval Fairy Tale Peek Bells, Like New, Sub, Each	12.50	Seeburg Rex in Pk 410 and 412, Each	10.00
12 Bally Bally Diamond Bonus, Like New, Sub	12.50	Seeburg Rex in Pk 410 and 412, Sub	20.00
12 Gottlieb's Bonus Bells, Sub	10.00	Wurlitzer Model 412 Wall Box, Sub	
2 Mills 1c Target, Sub	5.00	Wurlitzer Model 412 Wall Box, Sub	10.00
2 Mills 1c Target, Sub	5.00	Wurlitzer Model 412 Wall Box, Sub	
3 Stover Joker Bonus, Sub, Stands	10.00	Wurlitzer Tone O. P. 10 Speed Seeburg Box, Sub	
Curtain, Each	15.00	Box of Assorted Sub and Rex 116, 116 D. O. Rex, Used 16 Days, Guar.	50.00
NEW COUNTER MACHINES			
500 Seeburg Rex Wall Box	$17.50		
500 Wurlitzer Model 412 Wall Box	19.50		

CLINTON VENDING MACHINE COMPANY
DISTRIBUTORS OF COIN OPERATED MACHINES
210 SOUTH FOURTH STREET, CLINTON, IOWA.

Look Over These New Low Prices and Save $$$$

All Guaranteed Ready to Operate. 1/3 Cash Deposit, Balance C. O. D.

Wurlitzer 616-Bs	$100.00	Wurlitzer Blue Bells, Like Sample	$60.00
Rock-Ola Imperial Manufacturer	99.00	Rock-Ola 10 Pin Lucky, Like Sample	47.50
Rock-Ola 1937 Rhythm Master	89.00	Rock-Ola World Series	99.00
Mills 1937 Dy Dee Mint	89.00	Bally Eagle Eye, Like Sample	69.00
Mills Bonus Bonus Dy Lucky	99.00	Bally Bonus Bonus	69.00
Mills Bonus Bonus	79.00	Bally Bonus Bonus	69.00
Mills Bonus Bonus Counter	79.00	Bally Bonus Bonus	69.00
Exhibit Jackpot Gottlieb	19.00	Bally Bonus Bonus	69.00
Exhibit Chicago Gottlieb	19.00	Bally Bonus Bonus	19.00

Write for Our New Bargain List, Listing Over 500 Reconditioned Machines.
Used Phonograph Records All Types, Our Choice For Sale.

BADGER NOVELTY COMPANY, 2646 N. 16TH STREET, MILWAUKEE, WISCONSIN

Pension Talk By Lawmakers

CHICAGO, June 17.—Desire to close several State legislatures as soon as possible made old-age pensions a live subject during the week. The national vote by Congress on the Townsend plan also served to enliven the subject.

Political prognostications are that old-age pensions may be the live topic in the 1940 presidential campaign. It is anticipated that if President Roosevelt runs for a third term it may be on a very liberal old-age pension platform to offset the Townsend plan. If Taft or Dewey heads the Republican ticket they are expected to oppose liberal pensions also. However, if Garner and Vandenburg head the two national tickets, it is expected that pension pressure will be relaxed.

On June 2 Texas embarked on a more liberal pension plan that was expected to add 50,000 persons to the State rolls. Where to get the money to pay pensions was a big question. The governor had attempted a sales tax.

The adjournment of the Florida legislature killed a sales bill that would have more than doubled the State pension bill. This old-age pensions grow as one of the livest political topics of the times.

Lumber Orders Largest in 1939

WASHINGTON, June 17.—Orders for lumber in the week ended June 3, with one exception, were the largest for any week this year, the National Lumber Manufacturers' Association reported. The orders approximated those for the preceding week and stood 42 per cent over the corresponding 1938 week.

Production was 22 per cent higher than for the like 1938 week and shipments were 1 per cent higher.

A total of 317mmlin produced 211,533,000 feet of softwoods and hardwoods combined during the week, shipped 216,633,000 feet and booked orders for 293,296,000 feet.

Compared with the 1929 weekly average of production and shipments the industry in the week stood 63 and 66 per cent, respectively. Production was about 75 per cent of the corresponding 1929 week; shipments were 83 per cent and new orders 99 per cent.

Get the Best!—You Pay No More
E Z Pickin Coupon Games
BASEBALL—DAILYS—SERIES
Jar Games — Tips — Trade Stimulators — Counter Card Game, Etc.
All Coupon Units—Red, White, Blue Blue Scented, Combination Number and Numerals.
Largest Assortment—Complete Service.
Wire, Write, Phone
For Samples and Prices.
Gay Games
Mario, Indiana
World's Most Completely Equipped Ticket Manufacturers.
Manufacturing Union Printed.

LUCKY STAR 1c PLAY PUT-TAKE
ALUMINUM $10.75
LIGHT
WALNUT $8.95
Checks or Several Play Combinations
1/3 With Order
CAMCO PRODUCTS CO., INC.
1800 Quincy Ave. Grand Rapids, Mich.

WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

Closing Out

150 assorted Jackpot Bells and Vendors rock by mid. War Eagles, Futurities, Gem Fronts, Blue Fronts and Cherry Bells priced from $15.00. Heavy Stilldroller Stool Stands, $1.50 Each. Dominoes, Bangalls and other assorted Stands. Wire or write for prices on lots of equipment desired. Also 50 6 x 3 x 3 x 2 16-Record Seeburgs, $20.00 Each; 6 or more, $18.00 Each.
P. O. BOX 42, Crosstown Station, Memphis, Tenn.

CLOSE OUT

Large Quantity of Used Mills Machines and Safe Stands.
Price of both
$20.00
F. O. B. East St. Louis, Ill.
Merchandise in A-1 Condition.
HARRY MURDOCK
Nameoki, Ill.

Interesting Data On Southern States

RALEIGH, N. C., June 17.—Joe Calcutt was the subject of an interesting and favorable story recently in the columns of *The Raleigh News and Observer*. The story was almost three columns in length. It was typical of the reputation that Joe Calcutt has earned in his home State and reflected the attitude of the people who have benefited from Calcutt's vast business.

Many interesting figures and facts were brought to light in the story. A summary of the story would reveal that coin machines were legalized by the North Carolina Revenue Act of 1939 and that the machines will pay a license tax of $20 per year. Calcutt is quoted as estimating that there would be 25,000 machines licensed in the State. This will mean an annual revenue of $500,000 for the State.

Some of the figures attributed to Calcutt were that he operates about 10,000 machines in North Carolina alone and that he has 138 trucks, each carrying two salesmen, placing, servicing and collecting around 100 machines. One hundred and twelve of these trucks were operating in North Carolina on June 1, leaving 18 trucks to work in other States. At the estimate of 100 machines per truck, this places Calcutt's total operations at approximately 12,000 machines.

The article brings to light the fact that Calcutt is in favor of good wages for his employees, paying a minimum wage of $17.50 a week to his Negro porters, a high wage for labor in the South. It is stated that his payroll probably reaches the total of $300,000 not including commissions. The article states that Calcutt figures the cost of operating a bell machine at $3.30 per week and expects a minimum of $8.00 to be in the machines each week on the collection day.

In addition to these vast State enterprises, Calcutt is reputed to be one of the largest distributors of coin machines in the United States.

EVANS' FLAT TOP "SLOT" SENSATION

LUCKY LUCRE

5 "BELLS" IN ONE!

OUT EARNS ORDINARY "SLOTS" 5 To 1!

OPERATORS IN THE KNOW prize it as the greatest money-maker ever conceived! Earns 5 times the profit of a single machine! Up to 5 persons may play at one time! Has numbered slot and payout clip for cash! Better odds, 3-1 to 18-1 and guaranteed jackpot of $1.00 or more in nickels for each player!

Built with famous Calloping Dominoes sheet, shielded mechanism, absolutely dependable and tamper-proof! Evans' new approved $ coin head, engineered to accept the new Jefferson, Mills, and dozens of other Evans surefire features. Available with Fruit Bell or Sports Symbols!

ACCEPT NO OTHER

Its sensational record has encouraged unscrupulous imitators . . . counterfeits designed to cheat you! Don't be fooled! Insist upon Evans' Lucky Lucre — the proven profit sensation!

OTHER EVANS HITS

Bang Tails — Lucky Star — Calloping Dominoes
Roulette Sc. (Ideal For Clubs, etc.)

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630

For Amusement Devices, See Our Ad in Carnival Section

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

BIGGEST MONEY-MAKER in pin game history is nation-wide verdict on Bally VARIETY

Actually earning 20 to 30 per cent more money than Bally Reserve at its best! Because the new "SKILL RESERVE AWARD BUILD-UP" has all the BIG WINNER fascination and "came-close" REPEAT PLAY APPEAL—plus added attraction of SKILL SHOTS to boost award! Get your share of the biggest novelty profits on record—order VARIETY today!

CHECK THESE MONEY-MAKING FEATURES

"SKILL RESERVE" AWARD BUILD-UP—ever-popular OUT-BALL RETURN—fascinating MYSTERY "SPOTTEM" feature—NO DEAD BUMPERS—EXTRA SCORING BUMPERS at bottom of board—PROJECTOR-TYPE TOTALIZER—scoring system also ideal for COMPETITIVE PLAY—easy ADJUSTABILITY—FULL, MUTOR protection—"FLOATING POWER" and all other LATEST MECHANICAL IMPROVEMENTS—most gorgeous FLASH CABINET ever created!

$94.50
FREE PLAY MODEL: $99.50

BALLY MFG. COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

BERT LANE Says:

Grab Yourself Some *Real* Bucks!

1 - 2 - 3 FREE PLAY

IMMEDIATE DELIVERIES!
Write, phone, wire . . . for YOUR deal!

SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5658

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

01	[illegible]	70.00	
10	[illegible]	54.00	
24	[illegible]	110.00	
5	[illegible]	42.00	
10	[illegible]	70.00	
15	[illegible]	70.00	
7	[illegible]	42.00	
6	[illegible]	48.00	
8	[illegible]	48.00	
8	Fish, [illegible]	38.00	
8	Fish, [illegible]	48.00	

SLOTS . . . WRITE FOR PRICES. Lots Back at All Types of Slots.
1/3 Deposit With Order. F.O.B. F. O. B. Gamesmen, Inc.

ONE BALLS

7 Multiplay	$110.00
11 Chicago Coin	75.00
11 Triumph	79.00
3 Sport Page	49.50
2 President De Luxe	89.50
3 Horse Shoes	79.50
3 Fairgrounds	79.50
10 Pennant	89.50
10 Fleetwood	89.50
8 Arlington	79.50
8 Bell Mutoscope	79.50
2 Rapid Fire	79.50
2 Pinchhitter	79.50
2 Bandwagon	79.50
2 Ballyhoo	79.50

NOVELTIES

10 Mutoscope Free Play	$89.50
10 Gottlieb Free Play	89.50
8 Lucky Free Play	49.50
Fire [illegible]	49.50
8 Slot 2 Bal. Free Play	49.50
Pitch [illegible]	49.50
8 Bally Grand Free Play	49.50
8 Bally Bally Free Play	49.50
[illegible]	49.50
3 Jack [illegible]	49.50
3 Odd [illegible]	49.50
3 Odd [illegible]	49.50

Write for Complete List of Consoles, Pay Tables, Novelty Games, Counter Games, and Slots.

SAVOY VENDING CO. (Cable: SAVENCO)
General Office: 806-8 W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

WEEKLY BARGAIN LIST

Every Machine Overhauled and Guaranteed to be in Perfect Condition.

CONSOLES

LUCKY LUCKES	$200.00
BANGTAILS	49.50
TANFORANS (Ticket Model)	82.50
TRACK TIMES (Red Head)	49.50

Write for Complete List of Consoles, Pay Tables, Novelty Games, Counter Games, and Slots.

SICKING, INC. Cincinnati, Ohio.

FACTORY CLOSEOUTS

100 Games, All in Original Crates and Consoles of Gamesmen, Counter Games, Payout Tables, Novelty and Free Play Games. Write for Complete List and Prices Than Will Interest You.

Arlington	$10.00	Pennant	$17.50
Gamen	10.00	Sport Page	17.50
Cocktail	12.50	Six Of Hearts	35.00
Champs	12.50	Sweet Sixteen	35.00
Fairgrounds	25.00	Twin Pinch, Like New	42.50
G. Wood	25.00	Twin Pinch, Like New	42.50
Sports, Gc	47.50	Sports, Gc	47.50
Jack Pot	17.50	Jack Pot	17.50
Slots Q.T.'s (1¢ or 5¢)	27.50	Slots Q.T.'s (1¢ or 5¢)	27.50

All Types of Slots Half Cheap.
Deposit With Order. F.O.B. Chicago.

Tom Bell Slots, Fair Condition $70.00

RECONDITIONED MACHINES

Write for Our Complete List of Thoroughly Reconditioned Photoplays, Slots, Gum Bell and Novelty Games.

GRAND NATIONAL SALES CO.
2304-06-08 ARMITAGE AVE., Armitage 4570, CHICAGO, ILL.

PHOTOMATICS

Reconditioned
Ready To Operate
All Stainless Steel Equipment

$545.00

10c & 25c Chiefs $19.50
50c Chiefs 24.50

1/3 Dep. With Order

GERBER & GLASS
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WANTED!

VEST POCKETS, WURLITZER PHONO, SLOT MACHINES, PIN GAMES. HIGHEST PRICES. CASH AT ONCE.

KING-HARRY'S
4562 BROAD ST., AUGUSTA, GA.

WANT

USED FREE PLAY GAMES: EUREKAS, ARCHONIECKS, ETC.

CENTRAL TEXAS AMUSEMENT CO.
Taylor, Texas.

BARGAINS IN GUARANTEED RECONDITIONED MACHINES

COUNTER GAMES

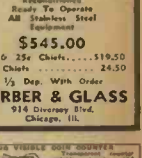
5 Bell Fruit	$ 8.00	2 Green Q.T.'s, 1c	$75.00	4 Double Wins	$ 8.00
1 Gold Medals	8.00	1 Green Q.T.'s, 1c	90.00	1 Gold Pennant Gum	12.00
1 Aces Wild	8.00	2 Red Q.T.'s	90.00	3 Green Q.T.'s, 5c	90.00
1 Counter Bell	8.00	10 Bell Fruit	12.00	1 Green Q.T.'s, 5c	90.00

NOVELTY GAMES

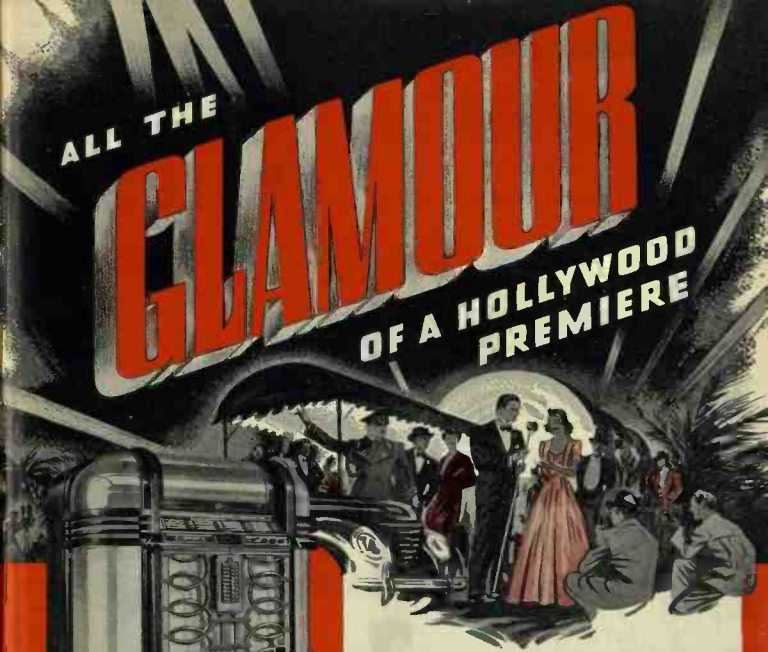
2 Bally Reserve	$75.00	1 Permanent	$25.00
1 Bally Bonus	75.00	1 Odd Ball	32.50
1 Bally Bonus	75.00	1 Odd Ball (Mystery)	35.00
1 Bally Bonus	75.00	1 Side Kick (Reserve)	35.00

TERMS: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY COMPANY, 3020 OLIVE ST., ST. LOUIS, MO.



ALL THE GLAMOUR OF A HOLLYWOOD PREMIERE



Rock-Ola's Superior Showmanship Makes More Money for You!

Mystery, romance, glamour—all the "ingredients" that make a thrilling Hollywood premiere are found in Rock-Ola's 1939 Luxury Lightup Phonograph. A musical "color-show" in motion with softly tinted floating clouds seen through the colored catalin portions of the cabinet and exquisite true-to-life music. That's showmanship and the customers LIKE it! They prove it by increasing earnings in every location where the new Luxury Lightup Phonograph is installed.

You too can have the best locations and enjoy big profits. See your distributor today or write the factory direct.

ROCK-OLA DE LUXE

(Illustrated)

Generous portions of catalin in cabinet add to play appeal. Has 12½ sing-spread coin chute—also the famous double cash box with automatic coin divider. Mechanically trouble free

ROCK-OLA STANDARD

Slightly smaller model; variation in design. Ample use of catalin in cabinet. Also has the 50% sing-spread coin chute. Mechanically, it's top!

Rock-ola MANUFACTURING CORP.

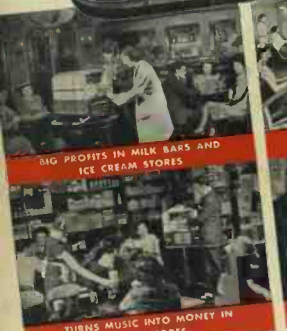
800 N. KEDZIE AVE.
CHICAGO, ILLINOIS

RMC

WURLITZER *the Only*

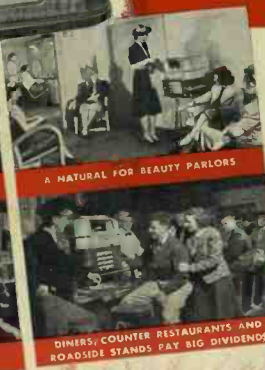
COUNTER MODEL PHONOGRAPH WITH *BUILT-IN SPEAKER*

PROVES A SENSATIONAL PROFIT PRODUCER IN THOUSANDS OF NEW KINDS OF LOCATIONS



BIG PROFITS IN MILK BARS AND ICE CREAM STORES

TURNS MUSIC INTO MONEY IN DRUG STORES



A NATURAL FOR BEAUTY PARLORS

DINERS, COUNTER RESTAURANTS AND ROADSIDE STANDS PAY BIG DIVIDENDS

SMALL BARS AND COCKTAIL LOUNGES ARE IDEAL COUNTER MODEL SPOTS

Not a makeshift, but a self-contained, compact Counter Model Phonograph designed expressly for the purpose it fills and filling Music Merchants' pockets with profits from locations that never had music before.

It's the only Counter Model Phonograph made with built-in speaker. No extra wiring. No problem of locating an auxiliary speaker. Maximum play appeal because the speaker is where a speaker should be—IN THE PHONOGRAPH!

Despite its superior beauty, tone and construction, it costs less to buy—less to operate than any Counter Model Phonograph—pays the greatest returns per dollar invested in the history of this industry.

Study the new kinds of locations pictured and listed to the left where Wurlitzer Counter Models are proving sensational profit producers. Then line them up in your territory with Wurlitzer Counter Model Phonographs. Write or wire for details.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.
Canadian Factory:
RCA-Victor Co., Ltd., Montreal, Quebec, Canada

A Name Famous in Music for Over Two Hundred Years

•

SOLD ONLY TO MUSIC MERCHANTS

A BIG MONEY MAKER IN THESE LOCATIONS, TOO

•

Bus Terminals · Social Clubs · Tourist Camps · Chinese Restaurants
Beauty Parlors · Barber Shops · Gymnasiums · Pool & Billiard Parlors · Amusement Parks
Airports · Hotels · Golf Clubs · Legion Posts · Lodge Rooms
and · Hotels (lobbies) · Country Clubs

as a second phonograph on the counter or bar in large multi-room locations having a Console Model Wurlitzer in the main room.

WURLITZER
REG. U.S. PAT. OFF.
COUNTER MODEL

TURNS LOCATIONS THAT NEVER HAD MUSIC BEFORE INTO BIG PROFIT PRODUCERS